Music highlights student talent

Ruth Olivares, Staff Writer | Posted: Monday, March 5, 2018 3:29 pm

Inspired by National Public Radio Music’s Tiny Desk concerts, students from the music industry seminar class professionally recorded performances to showcase student talent.

Four videos will be uploaded to YouTube as Cal Poly Pomona’s “Cozy Concert Series,” that will feature student bands Quinn McCarthy, Minimall, Modern Anchor and Ownlife.

“Making a living in the music business means doing a lot of stuff, but one of the things you have to do is to put on a good show,” CPP music industries professor David Kopplin said. “I’m hoping students will get a feel of what a good show is all about.”

The music industry class gives students the opportunity to put together any music-related event under professor supervision.

Breaking out of traditional live concerts held in the past, students are excited to try something new and to see everything come together.

Tiny Desk concerts, commonly known for turning the newsroom into an intimate, comfortable setting were the basis for CPP’s Cozy Concerts.

Students persisted in transforming the wire-filled recording room into a video-worthy entertainment space.

“The studio was cluttered with a bunch of junk,” Kopplin said. “There is a piano and microphone stands’ everywhere, and the decorating team transformed the room into kind of a hippie crash-pad vibe.”

The music department uses the concert sessions as an opportunity to showcase talent through the ability to transform the space, professionally recording everything and blend audiovisual elements to provide a good concert.

With plenty of talent to choose from, students used a random drawing method to decide what bands would be featured.
Music diversity played a big role in deciding which bands should be a part of the concert series. Student bands range from a variety of music genres such as folk, pop rock, modern progressive rock and modern pop, according to fourth-year music industry studies student and performer in CPP Cozy Concerts, Quinn McCarthy.

“I’m just trying to kind of bring back the sounds of the past in a new way and really incorporate a lot of feeling into my music, which I feel is lost in a lot of popular music of today,” McCarthy said.

The video series has the potential to provide students with publicity, professional content and an opportunity to grow as performers.

Kopplin says the one-unit course, which must be taken twice, usually drives students crazy because of the amount of effort it takes.

While it is a lot of work, students put together projects that can be applied to the real world.

“I’m most excited to talk to students in ten years after they’ve done this project and see if they remember it,” Kopplin said.

The new project posed many challenges for students.

Technical difficulties were the biggest interference, and students had to use space wisely having to fit various bands and equipment into a tight space.

Fourth-year music industries student, Mirza Sheriff, viewed the challenges in a positive light.

“I enjoy recording so I think it was a way to learn to work through problems such as finding how to make things happen given what limited resources we have,” Sheriff said.

In planning the course, Kopplin researched the best ways to teach music industries to students, and he plans to continue giving students autonomy of the events they wish to have.

While music students haven’t set a date for releasing the cozy concert sessions, the videos can be expected before the end of the winter quarter.