

27 July 2004. You've recorded your stuff. Now what?...

## **AFTER THE RECORDING: POST-PRODUCTION STEPS (the basics)**

### **First: The Saga of Todville Road**

Todville Road released their first CD *Carousel* in 1999. It was recorded and mixed at Texas Music Studios. Artwork design was done by the band's own Matt Lucas. All mastering, duplication, and packaging was done by DiscMakers [www.discmakers.com](http://www.discmakers.com). Todville Road sold the CDs online at [www.amazon.com](http://www.amazon.com) and through Kool Kat Musik [www.koolkatmusik.com](http://www.koolkatmusik.com), locally at Cactus Records, in Austin at Waterloo Records, and regionally at various Hastings Music and Barnes & Nobles stores. The band also sold CDs at live shows, and distributed numerous CDs to radio stations (such as KPFT), publications (such as Amplifier Magazine and Houston Press), and placed soundclips on various websites including [www.rollingstone.com](http://www.rollingstone.com).

Todville Road's second CD *One For Thrills* is approaching completion. This project has been entirely self-recorded using a Roland VS-840 digital recorder. Matt Lucas has supervised all recording and is handling mixing, and drummer Bruce Stone is taking care of artwork. Options for mastering, duplication and distribution are still being discussed. A couple of serious considerations at the moment are online sales through CDBaby ([www.cdbaby.com](http://www.cdbaby.com)) and Bathtub Music ([www.bathtubmusic.com](http://www.bathtubmusic.com)). Any and all suggestions or input is always welcome.

### **Second: Enough about Us, Now its Your Turn**

1. Mixing
  - If you feel confident enough to do it yourself, go for it. There are tons of audio editing / mixing software applications available; most digital recorders have the capability; and there are many websites and resources out there available to the DIY-er.
  - If you can't/don't want to do it yourself, most local studios have the equipment and the capability to mix for you. Check with studios in your area. Ask other local musicians who have used local facilities and engineers – you'll quickly find where to go and where NOT to go.
  - Enter Matt Lucas, currently mixing tracks for Todville Road
2. Mastering
  - What is Mastering and why is it necessary?  
Usually left to the Pros. Enter Allen Corneau from Essential Sound Mastering.  
And...for a good overview, go to <http://www.drmmastering.com/faq2.htm#whatis>
3. Artwork
  - Some people have the eye and the talent. If you do, you still need to learn the specifics about CD label and jacket layout. If you know someone that does, you should solicit ideas and designs and layout suggestions from them. Otherwise, hand it over to a professional.
  - Keep in mind things like colors, band names and logos, lyrics, whatever else you want to put on the CD or the jacket itself. There are many, many companies out there that will reproduce the artwork that you send them. Also think about related items such as stickers, postcards, posters, etc – some places offer package deals.
4. Duplication
  - DiscMakers seems to be one of the most popular choices for this, with excellent packages and prices. Here again though, you can always duplicate CDs yourself at home with the proper equipment, or you can go with a local / regional vendor. Weigh the decision carefully – you'll be buying jewel cases and packaging the entire product yourself if you go the DIY route. Also consider the necessity of a barcode, if you want to sell your product in a store.
5. Distribution
  - Sell your product on the internet; there are many places where you can do this at no charge, like CDBaby and Bathtub Music. Place your product in stores that carry local music. Send CDs to regional distributors like Kool Kat. When you play gigs out of town, contact record stores ahead of time and send them your product before you play the show. Another option; build a grassroots network of fans who will help carry your product out to places where you may not be able to get to yourself. Go get seen and noticed wherever you can. If you're working with a studio or a label, they should be able to assist you with some kind of distribution ideas.

**Third: Online Resources (just a few; there are many, many more out there, if you know more please share them with others)**

Lots of tips, do's and don'ts, other resources, and nice package deals

<http://www.discmakers.com>

The Musicians Guide to Home Recording

[http://home.earthlink.net/~rongonz/home\\_rec/home.html#TOC](http://home.earthlink.net/~rongonz/home_rec/home.html#TOC)

Mixing Tutorial

<http://www.freeloops.co.uk/mixing.htm>

Same info, different site:

[http://www.johnvestman.com/secrets\\_of\\_mixing.htm](http://www.johnvestman.com/secrets_of_mixing.htm)

More Mixing Tutorials – using Cubase, XG Soundcards and MIDI (but still good info for everyone)

<http://www.thewhippinpost.co.uk/mixing-music/mixing-music-tutorial.htm>

A fantastic source for all sorts of home recording info

<http://www.homerecording.com/mixing.html>

Mastering FAQ's

<http://www.drtmastering.com/faq2.htm>

A fantastic source for all sorts of home recording info (again)

<http://www.homerecording.com/mastering.html>

More info about Mixing and Mastering than you might want

<http://mixonline.com>

One of the many applications that make CD artwork layout easy:

<http://www.eazydraw.com/CDArtWork.htm>

Good info on CD artwork colors, logos, etc.

<http://www.megalodon.com/cd-artwork-info.html>

One example of a company that offers package deals on CD artwork and related goodies

<http://www.visionmusicusa.com/cdartworkdesign.html>

Here's one local source – For Eyes Only Digital Studio

<http://users2.ev1.net/~brasher/downloads.htm>

More helpful tips, from a record label in Texas City

<http://www.silver-dragon-records.com/mrt.htm>

Worldwide Indie Musician Directory

<http://www.localmusicdirectory.com>

Texas Music Office – tons of links to all kinds of music-related resources and contacts statewide

<http://www.governor.state.tx.us/music/>

Need to find a local studio, for recording / mixing / mastering?

[http://houston.zami.com/Recording\\_Studios](http://houston.zami.com/Recording_Studios)

Promotion tips for Texas Unsigned Bands

<http://www.texasmusicians.net/>

Houston Radio Collective

<http://www.houstonprogressive.org/hpn/hpn-hrc.html>

Space City Rock

<http://www.spacecityrock.com>

Houston Area Acoustic Music Society

<http://www.peggycarter.com/haams.html>

Indie Music Resources

<http://www.indie-music.com/index.php>

Indie Bible – focus on marketing

<http://www.indiebible.com/icb/>

**This discussion is meant to only be a very rudimentary introduction to a few of the steps involved after recording. If you benefit from it, that's great; if not, and you feel that you have some valuable information of your own to share, please feel free to come forward and offer more information at this meeting or at a future one. Big Thanks to Ian Varley and to Volcano's.**

**Finally: Please support the Musicians Benevolent Society. Every dollar donated helps a fellow musician.**