

advertising feature

The power of sound

By ANDREW ETHERD

Technique plus creativity has always been the recipe for great art, but art now takes on forms scarcely dreamed of a century ago.

Technology, of course, is the key, opening up opportunities for creativity in many fields.

"With the growth in online entertainment, pay-TV, gaming, digital TV channels and traditional entertainment, there is now, more than ever, a need for quality content," says George Markakis, chief executive officer of JMC Academy.

"Finally, it is starting to sink in that Australia needs to harness the creativity and innovation it was once renowned for rather than rely on its natural resources forever. Therefore our graduates will be ideally placed to capitalise on this need by combining their talents, creativity, knowledge and understanding of technology."

One thing that many creative fields share is sound. Brenton Mortelliti loves sound. "I started doing audio in high school. I was in the school jazz band and I did all the audio for that and for all the school productions and speeches."

Now in the third year of a Bachelor of Creative Technology (Audio Engineering and Sound Production) at JMC Academy, Mr Mortelliti is already living his dream. "I'm doing work experience with a radio station in Geelong, doing their sport broadcasting," he says. "I have a little home studio, I record local Geelong bands, mostly to hone my skills."

"What interests me most in the course is the studio work, the recording and mixing of bands and doing sound for film and video. That's definitely the best part of the subject, but I wouldn't be as good at that if it wasn't for the theory that I have learnt about the gear I use. There

is a lot of theory, essay writing, a bit of physics and a bit of mathematics. You get a nice broad spectrum of audio theory, there's quite a bit of content. We do a bit of music theory as well, to hone our production skills. You get to a point where you live and breath it."

Mr Mortelliti appreciates the small class sizes at JMC and the one to one interaction with lecturers, who all work in the industry in addition to teaching, so are up with the latest technologies. He has also recorded and mixed the sound for a full performance track EP with a JMC band.

So how do you make a band sound good? "First of all you need good musicians," says Mr Mortelliti. "I concentrate on the drums. Once you get the drums right everything falls into place."

JMC Academy's Open Day is on Saturday August 21.



Brenton Mortelliti is in his third year of a Bachelor of Creative Technology (Audio Engineering and Sound Production) course at JMC Academy.