

★ CRESCENDO ★

Music & Audio Programmes 2022



Check out Crescendo's programmes, led by industry professionals, to suit every stage of your journey.
Enroll today and gain the skills you need to succeed in the creative and music industries.

Crescendo Trust of Aotearoa connecting through music to change lives



Welcome to Crescendo

Crescendo was founded in 2012 by Marcus Powell following the success of his award-winning band Blindspott. Motivated to give young people/rangatahi who have talent an opportunity to realise their potential and thrive.

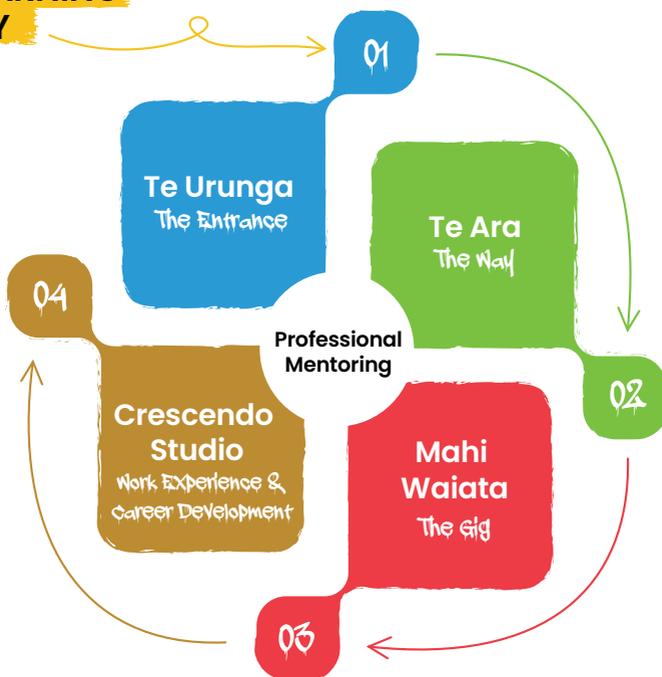


"Growing up I had many pathways available to me. Some good, some not so good. As a young teen in a successful band, I didn't always make good choices. However, I was fortunate enough to have certain adult role models in my life who stood out and supported me. So, when I reflect back on those years, I can clearly see those available choices and hope to inspire positive change in our young people.."

Marcus Powell
CEO, Crescendo Trust

Over the last decade, Crescendo has mentored over 3,000 rangatahi during their individual learning journeys. We provide access to industry standard equipment and industry professionals that engage our rangatahi into meaningful skills training, further education and employment opportunities.

YOUR LEARNING JOURNEY



Our Programmes

Crescendo's mentoring programmes are carefully designed to provide you, taira/students, with solid hands-on technical skills, balanced with personal development to build confidence and self-esteem. At the heart of everything we do is high-quality professional mentoring to nurture you towards success on your chosen pathway.

Through each of our programmes, you will progress to learn different aspects of sound, audio, recording and performance. Your learning journey is personalised to help you build the skills that you need to achieve your goals. All pathways can lead you into paid employment opportunities and work experience with Crescendo Studio.



Te Urunga

(The Entrance)

Why take Te Urunga?

If you have an interest in music, but unsure if music is the right path for you, then Te Urunga is the course for you. This foundation course will give you a taste of what it is like to work in the music industry. As well as help you to better understand yourself, your strengths, and future work, study or pathway options.

You will be working in a studio environment learning techniques for writing lyrics, composing songs and getting accustomed to the equipment, software, and terminology you will need to record professionally.

The course includes wellbeing sessions, creative planning, and goal-setting.

How is it structured?

Te Urunga is delivered over 9 weeks, course dates and times are online. On completion of the programme, you will receive a Crescendo Certificate of Achievement. Importantly, you will make helpful connections with a solid creative whānau that you can lean on for support as you continue your learning journey.

What does the course cover?

- Different genres and artists
- Creating lyrics, rhymes and composing songs
- Music and recording equipment
- Recording software/Digital Audio Workstations
- Hauora/Wellbeing
- Goal-setting
- Team work and collaboration
- Creativity, self-expression and self-awareness
- Professional soft-skills and communication

How to enroll?

Spaces are limited so register your interest now at www.crescendo.org.nz/musicprogrammes

The course is available to all rangatahi aged 15-24. You may self-enroll or be referred through an organisation.



Te Ara (The Way)

Why take Te Ara?

This programme allows you to explore the world of music, sound and audio engineering in greater depth. You will be able to specialise in your chosen area of interest, work directly with industry professionals and drive individual and group projects in the direction you choose.

Whether as an artist producing your first single or album, or as an audio engineer, producer or singer songwriter; you will have the opportunity to work with other students/taura and industry professionals who will share their skills and knowledge with you.

Te Ara gives you an overview of music production, and you can choose to specialise in songwriting or audio production. The course will also give you an insight into future career pathways and the confidence and skills to pursue these.

How is it structured?

Te Ara is delivered across 9 weeks, course dates and times are online. On completion of the programme, you will be invited to join the next intake of Mahi Waiata - The Gig - to gain experience in your chosen field.

What does the course cover?

- Music production and working with clients
- Audio engineering and DAW
- Collaborative songwriting
- Music industry business
- Artist Development
- Creating a demo

How to enroll?

Spaces are limited so register your interest now at www.crescendo.org.nz/musicprogrammes

You will be aged between 15-24 and have either completed our Te Urunga programme or will have a base-level knowledge of recording or songwriting.



Mahi Waiata

(The Gig)

Why take Mahi Waiata?

Mahi Waiata is for advanced taura/students wanting to learn more about performing live. This course is only available on completion of Te Ara. You will have the opportunity to pursue more complex audio projects and work as a group to deliver a live gig, bringing together all you have learned throughout the programme.

Working in your chosen field, you will be exposed to the wider workings of the industry and gain hands-on experience. You will learn about the different roles involved in organising, promoting and delivering a live gig.

How is it structured?

Te Ara will run over the course of 3 weeks leading to a gig that your group has organised. Course dates and times are online. Bringing your experience from our previous courses, you will now be working in your chosen area of speciality, working to project deadlines in groups and individually. You can access studio facilities more independently, as well as one-on-one mentoring from industry professionals to assist with your project.

What does the course cover?

- Introduction to live sound
- Organising a live music event
- Performance
- Music industry business & marketing
- Exposure to professional services delivery processes & deadlines
- Mental health & safety in the industry

How to enroll?

On completion of Te Ara, you will be invited to join Mahi Waiata and working at an advanced level. For more info visit www.crescendo.org.nz/musicprogrammes



Crescendo Studio

Work experience & career development

Our social enterprise arm, Crescendo Studio, gives you a unique opportunity to work on real-world commercial audio projects. As a graduate of Crescendo music programmes, you will have the opportunity to develop your career through hands-on work experience. All profit generated through our commercial work is distributed towards funding Crescendo mentoring programmes.

Internships

You will be exposed to real-time projects and delivery processes as well as commercial clients. Allowing you to put your knowledge to the test in the industry, gain experience for your CV and make connections.

Artist Development

Working with the guidance of industry professionals, you will be supported to develop your craft and explore funding and career opportunities. Utilising Crescendo Studio recording equipment and audio engineers, you will have the opportunity to record and release your single or EP.

Apprenticeships

An apprenticeship with Crescendo is a chance to support taura/students completing Crescendo courses with technical skills, youth mentoring or supporting their professional development.

Prerequisites

You will have completed Te Ara and Mahi Waiata with Crescendo and be competent working at an advanced level. Upon completion, we will help you with career planning and support you to find a pathway to achieve your goals.



“Crescendo has helped me with my music structuring and word play. I’ve also been able to meet new people to collaborate with. Through the programme I’ve learnt new tools to grow my skills. Thank you!”

— INDUNA, student & artist —



Proudly supported by



Crescendo Trust of Aotearoa connecting through music to change lives

Crescendo registered charity no. CC47891

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