## Dereck de Abreu Coelho 20037859 - Critical Appraisal

As a rapper, sound artist and sound engineer I will identify three different opportunities that will benefit me if I manage to access them when I graduate. In this appraisal I will consider why I am interested in these opportunities, how they will benefit my future career, offer me skills, and networking exposure and benefit my career prospects.

## • Ma Audio Production, University of Westminster.

This MA would benefit me as it would allow me to focus on my recording and engineering skills, and have access to large format recording consoles, analogue equipment and high-end microphones. Furthermore, this course teaches mixing mastering and post-production, sound synthesis and microphone recording techniques, spatial audio, sound design and more.

This course would benefit me as after finishing my BA in sound arts, I will take time out and carry on with my artistic practice. I could return to education in a few years and polish my professional and academic skills. Following on from this MA it could allow me to do a PhD. Potentially at UAL in the CRISAP department. A very well-respected and leading sonic research department. The outcomes would be great networking, for professional corporate work, sound design/post-production work, and the potential to do a PhD, and join others who are doing research into important questions on our existence.

I already have a great network within UAL and I think it is important to leave and then return to do a PhD. The reason this interests me is I like to travel, be part of projects, read and write and ultimately the thirst for knowledge and attempt to understand and ask/answer the questions that surround our existence, which to me is what professors do.

## Lex Records

Lex Records is a famous underground record label based in London that has worked with well-respected artists such as MF DOOM, Danger Mouse, MIKE, and EYEDRESS. This record label puts out experimental, lo-fi, alternative music, which as a rapper/sound artist would fit me perfectly. Being signed to Lex Records would do numerous things to my opportunities, the first is the co-sign. It would show other artists, industry, festivals, and gatekeepers that I'm at least worth a listen, Lex Records is highly respected, and being signed with them would amplify my recognition. Lex Records also puts out left-field music production which aligns with my creative vision

As well as recognition, being signed to Lex Records will give me opportunities to work with new artists that are signed to the labels, which will further my exposure and broaden my audience. I can also go on tour supporting their larger artists, being signed to the label and a new signing I would be the first pick to support these bigger artists on the label and this would be great to gain new listeners. Being part of Lex Records and their extended artist roster will influence and guide me artistically. Hopefully, it would inspire and motivate me more, develop my creativity and production skills and elevate my rapping skills. I believe this label would help me achieve my dreams of being an artist, touring, releasing music, and surviving being creative, alongside working with other creative individuals who are pursuing similar goals.

I believe now is the best time for me to get signed and release music as I have been working on my craft for many years. Releasing music since I was 17, with every release gaining more and more traction and offering me more opportunities. The last album I released received PRS funding and good press online, alongside a vinyl release. Since I have been studying, for the last two years I have been dormant with music and now I have created a new self-produced album for my portfolio, if Lex Records decide to release it, I could go straight from graduation into being a signed artist.

## MA Sound Arts, UAL.

Having studied the BA sound art course and found a passion within sound arts and the academic discourse that is present with field recordings and acoustic ecology. This would be a different approach than the MA from the University of Westminster. I would again take time out and return in a year or two having gained work experience and continuing my sound artist work

Hopefully this would amplify questions and work that I would want to do. Having funding and the focus to dedicate to studying would allow me to have a largely undisturbed focus on my craft

This MA would offer me networking opportunities, having studied and already knowing a lot of staff, I can now be taken more seriously and maturely as an MA student. I would not have to rebuild some friendships but could increase what was already there. This would also be a good link to the PhD department at UAL. This MA would also develop my skills even more, mixing, mastering and composing alongside academic skills such as writing and reading at a higher level than BA.

The MA course also has wider connections with the London art scene which would provide me with the opportunity to exhibit and perform in certain venues. This course would allow me time to come up with a concrete plan on what I want to achieve and research within my time there, which is something I learn from the BA, coming into a course knowing what I want from it, such as I have approached my third year has been monumental. This course also would increase my resilience and critical thinking skills which make a great addition to my resume.

In conclusion, these three different opportunities offer me different paths in my professional future as a rapper/sound artist/recording engineer. MA audio production at Westminster would allow me to develop more technical skills, network with the industry and gain academic knowledge whereas being signed to Lex Records would push my artistic career into the right area, giving me recognition and the opportunity for exposure and collaboration with artists in a similar field/scene. Finally, MA in sound arts would allow me to continue what I am already doing, follow my passion for field recording and acoustic ecology and eventually a PhD. Ultimately any of these opportunities would benefit my professional future.