



## **Zoom Audition and Interview Guidelines BA (Hons) Music Production and Music Business**

This guide will help you prepare for your Zoom Audition or Interview. It is important that you read each section to give yourself the best chance of obtaining a recommendation for the course.

Please also refer to our handy checklist to ensure nothing is missed and you are best prepared.

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### **BIMM Institute - Core Values**

We here at BIMM Institute believe in empowering our students, and encouraging creativity regardless of Gender, Race, Religion, Age or Disability.

We are a community of creatives with a passion for Music, so what does it take to be part of BIMM Institute?

As a BIMM Institute student you will be creative, collaborative, innovative, professional and continue to push the boundaries of the Music Industry.

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### **What to expect**

Auditions/interviews are one to one with a BIMM Institute Assessor and will last 1 hour. This is your opportunity to tell us about you and show your skill set for the course of interest.

There are **three** parts to your joint honours audition:

1. Your Music Production demos / inspired production
2. Music Business presentation submission
3. Music Production demos and Music Business presentation submission form

During your audition you will have the opportunity to ask questions about the course, provide details on your musical background such as recording/performance experience, and discuss genres you have a keen interest in. Your assessor will also explore with you what you hope to gain from your studies and discuss your musical aspirations.

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### **1. Your Music Production demos / inspired production**

You must submit two example of your Music Production work please be sure that:

- Your track is at least 3 minutes long
- You have programmed and mixed the track yourself
- Any recorded elements have been managed by you (studio collaborations are permitted)

You do not necessarily have to have played any of the instruments recorded however, you will be expected to discuss your demos in depth with the assessor such as mixing and producing techniques. Your demos will be marked on:

- Quality of sequenced material
- Ability to explain your work
- Quality of recorded material (if applicable)
- Quality of mix and arrangement

In support of your production work, please submit screen-shots showing applicable aspects of your work-flow via the Supporting Material form on page 2 of these guidelines - for ease of upload a sharing a weblink we recommend using the image file sharing website Imgur. This could include chain signals, arrangement views, mixing, programming, synthesis, audio recording etc. For interviews via Zoom, this can also be shared via the sharescreen function.

**\*\*\*more information on next page\*\*\***

## Your Inspirational Production Piece

The assessor will want to discuss with you what production styles and techniques you find interesting and inspiring so, for this reason please include a link of one of your favourite productions on the submission form. This could be a production with a music element that you really like, a track where you feel that mixing or programming is interesting or simply just really good!

This piece can be a song, or music from a game or film – there are no limitations but please be aware this piece should be the work of an established artist or industry professional and not your own. You may also provide a track where you have questions on the production but please be prepared to discuss your own view on why you find the track's production or technique interesting.

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## 2. Music Business Presentation Preparation

Please prepare a 5-minute presentation covering one of the following topics:

- A current development or issue within the music industry
- An area of the music business, a company or brand that interests you
- A prominent entrepreneur relevant to the music industry
- A music marketing campaign that caught your attention

The presentation will help create a discussion centre piece for your interview. It is not designed to test your presenting skills, but to encourage thought and conversation which will help determine suitability for the course.

You can deliver your presentation in a way you feel is effective to communicate your thoughts and ideas. For example; PowerPoint, video, a written piece you can talk through, or a series of blogs you have written.

## Submitting your Supporting Material - Presentation Piece

Please submit your supporting materials e.g. PowerPoint, Word document, videos through an online sharing platform such as:

- Google Drive
- One Drive
- Dropbox

When your material has been uploaded, please include a link in the below form. You need to complete this by the deadline given to you. Late submissions may not be considered. We cannot download your presentation, please do NOT send us links to WeTransfer or email attachments. Please use the submission form below only.

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## 3. Music Production demos and Music Business presentation submission form

You MUST complete the form below. This is where you can provide information and links ready for your zoom audition or interview. Once this has been filled in please double check that the links work. You will then need to save and name the document in capital letters with your full name followed by the word 'PORTFOLIO' E.g. JAMESSMITHPORTFOLIO  
Please return this via email only to admissions@bimm.ac.uk.

FULL NAME

Name of Production Demo #1:

Link to Production Demo #1:

Name of Production Demo #2:

Link to Production Demo #2:

Link to images:

Name of production piece that inspires you:

Link to production piece that inspires you:

Music Business submission link