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PRO TOOLS FOR TOP PRODUCER AND ENGINEER

Two of the Vodafone New Zealand Music Awards winners being announced this Wednesday are in for an extra surprise.

MAINZ (The Music and Audio Institute of New Zealand) is offering the winners of the MAINZ Best Engineer and MAINZ Best Producer Awards each a suite of Pro Tools short courses, valued at \$3585 per package.

“We are committed to adding value to the two awards we are sponsoring,” says MAINZ Director and Hello Sailor guitarist Harry Lyon. “And this is a meaningful and appropriate way to do this.”

Pro Tools is the dominant software used in the music recording industry – “it’s the international standard” - and MAINZ is an experienced provider of Pro Tools training in New Zealand.

“These qualifications are recognised internationally, and will allow the winners to work in a recording studio anywhere in the world if they want to,” says Lyon.

MAINZ’s Pro Tools short courses are aimed at industry professionals as well as full-time students and the comments they have had from those within the industry are “almost embarrassingly positive!”

“We have recently had two groups of audio professionals through for the 101 course and they were universal in their praise for the training they received and are looking forward to 110” he says.

“This course has really filled in a lot of gaps in my mostly self-taught Pro Tools knowledge,” vouches Martin MacDonald, Production Engineer for Mediaworks in Tauranga. “The tutor communicated all aspects in an easy to understand and very entertaining fashion.

“I would recommend this Pro Tools 101 course to even experienced engineers – everyone has something to learn!”

The winners of the MAINZ Engineer of the Year and MAINZ Producer of the Year will be able to take advantage of four Pro Tools short courses, starting with Pro Tools 101, an introductory course which covers basic Pro Tools principles and teaches students everything they need to complete a Pro Tools project, from initial set-up to final mix-down.

They’ll then move on to Pro Tools 110 (Essentials of Pro Tools), which provides a more detailed look at the Pro Tools system. This course covers all the key concepts and skills needed to operate a Pro Tools LE system. Pro Tools 201 (Pro Tools Production Essentials) covers the core concepts and skills needed to operate a Digidesign Pro Tools|HD system in a professional studio environment.

Then the winners will choose between Pro Tools 210M (Music Production Techniques), which covers techniques for working with Pro Tools systems in a professional music production environment, and Pro Tools 210P (Post Production Techniques), which covers techniques for working with Pro Tools in a professional post production environment.

The MAINZ campuses in Christchurch and Auckland are two of only three Digidesign-certified training locations in the country and all the Pro Tools short courses are run over 3-4 day ‘weekends’ throughout the year. Pro Tools 101 and 110 are also offered to full-time students during their time at MAINZ for the price of a text book.

Lyon says the involvement of MAINZ in this year’s Vodafone NZ Music Awards is a “perfect fit” and evidence that the industry is increasingly recognising MAINZ as an important player in the New Zealand music industry.

“It’s an acknowledgement by the local music industry that what we’re doing, nurturing the talent of tomorrow, is a worthy and worthwhile undertaking and that we’re doing our job really well.

“The Awards celebrate Kiwi music and excellence in Kiwi music which is what we’re about. We’re trying to develop the skills and attitude in our students that will allow them to one day be the ones up on stage receiving an award.”

On a practical level, MAINZ students are involved the production of the awards show, which is being held at the Vector Arena in Auckland on 8th October and broadcast live on C4TV.

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About MAINZ

MAINZ is a division of Tai Poutini Polytechnic, attracting approximately 300 students per year to its music and audio programmes. MAINZ offers programmes in Audio Engineering, Contemporary Music Performance, Live Sound and Event Production, Music Event Management, Creative Enterprise, and new in 2010, a Certificate in DJ and Electronic Music Production.

The school also delivers short courses in song writing, Logic, DJ’ing and Pro Tools, the industry standard audio software used in the majority of recording and post-production facilities internationally. MAINZ prides itself on being New Zealand’s first Digidesign Certified Training Locations to deliver the internationally recognised Pro Tools qualifications.

MAINZ has two campuses - one in Auckland City, the other in Christchurch. Its programmes are supported by Industry and approved by the New Zealand Qualifications Authority.