



**TURN YOUR LOVE
FOR MUSIC INTO A CAREER**

Creatio Music Industry Program



SHE FOUND A WORLD-CLASS MUSIC PROGRAM JUST OFF OF 520

She's met members of Linkin Park and Switchfoot. She landed internships at EMI Nashville, Tooth & Nail Records, and Grammy U. For Margaret Akers, the decision to enroll in NU's Creatio program has provided her with a level of education, experiences, and opportunities she never imagined. "I didn't have to start my music career somewhere else. I found everything I needed right here in Kirkland."



CREATIO IS BEST DESCRIBED BY A SINGLE WORD: *Wow.*

It appears quite unassuming from the outside. But nestled within the Barton building on NU's campus is one of the Northwest's best-kept secrets: a state-of-the-art music program called Creatio.

Creatio is the only four-year accredited school in the Pacific Northwest to offer in-depth training in the recording arts and music industry business. You'll learn from music industry veterans who know firsthand what it takes to succeed. And you'll record at production studios that are the envy of other programs.

If your goal is to become a leader in the arts and entertainment industry, Creatio can help you get there from here. Most importantly, it's all done within the framework of a distinctly Christian environment.

We invite you to take a tour of our studios to see all that we have to offer. If the first word out of your mouth is "Wow," don't worry.

We hear it all the time.

WHY CHOOSE NORTHWEST UNIVERSITY?

Academic Excellence

Your education is one of the biggest investments you'll ever make. It's critical that students involved in the Music Industry/Recording Arts are learning from top instructors who have been there, done that, and are still contributing to the industry in big ways. The academic challenges you'll face at Creatio will not only prepare you for the music industry career you've chosen, they will also prepare you to succeed.

Practical Experience and Career Opportunities

Creatio students have interned at top record companies, publishing companies, churches, venues, and recording studios. Our graduates are working as sound engineers, producers, technicians, record company executives and staff members, recording artists, and artist managers. We'll connect you with great opportunities and help your dream to become a reality.

Recognized and Experienced Faculty

Who you learn your life's craft from is every bit as important as where you learn it. Simply studying in a cool environment isn't enough when it's time to graduate and begin your career. At Creatio, you will learn from award-winning professionals—people who know the music industry, who live and work in it every day, and who continue to make contributions to it in their current careers.

World-Class Studios

Creatio Studios incorporates state-of-the-art equipment to support your educational pursuits. You can begin your music career knowing that you learned in studios and music industry environments that are every bit the level of those you will work in every day. Creatio Studios is equipped with the latest technology in digital and analog recording equipment. Here, you'll find gear and tools that are second to none.

Proximity to a Thriving Creative Scene in Seattle

Seattle is a vibrant, beautiful city that is home to cutting edge art, music, and technology. Microsoft, Nintendo, Macklemore, Experience Music Project, the Space Needle, DigiPen, Boeing, Jimi Hendrix, Vulcan, Nirvana, Starbucks, Sub Pop Records... Well, you get the idea.

We Start

WITH STATE OF THE ART





Contemporary Music Industry

RECORDING ARTS TECHNOLOGY

Students are provided with the opportunity to learn the requisite skills needed to succeed in the recording arts and music business industries. You'll explore the workings of the music industry, but you'll also study to understand and perform music in an exciting, hands-on learning environment. Students will also learn the fundamentals of analog and digital audio recording systems with extensive hands-on experiences in our two new recording studios. Your career will be significantly enhanced with a complete general education in the context of a four-year fully accredited bachelor's program.

Major Requirements

Written Theory I
Written Theory II
Ear Training & Sight Singing I & II
Basic Computer Notation + Lab
History of American Popular Music
Ensembles (Electives)
Major Instrument
Class Piano I & II

Survey of Music Business
Digital Audio Workstations I & II
Live Sound I & II
Rhythm Section/Combo Labs
Survey of Recording Technology
Recording Engineering I, II, & III
Audio Production Internship I - IV
Advanced Elective
Professional Portfolio Development

General Requirements

Biblical Literacy
Written & Verbal Communication
Humanities
Social Science
Science and Mathematics
Formation and Calling
General Electives

Contemporary Music Industry

BUSINESS

The music business program is a true interdisciplinary venture designed to help you understand the creation and marketing components of the music industry. You'll study the fundamentals of publishing, copyright, royalties, recording contracts, and artist management. Classes in recording, business, and economics—combined with internships and the natural synergy with the music-recording program—result in a unique and effective education that will help prepare you for a successful career in the music industry.



Major Requirements

Pre-Calculus for Business
Statistics
Survey of Economics
Principles of Financial Accounting
Principles of Managerial Accounting
Business as a Profession
Finance
Organization & Management Theory
Marketing Theory
Business Law

Social Venture Planning
International Business
International Business Travel
Policy & Ethics
Information Systems Management
Web Design & Layout
Online Marketing & Web Analytics
Survey of Music Business
Survey of Audio Technology
Artist and Brand Management
Music Publishing & Distribution
Music Industry Internship

General Requirements

Biblical Literacy
Written & Verbal Communication
Humanities
Social Science
Science and Mathematics
Formation and Calling
General Electives

THESE GRADUATES HAVE SUCCEEDED.

YOU CAN TOO.

Joe Gannon

Interned at Tooth & Nail Records and Mars Hill Music, both in Seattle. Joe currently serves as Executive Director of New Spring Music, a publishing company in South Carolina.

Margaret Akers

Worked and interned at EMI Nashville and Tooth & Nail Records in Seattle. Margaret was also elected as the Grammy U regional director for the Pacific Northwest chapter of the National Association of Recording Arts and Sciences (The Grammys).

Ryan McCartney

Interned at the world-famous EastWest Studios in Hollywood, CA.

Nate Furtado

Serves as studio production manager at Mars Hill Music studios. Nate also plays bass in Mars Hill Music's chart-topping band Citizens.

Britt Espinoza

Performs, records, and tours nationally with one of the Northwest's favorite bands, The Exchange.



2 GRAMMYS. 30 GOLD RECORDS. AND HE'LL TEACH YOU EVERYTHING HE KNOWS.

Steve Smith has recorded with the very best—from Stevie Wonder to Garth Brooks. And now you can learn from the best. As the Director of Northwest University's Creatio program, Steve will teach you the ins and outs of the music business that can only come from a 37-year recording career. If you're interested in audio engineering, you'll learn in a state-of-the-art recording studio from a man who has earned a wall full of hardware. There's no need to go to LA to start your music career. It can all begin for you right here in Kirkland.



STEVE SMITH

*Director of Creatio Recording Arts Technology Program and
Chief Engineer of Creatio Studios*

Having spent over 38 years in the heart of the music industry, Steve Smith has recorded and mixed numerous gold and platinum albums—including two Grammy award winners. He has worked with some of the best: Stevie Wonder, Garth Brooks, Heart, DC Talk, Steven Curtis Chapman, Pearl Jam, Sunny Day Real Estate, The Gin Blossoms, Van Halen, Guns and Roses, Barbara Streisand, Donna Summer, Steven Spielberg, Puff Daddy, and Eddie Money.

Steve's long list of credits includes achievements in recording engineering and producing, recording studio design and construction, motion picture and video game soundtrack recording, live sound installation and implementation, and audio production technology education curriculum.

Steve serves as an adjunct professor and is the Director of Creatio. Steve was most recently nominated by the Grammy Foundation (National Association of Recording Arts and Sciences) as a candidate to receive the first ever Grammy Music Educator Award in 2014.

JEFF LOCKHART

*Director of Creatio Music Industry
Business Program*

Jeff Lockhart is an exceptionally seasoned music business veteran with experience in the industry that stretches back more than 25 years. He is the founder of Creatio and serves as the Executive Director and professor of the Creatio Music Industry Business Program. Jeff has extensive experience in business development, music production, artist branding/booking/promoting, performance management, public/media relations, and as an active performing and studio musician.

Along with Creatio, Jeff manages and plays drums in the popular Northwest band Creme Tangerine. This group of five professional musicians—known internationally for its authentic covers of Beatles and rock music classics—has played the largest sporting, corporate, festival, and non-profit events in the Pacific Northwest.

Jeff was recognized by the Mayor, City Council, and Cultural Council of the City of Kirkland with the 2011 CACHET Award. It is given to the individual who had the most influence on the arts, culture, and heritage in Kirkland that year.

Our Studios

BECOME YOUR STUDIOS



How to Finance **YOUR FUTURE**

If you dream of a career in the music industry, attending NU's Creatio program may be more affordable than you think. Northwest University offers a generous program of grants, loans, and scholarships that can help to finance your education. Scholarships are awarded to nearly all full-time students. And many of the loans are at low interest rates and require no payment until you graduate.

We invite you to work with one of our enrollment counselors to discover the kind of financial aid package that can be created for you.

You have a dream. At Northwest University, we're here to help you achieve it.

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Creatio 

Northwest
UNIVERSITY