

JC Artist Development Journey

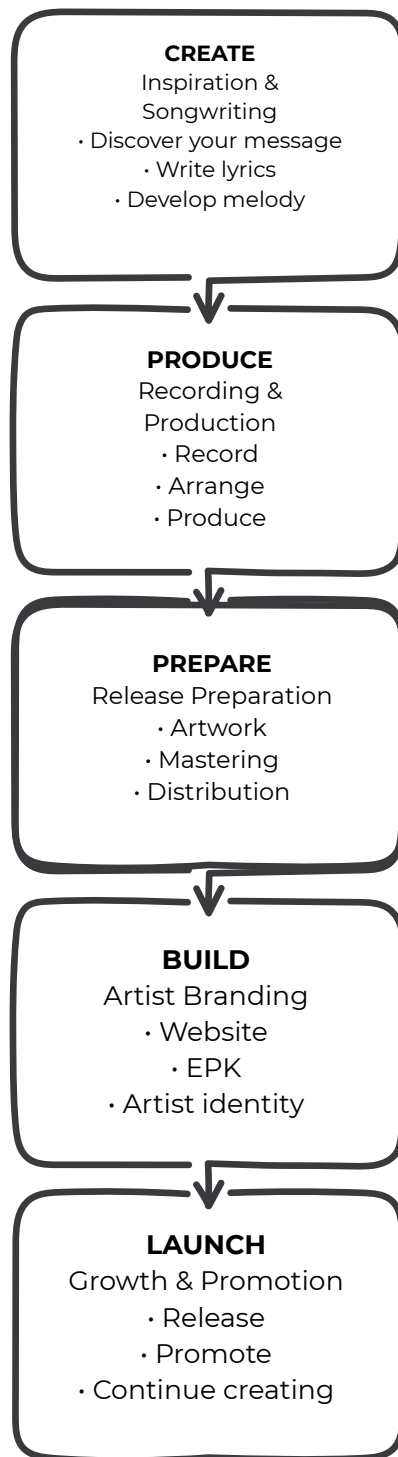
Partnering to help aspiring songwriters, singers and musicians bring their original music to life.

**A Programme Developed by
Jay Collins**



The Journey

Every artist begins with an idea. Our journey provides the knowledge, guidance, and support to transform that idea into a professionally released piece of original music.



Module One | CREATE

Inspiration & Songwriting

Every great song begins with an idea. Module One is about helping aspiring artists identify their creative direction and transform their thoughts, emotions and experiences into meaningful original music. Whether a participant arrives with an existing song concept or is starting from the beginning, the module assesses their creative direction and performance capability before developing the lyrics, melody, song structure, chord structure, genre, groove, tempo, instrumentation and vocal arrangements required to bring the song to life. By the completion of Module One, the participant will have a completed Song Blueprint and be ready to progress to Module Two:

PRODUCE

Key Outcomes

- Identify and develop a clear creative direction
- Develop and complete original lyrics
- Complete the melody, chord structure and song structure
- Establish genre, groove, tempo and musical arrangements
- Develop lead performance capability
- Complete a Song Blueprint ready for production



Module Two | PRODUCE

Recording & Production

Once a song has been written, the next step is bringing it to life through professional recording and production.

Module Two introduces participants to the recording process, modern music production techniques, and the thoughtful use of today's technology, including artificial intelligence where appropriate. Throughout this module, the artist remains the creative focus. Artificial intelligence is used as a supporting tool to assist with production, arrangement, workflow, and learning, while the participant is encouraged to contribute as much of the human performance as possible.

Whether through singing, playing guitar, piano, percussion, or any other instrument, participants are encouraged to perform every part they are capable of performing themselves.



Module Two | PRODUCE

Recording & Production cont...

These authentic performances give every recording its own emotion, personality, and identity, ensuring that the finished work reflects the artist rather than the technology.

Working alongside experienced mentors, participants develop practical recording and production skills while learning how to combine their own musical abilities with modern production tools. This approach encourages originality, authentic creative ownership, and the responsible use of emerging technologies while preparing artists for an evolving music industry.

By the end of Module Two, participants will have transformed their original song into a professionally produced recording that remains true to their artistic vision and is ready to progress to Module Three:

PREPARE

Key Outcomes

- Record original vocal performances.
- Contribute live instrumental performances wherever possible.
- Learn modern recording and music production techniques.
- Use artificial intelligence as a creative support tool, not a replacement for human artistry.
- Complete a professionally mixed and mastered recording ready for release preparation.



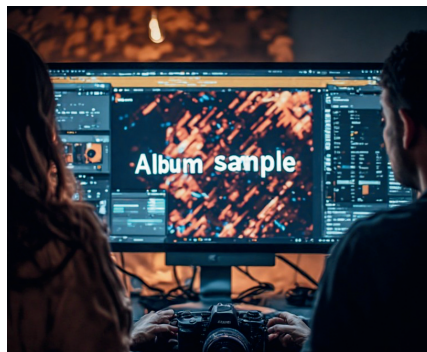
Module Three | PREPARE

Artist Identity and Release Assets

With the professionally produced recording complete, attention turns to preparing the artist and their supporting materials for public presentation. Module Three focuses on developing a professional artist identity and creating the visual, written and promotional assets required to support the release. Participants work with RAD Music Studios to establish their artist identity, prepare short and full biographies, select promotional photographs, create professional cover artwork and document appropriate release information and song credits. These materials are then brought together into a professional Electronic Press Kit, with individual downloadable assets prepared for future media, industry and promotional use. By the end of Module Three, the participant will have a professional, release-ready Artist Package prepared for progression to Module Four: BUILD.

Key Outcomes

- Establish a professional artist identity and visual direction
- Create short and full professional biographies.
- Prepare promotional photographs and downloadable media assets.
- Create professional single artwork and release materials.
- Document song information and appropriate credits.
- Create a professional Electronic Press Kit.
- Produce a printed presentation copy of the Electronic Press Kit.
- Develop an understanding of copyright, publishing and creative ownership.



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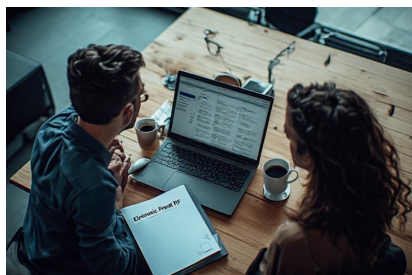
Module Four | BUILD

Professional Online Presence

Creating great music and developing a professional artist identity are only part of the journey. Module Four takes the completed Artist Package from Module Three and uses those materials to build a professional online presence. Participants are introduced to website development, digital platforms and the importance of maintaining a consistent artist identity across their online presence. The module also develops practical digital media management skills, including organising master recordings, artwork, promotional images, biographies and EPK files for professional use. Participants gain an understanding of professional online communication and how their digital presence can support future engagement with audiences, media and industry professionals. By the end of Module Four, participants will have established the digital foundations required to support the release and ongoing promotion of their music and will be ready to progress to Module Five: LAUNCH.

Key Outcomes

- Create a professional artist website.
- Establish or update appropriate artist social media profiles
- Maintain consistent artist identity and branding across digital platforms.
- Establish professional artist contact and communication pathways.
- Organise and securely manage professional digital media assets.
- Prepare online platforms and artist presence for release.



Module Five | LAUNCH

Release, Growth & Promotion

The final module of the JC Artist Development Journey brings every element of the program together as participants confidently release their original music to the world.

Module Five focuses on launching music professionally while helping participants develop the knowledge and confidence to continue growing as independent artists. Participants learn practical strategies for promoting their releases, engaging with audiences, approaching media outlets, submitting music to radio stations, and building a sustainable presence across digital platforms.

This module also encourages participants to reflect on everything they have achieved throughout the journey. More importantly, it prepares them to continue creating, recording, and releasing future music independently, using the knowledge, skills, and confidence they have developed throughout the program.

By the end of Module Five, participants will have successfully released their original music and gained the tools needed to continue their artistic journey with confidence and independence.

Key Outcomes

- Professionally release original music.
- Develop practical marketing and promotional skills.
- Learn media and radio submission strategies.
- Build confidence as an independent artist.
- Continue creating and releasing original music beyond the program.
- Receive a Certificate of Completion recognising successful completion of the JC Artist Development Journey.

