Subject: What do you do?
Posted by Gantt Kushner on Fri, 07 Sep 2007 05:04:18 GMT
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When you give a client a bunch of rough mixes and he/she thinks they sound
so good that they must be almost done (like, maybe only another 15 or 20
minutes of work, 30 tops) but you haven't done ANY of the things that you
know need to be done to a good sounding finished mix, like using some nice
sounding plugins, setting up some automation to keep voices and solos on
top of the music and maybe even (God forbid!!!) tuning a note here and there.
 And then they find out that the GOOD mixes take an hour or two or even three,
 never mind the big production numbers that eat up 8 or 9 hours of editing
and mixing time and STILL need some tweaking to be "just right".

Most of my clients sweat at least a little blood for every dollar they pay
me. I have to try to strike a ballance between what I want and what they
need. I had one project where I just gave up on doing all my fancy mix tricks.
 I slapped my UAD-1 plugs and my Waves plugs on a few tunes and he came back
saying "I like the rough mixes better".

So... What do you do?

Gantt