

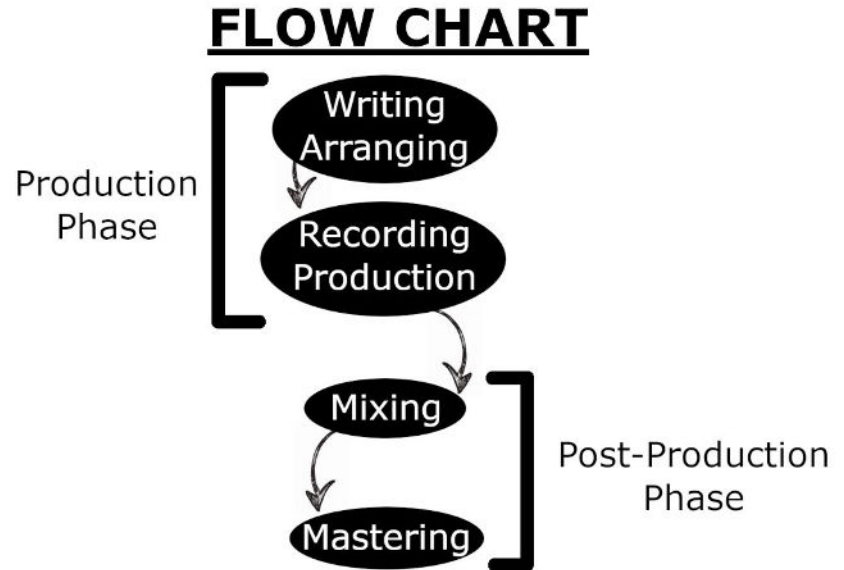


Music Production

What is 'Music Production'?

When we describe 'Music Production', we are talking about the the portion of the project that happens during the writing and recording stages of professional music development. It is the part when the initial idea is brought to us and the seed of the future song is planted.

It is the most creative process of the song writing journey and the biggest of the phases. By the end of this phase the song as a whole should be completely written, recorded and arranged. From here it will be ready for the post-production processes of Mixing & Mastering.



What Are Your Options?

We offer a very rare service at Moreish Studios. We can provide you with many alternative ways to go about producing your song to suit your dream idea of any genre.

This can be as extensive as us having arranged for you to work with our complete **in-house session band** consisting of some of Melbourne's best and most versatile musicians and songwriters, or just solely with Shane as a producer, or a blend of both for the more genre defining seekers.

Creating music is an **extremely personal** and varying experience, so we have used our own experience to try and create the most streamlined process to suit everyone's abilities, and get as much as they can out of the time with us.

There are many factors that will contribute to this decision, including how much creative **content you as the artist have already created**, available **budget** to invest, and **time**.

We are extremely supportive of the artistic community at Moreish Studios and ensure all of our contributors are fairly compensated to keep the lifeblood of professional music production alive in Melbourne.

After having a look through this form, we will be more than happy to arrange a free consultation with you about your project. We know this can be overwhelming, which is exactly why we do this. We are here to help and make this as achievable as possible but with the highest quality outcome for you.

What do I need to bring in?

As little or as much as you have!

This is one of the variables that will contribute to how much you will be able to do with the time we allocate. Some people have one song they want to polish and spend all their time on, others may already have 2 or 3, or a whole album of material.

We have worked with singers that only have lyrics and need the whole track written, as well as singer-songwriters who may have a guitar or piano part and already decided on the arrangement.

Each of these are approached differently, as different levels of content are provided, which in turn changes the amount of services needed from us.

Something to remember is, the more you work with the same people, the more you build chemistry and the faster the process gets. It's totally normal if you feel a little lost at any point at the beginning. We'll help keep everything on track!

How Does Session Process Work?

Part 1

This chart will help give some perspective into how the session flow and time allocation works. Based on your skill level and contributions will depend on how much can be completed in each session.

The **BLACK** sessions are necessary in the process and are required. The **GREY** are optional, they are most likely to come up with projects that need further services to fulfil their desired outcome (eg. having a band and session musicians perform on the project or assistance in writing and arranging).

Depending on what is requested will change how long each session process will take, but we allocate them each as at least one days work. If it will be shorter we will of course re-evaluate fairly when billing. Transparency is key and we tend to be quite liberal with our time and contributions in the process.

Please note: Though it is not required that we are the ones to complete the Mixing & Mastering (Post-Production) process, it is necessary to have these done by somebody before releasing the song.



How Does Session Process Work?

Part 2

In addition to this, you do not need to know exactly which of these you will need on prior to consultation. The genre will commonly dictate what would be needed to produce something you are looking to record.

It is also very important to remember that the more time you put into something, the better the outcome. If you are comparing your music to mainstream/commercial radio and are expecting those results, you need to be in the mindset of mainstream/commercial radio and remember they are in a position to not take shortcuts and have set teams for each phase. We are aware that sadly, not everyone is blessed with these kinds of budgets and allocations, so being smart about how you use each session and when and where to cut costs is key to being provided with the highest quality results.

Once again, we are here to help you with that! So start working on your list of questions for the consultation.



SESSIONS GUIDE:

SESSION	TIME	COST	DETAILS
Consultation <i>- Lily Street Studio Location</i>	1 Hour (Approx.)	Free	<i>(Required)</i> A discussion with Shane to make sure this service is right for you and to create a pre-production plan and quote.
Songwriting & Arranging (Singer-songwriter) <i>- Lily Street Studio Location</i> OR <i>Replaced by Production Demo when only electronic backing track or simple production is required. This will be clarified during consultation.</i>	5 Hours	\$500	<i>(Optional)</i> A session in the studio with expert songwriter Cahill Kelly to produce a demo of the work/s.
Recording Session (With Band) <i>- Lily Street Studio Location</i>	8 Hours	\$750 + \$250 per selected band members (Drums, Bass, Guitar/Piano/Keys)	<i>(Optional)</i> Official recording of all the main band parts for the decided amount of songs.
Recording Session (Your Parts) <i>- Lily Street Studio Location</i>	Depends on requirements. May be full day of 8 Hours (+) or Half day of 5 Hours (-).	\$650 (Full) \$350 (Half) (If requests have been made for additional musicians for this session, their quotes will be provided prior)	<i>(Required)</i> The session to complete your personal parts and any additional parts that have been decided to be added.
Production (Done by Us) <i>* Replaces the Songwriting/Arrangement session earlier with a produced demo when only electronic backing track or simple production is required. This will be clarified during consultation.</i>	8-10 Hours	\$450 Price will vary on degree of difficulty.	<i>(Required)</i> All the recordings are professionally compiled and turned into the completed musical piece and additional recordings added to elevate the music.
Mixing (Post-Production)		\$350 per song	<i>(Optional)</i> Post-production professional mixing of the song to bring the production to professional standard.
Mastering (Post-Production)		\$50 per song	<i>(Optional)</i> The final stage to polish the song and ensure it is release ready!

Releasing, Crediting & Royalties

When all the creativity is done and dusted it leaves you with that one big question: “What do I do with the music now, and is there anything important I should remember to do?”

Releasing: When it comes to the release you will most likely want to get it onto the streaming apps (such as Spotify or Apple), or maybe you want to do a physical release. How you would like to go ahead is completely up to you but we can help you with those stages by informing you of your options and how to do it. It's not as hard as you may think, with a little guidance you will have it sorted in no time, but we also know a few helpful tricks that should be considered when doing so.

Crediting: This is an incredibly important step that can be damaging to the creative industry if overlooked. At the end of the project you will receive a “Crediting List” which will contain the information of all the people involved and their rolls. When submitting your song details to APRA/AMCOS or other times crediting is required, you can consult this list for all the information you may need to provide. Different places might ask for more or less so we try to provide as much as possible for your convenience and keep it on our own records.

Royalties: When talking about original music it is important to consider royalties. Royalties are an ongoing income stream that is distributed when the song is played publicly and/or used for commercial purposes. These are usually distributed by a company like APRA/AMCOS when you register your works. For all original work, when Moreish Studios is responsible for **at least 50%** of the written material, we require to be assigned 10% of the ongoing royalties (distributed to our involved staff by us). This protects our intellectual property and keeps all of our involved staff performing at their best. The remaining 90% you are free to distribute however you please. As is the industry, different projects, artists and labels will have different conditions. If this is relevant to you the door is always open for discussion.

***Please note:** Don't be scared! We do not actively pursue royalties and payments for this from you directly. It is very clear to us when something has become successful to the point of royalty contribution and companies like APRA/AMCOS will do all this work and distribution for you.*

Conclusion

No matter how much I choose to write here, it will never feel like I can cover every base for everyone so I hope. I hope this has provided some necessary insight into what the future discussions will involve. I encourage everyone who takes the step to the consultation to ask as many questions as they can when they are there. Clarity is key, and I will only get the best out of you when you are comfortable with everything that is happening.

As you may have seen, there is quite a bit of flexibility when it comes to the process and it's about looking at what needs to be done and then deciding the best approach for you, your time, your budget and what you would like to achieve.

We have a wealth of knowledge between us, having lived and breathed music our whole lives. We love music and unlike a lot of creatives are incredibly open to sharing that knowledge with you.

It may be nerve wracking getting through the door, but I have seen people achieve things they never thought they would when they first came to me, and that's what makes me do this.

I look forward to hearing from you, and thank you for your time.

Shane Jarvie-Kohn
- Moreish Studios

