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Hit Theory: First Principles of Hip Hop Production / Developed by ModernBeats Inc.
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MODERNBEATS HIT THEORY

FIRST PRINCIPLES OF MODERN HIP HOP PRODUCTION

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Introduction

If you think you can just hit the power button, punch a few drum pads and then call yourself a hip hop producer, you got another thing coming! Hip Hop production takes discipline and dedication. Don't read this book if you're looking for fast fixes. Read this book when you're dead serious about Hip Hop, when you're ready to break out loud with devastatingly intelligent Hip Hop production. Hip Hop is a world of tough breaks and fierce competition; it's a world where, you need earned respect: the kind of respect that fuels the persistence and determination required to survive the game. How do you earn this respect? Whether you're a producer, emcee, or a musician waiting to join a posse and cut tracks, you can't expect to be taken seriously unless you have necessary skills. You must arrive mentally equipped, mentally armored, and ready to show and prove. That's why the most important ability this book requires is a steadfast, focused, rock-solid work ethic. After that, *anything* is possible.

Speaking from years of experience, the more time, energy, and money you spend on developing critical skills and a solid studio set-up, the more seriously you will take yourself, the more seriously you will be taken. The only way to show and prove successfully is through committing yourself to the task: mentally, emotionally, and physically. Successful producers – Timbaland, Missy, Storch, Neptunes, Dre, DJ Premier, Pete Rock, Lil Jon, The Runners, all of 'em – their greatest asset, besides their imagination and ability to mix and produce, is hard work. Where there's a will, there's a way. If you know you can work hard enough, then read on and let ModernBeats feed your desire to achieve the unachievable.

In this book we make three assumptions: 1) we assume, as mentioned, that you're ready to pick your ass up, and work it off, 2) we assume you have an audio sequencing and mixing system, or are in the market to buy one. And finally, 3) we assume you



have demonstrated, at least to yourself, some musical capacity: maybe you've pulled a few random grooves from your bro's set up, and you like the way it hit. Maybe you're a decent keyboard player, or guitarist, and now wanna produce.

While becoming a successful producer is no small feat, it doesn't mean you need a degree from Julliard. We're going to take you from the basics of production right on up to the top, teaching you how to implement all tha advice in this book with efficiency and effectiveness. By tha end, that hit producer inside you will manifest – a producer who composes and arranges professionally, who gets big ideas and makes them happen. Havin' said that, street smarts are a plus. Any skills you've acquired while using an MPC, software DAW, or musical instrument before starting this book will only smooth the journey upon which you are about to embark.

Today's successful music producers work off a solid foundation and knowledge; a set of critical production skills: recording, mixing, sequencing, sampling, music theory, dynamics, arranging, and more. We cover it all, setting you in motion toward a fulfilling career in music production so many dream of. In tha end though, it's all up to you how much you implement what we teach and how far you push it. Words in a book are just words, but words followed through with action equal success.

We start by covering tha essentials on the recording environment, setups, quality tracking, and top gear. From there, we move straight into introductions on music theory and musical dynamics, both necessary in order to compose and arrange intelligently. You may not need a music degree, but without basic music theory, all your melodic and rhythmic foundations will remain limited at best. And yes, we provide the fundamentals that shed these limitations.

After our sections on music theory and dynamics, we'll dig deep into a variety of top music production techniques and secrets: tha imaginative methodz that skilled, platinum producers keep guarded. Despite rules, suggestions, and tips you read

about in recording magazines and books, the plain truth is music production is about imagination and capability. We teach you this mindset; to think creatively, to be technically competent, and to refuse falling victim to amateur-level productions. Hit theory is our introduction to the world of *quality* hip hop production. “Quality hip hop?” Yes! Best prepare to raise the standards.

This book is illustrated. Our illustrations and advices are presented in an all-encompassing manner, applicable to any recording studio or music production setup imaginable. Throughout the book series, we present a wide range of illustrations covering leading music software and hardware such as Propellerheads Reason, Ableton Live, Akai MPC, and more. These illustrations and indepth analyses of music production will strengthen your focus and ability to become a respected producer of quality hip hop.

“Ok, ok enough with the hype, Dawg. Fo’ real, how’m I gonna rise up to become the next big-league producer?” Well, G, the knowledge, smarts, techniques, tips, tricks, secrets, and skill lie before you. If you apply our lessons conscientiously, give them due respect, and put them to work, you’ll by no doubt become a Jedi of radical Hip-Hop intensity. So, enough with this intro, fool! It’s time to get your hands dirty and engage in some serious, on point advice for producing platinum Hip Hop beats. It’s time to catapult your way to the charts!

