Project 1: BMW AD

✦ You will learn how to:
1. Use loops and samples
2. Loop regions
3. Copy and paste using the mouse and keyboard shortcuts
4. Adding notes using a mouse
5. Selecting preset sounds

Scenario: BMV X3 Advert

You have been asked to submit an urgent 20 second sequence for an online BMW X3 advert. The advertising agencies wants an urban feel and has given you Eminem's *I'm Not Afraid* track as a guide. You have 90 mins to deliver the sequence and the music has to loop seamlessly for it to be considered

You need to do the following:
1. Create a 20 second piece of music in a hip hop style
2. It needs to sound like or be the same as the Eminem track
3. It has to loop seamlessly-it cannot fade out or have a definite ending(cyclic)
4. It has to been be completed in 90 mins

Setting up your project

⊛ Create an empty project with an Audio Track(see previous slides)

⊛ In the control bar, change the tempo from 120 to 95bpm by dragging the tempo value down (or double click the value and enter the number)

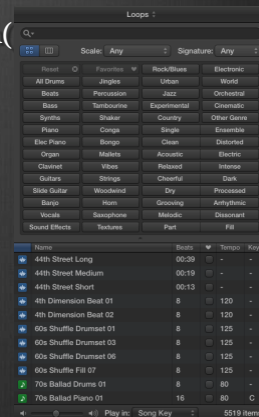⊛ Save your project in Sharepoints as <your name>BMW Ad

Using Apple Loops

Apple loops are prerecorded music snippets that automatically match the tempo of your project and are designed to repeat seamlessly

⊛ In the control bar, click Apple Loops button(shortcut: O)

⊛ The Loop Browser opens to the right of the Track area

Browsing and Previewing Loops

- ✼ You need to start previewing loops to start building your sequence.

- ✼ In the Loop Browser, click All Drums, Urban, and Clean(each time you click a keyword the results list shortens)

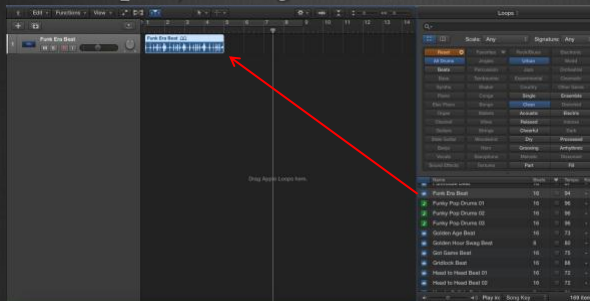- ✼ In the results list, click the first loop, **Ambition Beat** –the loop plays

	Name	Beats	♥	Tempo	Key
◀))	Ambition Beat	16	☐	80	-
⩗	Atmosphere Beat	16	☐	75	-

Importing a loop

- ✼ Scroll down and click on **Funk Era Beat**

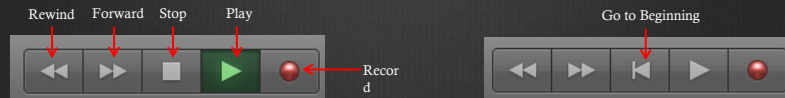|	Name	Beats	♥	Tempo	Key
	Funhouse Beat	16		81	
⩗	Funk Era Beat	16	☐	94	-
♪	Funky Pop Drums 01	16	☐	96	-
♪	Funky Pop Drums 02	16	☐	96	-

- ✼ Drag **Funk Era Beat** from the results list to track 1 in the workspace, making sure the it starts at Bar 1

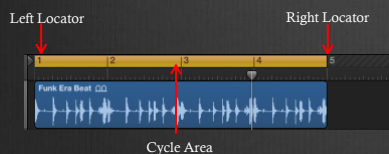Preview a few loops before importing. **VIP 02 works well for this project too.**

Using the Transport Buttons

✵ In the control bar, click the Play button(or Spacebar). The Playhead starts moving and you can hear the drum region on your track

✵ Click Stop(or Spacebar), the playhead stops and the Stop Button is replaced by a Go to Beginning button

✵ Click Go to Beginning(or press Return) to return the playhead to the beginning of the project

✵ Click the Forward button(or press .[period])

✵ Click the Rewind button (or press ,[comma])

✵ You can position the playhead precisely where you want it by clicking in the ruler

Rewind Forward Stop   Play   Go to Beginning

Record

Continuously Repeating a Section
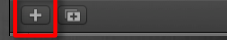
✵ Repeating a section is useful as you building your project and adding instruments.

✵ The loop you imported is 4bars long. You will use Cycle mode to continuously repeat the first 4 bars

✵ In the control bar, click the Cycle Button

✵ In the ruler, the cycle area turns yellow. The start and end positions of the cycle area are called the left and right locator. By default the cycle area extends from bar 1 to bar 5, which is the exact length of our loop.

Left Locator   Right Locator

You can adjust the left and right locators by selecting a region/s and choose Navigate>Set Rounded Locators by Selection or press **U**

Cycle Area

4

Adding a software instrument

- In the Track Area, Click the Add Track Button

- In the New Track dialog, select Software Instrument and click Create

Library Button

- The Library should open automatically. If not click the Library Button(shortcut: Y)

- Choose Orchestral>Strings>Full Strings

Use the MIDI Keyboard to audition sounds

Adding notes using a mouse

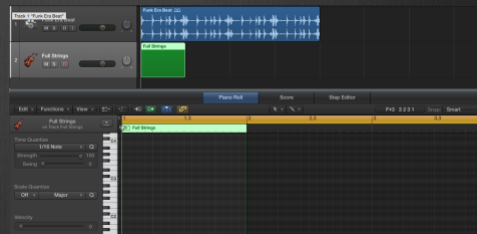- You will add the string chords using the Pencil Tool in the Piano Roll Editor

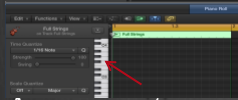- On the Full Strings, Control-click(or right click) in bar 1, and choose Create Empty MIDI Region
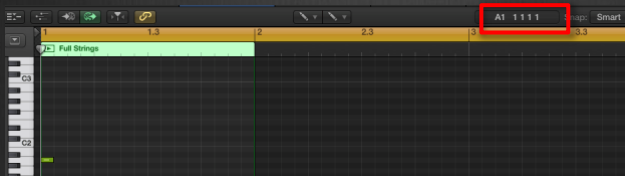
- Double-Click the Full String region

- The Piano Roll opens

- In the Piano Roll, click the keys on the piano keyboard on the left and you can hear the Full Strings notes

- As you position your mouse pointer over the grid, look at the info display at the top of the Piano Roll. Scroll down to find A1. On the grid, light grey lanes correspond to white keys and dark grey lanes correspond to black keys

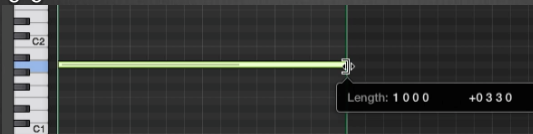- Use your Pencil Tool(Command-Click) the light gray lane at 1 1 1 1 next to A1 note

Click T to get the Tools Menu and select the Pencil Tool. The Tool Menu displays all the tools you can select for editing such as Zoom, Velocity and Erase
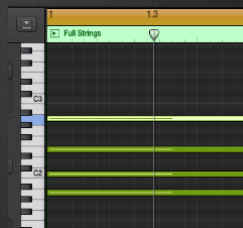
- Position the pointer over the right edge of the note until it changes to a Resize tool

- Drag the Resize tool to the right to lengthen the note to a whole(1/1) note. The help tag shows the note length as 1 0 0 0

- Use the Pencil Tool to create a note, C2, above A1 and repeat the process by adding E2 and A2 notes. Press play and you should hear all 4 notes to make up an A minor chord

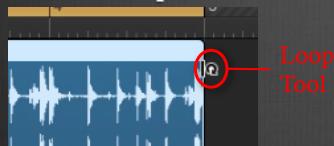- The full chord progression is A min, F Maj, C Maj and G Maj

Bar 1	Bar 2	Bar 3	Bar 4
Am	F	C	G
A1 C2 E2 A2	F1 C2 F2 A2	C2 E2 G2 C3	B1 D2 G2 B2

- Select all the notes in bar 1 (shortcut: Command-A)

- Edit>Copy(shortcut: Command-C)

- Position the playhead at bar 2

- Edit>Paste(shortcut: Command-V)

- You now have 2 bars of A min chords. Using your pointer, move the notes in bar 2 to make a F chord

- Copy the chords to bars 3 and 4 and move the notes to make C and G chords. Press play and listen to the chords and drums together

Looping Regions

- Move the mouse pointer to the upper right part of the Funk Era Beat region

- The mouse pointer turns into the Loop Tool

- Drag the Loop Tool to bar 9.

- Repeat the process for the string part.

Copying a Region

- Add more texture by layering the string part with a choir part.

- Create a new software instrument track

- In the Library, type "choir" in the search field, select **Church Choir**

- Select the string region, Alt-drag the region to the new **Church Choir** track

Importing an audio sample

- Create a new audio track

- Select File>Import>Audio File. The Open File dialog appears

- Navigate to the Orchestral Stabs sample(Sharepoints>Students Resources>BTEC> Samples folder

- Click open.