Creative brief for producer

What FLUENT is all about

FLUENT enables playback of adaptive music. It means that properly produced tracks can adapt to the following variables with three values each:

1. Speed
   1. Idle (not moving)
   2. Walking / driving slow
   3. Running / driving fast
2. Weather
   1. Sunny
   2. Cloudy
   3. Precipice (rain, snow, etc.)
3. Time of day
   1. Morning
   2. Afternoon
   3. Evening + night

Each variable is responsible for its own type of stems. Those can contain different stuff, but the default solution is to make drums stems, bass stems and synth stems. As a result, weather can influence the track's melody, while the rhythm can change according to user's speed. Or vice versa. It's up to you really. Feel free to experiment.

Note that it's possible to use one of the variables as a fixed background of the track (e.g. containing vocals), so that stems from the other variables would come on top of it. You just have to sonify every value of weather or time of day with the same stem. We will add a separate slot for background stem in the near future.

A number of adaptive tracks form an array. It's basically an album or EP, but we want to stress its adaptive nature.

How to create your first array

We encourage you to start with making some of your existing tracks adaptive. These can be biggest hits, highlights from a new album, or unreleased material. It's up to you. Just pick a few thematically coherent tracks and think about variations you could add. What values of speed, weather and time of day does the original reflect? How could it sound differently with other values?

Adding new stems would create a lot of new combinations, or remixes of the original track. But we have to make sure that all of them sound good from the beginning to the end. That's why it's crucial to listen to every one (in your DAW or our editor) and make the necessary adjustments.

1. Choose the track you want to make adaptive

2. Break it down into 2-3 stems

   - What we mean by "stem": a file that contains one of the layers of the track (it may consist of a few instruments, not necessarily drums or synth only, but it should reflect the value of the variable and be interchangeble with stems for other values)

   - The stems of one track must be equal in length

   - We strongly recommend to keep the BPM fixed for all stems

3. Create alternative stems for the variables

   - You can start with any: weather, time of day, or speed, depending on the track and the variations that come to your mind

   - Sonify all values of one variable before moving to the next

   - If you don't know how to use all three variables, don't worry: you can use just two (but the speed must be one of them, as it's currently the only variable that can change during one session)

4. Upload the stems using our editor

5. Add the next track

6. Give name, cover photo, description (optional) to your new array

7. Submit the new array

8. Test how it all sounds in different situations (using the iOS app)