

Title of Session: MusicShake
Moderator: Kihong Bae and Luke Seo
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Room: MusicShake Group

BJB2: Kihong, shall we start with introductions?

KihongB: sure. before intro can I make a mini announcement?

BJB2 nods...it's your show!

KihongB: So we were going to do a live demo using some web conference tools today. So that we could actually show you how to create music.

KihongB: but we had to push back to next month due to some technical difficulties.

KihongB: I will share the details in the whiteboard once we get the details.

BJB2: we'll just have to mark June 10 on our calendars!

KihongB: so me first - I am Kihong and I run Musicshake :)

BJB2: I'm a retired communication and art teacher in Pennsylvania.

LukeS: Hi I am Luke, and I am also from Musicshake

SusanR: I am an OT Occasional Teacher in Ottawa, Ontario

MarleneK: I'm a teacher from Edmonton, AB

BJB2: where is Musicshake located physically, Luke and Kihong?

KihongB: We have three offices - South Korea / LA / Tokyo

KihongB: Luke and I are located in LA

BJB2: thanks

KihongB: So just to give everyone some background on Musicshake

KihongB: the easiest way to think of us is -

KihongB: think of us as Garageband - but easier to use and more user friendly

SusanR: even if you lack musical talent

MarleneK grins.

KihongB: Musicshake is an online tool that lets you create music even if you don't have any music background

KihongB: I think this is an especially meaningful concept as we are seeing so much general public creating their own contents

KihongB: students obviously are creating their own videos/slideshows and writing books

KihongB: but music has always been a problem.

KihongB: music is difficult :)

KihongB: so we wanted to solve that issue with Musicshake

KihongB: How is everybody dealing with music for in-class projects?

BJB2: not especially creatively from what I gather...using creative commons sources or copyright free clips

BJB2 . o O (or stealing copyright clips!)

MarleneK nods.

KihongB: Yes, that's what we've learned from other schools and teachers

KihongB: haha

KihongB: that's also an excellent option

KihongB: but the music that you find on creative commons is not always fit for the video that you are creating

KihongB: you like some parts, but you do want to make some changes in other parts

KihongB: so that's where Musicshake is handy.

MarleneK: Most students don't know how to edit a music clip.. and that poses problems for them as well when selecting songs that aren't the right length for their project.

KihongB: you create your own videos. and you create your own music.

KihongB: plus you teach your students the importance of copyrights

KihongB: btw - our samples are created by our own musicians so there are no copyright issues

MarleneK: Who owns the music that is posted on the site?

KihongB: We own all the rights. However, users also own some performing rights

KihongB: meaning they can also use the music for their usages. either personal or commercial

KihongB: here is a quick video of Musicshake
http://www.youtube.com/watch?v=X_fPK8N8tKs

MarleneK: Okay, here's a what if question... what if a major company wanted to use one of the music clips that someone created in a commercial... who would receive the royalties.. the musician, yourselves or a split?

KihongB: that's great question.

KihongB: so the way Musicshake works is - creating music is free

KihongB: you can post your music on the charts or send to other social networks for free

KihongB: but if you want to download the song as mp3, we charge \$0.99 per song download

KihongB: \$0.99 is for personal usage, meaning you can't make money out of it

KihongB: if you are looking for music to do something commercially, we charge a one time \$19.99 for a song

SusanR: sorry I have to leave ..will catch the transcript later

KihongB: and you get to keep all the profits

BJB2 waves bye to Sue

KihongB: bye bye Sue~

LukeS waves to Sue

KihongB: and we would give back a certain percentage to the original creator

MarleneK: So if I created a music clip, I'd have to pay 99 cents to download my own

song into mp3 format?

KihongB: yes Marlene. you are correct.

KihongB: a lot of people frown at that concept

KihongB: "why pay for something I created?"

MarleneK: You're paying for the format.

MarleneK: Nothing wrong with that, you're very upfront about the costs.

KihongB: but we like to put it in this way. we are providing the tools to create the music for free so you are paying a small fee to download it.

BJB2 . o O (awesome tools!)

LukeS: the tools include close to 600,000 music samples

LukeS: available for the user to create a unique composition

MarleneK: Where do the music samples come from?

LukeS: We have professional in-house musicians

LukeS: who create all kinds of samples

LukeS: as well a singers and rappers who record all our samples

MarleneK: Cool.

LukeS: this is what makes our music copyright-free

LukeS: Marlene, is there any particular area in music, multimedia, or music education that you are interested in?

MarleneK: Just thinking now of the general applications of this tool... and where it can fit into the curriculum, other than the music program itself

MarleneK: High potential everywhere really.

LukeS: definitely...

MarleneK: I haven't explored the site itself really well yet, just that brief visit when you announced it at the Web 2.0 session.

MarleneK: I know you want to do a live demo later on... but can you do a step by step process briefly on how to start up?

LukeS: of course...

MarleneK: Give me a minute to get to the site... what's the url please

LukeS: if you would, open another browser window and go to musicshake.com

LukeS: if I give you the link here, you may be kicked out of this chat

BJB2: www.musicshake.com

BJB2 . o O (hold down the ctrl key or turn off pop up blockers)

BJB2 . o O (Marlene is an experienced TI user ;-)

LukeS: ah

MarleneK: Sometimes.. when my slow connection cooperates ;)

LukeS: our site is a little on the heavy side...

MarleneK isn't on a cable connection.

KihongB: dial up?

MarleneK: Okay got it...

LukeS: so you will see to the left side of the page

LukeS: we have a download link and also a START button

LukeS: Musicshake requires a small 11MB download

LukeS: and just like an online game, it connects with our servers to get the music samples

LukeS: one advantage of this structure is that the PC's harddrive will not be "cluttered"

MarleneK: Keep going... I can't have the site open and the chat as well.. it freezes the screen on me...But do continue with the walk through so I can play with it later.

LukeS: sure thing

LukeS: so that you will have this on your transcript

MarleneK: Exactly..

LukeS: 1) click on download and save the file

MarleneK: Compatible with all browsers? Mac and PC?

LukeS: 2) once the download completes (usually about 1minute on cable or DSL)

LukeS: the Musicshake client is a PC program

LukeS carefully asks

MarleneK gasps!

LukeS: Do you own a PC?

MarleneK shakes her head very slowly.

MarleneK grins.

MarleneK: But we have them at school...

LukeS sigh of relief?

MarleneK grins.

LukeS: well, ok, so you install this as if it were any other Windows program

MarleneK: Teachers will probably have to get special permission to install... to bypass the admin on school networks.

LukeS: 3) Once installation completes, you see a shortcut on the desktop - you may double click this shortcut OR from the web site, click on the START button

KihongB: Yes, Marlene. In fact a lot of schools are putting Musicshake on their servers

KihongB: and granting access to their students

LukeS: another thing is, some students do get used to using Macs at school

LukeS: but at home they have PCs

LukeS: Marlene, that's really all there is to getting started...

LukeS: if a user wants to save their work

MarleneK: If students created something on Garageband on a Mac, can it be transported to musicshake and back the other way?

LukeS: actually...

MarleneK: I suppose I'm asking if you can import mp3 files into musicshake

LukeS: Musicshake doesn't allow mp3 imports.. more than anything... for copyright reasons

MarleneK: So it has to be start to finish on musicshake then..

LukeS: any MP3 created through Musicshake can go to GarageBand

LukeS: so it's more like start on Musicshake and finish anywhere...

MarleneK: But you'd have to pay to download what you started?

LukeS: that is correct

MarleneK: Incentive to work hard in class ;)

LukeS: Now a word about our web site though...

LukeS: which you will find interesting is that we offer many things for free

MarleneK: Educators like Free :)

LukeS: for example, any song you "POST" on our web site (just like YouTubers post their videos on YouTube)...

LukeS: you can take advantage of our free sharing feature to embed on social networks such as MySpace and MyYearbook

LukeS: we also have a nifty feature that allows you so send you song over the phone for free

LukeS: so the typical web 2.0 style of sharing is supported through Musicshake

MarleneK nods.

LukeS: a feature that really helps a non-musician...

MarleneK: Is the editor like Audicity?

LukeS: Audacity is a pure audio editor... sound is expressed in waves... you have minutes, seconds, milliseconds...

LukeS: Musicshake takes a slightly more simple approach...

MarleneK: Simple is good.

LukeS: which is where a non-musician can just jump in and make music

LukeS: they choose the style of music they like

LukeS: the tempo of the song

MarleneK: Age range.. would it be suitable for grades 4 and up

LukeS: and Musicshake can start them off by offering a combination of "music blocks" that the students can turn ON or OFF

MarleneK: OR is gr 4 too young?

LukeS: grade 4 is definitely not too young

LukeS: anyone can use it...

LukeS: so although we start out comparing it to GarageBand, you can also say that we are like the Musical Lego

MarleneK: Ahhh another question...Kids can listen to music clips that others have created... Are any of the clips marked as explicit in their lyrics... If lyrics can be added.. I think you said you had rappers and singers.

LukeS: the lyrics are clean, and furthermore we are developing a filter

BJB2 listens to Luke's answer

LukeS: to disable any recorded lyrics - since this is not really controllable from Musicshake

LukeS: so let me step back here and explain

LukeS: Musicshake also allows you to record your own voice... and that can be posted on our web site (we cannot monitor the voice recording itself)...

LukeS: so the filter (depending on the settings) would simply not display any songs which contain user-recorded audio

MarleneK: Sweet

MarleneK: So kids could actually create their own commercial jingles!

LukeS: they can even create a school fight song...

MarleneK nods.

LukeS: or compile an album of songs they made for "fund raisers"

MarleneK: Is there a hit counter on each clip?

LukeS: each song has its own page (think of a YouTube video) and you can see how many times it's been heard

MarleneK: Can viewers email the creator?

BJB2 looks at the clock on the wall.

LukeS: no...

LukeS: we didn't allow that for the sake of privacy

BJB2 is impressed with Marlene's questions ;-)

MarleneK nods.

LukeS: email information is not available for anyone - not even our Super Users

MarleneK: Do SuperUsers pay a fee ?

LukeS agrees with BJB

LukeS: no we have a group of select users who get a bit of extra privilege for their extra activity to promote Musicshake

MarleneK: I have to thank you both for coming here and telling us about Musicshake... I think the transcript that we created will be valuable to those who couldn't make it to the session.

LukeS: definitely..

BJB2: I'm looking forward to updates for the June 10 session, too

LukeS: Marlene if you have any further questions, you can email us at edu@musicshake.com

BJB2: Thanks, Luke and Kihong.

MarleneK: I'll definitely have to hunt down a PC and play before June 10th :)

BJB2 waves goodnight. See you next month.

LukeS: thank you everyone

MarleneK: Thank you again :)

KihongB: Thanks everyone

KihongB: we'll see you on June 10th

KihongB: and hopefully give you some more detailed insights into Musicshake

MarleneK marks her calendar.