



Australian Government

Department of Education, Employment and Workplace Relations

CUSMPF304A Make a music demo

Revision Number: 2

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Modification History

Release	Comments
Release 2	Created to fix formatting errors only. Released with CUS09 Music Training Package version 1.2

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to plan and produce a music demo.

Application of the Unit

The production of music demos in audio or video formats is a common way for musicians and songwriters to promote their work to the public, record companies and media outlets. Individual musicians or band members apply the skills and knowledge outlined in this unit. In this role they organise the recording of music demos, which is a highly collaborative process involving both creative and technical personnel. An understanding of potential avenues for distribution of the final product is essential. Skills associated with the technical side of recording a demo are covered in:

- CUSOU302A Record and mix a basic music demo.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable

Employability Skills Information

Not applicable

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Plan a music demo recording	1.1 Identify the <i>purpose</i> of the music demo 1.2 Discuss with <i>appropriate personnel</i> the image and style of the performance to be recorded and select the most appropriate music 1.3 Agree on repertoire balance, including original material and covers to be performed 1.4 Discuss and confirm all details of any creative collaboration with other performers 1.5 Agree on <i>method</i> and <i>format</i> for final recording 1.6 Allocate <i>roles and responsibilities</i> in the demo production process 1.7 Develop a recording plan that takes into account a range of <i>factors</i> as required
2. Work collaboratively with recording personnel	2.1 Collaborate with technical personnel to ensure that instruments and <i>equipment</i> are set up to avoid undue interruption during the recording process 2.2 Communicate positively with session personnel and show awareness of recording protocols and <i>conventions</i>, as well as respect for the skills of others 2.3 Maintain a constructive working relationship with all involved in the recording to achieve agreed outcomes
3. Finalise demo recording	3.1 Listen to and review rough mixes 3.2 Contribute to the mixing and mastering of the recording as required 3.3 Review the final mix and discuss and negotiate refinements as required 3.4 Ensure that the final recording is in the required format for distribution 3.5 Evaluate the process of producing the demo recording and note areas for future improvement

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication and teamwork skills sufficient to:
 - clearly articulate ideas about the music demo to those involved in the recording process
 - negotiate changes and refinements to the recording in a collaborative manner
 - work constructively with creative and technical personnel involved in the recording
- initiative and enterprise skills in the context of devising the most appropriate repertoire for the music demo
- planning and organisational skills sufficient to develop and implement a plan for producing a music demo
- self-management skills sufficient to:
 - achieve personal goals in relation to the music demo
 - seek expert assistance when problems arise
 - arrive on time to recording sessions
- problem-solving skills sufficient to:
 - assist with troubleshooting technical and artistic problems associated with the music demo project
 - improve recording techniques

Required knowledge

- sound understanding of music-related issues, including:
 - styles, genres, musical forms and conventions relevant to the music demo
 - musical and cultural protocols
 - musical performance conventions
 - elements of musical organisation in relation to content of the demo recording
 - recording procedures
 - characteristics and potential of different file formats for editing, production and distribution of the music demo
- issues and challenges that arise when making a music demo
- OHS issues as they relate to recording sessions

Evidence Guide

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the ability to: - plan the production of at least two music demos - contribute to decision-making about the final sound of the music demo - work collaboratively on the production of a music demo.
Context of and specific resources for assessment	Assessment must ensure: - access to recording equipment and post-production computers and software - use of culturally appropriate processes, and techniques appropriate to the language and literacy capacity of the candidate and the work being performed.
Method of assessment	The following assessment methods are appropriate for this unit: - direct observation or video recording of the candidate in recording sessions - evaluation of demo recording plans developed by the candidate - evaluation of authenticated demo recordings made by the candidate - written or oral questioning to test knowledge as listed in the required knowledge section of this unit - case studies and scenarios as a basis for discussion of issues associated with producing music demos.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: - CUSMPF302A Prepare for performances - CUSMPF401A Rehearse music for group performances - CUSIND301A Work effectively in the music industry - CUSIND302A Plan a career in the creative arts industry.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Purpose may include:	• pitching a product at record labels • pursuing work at live music venues • getting work via live music or advertising agencies • getting air play on media outlets • accompanying a funding application • uploading onto music and/or social networking websites • developing media for band or solo artist websites • supporting applications for study and/or remote auditions • expanding a music portfolio • documenting a music project or other creative body of work.
Appropriate personnel may include:	• artists, musicians and performers • audio and sound engineers • broadcasters • producers • post-production personnel • program managers • camera operators.
Method may include:	• live to two-track stereo • live multi-tracking • multi-tracking with click • combination live recording and prerecorded samples • recording to analogue tape • recording to hard disk or digital tape • remixing existing music • video • using music production software for mixing and mastering.
Format may include:	• compact disc (CD) • audio file formats for upload and distribution

	within virtual environments and/or onto relevant media players, such as: • MP3 • WAV • AIFF • audiotape • video: • digital (high resolution) • digital (compressed for online environment) • analogue.
<i>Roles and responsibilities</i> may include:	• recording engineer • mixing engineer • mastering engineer • musician • composer and/or songwriter • music software production specialist • producer • project manager • artist manager • venue owner or manager • studio owner or manager • promoter.
<i>Factors</i> may include:	• budget • timelines • availability of personnel, including: • musicians • sound recordists • sound mixers • post-production personnel • promotional materials • distribution strategies • recording location, including: • live music venue • recording studio • private residence • rehearsal requirements • number of recording sessions required • equipment requirements • hire of equipment or venue • instruments

	• props • costumes • make-up.
Equipment may include:	• condenser and/or dynamic microphones • computer and recording software • audio interface - DI converters • tape machines • microphone stands and clips • mixing and mastering software • microphone and other leads • power supplies • hard disk recorder and/or external disk drive.
Conventions may include:	• lead-in procedures • verbal cues • visual cues • for video recordings: • avoiding mannerisms that detract from the performance • using appropriate spontaneous or rehearsed stage movements • maintaining appropriate eye contact with cameras • acknowledging other performers.

Unit Sector(s)

Performing arts - music performance