

# ETHOS INFORMATION GUIDE

A New Interactive Online Learning  
Program in Music for Multimedia

## What is Ethos?

What is Ethos? By definition, "the characteristic spirit of a culture, era, or community as manifested in its beliefs & aspirations".

And, when paired with another interpretation of the word, Ethos as "the power of music to influence its listeners emotions, behaviors and even morals", you have the essential meaning as it applies to our educational focus - a complete learning program in Music for Multimedia.

The simple idea that music can influence and shape a community is a guiding principle, central to our mission of bringing together people from all walks of life, from every part of the world, to share resources, talents, knowledge and experience.

## Changing the Course of Education

Ethos is linked to technology and the changes in established learning models and methods. The fundamentals of education remain intact but with technology we have the potential to create a whole new learning experience. The internet provides instant access to content and information, and with streaming technologies today we have the ability to connect the physical classroom to any other location or person.

Ethos employs a browser-based classroom format with a complete Learning Management System (LMS). What is an LMS? Imagine all of the typical course materials, textbooks, powerpoint presentations, printed documents, and any instructional audio or video materials modified or re-packaged to be made available online. All of the lessons, topics, assignments, information and content, including musical scores, audio and video files are organized online and available to the student 24/7. The LMS monitors the student's learning experience tied to the assignments for each course, lesson by lesson. There's also a clear line of communication for the teachers and students built right into the LMS. Before we go in more detail about the Ethos platform let's take a look at where all of this began - The Ethos Story.

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*"ETHOS program gave me the chance, for the first time, to have real professionals listening and commenting on my music.*

*Connecting with people who are successful in the business gave me the hope of being there myself one day. "*

*- Alexander Simmance*

*Hochschule für Musik Karlsruhe, Germany*

## The Ethos Story

During his tenure at the Thornton School of Music at USC, (1998 - 2012) associate professor and director of a graduate program in music, formerly known by the name, "Scoring for Motion Pictures and Television", Brian King explored a number of possibilities for bringing together top industry professionals; composers, musicians, engineers, and producers - those essential for developing a career building curriculum.

Some of these explorations included; creating course modules, delivered in 5-week intervals as an option to the single 15-week mode, introducing team teaching components to support the integration of courses in an overall program format, where one course has the potential to interact or exchange pertinent lessons and content from one course to the next. Workshops and masterclasses, where students had the unique opportunity to meet at the various studios of these industry professionals.

One of the biggest challenges, aside from arranging time with professionals during their typically busy work schedules, was the logistics for having students and staff travel to off-campus studios, or inviting the professionals to visit the campus. We needed to find a way to minimize the time and energy involved in bringing everyone together at the same time. This was in 2010, and live streaming technologies were in early stages of development and expensive to use. Fortunately, we managed to find a couple of companies who were willing to work with us, to produce a number of live events, masterclasses and recording sessions. Over the next few years, things continued to evolve, live streaming technologies became more efficient and much more affordable. The internet, and browser-based learning methods were starting to develop.



## Hands Across The Water

The opportunity to beta-test the Ethos platform, especially the LMS, was attached to Brian's teaching contract with EICAR, a private film school based in Paris, France.

We invited students from EICAR's French department in sound and music composition, and students from EICAR's International department in filmmaking; directing, producing, screenwriting, and editing to test-drive the program, sharing their experience and providing feedback every step of the way.

And in the true spirit of creating a shared learning experience, Ethos reached out to students from 2 other universities with established schools in music & visual media; ESMUC in Barcelona, Spain and the Hochschule für Musik in Karlsruhe, Germany.

We launched from our classroom in Paris, connecting our students from Paris, Barcelona and Karlsruhe to the teachers in Los Angeles and San Francisco. The Ethos faculty line-up included; Hollywood composer, Christopher Young - Melody Writing/Main Titles, Jesse Harlin - Music for Video Games, Marcus Sjöwall - Orchestration/Music Preparation, Sean Dougall - Video Sync/Protocols Delivery, Mike Simon - Music for Television, and Daniel Wehr - Media Music 101.

In addition to these courses,, we produced a guest artist segment with USC professor and visual artist/producer, Mike Patterson. Another highlight of the Ethos program - the guest artist series.

We closed out the semester with a live streaming session from The Bridge Recording studio in Glendale, CA with chief engineer and owner, Greg Curtis for Christopher Young's final Main Titles assignment.

*"The courses were genius, the subjects and the content were great and I loved the teachers.*

*It is so hard to find composers from our ages and this opportunity was great to meet new people.*

*I learned so much and I have to thank everyone in Ethos that made this an awesome experience."*  
- SARA LOPEZ

*ESMUC in  
Barcelona, Spain*



*A successful RELATIONSHIP between  
the MUSIC and PICTURE  
helps the audience perceive the  
structure and beauty of the MUSIC.*



*"As young musicians, we all fear the difficulties of building a career in film music. Ethos put me in contact with experienced professionals. The program certainly helped in changing my perspectives for career possibilities."*

- CLÉMENT WEIL

EICAR  
Paris, France

## Back In Los Angeles - Summer 2018

We're excited to be back in Los Angeles, with a new base of operations in Valencia, CA about 30 north of downtown Los Angeles. We're working closely with the Little School of Music, set to launch the next round of classes in the Summer of 2018.

## What's Ahead

In addition the regular Ethos faculty, we're happy to have composer, and music programmer/producer, Max Blomgren join us for his course, "Synth Programming to Mock-ups. And, for those of you interested in recording your music, be sure to checkout Brian King's course, "Recording - Music Production"

The courses in SUMMER SESSION are offered in 2 sessions

- SUMMER SESSION 1 - from June 4th to July 12th
- SUMMER SESSION 2 - from July 16th to August 15th

The SUMMER SESSION Course Curriculum Includes:

- Composition using the latest technology
- Music editing and recording
- Music preparation & production
- Arranging & orchestration
- Synchronizing music & sound to picture
- Music for video games

## Upcoming "Open Talks" and Podcasts

Beginning in March, we're inviting everyone interested in the Ethos program to join us live for a "free" online consultation - your chance to meet some of the faculty, ask questions and find out more about the courses in the SUMMER SESSION 2018. We'll also feature faculty and guest artists in our podcast series. CHECK THE ETHOS CALENDAR for details.





## Course Outcomes - What You Can Expect To Achieve

Whether you enroll in a single course or an entire program package, you will work closely with professionals who take you through a learning process to provide you with the skills and experience you need to build confidence, and prepare you for numerous possibilities in the multimedia music industry.

And while there are no guarantees, some of our student outcomes include; -

- internships
- music assistants
- additional music writer
- music programmer
- music libraries & movie trailers
- music preparation/ orchestration
- studio assistant/audio editor

The best way for you to position yourself for the best possible outcome is to commit fully to whatever course you participate in - attending all of the classes, sharing in the experience with your classmates, completing all of the assignments, which tend to be the most direct way for you to demonstrate your abilities and talents.

If you have questions about the course outcomes or anything else pertaining to the courses please contact us by email;  
[info@ethoseducationonline.com](mailto:info@ethoseducationonline.com) or call us directly at 661- 222 - 2399.

*"Our Instructors are working professionals using current projects in their Ethos classes.*

*This direct contact with industry projects puts you in direct contact with work possibilities and potential internship opportunities."*

*- Brian King  
Founder - ETHOS*



**For specific questions about the ETHOS SUMMER program and to find out if ETHOS is right for you, please contact us to schedule a FREE Consultation.**

<https://consultation.ethoseducationonline.com/>

*The curriculum for each SUMMER SESSION varies, so make sure you check the calendar before you apply.*

#### **SUMMER SESSION 1**

- Melody Writing
- Media Music 101
- Music for Video Games
- Synth Programming/ Mock-ups
- Music Libraries in Film, Television, & Ads
- Recording - Music Production

#### **SUMMER SESSION 2**

- Music for Television
- Scoring Techniques
- Orchestration/Music Notation
- Sync/Protocols
- Music Libraries in Film, Television, & Ads
- Recording - Music Production

## **How To Apply**

Step 1 – register your account, it's free

Step 2 – submit your Ethos application for review

Once you've completed steps 1 & 2, including approval of your application submission, then you can go directly to;

Step 3, the course catalog to make your selections and process your payment via credit card.

## **Schedule A Consultation**

Do you need help with your application, or simply have questions about the courses and the program? You can request a consultation here;  
<https://consultation.ethoseducationonline.com/>

## **Summer Session Catalog**

The courses in SUMMER SESSION are offered in 2 sessions

- SUMMER SESSION 1 - from June 4th to July 12th
- SUMMER SESSION 2 - from July 16th to August 15th

Take a look at all of the SUMMER SESSION courses here;  
<https://ethoseducationonline.com/ethos-course-catalogue/>

## **Thanks for your interest in ETHOS**

<https://ethoseducationonline.com/>