

Academy of Art University  
Music for Visual Music Masters Program  
Statement of Intent  
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June 3, 2010

Entering the Music for Visual Media Masters Program at the Academy of Art University, Summer, 2010, could not have been better timed.

For two years I've been in the throws of a recording project that I, well, have been unable to complete. Why? I need more knowledge and training.

But, it's not just sheer academics that drive me to pursue the Music for Visual Media program. Training is necessary but secondary to discovering and exploring a new world of music never before dreamed of in the history of music.

I'm not a classical musician, but I can't help imagining Beethoven's eyes bulging out at the sight of today's digital tools for the creation of music, the plethora of new media outlets for a vast canvas of new styles, and the Internet as a delivery system reaching the farthest corners of the globe.

Hopefully my portfolio demonstrates a love of music...no, not a love...that music is a way of life for me. Uploaded to a digital high-end mp3 player in a blog just recently launched are 40 fully arranged songs and 62 samples of production music.

Fully arranged is not true, and that's precisely what my current recording project is about: re-recording 1st draft arrangements in a new Pro Tools-based home studio environment using a wide range of virtual instruments and a library of digital samples numbering close to 10,000.

Equally important is the need to collaborate, something I also hope to foster and nurture through the Masters program.

On my blog and website is an area called "Switchtrak." This is a database designed to handle my catalog of production music.

You see, the songs and the production music samples I currently have were all created on older sequencers and keyboards.

With new tools, new training and knowledge, and a greater sense of direction via the Academy of Art, I will now be able to take my music to the master quality level. In addition, I will development the skills and awareness of the new digital marketplace in ways that will allow me full breath of expression and innovation in a field I've been hungry to engage for a very long time.

I have extensive performing background as a keyboardist and singer. I also have industry experience having worked at CBS (where I first discovered production music), the Harry Fox Agency, and the independent film world.

What I need is to pull together all this experience, combine it with a whole new reworking of my catalog and then unleash the music monster inside of me in ways I never thought possible. And the Music for Visual Media Masters Program is going to allow me to do just that.

Thanks Academy of Art University for allowing me to reach new levels and explore new worlds of music in ways that will allow me to give to the world all that I have to offer as a songwriter, composer, musician and performer.