

SOUND ENGINEER

do
what
you
love.



contents

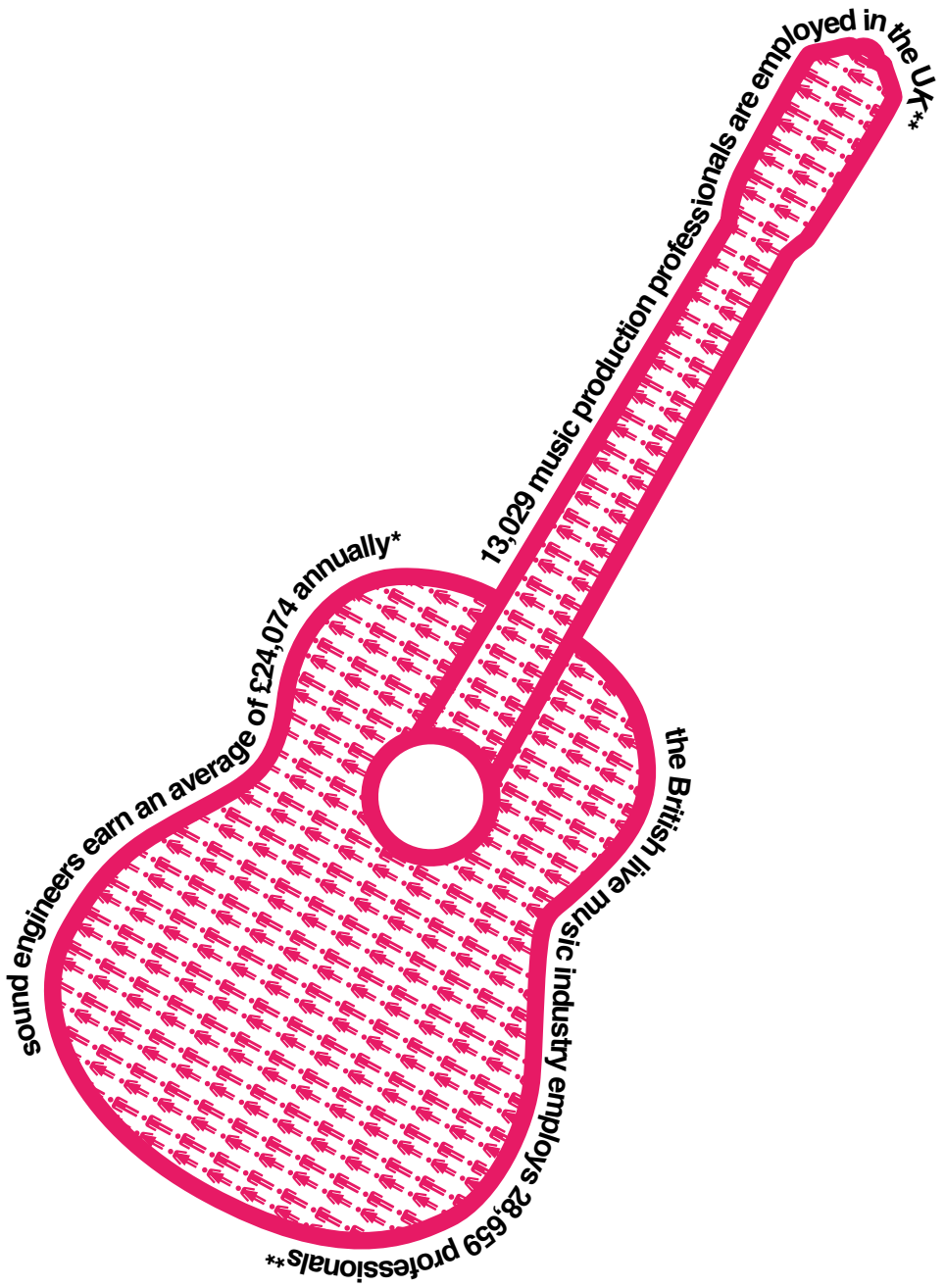
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introduction






The worlds of music and technology are inextricably linked. Every new tech development offers a wealth of new opportunities to music industry creatives – and as everything is gradually upgraded, even the most casual music fans hold the music

they listen to increasingly stringent standards. Thanks to the efforts of sound engineers across the world, bands and artists are able to satisfy their fans by putting out consistently high-quality recordings that perfectly fit the trends of the time.

Outside the recording studio, sound engineers make live bands sound great; invent and improve new gadgets and sound effects; and experiment with new sound design techniques, constantly questioning and rethinking the ways of the past. They can even expand their careers into other creative industries (such as film, television, radio, and gaming), master all the other aspects of the sound production process, or find themselves touring with big bands as they travel the world. Legendary names like Eddie Kramer (Jimi Hendrix, Led Zeppelin, The Rolling Stones, The Beatles) and Steve Albini (Nirvana) are synonymous with historically significant musical moments – and if you want to learn how to operate at the highest possible level, ACM can help you get the job done. Read on to learn more.







* Payscale.com, 2018
 ** UK Music, Measuring Music 2018
 *** UK Music, 2018



**29.1m fans attended
live music events in
the UK during 2017*****



**music producers and
studios contribute
£122m to the British
economy****



**The global recorded
music industry was
worth \$17.3bn in
2017, growing 8.1%
year-on-year******



Reasons to Study Production at ACM

Do What You Love

ACM is made up of more than 2,300 performers⁽¹⁾, producers, songwriters, artists, business executives, game developers and technical services personnel across our three campuses in London, Guildford and Birmingham. People all doing what they love and a microcosm representing every corner of the industry that they one day want to work in.

Turn a Course Into a Career

93.8%⁽²⁾ of ACM Students are employed or are in continuing education within 6 months of graduating from our HE courses. We're really proud of this statistic, which is a testament to ACM's complete commitment to the career development of its students.

Whether you want to write beats, manage a band, be an A&R, or be a sound engineer, your career starts now at ACM.



Scholarships & Bursaries

⁽³⁾For the 2019/20 academic year ACM has made available scholarships worth over £130,000 combined to reward academic, technical, creative and/or are entrepreneurial excellence and will provide bursaries valued over £330,000 targeted at students from low income households and under-represented groups.

Alumni Network

Our network of graduates is over 13,000 students strong. They're working all over the world in the music and wider creative industries, and you'll meet many of them during the course of your studies. You'll know many of their names and will know much more of their work.

Access to Industry

Over 50% of the UK chart is mixed, mastered and/or recorded at ACM's very own studio environment, Metropolis. If you're listening to a song on the radio right now, the chances are that it has been creatively treated here, by us. ACM Students enjoy exclusive access and downtime at Metropolis.

State of the Art Facilities

We make 135,000 hours available every year exclusively for performance, recording and creative needs of our students. Bookings are free and accessible into the evenings and on weekends, to ensure that our equipment, rehearsal rooms and recording studios are here, no matter when inspiration strikes.

Awarding Excellence

ACM has received 4 Independent Higher Education awards for providing the highest quality of personal and professional development to our students, including the Outstanding Support for Student Learning Experience award, Industry Partnership of the Year, Technology in Learning, and Breakthrough course: Innovation in Design or Delivery.⁽⁷⁴⁾

One-to-One Learning

ACM provisions over 276 one-to-one academic and industry tutorial slots each week, covering a range of subjects from Acoustics to the Zither. No matter which discipline you choose to study at ACM, you can access meeting opportunities with our entire teaching faculty.





Personalise Your Studies

ACM's pioneering higher education curriculum covers over⁽⁵⁾ 100 different subject areas, meaning that you can flavour your studies according to your own interests and ambitions.

Our BA (Hons) Music Industry Practise covers routes for musicians, creative artists, producers, tech services, Business, Gaming and new to 2019 Rap&MC pathway.

Industry Opportunities

This year, more than 150 ACM students are taking part in festivals around Europe. Midem, The Brits, The Great Escape, BBC Introducing , MMF are just a few of the opportunities and partnerships we are proud to offer.

World Class Tutors

Over 550 staff members will be there to guide and help you through your studies.

Queen, Motorhead, Johnny Marr, Chase & Status, Stormzy, The Spice Girls, David Bowie are just a few credits that our dual professional tutors hold plus all of the qualifications you would expect your FE/HE lecturer to have.

Your Journey Starts Here

If you're under 19, studying a further education course at ACM can be free. Our range of Level 2 and Level 3 courses allow you to study music now and keep your options open for the future. If you're older and/or you'd like to join us for Degree studies instead, it's important for you to know that our range of Higher Education study programmes are designated and approved for student loans.

It's All About You

But there's only 1 person we want to talk about, now. And that's you. Our small enough to care, big enough to make a difference mantra means that we want to know about you, your history and all of your ambitions for the future. We'll help you build bespoke programmes of activity to bridge the gap between where you are now and where you one day want to be.

*1 2019/20 cohort across FE/HE, full-time and part-time studying at ACM campuses.

*2 <https://www.hesa.ac.uk/news/27-03-2018/experimental-uk-performance-indicators>

*3 Bursary and scholarships as indicated in 2019/20 Access and Participation Plan <https://www.acm.ac.uk/ofs-registration/>

*4 <http://independentthe.com/events/independent-higher-education-awards-2018/>

*5 <https://www.acm.ac.uk/courses/higher-education/>





A Day in the Life of an ACM Production Student

At ACM, every day of the week is different. You could attend a lecture, seminar, workshop, or practical session covering the modules you've been assigned for that term; book a one-to-one tutorial, in which you can discuss your personal goals and issues with a tutor of your choice; take part in private production sessions with your own collaborators in a pre-booked ACM studio; get involved in extracurricular activities, such as visits to Metropolis Studios; and much more. Below is just one example of the many possible schedules you might consider over the course of a single day at ACM.

9am: Individual study session

10am: Studio Recording Technique Seminar

12pm: Break

12.45: Media Composition Skills Workshop

2.45: One-to-one Tutorial

3.15: Music Information Technology Workshop

4.15: Break

4.30: Elective Module Class

6pm: Break, study session

7 – 10: Personal production session in ACM studio (pre-booked)

tutor inter view

MARK BROCKLESBY



When did you first get into music?

As a drummer at 11 years old, though I did start listening to music earlier on. My older brothers and parents love a wide variety of genres, so music was always being played somewhere in the house. My mum played piano and violin, and tried to encourage me to take up the piano.

What makes the music industry special to you?

I always separate the two words. I love the music – I'm a fan and consumer of music that makes me feel, think, dance, etc. – and of course I love being involved in the creation of music, especially being inspired by others.

Being a recordist is still my favourite part of the process. Getting a good recording with a variety of microphones and taking room acoustics into consideration, etc. I don't get out much, ha ha!

The industry can be something completely different.

Can you tell us a bit about your career so far?

I started drumming in bands, then making electronic music, then moved into recording bands, artists, etc. in studios and on location. I fell in love with microphones, acoustics, and capturing soundstages. I had the pleasure of recording orchestras like the Royal Liverpool Philharmonic, then gradually built my credits recording and mixing various artists and bands from different genres, such as James Walsh, Gwilym Simcock, DJ Yousef, Red Snapper, etc.

I also worked on films, adverts, and music amongst other creative projects, including various 5.1 recordings and mixing, whilst working in a post-production facility in Liverpool. Then I moved to London to undertake an MA in Record Production, so I could move into lecturing. I also run Big Smoke Studios in North Wembley, where I am working on a plethora of projects, including 5.1 recordings and mixing.

I continue to work out of a variety of studios, some of which involve using other spatial audio systems with mixing facilities that take periphery into consideration.

What's been the biggest challenge you've faced while working in music, and how did you deal with it?

I guess I touched upon this before. People more interested in the market, trends, money, etc. than the music itself. Each to their own I guess, but to me it's not conducive to being creative. To me, getting goosebumps from a piece of music is worth more than money.

Be happy, be healthy, enjoy what you do, collaborate, and treat others with respect. Everything else, including financial reward, is a bonus. Music is freedom, but for some it can be about control, restraint, and too often their only real goal: money and power, though this is more of a rarity than the norm.

How did I deal with this problem? I just bit my lip and got on with it when I had to deal with some industry types.

Which skills and attributes have been integral to your success?

Collaboration, hard work, open mind. Willingness to study, practice, and learn.

I'm a recording and mix engineer for the most part. If I'm credited as a producer for helping with writing, etc., that's a bonus.

Being an engineer is not about staying still. Do things simply, but do them well. Always be willing to learn.

What advice would you offer to future ACM students?

Look after your health, especially mental health. Creative practice can be lonely. Reach out and work with others, fuse styles, and have fun.

I would rather be the tortoise than the hare. Take your time, and learn as much as you can – but enjoy it.

a l u m n u s i n t e r v i e w

MAXI CURNOW



Can you tell us about yourself? What have you been up to since graduating?

I'm Maxi, and I work primarily as a mastering engineer and composer of production music. I run Horizon Mastering Ltd, and have written music for the BBC and Universal Production Library. I also recently mastered Toska's album *Fire by the Silos*, which was a very enjoyable session as they're ACM alumni too.

Before deciding to focus on writing and mastering, in my final months at ACM I learnt a lot by assisting as an engineer at Ronnie Scott's Jazz Club. This led to me sound engineering on tour with NYJO (the National Youth Jazz Orchestra) across the UK. I then became an assistant for composer Tim Laws (Gabrielle, The Saturdays, S Club 7), who I would go on to compose music with.

Using what I had learnt, I then got a position working for a manufactured project that had ties to heavy hitters in the industry, which was very exciting. During that time, my job involved composing, arranging, recording and mixing for the project. I had the opportunity to work with Forrester Savell (Karnivool, Animals as Leaders), and recorded in studios like Metropolis, where the skills I developed at ACM came in handy.

I also kept writing, producing, and mastering for various other bands and projects, before deciding to gain more work experience at a mastering facility. This period was very formative for me, and sparked the desire to set up my own facility.

What's been the top highlight of your career so far?

Having my music used on Louis Theroux's TV show was a big highlight, especially as it came as a surprise while I was watching! Setting up my mastering facility has also been a life changer. Getting to work with great bands and writing music daily feels like an ongoing blessing.

What made you choose to study at ACM?

I attended weekend courses for years before deciding to do my Music Production degree at ACM. I liked the atmosphere, location, and particularly the extensive studio facilities! Not many places had a Duality 100 to play with.

How did your course at ACM prepare you for life in the music industry?

An understanding of studio work ethic and etiquette are essentials that you need to learn. Without spending time with tutors who've done it for real and are still involved in the industry, it's impossible to get a grasp of what it's all about in the workplace. It's one thing to learn techniques, but working well with others is more likely to determine success in the music industry.

What was the most useful thing you learnt at ACM?

To make as much time as you can to work on your craft – and collaborate with other students, be bold, make things happen for yourself, and put in the effort because no one else can do that for you. Also, cutting 200-300Hz out of a kick can really make the snare pop!

What advice would you offer to future ACM students?

It's what you make of it. You have an incredible facility at your disposal, and a huge opportunity to get hands-on with industry-standard gear. Although tutors are there to guide you, you are responsible for putting the grind in. Trust me: it's tough at the time, but absolutely worth it in hindsight!

BBC MUSIC
introducing...



**THE GREAT
ESCAPE**



The Leadership Team

The leadership team are a diverse group of highly experienced individuals from across the creative industries, each specifically recruited to lead and ensure continuous development here at ACM.

Every member of the team holds an influential position within the music industry, and uses a wide range of skills, experience, contacts and know-how to ensure that our learning experiences are progressive and immersively connected to the real-world creative industries.

We are a team of experts with high-status reputations that open doors, and have literally been there, done it, and are still constantly interacting with the music industry.

We collaborate together to identify exciting opportunities and create student pathways that combine to form a multifaceted structure, ensuring innovative learning at a world-class level.

BBC Introducing, the BRITs, MIDEM, The Great Escape, Tileyard, the BMAs, and the UMAs are just some of the industry events that we support, attend, and collaborate with.

Learning by doing is key at ACM, and earning by doing is also encouraged and facilitated while you study through our many platforms.

Working alongside an exceptional team of highly skilled tutors, we are collectively leading the way in music industry education here at the heart of ACM.

ACM



TWENTY-FIVE
YEARS OF
CREATIVE
INDUSTRIES
EDUCATION

GUILDFORD. LONDON. BIRMINGHAM.
creative. industries. education.

Diploma and Degree courses available
Saturday school, half term workshops
Study in a one of a kind environment
More free bookable studios than any other institution
Professional tutors direct from the music industry
Mentoring and Artist development
In house record labels
Scholarships and bursaries available

“This is obviously a great place. If you’re here you’re dedicated and this is a great environment for that. Dedicate yourself, this is the place to do it!”

- Chad Smith / Red Hot Chilli Peppers



Collab

Brand new for 2019 is Collab, the app that enables campus collaboration for the ACM community. Totally free to use. Collaborate in just 4 clicks. Developed exclusively for students attending ACM.



ACM Development Programme

New for 2019, the ACM Development Programme will offer one-to-one mentoring and development for all students, designed to maximise and open access.

The Development Programme is made up of mentors direct from industry who will provide dedicated career progression strategy and know-how for students across all campuses.

Industry Link



The Industry Link department is dedicated to supporting the professional development of students, helping them take their first steps into the music industry.

Industry Link connects students to industry through regular networking events, work placements, industry performances, gigs, showcases and audition opportunities.

Industry Link Events Team



New for 2019, join the Industry Link Events team and learn how to organise events, work behind the scenes and understand every aspect of the live industry. Get a CV full of industry experience as you learn at ACM.

Record Labels



Metropolis Blue and Metro Sound are our in-house student-led labels in partnership with the world-class Metropolis Studios in London.

Metropolis Blue is a label for bands, singers and songwriters. Metro Sound is dedicated to electronic, hip-hop, grime and underground music, and aims to support electronic producers and artists.

Both labels are partnered with AWAL for digital distribution.

You can get involved with our labels in 2 ways:

1. Join the label team. Get involved across all different divisions of a record label, from A&R to PR, design, promotion, booking and more. Learn by doing and gain great experience for your CV.
2. Release music through Metropolis Blue. Get the full support from a complete label team who will help you develop a plan and strategy for your music.



We hold bi-weekly meetings alongside A&R workshops to discover new talent as well as showcases each term, making sure we keep industry aligned with our plans, releases and signings.

Get involved and find out more:
Metropolis Blue

www.metropolis.blue

Email: music@metropolis.blue

Metro Sound

www.metro-sound.co.uk

Email: music@metro-sound.co.uk

Pro Workshops

Pro workshops

Pro Workshops are an amazing addition to ACM's Student Experience. Outside of the regular timetable there is a rich source of Extra Curricular Activities open to all ACM students. Pro Workshops run throughout the ACM academic year, covering every discipline.

Workshops include: Intro to drums, Metal Workshop, Theory Godfather, Soul Workshop, EMP Mix Doctor, Songwriting Workshop, Keyboard Fundamentals, Acoustic Guitar Club, Recording Workshop and Jazz Club.

ACM Podcast Series

Made by students, for students, listen to the ACM Podcast and learn on the go. Stream our 20-minute bite-sized versions for insightful conversations of advice, knowledge and learning from key industry experts.

The Podcast series covers genres such as wellbeing, business, education, creative, entrepreneurial and music industry topics.

ACM on Spotify

ACM hosts 11 Spotify playlists featuring alumni and current students which are curated to showcase the wide range of talent that is grown in ACM amongst the many disciplines and music genres. Playlists include This ACM, This ACM – Beats, This ACM – Alumni, This ACM – Chill and many more. Search on Spotify to find and subscribe.

Women in Music



A brand new initiative for 2019.

Get inspired each and every term with a host of activities celebrating women in music. Watch out for workshops, masterclasses and networking events direct from the leading females in music. Available at every campus.

ACM TV

New for September 2019, ACM launches a new YouTube channel dedicated to showcasing talent, skills, tutors and music industry strands.



Content will be filmed and published on a daily basis.

YouTube: www.youtube.com/c/AcmAcUk



facilities & sponsors

ACM is proud to have formed strong industry partnerships with leading manufacturers and key brands at all of our campuses. These partnerships and relationships extend further than the provision of great gear for students to work with in classrooms and studios. They also involve knowledge exchange, placements, masterclasses, employment, and the process of feeding each partner's state-of-the-art technology directly into the curriculum through co-written modules and electives with our top industry focussed educators.





Metropolis

What do Adele, Queen, Kendrick Lamar, Amy Winehouse, Drake, The Rolling Stones, George Michael, Michael Jackson, Elton John, Noel Gallagher, Harry Styles, Paul McCartney, Madonna, and Mark Ronson all have in common? They are just some of the many global artists who have made music at Metropolis Studios. Established in 1989, Metropolis – located on London's Chiswick High Road – is Europe's largest studio complex, where over 50% of the UK Top 40 Chart is mixed, mastered, and/or recorded in an average year.

Thanks to our unique relationship with Metropolis, ACM students enjoy an access all areas pass for live performance events, industry conferences, and recording during downtime. Production students at ACM also get the chance to visit Metropolis for bespoke masterclasses and events, where Grammy Award-winning engineers such as Liam Nolan and Paul Norris explain recording techniques for live instruments such as drums and piano, as well as mixing masterclasses involving hands-on desk and audio equipment instruction. There are also session sittings and masterclasses with our Grammy Award-winning mastering engineers in their personal studios as well. Subject to availability, masterclasses from industry professionals held in the upper floor bar area, covering such topics as sync, A&R, and general music business advice related to individual career pathways, are included during these visits.



COURSES

ACM Guildford Degree

2 Year Accelerated Program

BA(Hons) Music Industry Practice

» Musician Study Route

Guitar | Bass | Drums | Vocals | Keys

» Creative Artist Study Route

» Rap and MC Route

» Producer Study Route

» Technical Services Study Route

» Business and Innovation Study Route

> BA(Hons) Music Industry Practice

The Foundation Year (Level 0)

Diploma

> UAL Level 2 Diploma

Music Performance and Production

> UAL Level 3 Extended Diploma

Music Performance (Guitar | Bass

| Drums | Vocals | Keys), Music

Production and Songwriting.

Saturday Courses

Expand your love of music with our range of Saturday courses for young people and adults in Performance, Production and Songwriting.

ACM London (Clapham) Degree

> BA(Hons) Professional Music Performance

Guitar | Bass | Drums | Vocals

> BA(Hons) Commercial Songwriting

> BA(Hons) Creative Music Production

> BA(Hons) Music Business & Innovation

> BA(Hons) Game Development

ACM Birmingham Degree

> BA(Hons) Music Industry Practice

» Musician Study Route

Guitar | Bass | Drums | Vocals | Keys

» Creative Artist Study Route

» Rap and MC Route

» Producer Study Route

» Business and Innovation Study Route

» Tech Services

Diploma

> UAL Level 2 Diploma

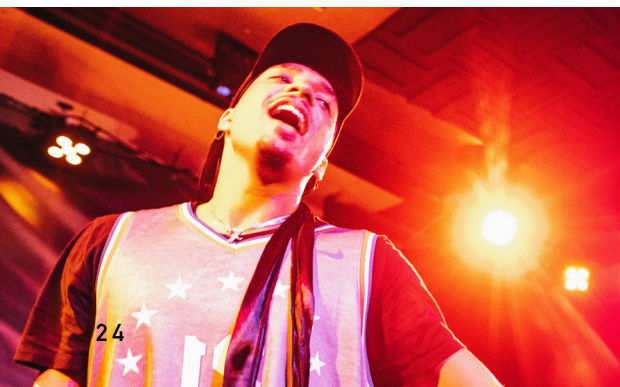
Music Performance and Production

> UAL Level 3 Extended Diploma

Music Performance (Guitar | Bass

| Drums | Vocals | Keys), Music

Production and Songwriting.



Customize your journey. Become who you want to be.

ACM's award-winning flexible curriculum offers over 160,000 possible module combinations. In the table opposite, we've put together a customizable set of core, mandatory, and elective modules that you can mix to best fit your personal career goals.

For more information, check out the Courses section of our website at <https://www.acm.ac.uk/courses/> and visit us for an Open Day soon!

Level 3 Extended Diploma (Music Technology)

Course Modules

Music Culture
Professional Industry Practice
Event Management
Audio Principles
Studio Production
Composition Skills
Critical Listening for Producers
Sequencing Skills

option 1:

	BA (Hons) Music Industry Practice, Producer Route (Contemporary Music Production)
Foundation Modules (Extra Year)	Basic Sequencing & Software Music Theory Music Culture Studio Skills Introduction to Live Sound Sound Creation & Synthesis Music Industry Overview Online Presence
Producer Modules	Audio Fundamentals Studio Recording Technique Acoustics Media Composition Skills Music Information Technology Creative Software Skills Creative Audio Technology Production Analysis Advanced Music Production Studies Live Sound
Mandatory Modules	Cultural Perspectives Music Industry Studies Exit Specialism Portfolio Research Project
Relevant Zero Credit Electives	Ableton Digital Marketing & Social Media Skills Keyboard Skills Pro Tools Remixing Second Instrument (Guitar, Drums, Bass, Vocals) Self-Employment Sound to Picture
Relevant Credit Bearing Electives	Advanced Music Theory & Analysis Composition for Audiovisual Media Experimental Music & Sound Interactive Audio Mix Preparation & Mastering

option 2:

	BA (Hons) Music Industry Practice, Producer Route (Electronic Music Production)
Foundation Modules (Extra Year)	Basic Sequencing & Software Music Theory Music Culture Studio Skills Introduction to Live Sound Sound Creation & Synthesis Music Industry Overview Online Presence
Producer Modules	Music Information Technology Technology & Performance Studio Recording Technique Media Composition Skills Creative Software Skills Production Analysis Advanced Music Production Studies Audio Fundamentals Creative Audio Technology Songcraft
Mandatory Modules	Cultural Perspectives Music Industry Studies Exit Specialism Portfolio Research Project
Relevant Zero Credit Electives	Ableton Digital Marketing & Social Media Skills Keyboard Skills Pro Tools Remixing Second Instrument (Guitar, Drums, Bass, Vocals) Self-Employment Sound to Picture
Relevant Credit Bearing Electives	Advanced Music Theory & Analysis Composition for Audiovisual Media Experimental Music & Sound Interactive Audio Mix Preparation & Mastering

option 3:

	BA (Hons) Music Industry Practice, Technical Services Route
Technical Services Modules	Studio Recording Technique Acoustics Technical Stagecraft / Advanced Technical Stagecraft Live Sound Audio Fundamentals Music Information Technology Live Event Management Creative Audio Technology Applied Technical Services
Mandatory Modules	Cultural Perspectives Music Industry Studies Exit Specialism Portfolio Research Project
Relevant Zero Credit Electives	Ableton Audio Technical Support Location & Live Recording Pro Tools Self-Employment
Relevant Credit Bearing Electives	Interactive Audio Mix Preparation & Mastering Tour Management

Celebrating You.

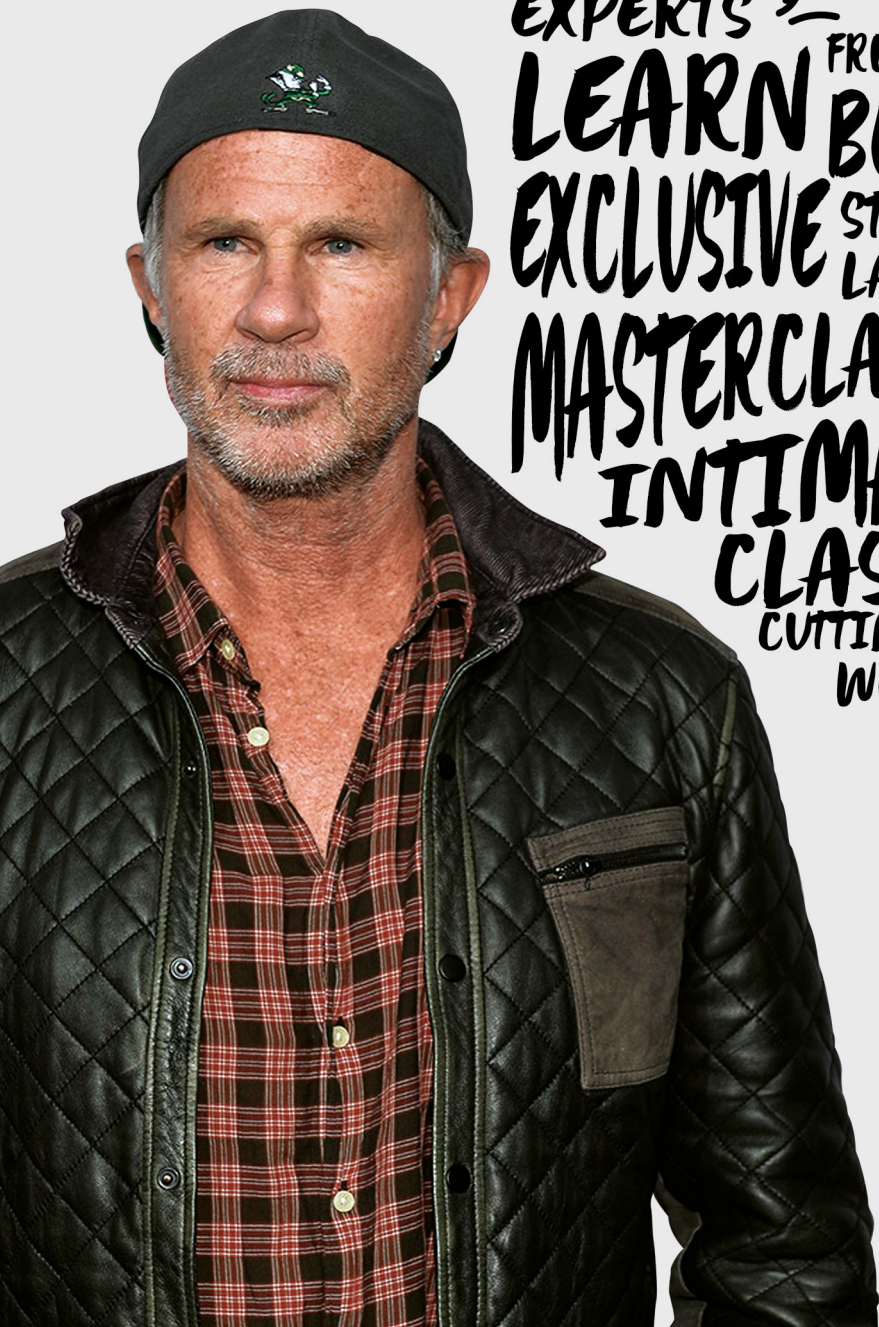
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THE
LGBTQ+
COMMUNITY
LOVE IS LOVE
LOVE IS
MUSIC



Direct From Industry.

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