



## PROFESSIONAL DEVELOPMENT PROGRAM

### WEEKEND CERTIFICATE COURSES

The "New" Music Industry, Producing/ Engineering "Now", Music Publishing, Songwriting 1.01, Tour Smart, Live Sound, Artist Management, Pro Tools, New Media Marketing, Final Cut Pro, Media and Music, Logic Audio, Music Supervision, Contracts, Photoshop, Audio Post, Studio Orientation and Music Marketing,

### SATURDAYS AND SUNDAYS

October 23/24 and 30/31 and November 6/7 from 10:00AM to 4:00PM at Harris Institute in Toronto. Includes complimentary 'networking lunches' in the student lounge.

### AWARD WINNING FACULTY



### ACADEMIC ACCREDITATION

All courses include tests, etc. as directed by faculty. Those successfully completing a course earn a Certificate.

### NETWORKING LUNCHES

Catered lunches (sandwiches, salads, juices, coffee, etc.) are available for Registrants and Faculty at no cost between 1:00pm & 1:30pm on Saturdays and Sundays in the Lounge on the lower level.

### ACCOMMODATION

There are twenty hotels within walking distance of Harris Institute with rates starting at \$56.66. For detailed information on the hotels and to book online google Hotels Near Harris.

### CLASS SIZES

Classroom courses have a minimum of eight students with a maximum of eighteen and studio and lab courses have a minimum of five students with a maximum of ten, unless otherwise noted.

### REFUND POLICY

Full tuition is due on enrollment and is refundable in full up to 7 days prior to the commencement of a course. Credit card and cheque payments are not processed until course is confirmed.

### PRIVACY POLICY

All personal information is held in confidence and will not be sold, rented or in any other way distributed.

### PDP BURSARIES

(25% tuition discounts) are available to members of the organizations shown below.

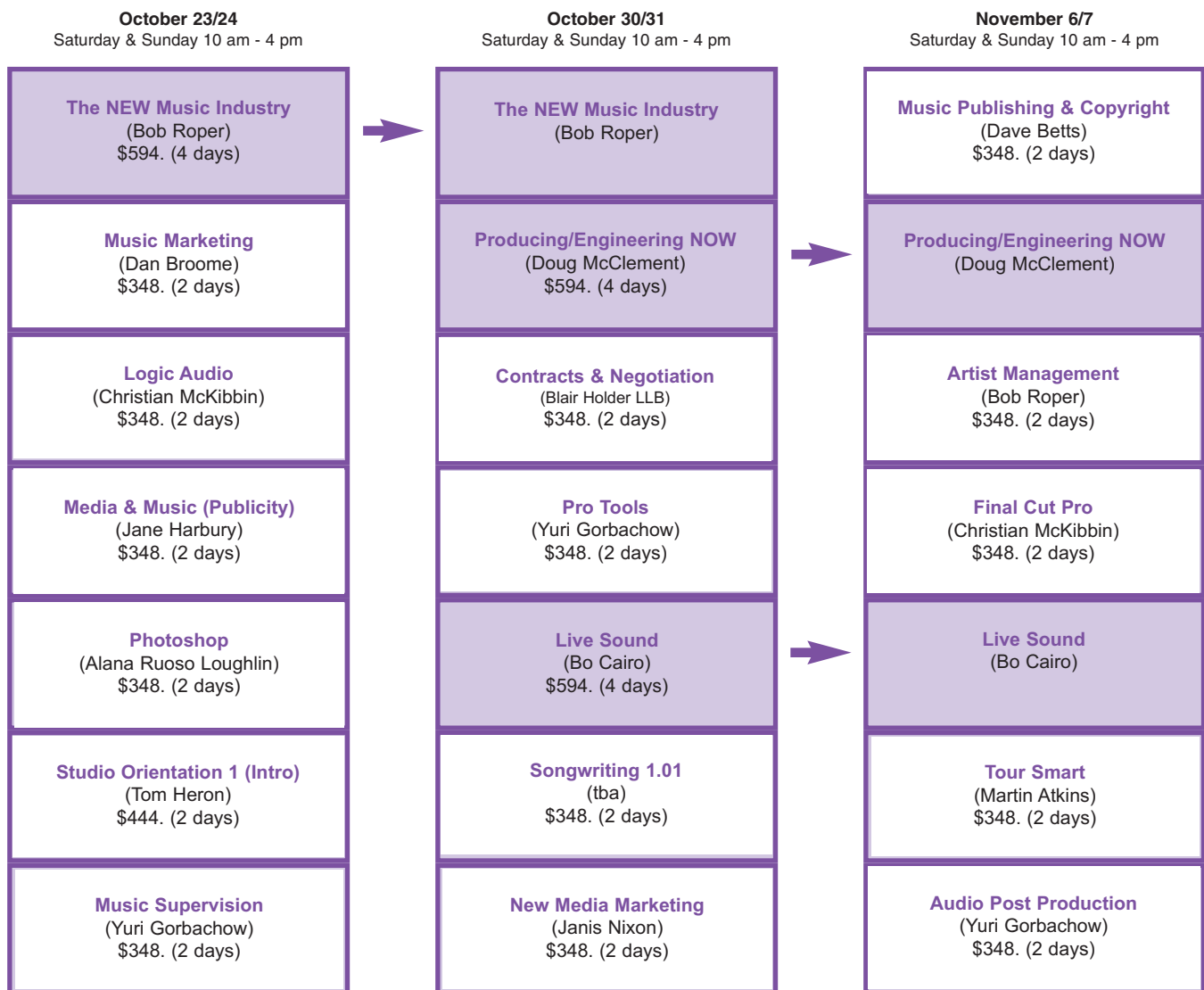




**PROFESSIONAL DEVELOPMENT PROGRAM**

## 2010 Fall Weekend Schedule

**Eighteen weekend Certificate courses on new developments in the music, audio and digital media industries will be offered on Oct 23/24 & 30/31 & Nov 6/7 at Harris Institute in Toronto.**



CREATED WITH THE SUPPORT OF THE MINISTRY OF CULTURE AND THE





## PROFESSIONAL DEVELOPMENT PROGRAM

### THE 'NEW' MUSIC INDUSTRY

October 23, 24 & 30, 31 \$594.

With an emphasis on history, this course analyzes and focuses on the changes that have created the new music industry. Areas covered include new revenue streams; songwriting; music publishing; licensing and copyright; artist management; agents; concert promotion; attorneys; record companies; music production; studios; engineers; music merchandising; promotion and distribution; music in radio; advertising and film; music video and artist contracts.

**Faculty: Bob Roper**

Juno Award winner, former Record Promoter at Capital/EMI, Tour Manager of Supertramp, A&R Director at Warner Music, Artist Manager, Publicist for CPI and Executive Producer of the Junos. Bob Roper is the Chair of the Arts Management Program (AMP) and has taught at Harris Institute for 19 years.

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### PRODUCING / ENGINEERING 'NOW'

October 23, 24 & 30, 31 \$594.

The craft of engineering and the art of producing including brief history from Edison to digital, audio concepts, studio design, acoustics, studio equipment, recording bedtracks, overdubs, mixing, mastering and new developments and opportunities in the field of audio production.

**Faculty: Doug McClement**

President of LiveWire Remote Recorders. Gemini Award winner and former president and studio manager of Comfort Sound Studios from 1975 to 1994. Doug McClement is the Chair of the Audio Production Program (APP) and has taught at Harris Institute for 19 years.

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### MUSIC MARKETING

October 23, 24 \$348.

Traditional marketing concepts vs music industry marketing concepts, product, pricing and promotion strategies, marketing tools, wants vs needs, marketing goods vs services.

**Faculty: Dan Broome**

Former VP Operations and Administration of True North Records and the Finkelstein Management Company Ltd. Director, Arts Management Program (AMP), Harris Institute.

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### LOGIC AUDIO

October 23, 24 \$348.

MIDI and audio recording and mixing, signal processing, automation and file management using Logic Studio including waveform edit window, crossfades, time and pitch algorithms, hyperdraw, etc.

**Faculty: Christian McKibbin**

Producer, composer, guitarist and sound designer for video games and animation.

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### MEDIA & MUSIC (PUBLICITY)

October 23, 24 \$348.

Understanding the media, building a media kit, writing a media release, the EPK, websites, special events, show cases, tour publicity, creating an image, media lists and publicity as a career.

**Faculty: Jane Harbury**

President of Jane Harbury Publicity (JHP) since 1988. The award winning publicist has worked with Ben Heppner, the Juno Awards, NXNE, the Gemini Awards, and Ontario Place among others.

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### PHOTOSHOP

October 23, 24 \$348.

Tools and palettes, scanning and saving for web and print, layers, special effects, clipping paths, digital files, tips and tricks, Photoshop meets Illustrator, etc.

**Faculty: Alana Ruoso Laughlin**

Designer / art director President of Silver Samba Design Company.

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### STUDIO ORIENTATION 1 (INTRODUCTION)

October 23, 24 \$444.

**Prerequisite to Studio Orientation 2 (Intermediate).** Practical Lab takes place in the studio including studio tour and overview, including the console, mic input, output buss, aux, sub groups, signal processing, outboard equipment, recording drums, overdubs, vocal, mixing, track sheets, mastering, etc.

**Faculty: Tom Heron**

Chief Engineer at Reaction Studios for 15 years, Director, Audio Production Program (APP)

## CONTRACTS & NEGOTIATIONS

October 30, 31 \$348.

An advanced introduction to contract, business and copyright issues including the mechanics and application of copyright (term, transfer, protection), the anatomy of Management and Recording Contracts.

**Faculty: Blair Holder, LLB**

LLB music, film, television and advertising industry attorney.

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## PRO TOOLS

October 30, 31 \$348.

A thorough introduction to Pro Tools including hardware set up, session displays, edit and mix windows, recording and importing audio, trimming, fades, bouncing, exporting and plug-ins.

**Faculty: Yuri Gorbachow**

2009 Gemini Award and MPSE Golden Reel Award winning audio post specialist. President, of Aesthetic Corporation, a company that specializes in sound tracks for film and television.

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## LIVE SOUND

October 30, 31 & November 6, 7 \$594.

The components, assembly and operation of live sound systems from the electrics and electronics of speakers, consoles and mics, compressors, noise gates, parametric EQ's, etc.

**Faculty: Bo Cairo**

Live Sound Engineer who has mixed over 8,500 shows both nationally and internationally. Has been "in house tech" for Lee's Palace, Healey's and Clintons.

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## TOUR SMART

October 30, 31 \$694.

Everything you need to know about live touring taught by the best selling author of 'Tour Smart', Martin Atkins.

**Faculty: Martin Atkins**

Has lectured at over 80 Universities on current issues related to live touring. Performed with Public Image Ltd., Ministry and Nine Inch Nails.

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## MUSIC SUPERVISION

October 30, 31 \$348.

Music licensing for film and television, working with producers and directors, ownership issues, music supervision and negotiating strategies.

**Faculty: Yuri Gorbachow**

2009 Gemini Award and MPSE Golden Reel Award winning audio post specialist. President, of Aesthetic Corporation, a company that specializes in sound tracks for film and television.

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## MUSIC PUBLISHING

November 6, 7 \$348.

The Copyright Act, types of work, term of copyright, economic and moral rights, the Berne Convention, etc., publishing agreements, SOCAN, performing rights, mechanical, controlled composition clause, etc.

**Faculty: Dave Betts**

Juno Award winner, former Member Services Representative at the Society of Composers and Music Publishers of Canada (SOCAN) for 10 years.

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## NEW MEDIA MARKETING

November 6, 7 \$348.

Advanced introduction to specific marketing concepts, developments and issues related to effective online marketing.

**Faculty: Janis Nixon**

Director of Marketing, Universal. Island Def Jam at Universal Music Canada.

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## ARTIST MANAGEMENT

November 6, 7 \$348.

An advanced introduction to Artist Management including legal aspects, recording, record companies, touring, agents, promoters, marketing, merchandising, endorsements and care of feeding of the creative.

**Faculty: Bob Roper**

Juno Award winner, former Record Promoter at Capital/EMI, Tour Manager of Supertramp, A&R Director at Warner Music, Artist Manager, Publicist for CPI and Executive Producer of the Junos.

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## FINAL CUT PRO

November 6, 7 \$348.

Apple's digital non linear editing software including real-time multi stream effects architecture, multican editing tools and advanced colour correction.

**Faculty: Christian McKibbon**

Producer, composer, guitarist and sound designer for video games and animation.

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## AUDIO POST PRODUCTION

November 6, 7 \$348.

From silent movies to Spiderman including synchronization, sound editors (dialogue, sound effects, ADR), recordists (ADR, foley), mixing, cue sheets, room tones, music editing, stems and who gets paid what.

**Faculty: Yuri Gorbachow**

2009 Gemini Award and MPSE Golden Reel Award winning audio post specialist. President, of Aesthetic Corporation, a company that specializes in sound tracks for film and television.



## HARRIS

### PDP REGISTRATION FORM

Course(s)	Dates	Tuition
1.		\$
2.		\$
3.		\$
<b>Total:</b>		\$

Name:  Email:

Address:

Work Phone:  Home Phone:

Total number of courses:  Total Tuition: \$

To enroll by mail, send Registration Form with cheque or money order or deliver to  
Harris Institute, 118 Sherbourne Street, Toronto, ON M5A 2R2

Or

To enroll by credit card, complete the following and send Registration Form  
or deliver to the address above or fax to 416.367.5534

Credit Card:  Visa  Mastercard

Card Number:  Exp. Date:

**Note: Credit card & cheque payments are not processed until course is confirmed  
with sufficient enrollment.**

Signature: \_\_\_\_\_

You will receive confirmation of enrollment by email or phone.

### PDP BURSARY PROGRAM

Members and faculty of the Organizations shown on page 1 are eligible for Bursaries (25% tuition discounts) for weekend Professional Development Program courses. The Bursaries are made possible in part thanks to the marketing assistance of the Participating Organizations. Bursaries are not transferable to non-members.

If you are enrolling in a course(s), complete the following and deduct 25% from the tuition above.

I am a Member of

My Membership number is

For informaton regarding Harris Institute's one-year Diploma Programs visit:

**HARRISINSTITUTE.COM**