



PROGRAM OVERVIEW & INFORMATION PACKET

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www.lacm.edu

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Questions?

Contact Admissions:

626.568.8850

admissions@lacm.edu

GENERAL INFO

PROFESSIONAL DEVELOPMENT FOR THE WORKING MUSICIAN

LACM's *Weekend Xperience* programs are designed to offer music industry professionals, independent artists and music enthusiasts an opportunity to develop skills and enrich their knowledge with intensive workshops in a variety of relevant subjects. Weekend Xperience 2015 will offer two sessions with four program options, which will cover Songwriting, Music Production, Composing for Film & Television and Artist Development. Each weekend workshop runs Friday - Sunday and is structured to accommodate those with busy schedules.

Workshops are led by a faculty that includes LACM faculty and staff, but also working professionals from major record labels, professional artist development agencies, recording studios, publishing and licensing companies, and more. Each workshop has a pre-scheduled structure of events, but the itinerary allows for "open counseling" sessions where participants can book additional time with faculty members to discuss their existing projects, review material, or receive career advice on topics including artist branding, marketing, tour strategy and more.

Information about each individual weekend workshop is included in this packet, as well as information about travel and hospitality arrangements in the Pasadena area. For specific questions, please contact Admissions at LACM by calling **626.568.8850** or by emailing **admissions@lacm.edu**.

WEEKEND XPERIENCE 2015 SCHEDULE

WEEKEND 1: AUGUST 14 - 16

Option 1: SONGWRITING - THE ART & BUSINESS OF WRITING A HIT SONG

WEEKEND 1: AUGUST 14 - 16

Option 2: COMPOSING FOR FILM & TV

WEEKEND 2: NOVEMBER 6 - 8

MUSIC PRODUCTION - TRACK 1: ARTIST PRODUCTION; TRACK 2: DJ TECHNIQUES

WEEKEND 2: NOVEMBER 6 - 8

ARTIST DEVELOPMENT

TUITION & DEADLINES

WEEKEND 1: SONGWRITING/ COMPOSING FOR FILM & TV

Program Dates: August 14 - 16, Fri to Sun

Deposit: \$100

Balance due (August 14): \$395

Total: \$495

WEEKEND 2: ARTIST DEVELOPMENT/ MUSIC PRODUCTION

Program Dates: November 6 - 8, Fri to Sun

Deposit: \$100

Balance due (November 6): \$395

Total: \$495

TWO WEEKEND PACKAGE

Register for both weekends and save. To secure your discounted rate, tuition is due in full on the first day of your first registered Weekend Xperience workshop.

» **2 WEEKENDS - \$915 (SAVE \$75)**

TO REGISTER AND COMPLETE PAYMENT, VISIT WWW.LACM.EDU/WEKEND-XPERIENCE.

Questions?

Contact Admissions:

626.568.8850

admissions@lacm.edu

WEEKEND 1: OPTION 1 - SONGWRITING

FRIDAY, AUGUST 14 ; SATURDAY, AUGUST 15; SUNDAY, AUGUST 16, 2015

SONGWRITING - THE ART & BUSINESS OF WRITING A HIT SONG

Weekend 1: Option 1 - Songwriting is designed as an intensive program consisting of creative workshops, business seminars, industry panels, co-writing sessions, one-on-one mentor counseling, recording and live performance opportunities. Each participant will be assigned to two separate groups of songwriters for an interactive co-writing experience. Each group will write a song, record that song in the LACM state-of-the-art recording studio, and perform that original song with the backing of professional musicians. Seminars will be held on topics including publishing, music supervision and licensing, A&R and music business. Throughout the weekend, participants will be able to sign up for private mentoring sessions to address their unique professional development needs. Topics can include marketing, publishing, song critique, A&R review, EPK and promotional materials development, Film/TV/Video Game music placement and more. In addition, open mic and live performance sessions offer the ability to test out new original material and build a network with fellow songwriting colleagues.

Open to songwriters of all skill levels, ages 15+.

Applicants of exceptional talent under the age of 15 may petition for an exception by emailing admissions@lacm.edu.

Faculty Includes:

Erin Workman (LACM Songwriting & Music Business Department Co-Chair. Songwriter/Artist Development/Publisher: Drake Bell, Miley Cyrus, Zac Efron, Selena Gomez, Ashley Tisdale, Emma Roberts, etc)

Rico Csabai (Founder - Intelligent Noise (Artist Development - Grizfolk, Joshua James, Lyla Foy, etc. Formerly A&R for American Recordings)

Kasia “KC” Livingston (LACM Songwriting Department Faculty. Songwriter/ Producer: Jessie J, Flo Rida, Whitney Houston, David Guetta, Jordin Sparks, Will.I.Am, Britney Spears, etc.)

Marko De Santis (LACM Songwriting Department Faculty. Songwriter/Guitarist: Sugarcult, The Ataris, Nerf Herder, etc)

Stephanie St. Gal de Pons (Music publishing and licensing Warner/Chappel, Activision. A&R: Paramore, Plain White Ts, Sara Bareilles, etc)

SCHEDULE - WEEKEND 1: OPTION 1 - SONGWRITING

FRIDAY

4:00 pm	Registration / Welcome Orientation / Writing Group Assignments
4:30 pm	
5:00 pm	<i>The Art of Writing a Hit Song</i> (Guest Songwriter)
5:30 pm	
6:00 pm	
6:30 pm	Break (Dinner Off-Campus)
7:00 pm	
7:30 pm	Group #1 Co-Writing Session
8:00 pm	
8:30 pm	
9:00 pm	Open Mic
9:30 pm	

SUNDAY

10:00 am	Live Performance Critique (A&R/Publisher Panel)
10:30 am	
11:00 am	
11:30 am	
12:00 pm	Break (Lunch off-campus)
12:30 pm	
1:00 pm	<i>Composing & Licensing Music for Film/TV/Video Games</i> (Seminar)
1:30 pm	
2:00 pm	
2:30 pm	Live Original Song Performance with Pro Backing Band & Industry Critique Panel
3:00 pm	
3:30 pm	
4:00 pm	
4:30 pm	
5:00 pm	

SATURDAY

10:00 am	Mentor Sign-up/ Daily Review
10:30 am	<i>Songwriting: The Business & The Art</i> (Seminar)
11:00 am	
11:30 am	Break (Lunch Off-Campus)
12:00 pm	
12:30 pm	Group #2 Co-Writing Session
1:00 pm	
1:30 pm	
2:00 pm	Original Song Pre-Production & Industry Mentor Sessions
2:30 pm	
3:00 pm	
3:30 pm	
4:00 pm	
4:30 pm	
5:00 pm	
5:30 pm	Dinner (On-Campus)
6:00 pm	
6:30 pm	Group Recording Sessions / Performance Prep
7:00 pm	
7:30 pm	
8:00 pm	
8:30 pm	
9:00 pm	
9:30 pm	
10:00 pm	

***NOTE: SCHEDULE SUBJECT TO CHANGE**

****Additional Open Counseling Sessions: Songwriting Critique; Social Media/ Marketing; Accounting & Budget for the Independent Artist/Writer.**

WEEKEND 1: OPTION 2 - COMPOSING FOR FILM & TV

FRIDAY, AUGUST 14; SATURDAY, AUGUST 15; SUNDAY, AUGUST 16, 2015

COMPOSING FOR FILM & TELEVISION

Weekend 1: Option 2 - Composing for Film and Television is comprised of hands-on instruction in our state-of-the-art computer labs and recording studios, seminars and workshops with top veterans in the Film/TV/Video Game music industry, along with opportunities to score direct to picture and exit the weekend with new material for your reel. You'll be learning from the renowned Los Angeles College of Music faculty, along with industry guests who will present "real world" aspects of the creative and business elements of a career in media composition. This will be an unparalleled intensive immersion into the demands and exciting opportunities of this thriving and competitive side of today's music industry.

Open to songwriters of all skill levels, ages 15+.

Applicants of exceptional talent under the age of 15 may petition for an exception by emailing admissions@lacm.edu.

Faculty includes:

Martin Davich (LACM Composing for Visual Media Department Chair. Composer: *ER*, *Trinity*, *Beverly Hills 90210*, *Mad Money*, *Touching Home*, etc. Conductor: Burt Bacharach, Anthony Newley, etc)

Brett Perry (Film/TV Composer: *That 70's Show*, *Sid the Science Kid*, etc)

Lisa Harriton (LACM Songwriting Department Faculty. Keyboards for The Smashing Pumpkins, Adam Lambert, etc. GRAMMY-nominated Songwriter for "Everything is Awesome!!!" from *The Lego Movie*)

Mark Cross (LACM Music Producing & Recording Faculty. Engineer: Oscar-nominated/GRAMMY-winning *Cars*, *Meet the Parents*, *ER* and more. Composer: *Last Comic Standing*, *Curb your Enthusiasm*. Producer/Performer: John Legend and others)

SCHEDULE - WEEKEND 1: OPTION 2 - COMPOSING FOR FILM & TV

FRIDAY	
4:00 pm	Opening Concert/ Welcome Orientation
4:30 pm	
5:00 pm	How to Break Into the World of Film/TV (Seminar)
5:30 pm	
6:00 pm	
6:30 pm	Break (Dinner Off-Campus)
7:00 pm	
7:30 pm	ProTools, Final Cut & The Tools of the Trade (Workshop)
8:00 pm	
8:30 pm	
9:00 pm	
9:30 pm	
10:00 pm	

SUNDAY	
10:00 am	Live Orchestration vs. MIDI Composition (Seminar)
10:30 am	
11:00 am	
11:30 am	
12:00 pm	Break (Lunch off-campus)
12:30 pm	
1:00 pm	Music Supervision/ Music Licensing (Seminar)
1:30 pm	
2:00 pm	
2:30 pm	Composing music for Comedy, Drama, Action
3:00 pm	
3:30 pm	
4:00 pm	Composing the Perfect Movie Trailer Soundtrack
4:30 pm	
5:00 pm	Listening Party/ Industry Networking "Meet & Greet"
5:30 pm	
6:00 pm	

SATURDAY	
10:00 am	Mentor Sign-up/ Daily Review
10:30 am	Building Your Reel & Getting the Gig (Seminar)
11:00 am	
11:30 am	Break (Lunch Off-Campus)
12:00 pm	
12:30 pm	Composition for Video Games (Workshop)
1:00 pm	
1:30 pm	
2:00 pm	Mentor Meetings & Hands-On Open Studio Sessions
2:30 pm	
3:00 pm	
3:30 pm	Scoring to Picture (Workshop)
4:00 pm	
4:30 pm	
5:00 pm	
5:30 pm	Dinner (On-Campus)
6:00 pm	
6:30 pm	Conversations with Composers & Industry Listening Panel
7:00 pm	
7:30 pm	
8:00 pm	
8:30 pm	
9:00 pm	
9:30 pm	
10:00 pm	

***NOTE: SCHEDULE SUBJECT TO CHANGE**

****Additional Open Counseling Sessions: Songwriting Critique; Social Media/ Marketing; Accounting & Budget for the Independent Composer.**

WEEKEND 2: OPTION 1 - MUSIC PRODUCTION

FRIDAY, NOVEMBER 6; SATURDAY, NOVEMBER 7; SUNDAY, NOVEMBER 8, 2015

MUSIC PRODUCTION - TRACK 1: ARTIST PRODUCTION | TRACK 2: BEATMAKING/DJ TECHNIQUES

Weekend 2: Option 1 - Music Production immerses participants in both the creative and business aspects of building a career as a Music Producer. Two separate tracks address the varying aspects of learning how to pursue a career as a producer of your own material or that of another artist, or how to accomplish a career in the field of EDM/DJ/Beat-making. Each track features intensive hands-on workshops in the state-of-the-art computer lab and recording studio facilities at LACM. Faculty is comprised of Los Angeles College of Music's world-class Production and Recording instructors, along with guest Producers/DJs and top members of LA's music industry. Each day, you'll learn the art and business of music production and will have the opportunity to network with working professionals in the industry.

Open to songwriters of all skill levels, ages 15+.

Applicants of exceptional talent under the age of 15 may petition for an exception by emailing admissions@lacm.edu.

Faculty Includes:

Andre Knecht (LACM Music Producing & Recording Department Chair. Producer: Warner Bros Records)

Mark Browne (LACM Music Producing & Recording Department Faculty. Has produced and composed with Melissa Etheridge, Paula Cole, Emmylou Harris, Sarah McLachlan, KD Lang, etc)

Andrew “Mudrock” Murdoch (LACM Music Producing & Recording Department Faculty. Has produced records for Godsmack, Avenge Sevenfold, Alice Cooper, etc)

Troy Wallace (LACM Music Producing & Recording Department Faculty. A&R/Marketing/Distribution for MCA/Universal & Warner Brothers/Rhino Records. Has worked with and overseen projects for Jane's Addiction, The Flaming Lips, The Pixies, New Order, The Who and more)

SCHEDULE - WEEKEND 2: OPTION 1 - MUSIC PRODUCTION

FRIDAY	
4:00 pm	Registration / Welcome Orientation
4:30 pm	
5:00 pm	<i>How to Build a Career as a Music Producer</i> (Seminar)
5:30 pm	
6:00 pm	
6:30 pm	Break (Dinner Off-Campus)
7:00 pm	
7:30 pm	ProTools and Digital Audio Workstation Overview (Workshop)
8:00 pm	
8:30 pm	
9:00 pm	
9:30 pm	

SUNDAY		
10:00 am	<u>Track 1:</u> Live Artist Recording Session	<u>Track 2:</u> Live DJ Performance Techniques
10:30 am		
11:00 am		
11:30 am		
12:00 pm	Break (Lunch off-campus)	
12:30 pm		
1:00 pm	<u>Track 1:</u> Music Supervision / Music Licensing	<u>Track 2:</u> Beatmaking/Songwriting Production Team
1:30 pm		
2:00 pm	<u>Track 1:</u> Live Mixing & Mastering Session (Guest Engineer)	<u>Track 2:</u> Sampling: Techniques & Understanding the Business
2:30 pm		
3:00 pm		
3:30 pm	<u>Track 1:</u> How to “Find Your Sound”	<u>Track 2:</u> The Career of the Entrepreneurial DJ
4:00 pm		
4:30 pm	Listening Party & Producer “Meet & Greet”	
5:00 pm		
5:30 pm		

SATURDAY		
10:00 am	Mentor Sign-up/ Daily Review	
10:30 am	Track 1: The Artist & Producer Relationship	Track 2: The Art & Business of DJ/ Beatmaking
11:00 am		
11:30 am	Break (Lunch Off-Campus)	
12:00 pm		
12:30 pm	Track 1: Behind the Scenes in the Studio: Recording & Production Technique (Workshop)	Track 2: Ableton Live & DJ Set Production (Workshop)
1:00 pm		
1:30 pm		
2:00 pm		
2:30 pm	Mentor Meetings & Hands-on Open Studio Sessions	
3:00 pm		
3:30 pm		
4:00 pm		
4:30 pm		
5:00 pm		
5:30 pm	Dinner (On-Campus)	
6:00 pm		
6:30 pm	A&R Panel: Listen and Live Track Critique	
7:00 pm		
7:30 pm		
8:00 pm		
8:30 pm		

***NOTE: SCHEDULE SUBJECT TO CHANGE**

****Additional Open Counseling Sessions: Songwriting Critique; Social Media/ Marketing; Accounting & Budget for the Independent Producer/Artist.**

WEEKEND 2: OPTION 2 - ARTIST DEVELOPMENT

FRIDAY, NOVEMBER 6; SATURDAY, NOVEMBER 7; SUNDAY, NOVEMBER 8, 2015

ARTIST DEVELOPMENT

Weekend 2: Option 2 - Artist Development is designed to help you find your unique “voice” creatively, while introducing aspects of the music industry that are essential knowledge for any independent artist. You’ll be challenged to open up vocally on stage and in the studio, bring more exciting dynamic to your live performances, create a more engaging connection with your original material, and understand how to develop your unique image and brand as an artist. You’ll have the opportunity to record in the Los Angeles College of Music’s state-of-the-art studios and will perform live with a professional backing band. A live DVD of your performance and the ProTools files from your studio session will be yours to take away from this valuable and intensive program.

Open to songwriters of all skill levels, ages 15+.

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Rico Csabai (Founder - Intelligent Noise (Artist Development - Grizfolk, Joshua James, Lyla Foy, etc. Formerly A&R for American Recordings)

Kasia “KC” Livingston (LACM Songwriting Department Faculty. Songwriter/ Producer: Jessie J, Flo Rida, Whitney Houston, David Guetta, Jordin Sparks, Will.I.Am, Britney Spears, etc.)

Marko De Santis (LACM Songwriting Department Faculty. Songwriter/Guitarist: Sugarcult, The Ataris, Nerf Herder, etc)

Stephanie St. Gal de Pons (Music publishing and licensing Warner/Chappel, Activision. A&R: Paramore, Plain White Ts, Sara Bareilles, etc)

SCHEDULE - WEEKEND 2: OPTION 2 - ARTIST DEVELOPMENT

FRIDAY	
4:00 pm	Opening Concert/ Welcome Orientation
4:30 pm	
5:00 pm	<i>Finding Your Voice, Sound, & Image</i> (Workshop)
5:30 pm	
6:00 pm	
6:30 pm	Break (Dinner Off-Campus)
7:00 pm	
7:30 pm	<i>Vocal Bootcamp</i>
8:00 pm	
8:30 pm	
9:00 pm	Open Mic
9:30 pm	
10:00 pm	

SUNDAY	
10:00 am	<i>Live Performance Critique with A&R/Publisher Industry Panel</i>
10:30 am	
11:00 am	
11:30 am	
12:00 pm	Break (Lunch off-campus)
12:30 pm	
1:00 pm	<i>Media & Marketing for the Independent Artist</i>
1:30 pm	
2:00 pm	
2:30 pm	<i>Final Performance with Industry Critique Panel</i>
3:00 pm	
3:30 pm	
4:00 pm	
4:30 pm	
5:00 pm	

SATURDAY	
10:00 am	Mentor Sign-up/ Daily Review
10:30 am	<i>The Business & Art of Working as an Independent Artist</i>
11:00 am	
11:30 am	Break (Lunch Off-Campus)
12:00 pm	
12:30 pm	<i>Live Performance Workshop</i>
1:00 pm	
1:30 pm	
2:00 pm	
2:30 pm	<i>How to Write Your Hit Song</i>
3:00 pm	
3:30 pm	<i>Private Artist Development Coaching & Live Band Rehearsals</i>
4:00 pm	
4:30 pm	
5:00 pm	
5:30 pm	BBQ in the Courtyard
6:00 pm	
6:30 pm	<i>Recording Sessions & Performance Prep</i>
7:00 pm	
7:30 pm	
8:00 pm	
8:30 pm	
9:00 pm	
9:30 pm	Open Mic
10:00 pm	

***NOTE: SCHEDULE SUBJECT TO CHANGE**

****Additional Open Counseling Sessions: Songwriting Critique; Social Media/ Marketing; Accounting & Budget for the Independent Artist.**

HOTELS

Pasadena Inn - Recommended

400 S. Arroyo Parkway
Pasadena, CA 91105
626.795.8401
www.oldpasadenainn.com

Double (2 double beds) approximately \$169* per night.

Single (1 king bed) approximately \$139* per night.

Includes:

- » Continental breakfast
- » A mini-kitchen (refrigerator & microwave)

* *LACM discount available.*

** *3 blocks from Campus.*

Courtyard Marriott

180 N. Fair Oaks Ave.
Pasadena, CA 91103
626.403.7600
www.courtyardpasadena.com

Approximately \$179* per night.

Includes:

- » Continental breakfast

** *0.6 miles/1 km from Campus.*

Hilton Pasadena

168 S. Los Robles Ave
Pasadena, CA 91101
626.577.1000
www3.hilton.com/en/hotels/california/hilton-pasadena-PASPHHF/index.html

From \$159 per night.

** *0.7 miles/1 km from Campus.*

Westin Pasadena

191 N Los Robles Ave
Pasadena, CA 91101
626.792.2272
www.starwoodhotels.com/westin/property/overview/index.html?propertyID=1453

From \$279 per night.

Includes:

- » Free wi-fi
- » In room coffee maker with Starbucks Coffee

** *1.1 miles from Campus.*

TRANSPORTATION

FROM LAX AIRPORT TO PASADENA

SHUTTLE VANS

Shuttle vans from LAX airport are the most efficient method of transport from LAX to Pasadena, and vice versa. You can reserve privately through **www.supershuttle.com** or **www.primetimeshuttle.com**.

PRIVATE CAR

Executive Car Service Nationwide and comparable services can take you to Pasadena for about \$100. The driver will meet you at the baggage claim area (domestic flights) or outside customs (international) and carry a sign with your name on it.

This is a good option if you are traveling with several people, as the fare includes multiple passengers. You can book the service online at **www.ecsnationwide.com**.

* These are approximated price quotes. Please contact the companies directly for accurate rates.

TIPS

- » There are several ways to get to Pasadena from LAX.
- » However, we do not recommend taking a taxi, as it will be very expensive (\$100+), nor do we recommend taking the Metro rail system since it takes a very long time and requires several transfers.
- » The most efficient method of transportation from LAX to Pasadena is an airport shuttle.

PUBLIC TRANSPORTATION IN THE PASADENA AREA

Metro Bus

Line 260

*Base Fare \$1.50**

Pasadena Arts Bus

Line 20

*Base Fare \$0.75**

METRO RAIL

Metro Gold Line

Stop at Del Mar Station.

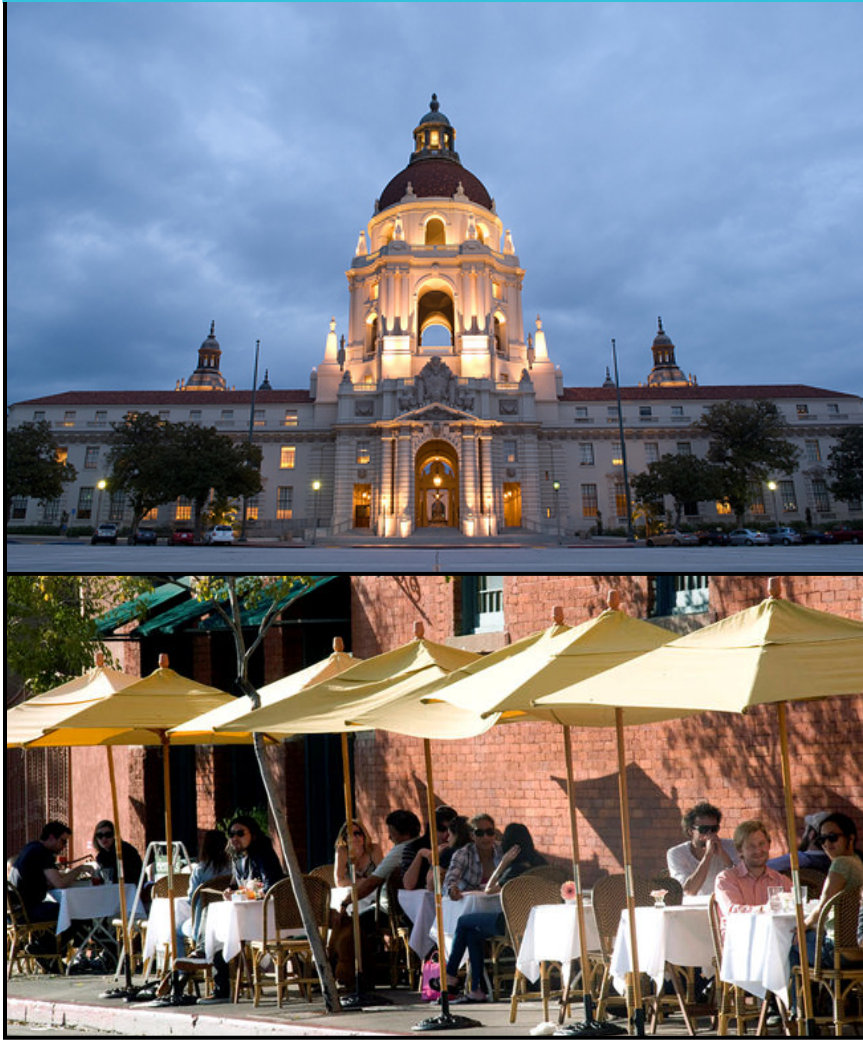
Base Fare \$1.50*

For More info:

www.metro.net

cityofpasadena.net

LOCAL AREA



PASADENA

Within walking distance of LACM's Campus is the hip, vibrant neighborhood of Old Town Pasadena.

Old Town Pasadena is one of the premiere shopping districts in the country. It's an eclectic mix of one-of-a-kind specialty boutiques and exclusive national retailers concentrated in an authentic downtown and all within walking distance.

Old Pasadena features diverse restaurants, including award-winning fine dining and charming outdoor cafés. You will find everything from four course meals to quick bites, premium wines, scrumptious desserts, and gourmet coffee and tea.

A true college town, Pasadena is home to numerous post-secondary educational institutions and draws an eclectic crowd of students year-round.

For more information about Pasadena, visit cityofpasadena.net.

HOW ELSE CAN WE HELP?

It is our goal at LACM to provide each Weekend Xperience participant with a fun and educational experience in a safe and supportive environment. If we can answer any other questions between now and your first day on-campus, please don't hesitate to get in touch with us. Our Admissions department can be reached 9am - 5pm, Monday - Friday at **626.568.8850**. You can also always send an email to admissions@lacm.edu.

Thank you for registering for Weekend Xperience 2015.

We're looking forward to meeting you!