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Melodic Expressions: The Art of the Line

**JON MACLENNAN RELEASES NEW, INTERACTIVE
GUITAR INSTRUCTIONAL IBOOK FOR IPAD**

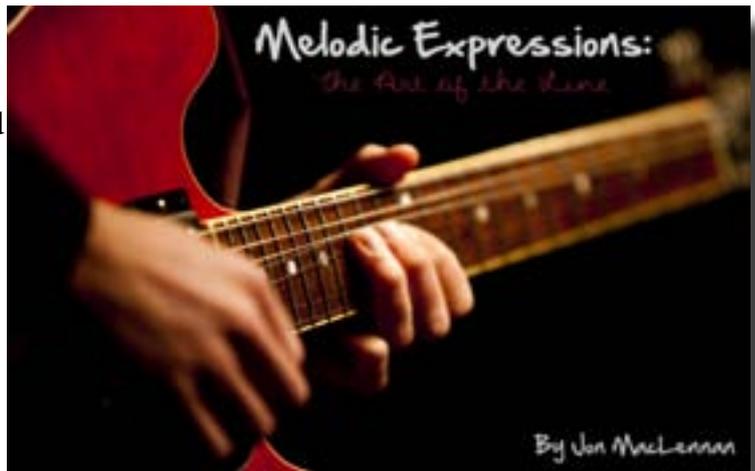
Coming to the iTunes bookstore April 2012

LOS ANGELES– Jon MacLennan, a professional educator, artist, composer, and Los Angeles-based musician, will blaze a trail as he unleashes “Melodic Expressions: The Art of the Line,” a cutting-edge, interactive guitar instructional iBook for the iPad to be released April 2012 for purchase at the iTunes bookstore.

“Melodic Expressions,” the most technologically advanced guitar lick book for the higher-level modern guitarist, features over 90 pages of materials to work from, as well as 178 high quality audio examples all embedded within the book. A wide variety of lines apply to styles encompassing blues, jazz, rock, R&B, pop, and country.

Melodic Expression was created in iBooks Author, Apple’s new, free app that allows anyone to create and publish beautiful, multi-touch textbooks for the iPad. With fast and fluid navigation, integrated audio, video, photo galleries, interactive graphics, and more, these books bring content to life in ways the printed page never could.

“Apple’s release of iBooks Author this past January is a sign of the times,” Jon MacLennan said. “With the rise of independent publishers due to the transforming technology of books, as well as the record quality of home recording studios, anyone can make their artistic dreams a reality. Honestly, there’s nothing like it [“Melodic Expressions”] on the market.”



With a BA in jazz guitar from the internationally renowned Jazz Studies program at University of California, Los Angeles (UCLA), Jon has had the privilege of being mentored by guitarists such as: Carl Verheyen, Tim Pierce, Kenny Burrell, Jimmy Wyble, and Wolf Marshall—a pre-eminent guitar educator who transcribed the “shred” solos of legendary rock bands for music publishing giant Hal Leonard.

Despite his extensive educational background, MacLennan has come to adopt a highly unconventional improvisational method.

“When I first embarked on my path of studying the art of improvisation I began with scales arpeggios and exercises, like plenty of guitarists I’m sure,” MacLennan recalled.

“While these devices of learning may have benefited my technique, there was a downfall. Soon enough, I found exercise-based practicing did not result in the melodic quality I was searching for. Your hands will fall back on what you have practiced the most. I believe you should not spend time working on scales and exercises that you are not going to play live. Melodies should be drilled on the instrument.”

A leader of his generation, Jon has created an immense internet-presence as a paragon of a modern musician. With a YouTube channel with currently over 200 videos and over 1,000,000 cumulative video views, Jon’s online lessons and performances have become a viral success.

“Melodic Expressions” essentially explores modern melody to cultivate the advanced guitarist’s ability to create solos with powerful force and unequivocal grace in performance.

ABOUT THE AUTHOR: JON MACLENNAN

Jon MacLennan is a Los Angeles based professional artist, composer, sideman, and session musician, who has amassed a plethora of critically- acclaimed credits and accolades in all of the above categories. MacLennan has two full-length albums “Suspicious Love” (2006) and “Dreams” (2011) under his belt, on which he wrote, arranged, produced, engineered and recorded. He is on a first name basis with a plethora of Los Angeles’ “A-list” musicians.

A Los Angeles native, Jon did his first paid recording session at a Grammy-award winning studio at the age of 16, which has since has culminated into over a decade of performance experience and recording sessions for a panoply of L.A.’s finest musicians.



Career highlights include Recording with British pop-star Jamie Cullum on the Gold-winning album “The Pursuit”; performing on national television playing ukulele and guitar for Fox’s “Raising Hope”; appearing on the Disney Channel’s hit series “The Suite Life of Zack and Cody”; And then debuting his single “Fallin’ Deeper” on the Twentieth Century Fox Film “Marley & Me II: The Puppy Years” motion picture soundtrack.

Performances at a multitude of world famous venues include the following: The Gibson Universal Amphitheatre, House of Blues (San Diego), The Canyon Club, The Key Club, The Whiskey a go go, The Cat Club, The Joint, The Roxy Theatre, The Getty Museum of Art (Brentwood), The Knitting Factory (Hollywood).

MacLennan holds a B.A. 2010 Ethnomusicology Jazz studies from University of California, Los Angeles (UCLA). He worked as a private guitar instructor for the Los Angeles Pierce College Department of Music and also independently instructs several students via SKYPE, which allows him to instruct students from all around the world.

A larger list of his credits and information may be seen at:
www.JonMacLennan.com

ABOUT MELODIC EXPRESSIONS

Comprised of three chapters, major, minor, and dominant expressions, “Melodic Expressions” also provides a variety of ‘general tips’, which include the following: how to associate a chord with a line, how to transpose a line from one string to another, and how to rhythmically manipulate the examples to personalize a melody.

Each example in the book contains at least 2 high quality audio files embedded within each page. The first audio file is a fast tempo demonstration, while the second is a slowed down version of the same line.

All the audio within Melodic Expressions is recorded placing the lead guitar part in the right speaker and a pad guitar marking the tonality of each example in the left speaker. By adjusting your mix or listening on headphones to only the right side you will hear strictly the melody demonstrated, or if you select the left ear then you too can play the example over the pad guitar.

Watch “Melodic Expressions” trailer: <http://www.youtube.com/watch?v=rq6Gypr8i7U>

GEAR USED

Guitars: 1960 Re-issue Fender Stratocaster and Fender Nocaster Telecaster

Amplifiers: Divided by 13 RSA 31, Dr. Z Carmen Ghia

SUPPLEMENTAL LINKS

<http://www.apple.com/ibooks-author/>