

Modern Portfolio for the Contemporary Guitarist

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Why a Portfolio?




Number of jobs for musicians/singers - 2014: 173,300

“Employment of musicians and singers is projected to grow 3 percent from 2014 to 2024... slower than the average for all occupations...”


- *U.S. Bureau of Labor Statistics, Employment Projections program*

- 
- Open home studio for session work and overdubs
 - Become a regular in the local live music scene
 - Touring work
 - Musical Theatre/Productions
 - Product specialization/Clinics

Career Goals

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- Building relationships with other musicians
 - Showcasing my skills and abilities
 - Convey my own personality
 - Develop a platform that can evolve along with my career

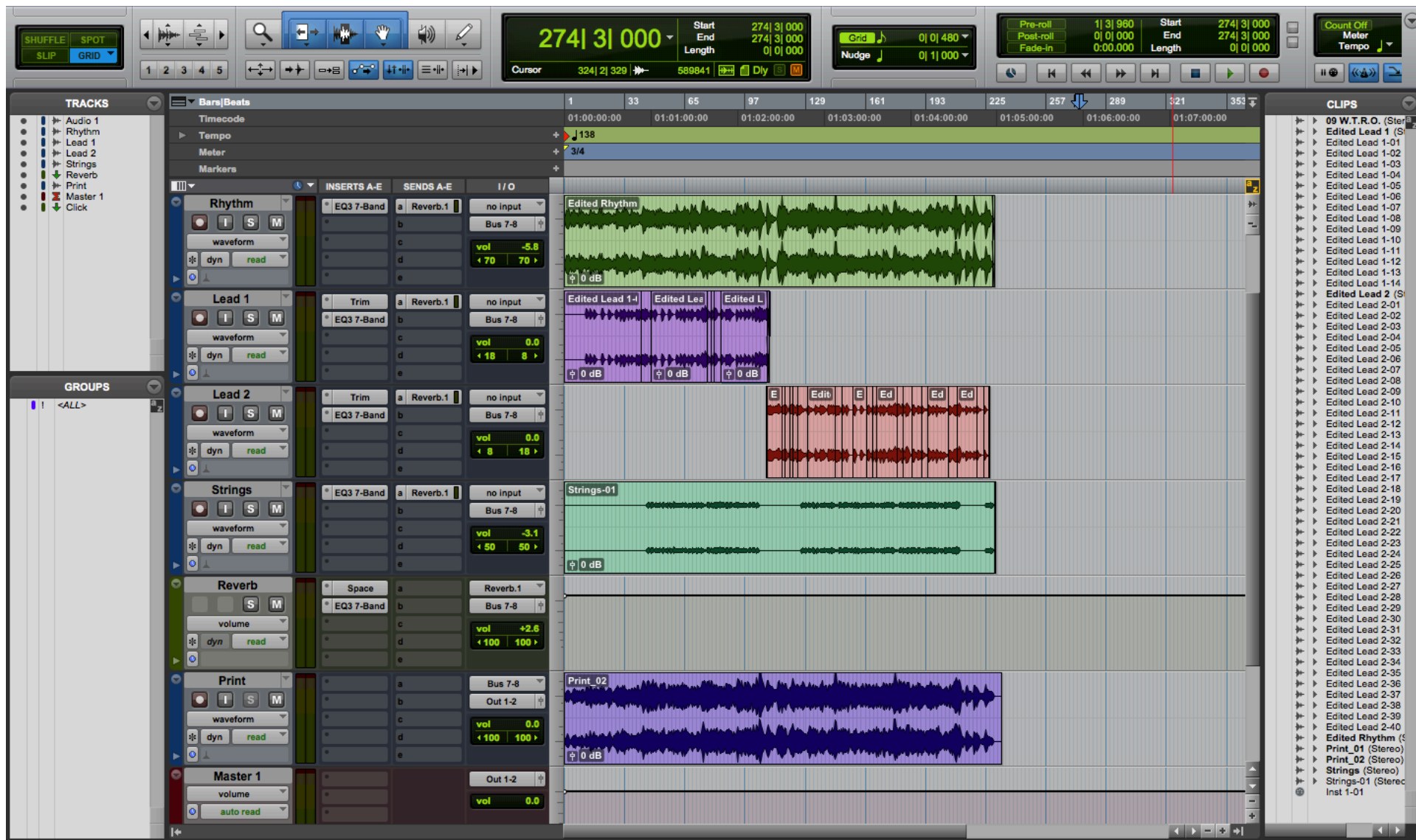
Purpose of Portfolio

- 
- Make something that stands out.
 - Wanted everything to be representative of me and my personality.
 - Show that my capabilities go beyond just being a performer.

Choosing the right content

THE CLONING PROCESS

Audio Engineering
Video Production



All PanelsAssemblyEditingColorEffectsAudioTitles>>

Source: Lead Close UpEffect ControlsAudio Clip Mixer: MVI_7836Metadata



00:03:14:05Fit1/200:00:19:01

Program: MVI_7836



00:03:52:10Fit00:05:14:06

Project: Cavatina VideoMedia BrowserLibrariesInfo>>

Cavatina Video.prproj9 Items

Name	Frame Rate	Media Start
Cavatina Bounce 6-23.wa	48000 Hz	01:00:00:0000
Ending Card		
Lead 1	25.00 fps	00:00:00:00
Lead 2	25.00 fps	00:00:00:00
Lead Close Up	25.00 fps	00:00:00:00
MVI_7836	25.00 fps	00:00:00:00
Rhythm	25.00 fps	00:00:00:00
Rhythm Close Up	25.00 fps	00:00:00:00

MVI_7836

00:03:52:10



00:02:00:0000:03:00:0000:04:00:0000:05:00:0000:06:00:0000:07:00:0000:08:00:0000:09:00:00

V4V3V2V1A1A2A3Master

LeaLead 1Lead 1Lead 2MVI_7836.MOV

0.0

0-54dB



“Accounts for 84% of internet users’ choice for music and music videos...”


-International Federation of the Phonographic Industry



“Over 200 million listeners...”

-USA TODAY

Releasing Content

- 
- Implementing a neutral look to all accounts to keep from deterring potential clients.
 - Keeping things personable, yet professional.

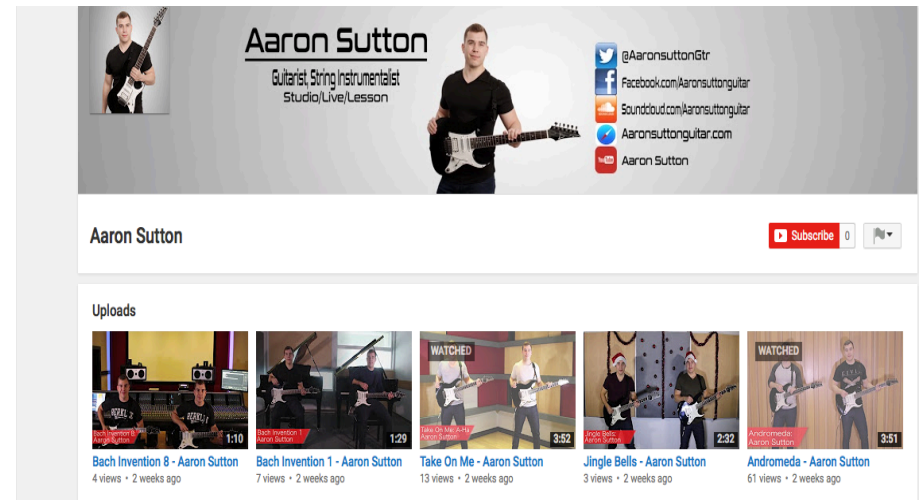
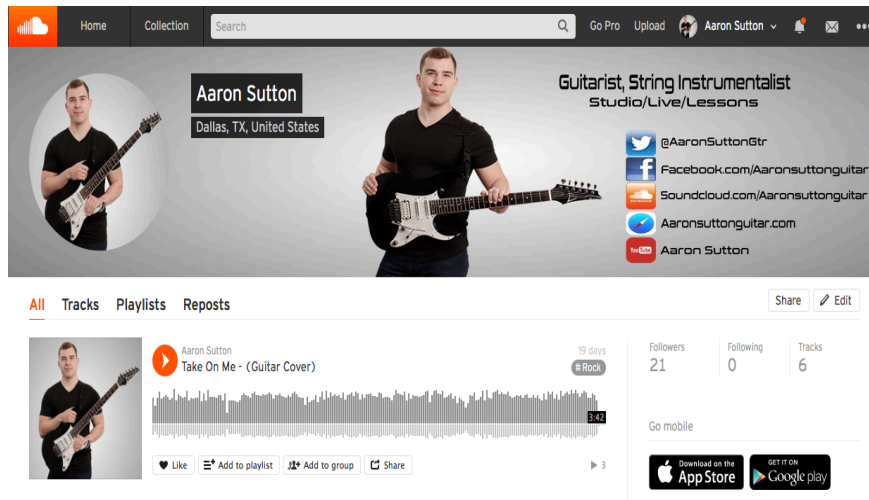
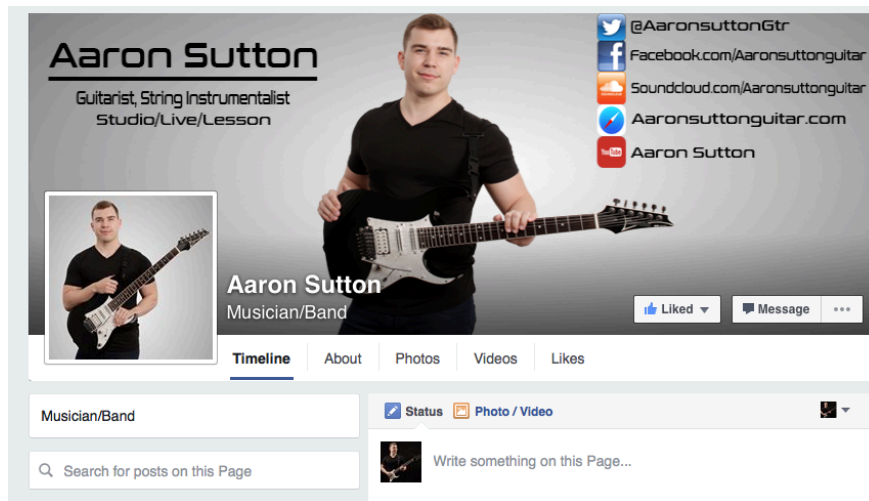
Building the Portfolio

Before



After







Social Media Presence

- 
- www.aaronsuttonguitar.com

Website

- 
- Finally have content to show
 - Developed many new skills
 - Learned a lot about myself as a player
 - Have the tools to help my portfolio grow along with my career.

Conclusion



Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2016-17 Edition, Musicians and Singers, on the Internet at <http://www.bls.gov/ooh/entertainment-and-sports/musicians-and-singers.htm> (visited June 28, 2016).

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Bibliography
