

Shanahan Masterclass

Spring 2017

SILVER PACKAGE:

\$499.00 (ONE TIME PAYMENT)

- Full access to **all** recorded videos (16 videos total)
 - o Download links emailed every day (4 per week) guaranteed
 - o 16+ Hours of video content
- Recorded in 1080p HD video through UAD Apollo
- Learn at your own speed in your studio
- Access to Shanahan private Facebook group
 - o Discuss music production weekly
 - o Tips & tricks posted daily/weekly
 - o Full feedback from Shanahan on your tracks through FB group
- Email Shanahan at anytime for track feedback & reviews
- Get detailed responses within 24 hours guaranteed

FULL DAILY CURRICULUM BELOW:

Week 1

(DRUM DESIGN/DROP IMPACT/SAMPLING/INTRODUCTION)

- Kick Drum Design: (DAY 1)
 - Start off the bat right into production, no wasting time
 - Design your own kick drums from scratch
 - Process & mix your kick drums with the rest of your stems
 - Understand short tail vs. long tail sub kicks
 - Tuning & pitching your kicks to match your root key

- Arrangement: (DAY 2)
 - Understanding your genre and how it should be arranged
 - Managing your stems and automations to create movement
 - Utilizing automation to create interest to your listeners
 - Producing like a pro within your genre without losing interest
 - Writing dance tracks vs. writing pop tracks vs. trap etc

- Drum Sampling: (DAY 3)
 - Figuring out what samples to use vs. what not to use for your tracks
 - How to apply processing to every type of drum sample
 - Understanding that your kick drum is the most important sample
 - Pitch, tuning, processing your kicks to perfection
 - Mixing your kicks into your tracks to fit perfect
 - Audio editing & phase correlation with your samples
 - Panning & placement of your drum samples against other stems

- Drop Impact: (DAY 4)
 - Understanding automations to create fuller drops/chorus
 - Utilizing mono to stereo during build ups to create stereo shift
 - Learning how to EQ & change imaging on stems during build ups
 - Utilize Izotope software to trick your listeners before the drop/chorus
 - Creating fuller drops/chorus with layering & effects

Week 2
(PROCESSING SYNTHS/GUITARS/VOCALS)

- Bass Processing: (DAY 1)
 - Designing your basslines within your genre of choice
 - Layering basslines to create clarity, punch & fullness
 - Mixing your basslines around your other elements & stems
 - Busing/Sending your basslines
 - Processing your channel strip to alter your bassline sounds

- Synth Processing: (DAY 2)
 - Designing your synths within your genre of choice
 - Layering synths to create clarity, punch & fullness
 - Mixing your synths around your other elements & stems
 - Busing/Sending your synths
 - Processing your channel strip to alter your synth sounds

- Guitar Processing: (DAY 3)
 - Designing your guitars from samplers like Kontakt
 - Layering guitars to with muted vs. open strum guitars
 - Mixing your guitars around your guitar stems
 - Busing/Sending your guitars
 - Processing your channel strip to alter your guitar sounds

- Vocal Processing: (Day 4)
 - Layering vocals from your acapella stems
 - Harmonizing vocals from scratch to create depth
 - Processing vocal stems to sound like Sony & Universal Artists
 - Editing vocals to clean them up from mic noise
 - Busing/Sending your vocals
 - Utilizing correct mixing techniques to have vocals stand out
 - Working with vocoders to create unique vocal sounds

Week 3

(CHANNEL STRIP EFFECTS/STEM MASKING)

- Saturation & Distortion: (DAY 1)
 - Utilizing processing tools to saturate your sounds
 - Making your stems sound more analog than digital & plastic
 - Understanding distortion without over processing your sounds
 - Utilizing distortion to make layers & stems seem larger
 - Using saturation to create glue and warmth in your mixdowns

- Compression: (DAY 2)
 - Using multiple compressors to help your processing
 - Finding out when to use compressors vs. not using them
 - How to bus your compressors to glue groups & stems
 - Understanding basic compressor parameters & what they do

- EQing & Masking: (DAY 3)
 - Using Fab Filter Pro-Q 2 to your advantage
 - Finding harmonics and resonance in each stem to reduce
 - Utilizing EQ in your bus/sends to notch out un-wanted frequencies
 - Figuring out what needs to be low cut & what's high cut
 - Using Pultec EQing to create warmth on your bus sends
 - Using Izotope Neutron to visual stem masking (IMPORTANT)

- Stereo Imaging: (Day 4)
 - Utilizing stereo imaging tools while processing your stems
 - Panning and placement of your frequencies of each stem
 - Using Izotope as a main tool to pan & widen certain frequencies
 - Planning what elements need to be placed in mono vs. stereo
 - Understanding bass imaging vs your chords & synths imaging

Week 4
(TRANSITIONS/PITCH CORRECTION/MIDSIDE EQING)

Watch Shanahan produce a track from beginning to end on the final day

- EQing Mid/Side: (DAY 1)
 - Using Fab Filter Pro-Q 2 to your advantage
 - Additive EQing vs. Reductive EQing
 - Using mid functions to detect side elements
 - Deleting frequencies from your sides to create mono tighter
 - Using side function to widen your stems in your mixdowns
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- Pitch Correction: (DAY 2)
 - Using tools to correct samples to your root note
 - Understanding WAVES pitch shifter to your advantage
 - Pitching your kick samples with your bass to create unity
 - Correcting your snare samples to match your kick sub root key

- Transition Automations: (DAY 3)
 - Utilizing specific effect elements to create smooth transitions
 - Understanding what effects do not work for transitions
 - Automating your stems to create a smooth flow
 - High & low cut automations to trick your listeners during transitions
 - Figuring what processing tools work best for your genre of music

- **Shanahan Workflow:** (Day 4) (FINAL DAY)
 - Watch Shanahan finish a track from beginning to end
 - How to start with a chord progression and build a full song
 - Shanahan will utilize every technique above within this track
 - Watch how to finalize your track ready to be sent to labels/companies

CONGRATULATIONS

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**PREPARE YOUR SELF FOR
SUMMER 2017 MASTERCLASS!**

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Spring 2017

PLATINUM PACKAGE:

\$699.00 (PAYMENT PLAN AVAILABLE)

- \$174.75 per week

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- Full access to **all** recorded videos (16 videos total)
 - o Download links emailed every day (4 per week) guaranteed
 - o 16+ Hours of video content
 - 1 Month of Mastering your tracks from Shanahan – Unlimited
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\$799.00 (PAYMENT PLAN AVAILABLE)

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 - o Download links emailed every day (4 per week) guaranteed
 - o 20+ Hours of video content
 - 1 Month of Mastering your tracks from Shanahan – Unlimited
 - Weekly 1 hour 1 on 1 Skype private session with Shanahan
 - 1 Month of label & management guidance for your brand
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- Label & management guidance for your brand: (Day 4)
 - Shanahan guides you on emailing
 - What labels to approach and how
 - Managing your social media to look further professional
 - Learn how to professionally network with artists & labels

Week 5
(PROGRESSIONS/PROCESSING/SOUND DESIGN)

Watch Shanahan produce a track from beginning to end on the final day

- Chord Progressions: (DAY 1)
 - Creating your chord progressions from scratch
 - Understanding what root keys to start with for your genre
 - Figuring out what keys to stay away from for the emotion you want
 - Building chords from pianos to synths
 - How to build your chord midi from your root bass note

- Chord Processing: (DAY 2)
 - Designing your chords within your genre of choice
 - Layering chords to create clarity, punch & fullness
 - Mixing your chords around your other elements & stems
 - Busing/Sending your chords
 - Processing your channel strip to alter your chord sounds
 - Mixing your chords around your bass & synth stems

- Chord LFO Design: (DAY 3)
 - Understanding how to create movement in your chords
 - Utilizing Xfer Serum as main synth to design LFO tricks
 - Figuring out routing inside Serum to design your chord movement
 - Routing LFO tricks to your cutoffs and filters to create organic chords

- **Shanahan Workflow:** (Day 4) (FINAL DAY)
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