

COURSE INTRODUCTION

Audio In Effect is structured to take producers from foundational skills to release-ready tracks with precision and clarity. Spanning Beginner, Intermediate, and Advanced levels, the curriculum covers workflow, arrangement, sound design, and professional practice, combining technical rigor with creative insight.

Instruction comes from an internationally recognized producer with over 2 million streams, 200+ releases produced and mixed in major studios, supported by Dixon, Keinemusik, Ben UFO, Sasha, and Maya Jane Coles, and featured on BBC Radio 1 & 6, Resident Advisor, Mixmag, and DJMag. Contributions include Universal Music libraries and commercial campaigns for Nestlé. Lecturing experience spans City of Liverpool College, University of Salford, and BIMM Berlin, alongside authoring a music production book and running a global online coaching practice - AIE.

Alongside the core curriculum, the course develops critical listening through analysis of released tracks, while live Ableton demonstrations show techniques in real time, exploring both observed methods and new approaches, and examples from the coach's own releases reveal the workflow behind professional productions.

Students complete full tracks, refine signature sounds, and develop processes that meet professional standards. Project-based learning and structured feedback ensure measurable progress, while optional consultations support more advanced producers. Graduates leave with finished tracks, a clear creative methodology, and the technical and artistic insight to navigate the music industry confidently.

