**Blog 1 - The Effects of Technology on the Music Business Industry**

Today’s music industry is very different from what it was 25 years ago. First and foremost the biggest change continues to be technology. Although very broad, that includes how you record, where you record, where you purchase the music and who is involved in your project. Before technology appeared there were many people involved in an artist’s career; A&R reps, managers, personal managers, promoters, marketing team, lawyer, engineers, producers etc. In present day, technology advances have allowed one person to do the equivalent of all those jobs. With the introduction of technology in the music industry came the new world of DIY (Do-It-Yourself), giving people the opportunity to record and create their musical projects in their own basements. As more and more people started to DIY, they slowly let the thought of hiring a professional engineer at a professional studio slip from their minds. *Can doing it yourself produce the same results?* In my opinion, not at all, you can probably come extremely close, but you would still be missing that something which would only come from top class engineers at a studio with great equipment. Technology has not only played a huge part in changing the music industry for its creators but also its listeners. Back when music was being recorded onto records, people were traditionally purchasing music on a daily basis from music stores. Now purchasing music has become as easy as clicking a button over the internet, entering your information and how you’re paying for it.

**Blog 2 - The Art of Producing Music**

If it is one thing I learnt and continue to learn about producing and mixing music is that there are no rules, just guidelines. *How, you ask?* In terms of producing music there are many ways to do it and if someone tells you otherwise - well then they better have a good explanation as to why you can only do it one way. Every producer is unique in their own way and may have a different work flows. I, myself seems to have fallen into a rhythm of how I create music. Initially, my first step in producing a song is figuring out where I want it to go musically and how I am going to make it compliment the lyrics. Normally I have a rhythm section already in my head ready to program or to create, just to give the song a basic beat to start. Another way I get my ideas out into something tangible is by using the sounds of tones on my keyboards as inspiration. One mistake or issue I always notice and hear with producers, including myself sometimes, is wanting to add so much instrumentation that it takes away from the song and lyrics itself. I always try to remember the simplest guideline when it comes to producing music, (K)eep (I)t (S)imple (S)tupid, it will make your life so much easier.

**Blog 3 - Outboard Gear VS Plugins**

This may seem like an easy and straightforward topic but in my opinion I hear so many different opinions on it, I thought that it would make a great topic for debate. So I put this question out there for you, *which one do you prefer, the good old outboard gear or the new aged plug-ins?* When someone asks me a question like this, I take a couple minutes before I answer so that I don’t put my foot in my mouth, because personally I like a bit of both. Like I said in  one of my earlier blogs, every producer/engineer is different, some say the outboard gear is outdated and people need to move into this new world of technology, while others say that you will never achieve the sound that outboard gear gives you through plug-ins. I agree that with outboard gear you definitely get a richer, warmer sound and I also do agree with the fact that you probably can’t get that through a plugin. In this new technological era plugins can definitely do some good because not only do they incorporate your average functions of an outboard gear they also have many other functions that can be controlled to give you that texture in terms of sound that you are looking for. With that being said, everyone has their own perspectives on which one is better, you just have to know which one works for you and your work/studio flow.