

Why use a composer?

When creating film, video, commercials or any other project, the person who creates the musical score has a great deal of control over the emotional outcome of the scene.

Music has a very powerful influence over what we see, think and feel. Music can create in us a feeling of suspense, of upbeat fun, or of sadness. It can move us from one emotional plane to another. For this reason, having someone who knows how to create the right music for your project is paramount.

Music sets the emotional stage for film and video and improves the retention of an advertised message as well. That's why custom jingle tracks work!

The composer must be able understand what the objective is for a scene or a message, and then he must be able to deliver a score that helps achieve that objective. This is a process that requires careful communication between the producer/director and the composer to determine what the idea is and how to best achieve the desired effect.

Years of experience have given the composers at DCP the skills they need to listen effectively to the client and develop a concept that really does work. We also realize that there are production schedules to meet, and that the composer must meet those without compromising the quality of the music.

At Danny Craig Productions we are dedicated to creating excellent music, to make what you do awesome!!