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Teaching Music in the Age of Zoom: How to Run a Multimedia Piano Studio

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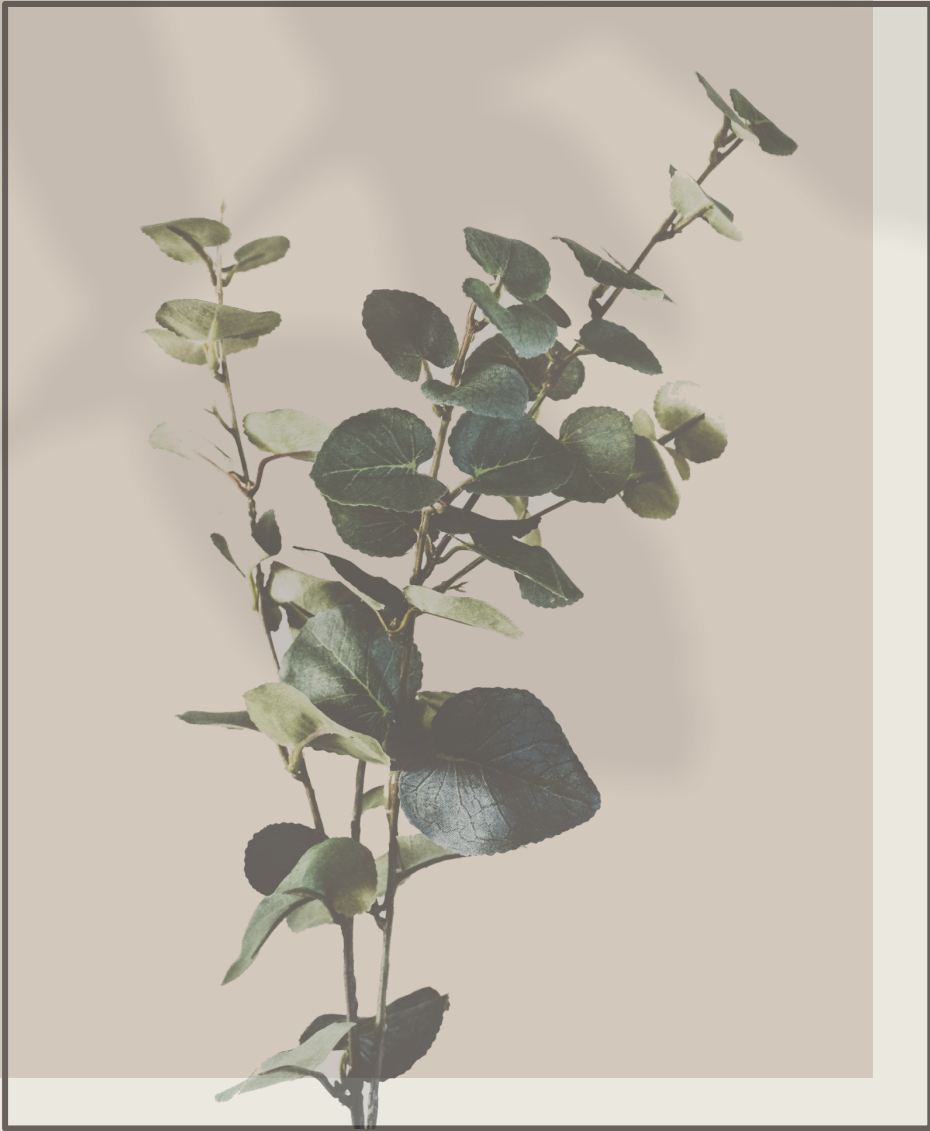


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Teaching Piano in the Age of Zoom:

How to Run a Multimedia Piano Studio

A Senior Thesis by Anna Leicht



— Introduction

- Music educators have many resources at their fingertips, but have not utilized them
 - The Covid-19 Shift
- My experience teaching online

What we'll discuss

01

Getting started

02

Online Resources

03

Marketing

04

The Future of Online Teaching

my sources

Dr. João Paulo Casarotti

- Assistant professor of piano at Southern University in Baton Rouge, Louisiana
- He has been developing his online piano studio since 2009.



Mario Ajero

- Piano professor at Stephen F. Austin State University in Nacogdoches, Texas
- Has many resources on his YouTube channel
- Articles and lecture series have been used as a source in *Piano Magazine* and others



Carly Walton

- Founder of the "Teach Music Online" Podcast
- Interviews professionals in the fields of pedagogy and music technology



Mr. John Briggs

"I think online teaching is here to stay."

- Former Voice Professor at OBU
- Currently working towards completing his doctorate from Westminster Choir College



Dr. Tad Hardin

"I couldn't hear all of the musical nuance...hearing the piece in person was so night and day."

- OBU alum
- Piano Professor at Liberty University
- Not a huge fan of teaching online



Why teach online?

Location

- teachers who are able to facilitate online learning can teach students from anywhere around the world.
- teachers who teach in low-income areas can supplement their income with students who are willing to pay more
- A lifestyle of travel is possible

Pandemic-proof

- In the case of more Covid-19 lockdowns, or other circumstances where most people will need to seek shelter in their homes, online teaching is a way to continue education for students, and a source of income for teachers.

Why teach online?

Access to media

- It's easier to use nontraditional media in lessons
- Music video games, YouTube videos, flash cards, etc

Financial savings

- Rent for studios can be very expensive
- Gas, tolls, and time spent commuting from student to student can cause considerable financial strain

Why teach online?

Students in busy families

- Large families with lots of time commitments may find it easier to log on to an online lesson rather than taking the time to drive to the lesson

Access for all students

- Students with mental illnesses may find online lessons to be a more accessible medium, rather than going to a teacher's house



Fig. 1: Study of depression and anxiety rates among Kazak medical students

Reasons against teaching online

Technique issues

Students' technique may suffer if adequate preparation is not done to handle this aspect of teaching online.

Student distraction

Students can more easily be distracted in a familiar environment such as their homes, and easily distracted with unmonitored access to technology.

Investment in equipment

Equipment can be expensive. Even the most basic set up will require an investment of some sort.



Reasons against teaching online

Zoom fatigue

- Coined by Jeremy Bailenson
- refers to the exhaustion that is a consequence of extended video conferencing

Emotional connection

- Student-teacher connection through an online platform can be more difficult than connecting in-person.
- “It’s important for a teacher to take the time and ask questions, to ascertain a student’s mood - it’s an important thing to add to an online lesson that you might not do if you were in person.” - Mr. John Briggs



Chapter 3:

getting started



Live-streaming platforms

Zoom

- Since March 2020, the platform of choice for many
- Latency can be a big issue

Cleanfeed

- Gets rid of the latency issue
- “the online studio for live audio and sound”
- Monthly subscription

Microsoft Teams

- Use enhanced audio for lessons
- Free and premium version

Skype

- Oldest platform
- Similar to Zoom, but can cause CPU overload on some computers

Facetime

- Easy for Apple users to connect
- Very few settings

Google Meet

- Similar to Zoom
- Allows presentations through Slides
- Doesn't allow recordings unless using premium version



Wi-Fi and wired connections

- According to Cisco, a **wireless connection** “allows devices to stay connected to the network but roam untethered to any wires.”
- However, it’s better to use a **wired connection** for faster speed
- Category 6 ethernet cable and RJ45 connector

Microphones

“Every microphone comes with a chart that shows what it boosts and doesn’t. Some boost low, some boost to the middle for speaking...but you want a zero gain.” - Mr. John Briggs

- Samsom Meteorite
- Shure MV51 Microphone Condenser
- Blue Snowball
- Zoom H4N Digital Audio Recorder
-



Consider lighting and background

- Plain, solid-print shirts
- Use a simple background to reduce lag and distortion.
- Make sure you're well-lit from the front
- Facing a window or placing a lamp next to the computer



Five Angles for online teaching

Angle 1

- Above view of hands and keyboard

Angle 2

- View from the side

Angle 3

- A view to show feet and pedals

Angle 4

- A view to show a digital screen or staff paper

Angle 5

- A view to show props

Cameras

Cameras

- The Logitech C920: \$69.99
- Aoboco Webcam: currently unavailable
- DSLR cameras, especially you already own one
-
-

Smartphone app options

- NDI app: turns your smartphone into a webcam

Switchers

Allows for switching between camera angles and screens

- OBS Studio: free
- ManyCam: \$69.00 a year

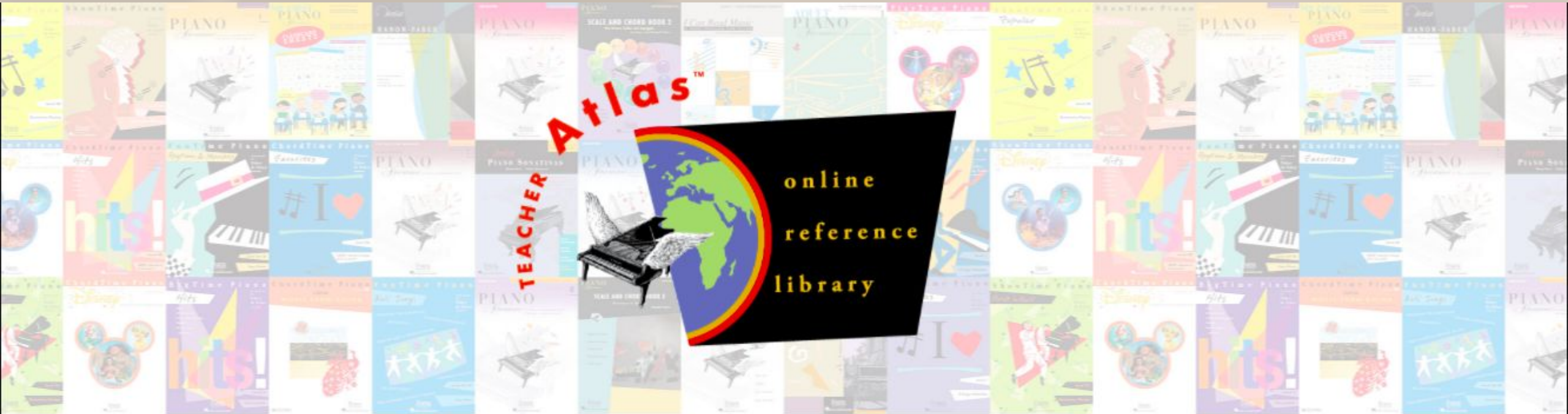
“It’s really important that in every scene, you put your face in it. If you have two cameras, put one on your face, and the other on the side of the piano. If you have three cameras, put one on your face, one on the right, and one on the top.”

- Dr. Casarotti



Chapter 5: Online Resources

- Faber Piano Adventures Teaching Atlas
- IMSLP
- Scribd



Teaching Apps



Notes Trainer via Google Play

- Notes Trainer
- Rhythm Cat
- My Little Rhythm
- Tenuto
- Rhythm Sight Reading Training
- Piano Marvel
- Simply Piano

Creating a website

- One of the most important marketing tools
 - Wix
 - UKit
 - Weebly
 - Squarespace



Tips for website management

Simplicity

Keep the website simple. Don't go crazy with adding too much information

Credibility

Include examples of your work, including student testimonials and recital videos

Usability

Add an automated payment and scheduling system, like Fons or My Music Staff.

Professionalism

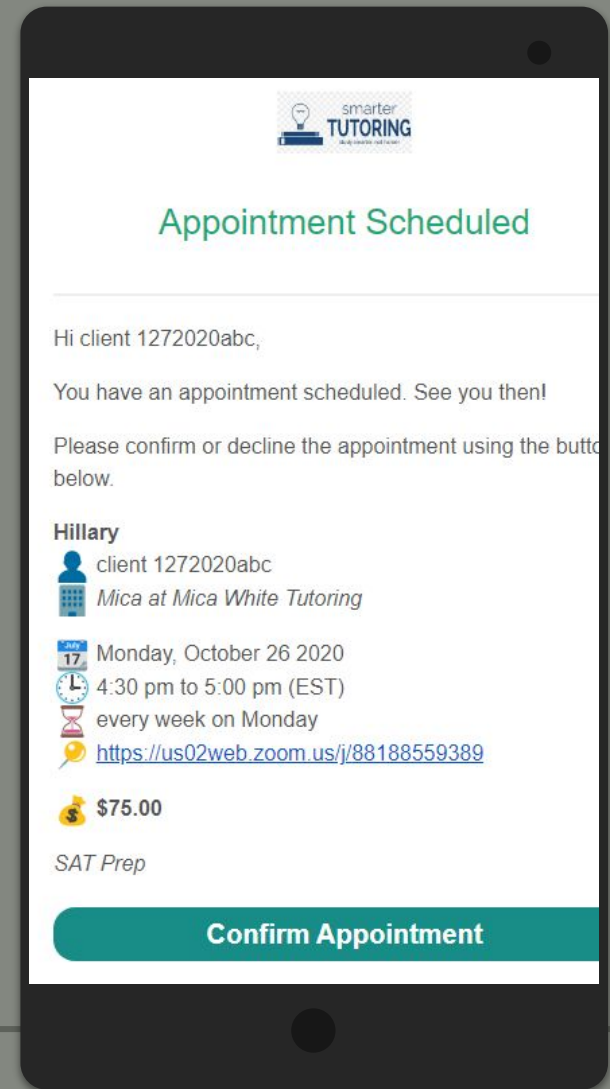
Keep all events updated, and make sure that the website doesn't contain any typos.

Reachability

Create a contact form so clients can get in touch, and make sure to check your business email regularly.

billing systems

- Fons
- My Music Staff
- Wave Accounting



Social media



Facebook

- Create Facebook groups for your studios
- Create events
- Gain exposure by posting students' achievements



TikTok

- Connect with younger audience
- Create videos that boost traffic to your website
- Interact with other creators to gain more exposure



YouTube

- Post videos of student recitals to include in website and promote on other platforms

The future of online teaching



It's here to stay

- Universal access is huge factor
- Though things have gone back to normal, many teachers still integrate elements of online teaching into their lessons

Technological developments

- Rapid changes in technology will lead to new ways to teach
- Ex: Facebook's Metaverse

Thank you

Dr. Mary Chung

Dr. Rob Hewell

Jackson Carter

Dr. Barbara Pemberton

Mr. John Briggs

Dr. Tad Hardin

Credits :)

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