## Producing Value through Creative Production

David Hussman Dion Stewart

Preproduction

In the Studio

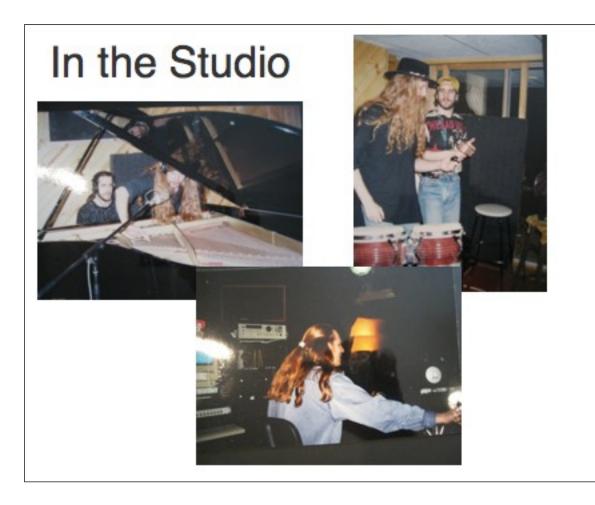
Mixing to Release

## Preproduction



How much process is enough?

What are you doing and why?
Preproduction — In the Studio — Mixing to Release
How do you know you're ready to start?
Preproduction — In the Studio — Mixing to Release



What exactly does a producer do? (and do you need one?)

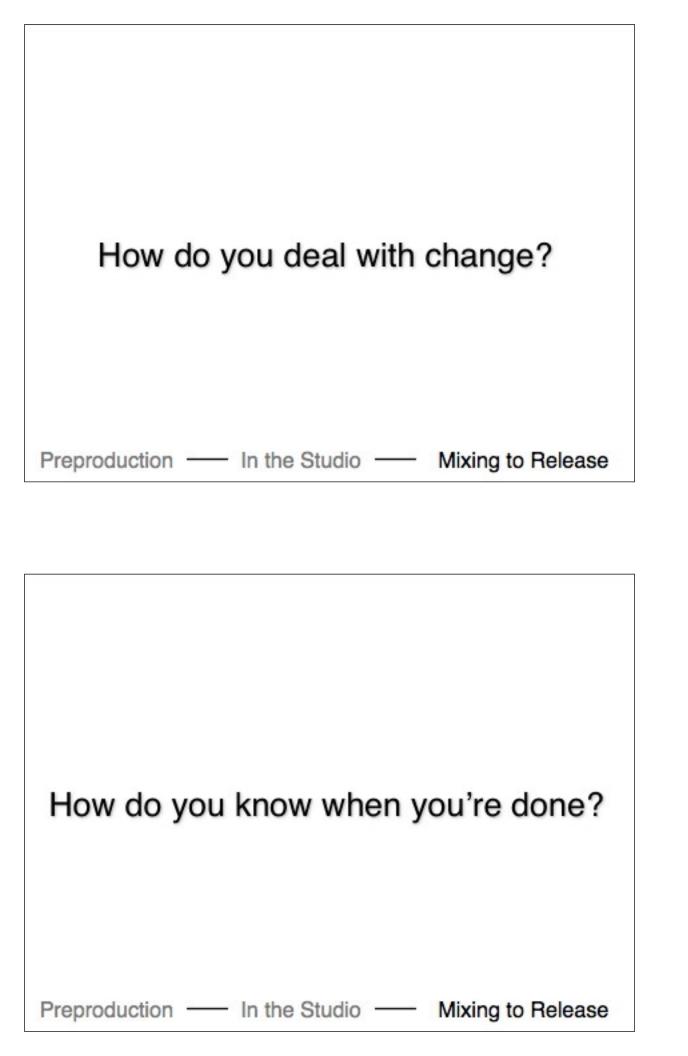
Preproduction — In the Studio — Mixing to Release

How do we resist bright shiny tools?
Preproduction — In the Studio — Mixing to Release
How do you establish groove?
Preproduction — In the Studio — Mixing to Release



How do you avoid overproducing?

Preproduction — In the Studio — Mixing to Release



## What Does it Mean to Produce?



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Daniel Lanois has produced U2, Peter Gabriel, Emmylou Harris, Bob Dylan, Robbie Robertson, Neville Brothers

