

Portfolio  
An Explanation  
Academy of Art University  
Music for Visual Media Masters Program  
Jerry Flattum  
June 3, 2010

Following are links to my Statement of Intent, Resume, and Portfolio.

Since the documents are my latest posts (as of Thurs 6.3.10) they will be visible on the home page.

If reviewers view the documents at a later date, the documents are found in the category, "Music For Visual Media." The category listing is at the top of the blog under the Page Menu.

Portfolio - "Solutions" blog homepage (click on "Home" in menu). Go to "Wimpy" (mp3) player in top left column:

<http://www.jerryflattum.com/solutions/>

Statement of Intent and Resume - "Solutions" blog category "Music for Visual Media":

<http://www.jerryflattum.com/solutions/category/musicforvisualmedia/>

JerryFlattum.com

<http://jerryflattum.com/>

**Please note:** Starting June 3, 2010, the website and blog are being merged into a single website. Of primary importance is the "Songs" and "SwitchTrak" database which currently contains dozens of lyrics and "vignettes" for all my songs.

"SwitchTrak" is the title of my production music library.

"Vignettes" are one paragraph descriptions of the songs. These vignettes are under development and are currently being converted into artwork.

The artwork you see on the homepage of my blog ("Solutions") was created by Suzanne Grover (Palm Harbor, Fl.). Suzanne is the same artist who will be creating artwork for all the individual songs. I will also be creating a logo for SwitchTrak.

Although music samples are not available in the website database, they are available as playlists contained within the "Wimpy" mp3 player found on the homepage of my blog ("Solutions").

Consequently, for the Songs, music is found in the blog and lyrics are found on the website.

### **Music Creation Tools**

All music currently available in the portfolio was created on the Ensoniq VFX SD1 keyboard workstation using the onboard 24-track sequencer.

Lead vocals (mine) were recorded using the "Baby Blue Bottle" microphone and Pro Tools 8.0 in my home studio.

Prior to entering the Music for Visual Media Masters Program, I started re-recording my entire catalog with the goal of creating master-quality recordings.

I had intended on producing a CD called, "Dancing With The Universe." The artwork for this CD is featured on the homepage of my blog, "Solutions."

Instead, because of budget and time constraints, I opted to produce a series of singles, also at master-quality level, instead of a full blown CD.

I started working with a producer/engineer/guitarist based out of California and a guitarist session player out of Nashville. I plan to continue working with the California-based producer but what we do depends on how I progress within the Masters program.

Following is a link to my "Home Studio" page on my website:  
<http://jerryflattum.com/homestudio.php>

At the bottom of the page is a list of current equipment being used in my "Rig." However, some of this equipment has changed since the website was last updated.

I have a considerably faster Creation Station (Sweetwater) with dual-core processors and 6GB RAM. It's important to note this computer solved many serious issues I was having with Pro Tools on a couple of older computers.

The "Baby Blue Bottle" microphone has significantly increased the quality of vocal recording. However, this has yet to be demonstrated in new recordings.

The recordings heard in my portfolio do not include guitar, backup vocals and other instrumentation being added in the new recordings. Higher quality samples and new synth sounds will also significantly alter the sound of the recordings.

None of the current portfolio recordings were mixed and/or mastered. The mastering process clearly will alter the sound of the recordings as well.

Jerry Flattum