



DIY Recording and the World of Music 'Sync' Licensing

Brian Roth, Sound Designer and Composer

MUS 893 - sec. 001

FALL 2024

2 credits

What is Music Licensing? It's simply the industry of creating and selling music to be used in film, television, games, advertising, or pretty much anywhere recorded music is heard. This class will open your eyes to ways that an instrumentalist, composer, songwriter, publisher, or content creator can include this kind of work in their career. This class will demystify the recording process and show you how to make quality and creative recordings at home on a budget for a variety of needs. We will also explore the mechanics and creative aspects of this industry, including placement types, briefs, revenue streams, deals, roles, opportunities, sourcing, rights, marketing, etc. Whether you are brand new to recording and writing music or have a ton of experience in both, this course is designed to be flexible to your personal history, tastes, career goals, and favorite genres. The instructor is award winning Hollywood sound designer and composer, Brian Roth. Brian has produced audio on thousands of high-end ad campaigns for everything from Doritos to Marvel, and his original music has been placed in hundreds of network television series.

Thursdays | 5:10 p.m. - 7:00 p.m.



College of Music
MICHIGAN STATE UNIVERSITY

Can be used for Elective Credit - Please confirm with your advisor.