

# TECHNOLOGY



**HAS REDEFINED  
WHAT IT MEANS TO  
BE AN ARTIST**

# THESE ARE SOME SONGS WE HAVE BEEN LISTENING TO RECENTLY:



**WHAT HAVE YOU BEEN LISTENING TO? PICK SOME OF YOUR FAVORITE SONGS RIGHT NOW AND DISCUSS WITH A GROUP AROUND YOU ABOUT WHY THEY ARE IMPORTANT TO YOU AND WHY YOU THINK THE ARTIST WROTE IT**

Before Technology

# The First Tunes Of The World

Music existed before recorded history, making it hard to identify a specific moment or person accountable for its creation. Rather, the origins of music stem from the evolution of human culture, society, technology, communication, and the inherent creativity of people.

In ancient societies, musicians had roles, merging creativity with spiritual or societal duties. In ancient Greece, musicians were held with great respect, regarded as intermediaries between the divine and mortal worlds.



Music from every time period mirrors the values, standards, and technological advancements of the cultures that created it. For example, the creation of sheet music during the Middle Ages unveiled a realm of opportunities for more complex music. It saw the rise of musicians such as . . .



Wolfgang Amadeus Mozart



Ludwig van Beethoven

# First Innovations

(1920s)

A period of massive growth and innovation in music, witnessing the first electrical recordings, the explosion of new genres, and the invention of technologies such as the phonograph and gramophone.



Gramophone



Phonograph



Early Radio



**Music was not portable. These pieces of tech had to stay put in centralized areas of the home which encouraged more social interaction, discussion, and consumption**

Do you prefer listening to music alone or with others? how does it change the experience?

**DO YOU PREFER TO LISTEN TO  
MUSIC ALONE OR WITH  
OTHERS? HOW DOES IT  
CHANGE THE EXPERIENCE?**

the rise of

# VINYL & record players

Vinyl records popularized in the mid-20th century eventually took over as the primary music medium. Popular because of their greater sound quality and longevity. Vinyl transformed the music industry by offering higher fidelity and longer playback times, making it possible to produce more intricate albums and make music be seen as art. Album covers evolved into a visual representation of the artists' music.



# 1920s-40s

Jazz Blues Gospel Swing

These genres, rooted in African American culture, provided expression and unity during the Great Depression and World War II. Creating the framework for modern music while also challenging societal norms



Duke Ellington:  
one of the  
greatest jazz  
composers and  
bandleaders



Louis Armstrong:  
leader of the Harlem  
Renaissance  
considered one of  
the most influential  
art movements.



# CDs

Once again a new medium is introduced in the form of a compact disc. With sound quality surpassing vinyl and cassette, CDs took over in popularity and paved the way for a new era.

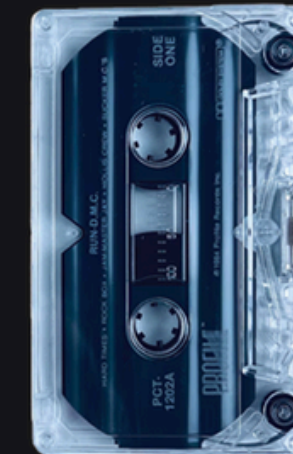
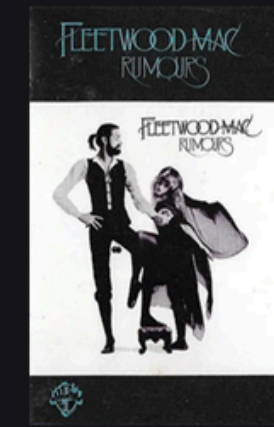
COMPACT DISC  
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AUDIO DIGITAL AUDIO DIGITAL AUDIO DIGITAL AUDIO DIGITAL





Gained popularity for being cheap, portable, and having recording capabilities. Unlike vinyl records, cassettes were small and durable. Perfect for personal use, car radios, and portable devices like the Sony Walkman, which changed the industry allowing for music to be portable. On a cultural level, cassettes gave people the power to create their own playlists, impacting culture and how people related to music.

How would you feel if you couldn't listen to music in the car, at the gym, on a walk, or run? What experience speaks to you when thinking of music in these places?



# **HOW DOES MUSIC CHANGE THE SCENE YOU ARE YOU IN?**

**(WHETHER YOU'RE DRIVING, WALKING, STUDYING, WORKING OUT, ETC.)**

# The First MP3 Player

The final step towards the Digital Revolution



MPMan F10

# 1998

You had to be selective with 8GB of space. Every song mattered.



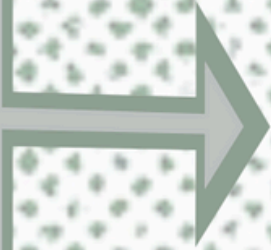
## Box of records

## in your pocket

## whenever you want,

MP3 players were a product of a time when music felt more personal—curated, not dictated by an algorithm.

When was the last time you listened to an album without skipping?



# Ripping Records, Flipping Sounds

**Sampling? Stealing?** Hip Hop's innovative use of samples recieved heavy backlash in it's innitial stages, being labled as stealing from the true greats, Yet it prevailed and began to sky rocket in popularity

90's



**"I wasn't just taking records—  
I was taking emotions.  
That's what a sample is,  
Capturing a feeling  
and Flipping it into  
a new reality." - RZA**

Here are some of most iconic  
hip hop samples of the 90's



An aftermath the of the hip hop movement was the implementations of strict laws governing the **rights** and **ownerships** of music.

**DE  
LA  
SOUL**



This led to groups like **De La Soul** losing legal ownership to their own songs.



De La struggled and after **three decades** of lawsuits, they were finally able to release their **1991 debut album** on Spotify.

*napster*

MUSIC

INSTANT  
FREE.



Napster

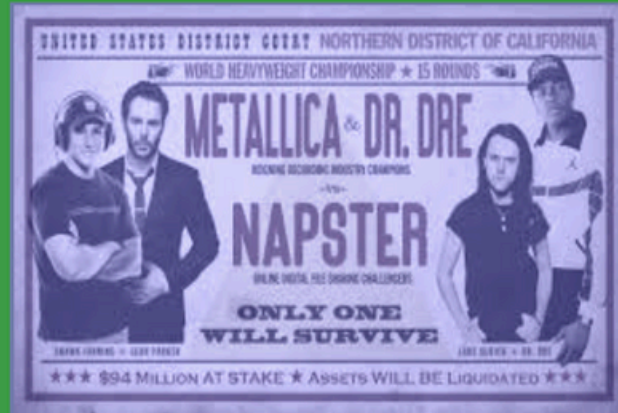
Just

Changed

Revolution

Everything

Napster flipped the Music Industry upside down, Forever changing the dynamic Between an **artist** and their **popularity.**



At the same time, Napster's groundbreaking innovations paved the way for a new digital era, revolutionizing how music was shared and discovered.

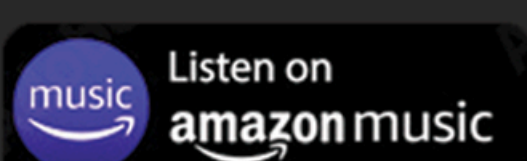
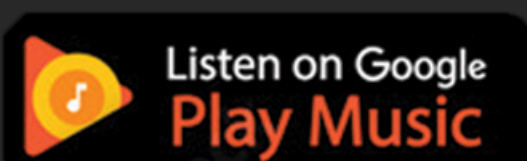
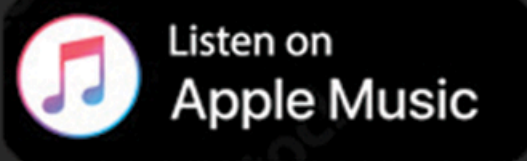
This shift played a key role in launching many of today's top artists and uncovering both the past and new generation of talent.



# Age of Streaming

# Success = Numbers

Music streaming took off thanks to better internet, tech, and the rise of smartphones. Services like Spotify, Apple Music, and YouTube offer extensive music catalogs for little to no cost. This is the new norm.



Music is the most accessible it has ever been, however in doing so, it completely disrupted traditional revenue models. Streaming payouts to artists are significantly lower than physical sales or downloads. This model favors numbers and streams pushed by algorithms curated by these companies while paying out artists pennies. **Think about your own music library. How much would your playlists cost if you had to buy every song and album?**





**WHEN WAS THE LAST TIME  
YOU LISTENED TO A FULL  
ALBUM WITH NO SKIPS, WHAT  
WAS IT?**

# The Modern Studio

2020s - Beyond

Modern studio equipment has revolutionized music by making recording, editing, and production faster and more precise.



Recording used to be a labor-intensive process that relied on analog tape machines, physical mixing consoles, and manual editing, requiring expensive studio time and specialized experts.

Musicians had to perform entire takes flawlessly, since editing was limited to cutting and splicing tape. Today, artists can record multiple takes, manipulate audio with ease, and experiment endlessly with sounds.

Will artists grow to be less skilled due to a reliance on technology?



# The Modern Musician

aside from fancy studios, modern tech allows for more accessible music production

Modern music technology such as affordable digital audio workstations (DAWs), audio interfaces, MIDI controllers, and plugins has democratized music production. Music can be made cheaply without studio equipment unlike in the past where that was the only option.

## Rise of social media

Social media has changed how artists get discovered by allowing promotion, direct access to fans, and removing the need for a label or distributor to release music.

Has social media ever changed your view on an artist or genre? How has it influenced what is popular today?

# 1963

## The Beatles



The Beatles used multitrack recording to layer sounds, further expanding experimentation—recorded multiple tracks onto a four-track machine and then mixed them down.

They also would splice together different takes of a song to create the final recording. For example, "Strawberry Fields" was created by splicing together two takes, one with a Mellotron and one with brass and strings.

The Beatles were also one of the first bands to use sampling in popular music.

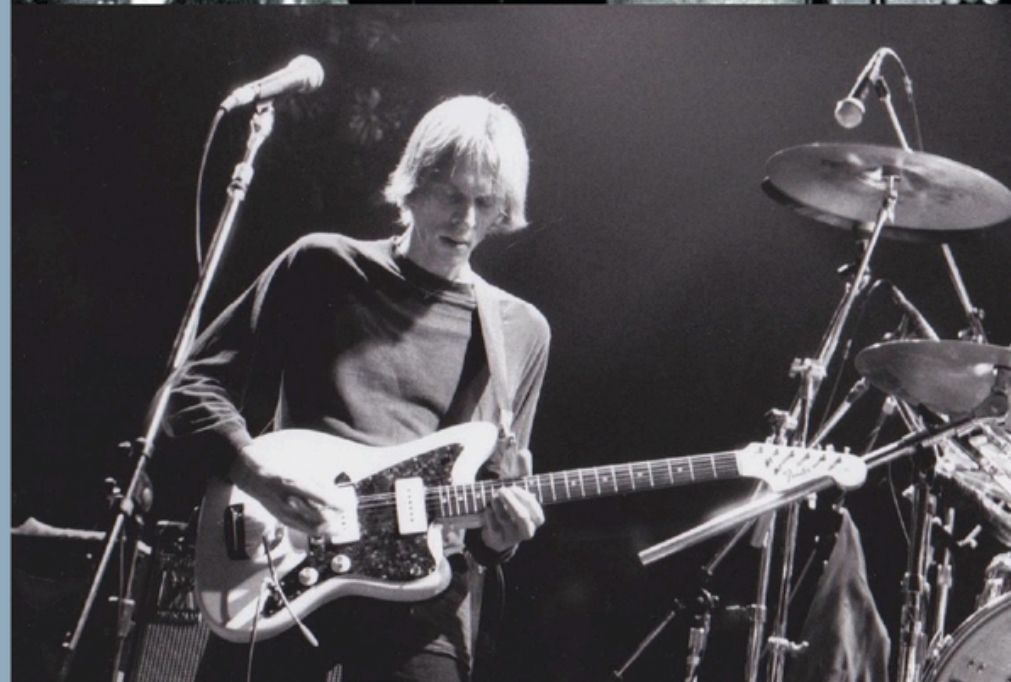
# The Velvet Underground

## Music merges with physical art

The Velvet Underground's association with pop artist Andy Warhol, including performances at his "Factory" and the iconic banana album cover for "The Velvet Underground & Nico", blurred the lines between music and visual art. Their stage performances included 16 mm film projections by Warhol and a stroboscopic-light show designed by Danny Williams—filmmaker and companion of Warhol.



ATMOSPHERE



1977

Television

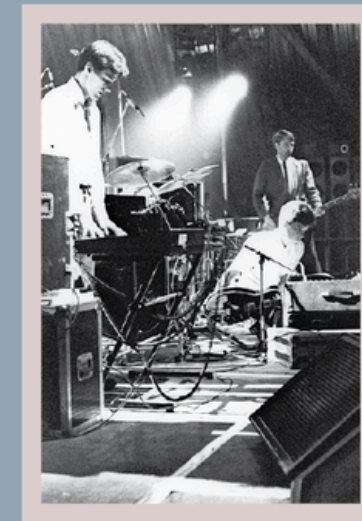


# 1980 New Order



New Order used the Roland TR-808

Their use of innovative technology gave them a unique sound—Alternative Dance Music



# ABBA

cd  
releas-  
es go  
mainst  
ream



Pedals =

new Noises

new Possibilities

A NEW SOUND

# 1987 Dinosaur Jr





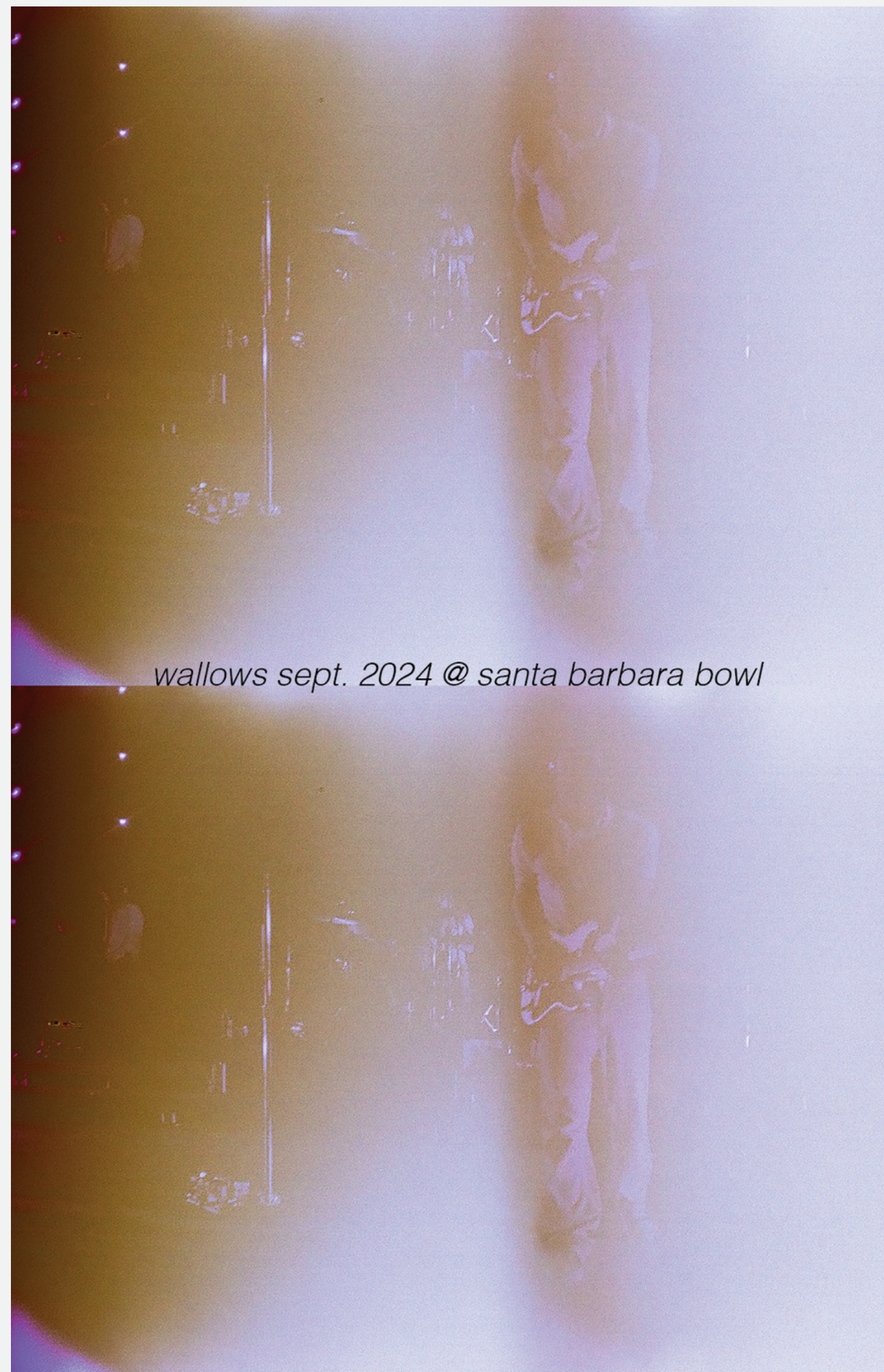


*milly, nov. 2024 @ the observatory, santa ana*

*black country, new road  
aug. 2023 @ the lodge room, highland park*



*wallows sept. 2024 @ santa barbara bowl*



# **ACTIVITY:**

## **CLASS SPOTIFY PLAYLIST GAME**

**CHOOSE THE SONG YOU PUT INTO THE PLAYLIST,  
PUT YOURSELF INTO THE ARTIST'S SHOES AND  
ANSWER**

- 1. DOES MY SONG HAVE ANY SOCIAL COMMENTARY OR INFLUENCE?**
- 2. HOW DOES THE TIME PERIOD AFFECT MY SONG (DON'T MENTION THE RELEASE DATE)**
- 3. WHY DID I MAKE THIS SONG?**

**PUT YOUR ANSWERS INTO THE  
HAT, GRAB A RANDOM ONE (NOT  
YOURS) AND GUESS WHAT SONG  
IT WAS WRITTEN ABOUT**