



## Big Q Videos Peter Jazwinski

**Summary:** Peter Jazwinski had a big dream to make a documentary about a short film. Months of preparation, shooting and editing led to his first feature-length documentary, "Making Gretchen: The Big Story of a Little Film." Sonicfire Pro helped him make his movie a reality by providing the music and tools to help him score his movie his way.

**F**or Peter Jazwinski, a \$900 investment in Sonicfire Pro has paid off big since he purchased it in late 2003. He has used the software and music to score at least 20 projects, including biographies, commercials and event videos. But his most recent use of Sonicfire Pro might also be his biggest. And the subject was something quite small indeed.

Jazwinski recently used Sonicfire Pro to score his first feature-length documentary film, "Making Gretchen: The Big Story of a Little Film", which follows the cast and crew of the award-winning short film "Gretchen Brettschneider Skirts Thirty" throughout the creative process. The ability to create a professional-quality score using Sonicfire Pro and SmartSound's pre-licensed music library was a life saver for a variety of reasons. Most important was that Sonicfire Pro gave him much more control and flexibility throughout the editing process.

"I couldn't even imagine the cost and inconvenience of hiring someone to do the music for my documentary," Jazwinski said. "Sometimes I'd go back and cut segments and change the length. If I had hired a composer, he'd have to recut tracks or I'd have to fade them out, cut them abruptly or make other changes. With SmartSound, I'd simply delete the file then go back and create the same piece choosing a different length. Thus it would end perfectly and I'd have an exact score in minutes."

Using Sonicfire Pro also fit in better with Jazwinski's personal work schedule than hiring an outside composer would have.

"I'm the kind of guy who works late at night and on the weekends," he said. "I needed to be able to experiment with music whenever I wanted to. Sometimes I threw away entire segments and replaced them with completely different tracks. By doing it with Sonicfire Pro, I didn't have to lock picture and then turn it over to someone else and wait."

Jazwinski first saw Sonicfire Pro several years ago at a trade show, where he was "blown away" by the capabilities of the product. At the time, Jazwinski was just beginning to put together his digital video equipment, and as soon as he acquired the right camera and editing software, he quickly moved to purchase Sonicfire Pro.



Jazwinski estimates that he's spent around \$500 on Sonicfire Pro products and music libraries, and that he's been able to complete at least 20 different projects using Sonicfire Pro as the main scoring element. His clients are always impressed with the musical results, as well as the fact that they don't have to pay royalties on the results.

"People are always impressed with my soundtracks and they always ask, 'Do I have to pay for that music?'" he said. "When I tell them that it's royalty free, they can't believe it. They say, 'Where did you get that?' Sometimes I'm vague and make them think that it was much more work than it was."

Still, the main thing that impresses Jazwinski's clients is the results. As he points out, a high-quality soundtrack can make a dramatic impact on the quality of a project. And Jazwinski has first-hand experience with this.

"I recently cut a demo reel for an actor in LA," he said. "He wanted to feature a great commercial as the first piece of his reel. It was a hilarious ad for a fitness company, but it seemed kind of flat to me because it didn't have music. I added a lively beach sounding guitar track and it greatly enhanced the project. After seeing his reel, the first thing he said was 'That music rocks!'"

Jazwinski has tried to use loop-based soundtrack creation tools in the past, but as a non-musician, he has always found the process to be too complicated for him. There were too many choices that had to be made that required him to know something about music for it to be practical.

"The loops were very fun and exciting at first, but they're very limited when it comes to scoring a feature soundtrack," said Jazwinski. "They don't have the ability to automatically adjust to the length of the track, and they can sound very tedious and electronic."

He prefers using Sonicfire Pro, which automatically creates a soundtrack that is the exact fit for whatever length he needs. For someone like him who is admittedly "impatient," the quick learning curve involved with Sonicfire Pro has been a big plus.

"I haven't even read the manual," he admitted. "The learning curve to use it effectively is tiny. I've demonstrated it for friends and they can't believe how easy it is to use and how effective it is."