

# TRAINING | MUSE - Agenda

”Strengthen the skills of the Music indUstry to increase reSilience in rEmote music ecosystems”

INTERREG SOUTH ADRIATIC 2021-2027

## TRAINING COURSE

Music industry innovations in the digital age: The musician 2.0

8-12 May 2025

Location: Complesso “Clarisse” - Monte Sant’Angelo (FG, Puglia)

Day 1 - 08/05/2025 - 3 hours	
17:30-18:00	Registration and welcome greetings Centro studi micaelici - sede staccata UniBa - Monte Sant'Angelo
18:00-21:00	<b>Session 1: Introduction - The musician 2.0 in the digital age</b>
<b>Content and input</b>	<ul style="list-style-type: none"> <li>• The musician 2.0 in current music in the rapid transition and evolution of music from analog to digital</li> <li>• Benefits for new musicians</li> <li>• Basic principles of electronic music production</li> <li>• Case study analysis: successful music products in the current market.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Tools and strategies to build a professional career in contemporary music</li> <li>• Ability to explain the benefits for musicians in the digital age</li> <li>• Identification of key principles for digital music production.</li> <li>• Case study analysis reports (strengths, challenges and solutions).</li> </ul>
<b>21:00 End of session</b>	

<b>Day 2 - 09/05/2025 - 8 hours</b>	
<b>09:00 - 19:00</b>	<b>Centro studi micaelici - sede staccata UniBa - Monte Sant'Angelo</b>
<b>09:00-13:00</b>	<b>Session 1: Digital revolution and new skills</b>
<b>Content and input</b>	<ul style="list-style-type: none"> <li>• The digital revolution which has completely changed the rules of production and then of the music market</li> <li>• Artificial Intelligence and its implications in the field of music production</li> <li>• Skills needed to acquire the right skills to make space</li> <li>• Tools needed to find the key to affirm your music product</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Knowledge of dynamics and rules of the new music market and digital music on demand platforms (Spotify, Apple Music, Bandcamp etc.)</li> <li>• Knowledge and familiarity with new digital music skills</li> <li>• In-depth knowledge of the key tools for a musical product's affirmation in today's market.</li> </ul>
<b>13:00-14:00</b>	<b>Lunch Break</b>
<b>14:00-18:00</b>	<b>Session 2: New music production techniques</b>
<b>Content and input</b>	<ul style="list-style-type: none"> <li>• Introduction to new music production techniques</li> <li>• Introduction to new recording software</li> <li>• Use of tools</li> <li>• Professionalism in the new music producer in the digital age.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Understanding new music production techniques</li> <li>• Knowledge of new recording software</li> <li>• Knowledge of the skills, abilities and attitudes of the new music producer in the digital age.</li> </ul>
<b>18:00 End of session</b>	

<b>Day 3 - 10/05/2025 - 8 hours</b>	
<b>09:00-18:00</b>	<b>Complesso multifunzionale 'Clarisse' - Monte Sant'Angelo</b>
<b>09:00-13:00</b>	<b>Session 1: Workshop on new music production techniques</b>
<b>Content and input</b>	<ul style="list-style-type: none"> <li>From theory to practice: guided composition of a musical product</li> <li>Focus on electronic reprocessing of folk and classical music and the concept of "Betraying Tradition"</li> <li>Group interaction: from the idea to the realization of an electronic musical composition reworking traditional melodies and ancient folk songs.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>Application and practical creation of a music product</li> <li>Development of a musical idea and its concrete realization.</li> </ul>
<b>13:00-14:00</b>	<b>Lunch Break</b>
<b>14:00-18:00</b>	<b>Centro studi micaelici - sede staccata UniBa - Monte Sant'Angelo</b>
<b>14:00-18:00</b>	<b>Session 2: Recording, mixing and editing techniques</b>
<b>Content and input</b>	<ul style="list-style-type: none"> <li>New music production software.</li> <li>Practical knowledge of the use of dedicated software</li> <li>Recording techniques</li> <li>Mixing techniques</li> <li>Editing techniques.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>Knowledge of basic recording techniques</li> <li>Knowledge of basic mixing techniques</li> <li>Knowledge of basic editing techniques</li> </ul>
<b>18:00 End of session</b>	

<b>Day 4 - 11/05/2025 - 8 hours</b>	
<b>09:00-18:00</b>	<b>Complesso multifunzionale 'Clarisse' - Monte Sant'Angelo</b>
<b>09:00-13:00</b>	<b>Session 1: Workshop of recording, mixing, editing</b>
<b>Content and input</b>	<ul style="list-style-type: none"> <li>• Practical use of basic recording techniques</li> <li>• Practical use of basic mixing techniques</li> <li>• Practical use of basic editing techniques.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Ability to use basic recording techniques in practice</li> <li>• Ability to use basic mixing techniques practically</li> <li>• Ability to use basic editing techniques practically.</li> </ul>
<b>13:00-14:00</b>	<b>Lunch Break</b>
<b>14:00-18:00</b>	<b>Centro studi micaelici - sede staccata UniBa - Monte Sant'Angelo</b>
<b>14:00-18:00</b>	<b>Session 2: Mastering techniques</b>
<b>Content and input</b>	<ul style="list-style-type: none"> <li>• Theoretical introduction to mastering</li> <li>• Mastering techniques.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Learning the mastering concept</li> <li>• Knowledge of mastering techniques in digital music production.</li> </ul>
<b>18:00 End of session</b>	

<b>Day 5 - 12/05/2025 - 3 hours</b>	
<b>10:00-13:00</b>	<b>Centro studi micaelici - sede staccata location UniBa - Monte Sant'Angelo</b>
<b>10:00-12:00</b>	<b>Session 1: The recording industry: production, distribution, communication and promotion. Final evaluation and examples of work produced</b>
<b>Content and input</b>	<ul style="list-style-type: none"> <li>• In-depth study on the themes of the times/phases of a musical production: production, distribution, communication, promotion</li> <li>• The concept of the "factory" record</li> <li>• Individual and collective feedback</li> <li>• Discussion on the potential of music in the digital age and its present and future potentials.</li> </ul>
<b>Expected output</b>	<ul style="list-style-type: none"> <li>• Clarity on the various distinct but connected stages of the supply chain of a complete music production</li> <li>• Improvement of general and specific skills compared to the starting points of each</li> <li>• Case study: a completed project (a production managed from the conception to its release on the market).</li> </ul>
<b>12:00-13:00</b>	<b>Evaluation of the training course and delivery of certificates of participation</b>
<b>13:00 End of session</b>	