

M

usic Technology & AI for Media Arts (Level 1)

TRA #001 This course, contains 12 tailor-designed lessons, aims to give students a thorough understanding of various music technologies related to song-writing, editing and post production, including latest AI-assisted technology applied to music creation and production. Students will acquire the knowledge and skills necessary to use music technology creatively and fluently to further their various careers and acquire the background knowledge needed to understand the principles of music technology they will encounter in the future. Furthermore, song-writing and music arrangement are the art of organising and adapting a piece of music. It involves making decisions about how different musical elements such as melody, harmony, rhythm, and instrumentation are structured, orchestrated, and presented within a song. This course assists students to acquire such skills with different software-based guidance.

At the end of the course you will be able to compose, record, edit, process, mix, and produce song and/or OST with proficiency, and with an understanding of the principles behind the technologies used.

Topics covered in the course include:

CLASS 1 Introduction to Music Technology

(overview of the course; basic concept of Music Technology)

CLASS 2 DAW: Digital Audio Workstation

(DAW: software & hardware operations; MIDI sequencing sample-based concept)

CLASS 3 Song Writing Techniques I

(DAW: GarageBand, Logic Pro X)

CLASS 4 Song Writing Techniques II

(DAW: Ableton Live, Launch Pad)

CLASS 5 Basic Harmony

CLASS 6 Music Arrangement I

(overview of musical instruments; basic concept of digital arranging skills)

CLASS 7 Music Arrangement II

CLASS 8 AI Application to Song Production I

(overview of AI-led technology applied to song melody, lyrics, arrangement & production)

CLASS 9 AI Application to Song Production II

(overview of AI marketing for songs and music related products)

CLASS 10 Mixing Concept

CLASS 11 Writing Music for Images

CLASS 12 Writing Music for Games

Who this course is for:

Students starting to learn basic music technology including DAW, song-writing, music arrangement and production.

This course includes:

- **10 Zoom lessons**
(1.5 hours per lesson, 1 lesson per week, held by our lecturer and assisted by tutor)
- **2 Zoom lessons** about AI application by our remarkable guest speakers
(1.5 hours per lesson)

Class types:

- Online, English, maximum 10 students per class

Tuition fees:

- Total tuition fees: **HK\$7,000 or £700** per student

• COURSE CONTENTS**Syllabus:****I. Study of Songwriting**

The relationship of melody, rhythm & harmony, and the organisation of them

II. Study of Music Arrangement

Chord progressions

The bass line: Electric bass & Double bass

Drum set: Percussion sound & Patterns

Piano & Keyboard: Technique, Pattern & Notation

Guitar: Technique, Pattern & Notation

The groove construction

III. Instrumental Enhancement

Strings arrangement

Additional percussion sounds

Backing vocal arrangement

Introduction to Electronic Dance Music (EDM)

Signal processing / Audio Effects

Automation

Recording / Editing techniques



A STRONG TEAM OF TEACHING STAFF



Dr Anthony Cheng



Mr Vincent Ng

Dr Anthony Cheng (Program Director & Lecturer)

Dr Cheng is a renowned cross-genre composer based in United Kingdom. He sets his music career in multi-talented way: as a songwriter, contemporary and film music composer, sound engineer and producer in various music productions and concerts. Dr Cheng has been teaching in Hong Kong and overseas universities and colleges as a part-time music lecturer for more than 20 years. These institutions include Kingston University London, The University of Hong Kong, Hong Kong Baptist University, The Chinese University of Hong Kong, The Education University of Hong Kong and Good Hope School. Recently, Cheng has been invited as the visiting lecturer at Cardiff University, Wales and recording producer at King's College London in 2023. He attained extraordinarily strong academic background and potential for effective teaching in various music subjects such as music theory, music composition and music technology. Moreover, he has started a series of music courses as a program director of Multimedia Design Academy, HKMMDA and developed further online Teaching and Learning System since 2020. He has taught more than 150 private students taking various courses since then.

Dr Cheng completed his master's degree in music (M.Mus.) at King's College London and Ph.D. at The University of Hong Kong. He is the recipient of the 28th RTHK Top Ten Chinese Gold Songs Award, and the Best Serious Composition of CASH Golden Sail Music Awards in 2015 and 2018. Dr Cheng has published over 70 pieces of original contemporary music and multimedia works, 100 pop songs and more than 100 commercial music production for TVC, feature films and theatrical works, much of his music is public performed and released on CDs, DVDs and digital medias such as Apple Music, Spotify, Netflix, Disney+, etc.



Mr Vincent Ng (Visiting Tutor)

Vincent is a prolific sound engineer and music arranger in Hong Kong. His early music career started as a professional ocarina performer. He is also the studio/class assistant of Dr Anthony Cheng since 2024. Vincent founded his own music label Vynix Music currently, aiming to nurture young talents by teaching ocarina in primary and secondary schools in Hong Kong. Having started exploring music production in 2021, he joined Dr Anthony Cheng's masterclass in 2024, participating in productions of all sizes, such as composing, music arranging, recording, mixing and sound reinforcement.

Course Enquiry & Contact:

Ms See See Lee (Marketing Director)

WhatsApp: +852 9744 4383

seeseelee@takumiworks.com

