

Section 1.3: Music Industry Roles

Role 1: Video Game Sound Designer

My main aspiration is to be a video game sound designer, someone whose role in the video game creation process is to develop the musical scores for video games as well as engineering certain sound effects that all video games need to feel as realistic as possible. Most video game sound designers have a university degree in either a specialised course related to video game sound design, or a normal degree in sound design as both of these cover the basis required in order to join the field at an entry level. After a degree, instrumental grades are also viewed positively (grade 8 being the top) followed by an A level in music technology and then a GCSE in Music.

My current skills include being proficient in DAW software such as BandLab and Cubase, which I have learnt through the music technology course and composition at home. This will allow me to be adept in the types of software that I will have to learn to use and interact with in this job role in the future.

Some of the skills that I will need to learn for the future include more in-depth knowledge of how music is applied to the video game making process, which involves learning different types of programming tools such as Javascript in order to be able to apply my music to the games created. In light of all this, I have recently elected to start studying the type of software that professional sound designers use in the creation process, as well as learning about certain game engines and their limitations regarding the types of music they can allow based on their limitations.

Many of the accepted routes into the role of a sound designer come mainly from the internal structure of the industry as unless companies are specifically looking for newer talent, or are willing to take a risk on someone unknown or new to the industry, employment options are rare to come by and an internet search proves this.

To increase my chances of getting noticed and to build a portfolio via online content creation such as uploading music to streaming sites such as SoundCloud, YouTube and Spotify that I can show off to employers as hopefully overtime, this process is enough to get my music noticed by people in the industry that will allow me an entry level position or greater into the field. I will aim to develop my own style of music in which I specialise in as this will be my main unique selling point in an interview, however I must ensure that I am also adaptable, competent in many different styles of music from various places around the world. Hopefully, though working my way up the corporate ladder in the industry, I will be able to network my way into better company positions eventually rising to the lead sound designer of my own project, as by this point, I will have gained enough experience and have produced enough music that my reputation within the industry will allow me some form of career stability as my music will have a reputation, meaning that I can change from project to project with relative ease.

The availability for this job role is often quite low as there will be many people who believe that they have what it takes to make it in the industry and will try for the entry level positions as a means of working their way up. On the contrary, higher level positions, including the position of sound designer will also be very exclusive as these people tend to either have a certain set of desirable and established skills such as good technical skills with certain software, as well as a good imagination and understanding of the music creation process in terms of understanding which sounds suit certain themes or places in video games. Many of the sound designer roles also go

to people with established careers as these people are low risk, due to their previous experience in the field.

Competition in this role is also very high as I will be trying to compete with experienced people who have worked in the industry for years, or people that have a more established presence in the music industry. Many of the people I will be up against will have vast amounts of experience that I lack as they have been in the industry for longer than I have, meaning that companies looking for sound designers are more likely to hire the people with a current ubiquity.

Role 2: Online Music Artist

My secondary goal is to become a music artist, with a particular focus on the online and digital aspect of the music industry, uploading my music to sites such as Soundcloud and Spotify in order to make a living off of my music. Online music artists tend to not need any documents proving their musical literacy or proof of abilities as the sites that they upload their music on only require an account to be created in order to upload music. However, to be able to successfully establish myself in the online music industry, I will need a good set of skills such as creativity and technical knowledge of how to upload and create music digitally. Furthermore, I will need to be able to network and market myself and my music as a means of attracting new listeners by utilising other social media platforms to build a name for myself.

There are no set accepted routes into being an online music artist, as many of the sites that musicians use in order to upload their music have no limits or many restrictions on how many people can apply or the types of people that are allowed into the role. It also isn't based on any background knowledge or any experience as many musicians use multiple accounts on these platforms to first find their feel for creating music, then when they become more confident in their craft, they establish a main account that they will create a brand around. To be successful in this regard, it is important that I ensure that I am able to develop my skills in such a way that I am able to attract new listeners to my music.

The availability of this role in the music industry is very competitive and is most often than not left up to chance as well as the individual as the chance of making a successful career out of being an online musician is slim as you need to be able to accommodate different people's music tastes in order to garner a large enough audience so that I can make this my full time job as money is obtained through the amount of downloads/listeners that I get on a monthly basis. The people that do make this work as their full time job have skills such as the ability to take the initiative, such as if a certain song you make does very well, ensure that you promote that song as much as possible and make sure that you continue to make songs in that style to attract more listeners. Once you have an established fanbase you can branch out into different forms/styles if you so choose. Doing this early in your career however is a risky venture as it may alienate some of your listeners before you can establish yourself properly, meaning a loss in listenership and a loss in revenue.

As previously explored, the competition for this roll is both broad and limited, anyone can do this job, however a very select few can make it their full time job due to the type of music they make, the chances what they make gets picked up by a larger audience, as well as fighting against all the other established tallents on the music sites. Showing that you have the capacity to stand out from the crowd of other

musicians on music streaming websites is essential to making it in this industry, as otherwise you will be left in the dark and unable to make ends meet with your music.