

Module Specification

Module Title: Music Industry Project

Module code:	TBC	NQF level:	Level 5
Credit value:	30 credits	Semester of study:	1 and 2
Applicable pathways:	Foundation Degree – Music Production, Electronic Music Production	Pre-requisites:	None

Module overview

The module will cover areas such as:

- Sourcing, producing and marketing music for a particular genre and/or purpose;
- Identifying project requirements; scoping and managing a complex project;
- Analysis of the production process and product;
- Agreeing and meeting realistic targets;
- Researching appropriate career advancement opportunities;
- Devising materials to promote yourself and your work;
- Integrating cross-modular skills to produce a marketable product;
- Responding to direction given by industry partners and academic staff and sourcing material;
- Presentation Techniques.

Aims

The module is designed to involve industry partners/mentors so that students can undertake a project that has real-world relevance and is supported by industry professionals. The module reflects today's music industry, since many working in the music industry are sole traders who are likely to buy-in services rather than run businesses with employees. The module is therefore designed to reflect the current state of the industry and draw on essential expertise of successful artists and producers to create work-based learning.

The conservatoire has excellent studio and production facilities that are professional in nature and students have access to these facilities to ensure their product can reach the attainment of a professional standard.

This module gives the opportunity for students to integrate skills from other modules in order to contextualise and refine their business, management and applied sound recording and music production skills with the aim of producing a marketable product. Students devise and manage a creative project culminating in an industry-ready product. Students will also research opportunities for establishing and advancing their career and professional profile. The final portfolio should be designed to be placed in an appropriate outward facing commercial context (e.g. website/download, an event, retail store). All students receive support from an Industry Partner.

Students will contextualise their projects in a music production or electronic music production context depending on which variant of the programme they are undertaking.

The module aims to:

1. Apply recording and production techniques to create an industry-ready product;
2. Research career opportunities in an identified area of the creative industries;
3. Present an outward-facing product, complete with appropriate marketing mix, and promotional strategy materials and documentation.

Learning outcomes

On successful completion of this module, students will be able to:

1. Devise and manage a complex project by conceiving, designing and building a portfolio of work to a professional standard.
2. Apply technical and creative sound recording and music production skills to an approved project.
3. Research work and industry related opportunities related to their career aims.
4. Use a variety of methods to communicate effectively.

Learning and teaching methods

This will be a commercial music production project that is approved by the module coordinator and industry partner(s)/mentors. Students will realise an appropriate music production project from conception to completion. Students submit a project proposal, after which, an academic supervisor will oversee the project. Industry partners/mentors will contribute to the project at strategic points of the module. The student will be expected to present their concept and portfolio as if pitching for commercial work or for funding. Delivery will be via small seminar/tutorial group sessions to ensure students are able to engage with their industry partners/mentors.

Contact hours and directed study (over semesters 1 and 2)

Delivery type	Student hours
Indicative hours for learning and teaching activities	20 hours
Indicative hours of directed study	280 hours
Total hours (100hrs per 10 credits)	300 hours

Opportunities for formative feedback

Students will receive regular formative feedback as they devise, manage and realise their industry focused project from academic staff and industry partners.

Assessment method

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Research portfolio	2000 words or equivalent	30%	1, 3, 4
Presentation	15 minutes (including 6 minutes of music)	70%	1, 2, 4

Re-Assessment method*

Description of assessment	Length/Duration	Weighting	Module LOs addressed
Research portfolio	2000 words or equivalent	30%	1, 3, 4
Presentation	15 minutes (including 6 minutes of music)	70%	1, 2, 4

*Where practicable, assessments may be delivered through the conservatoire's VLE or by video to ensure that overseas students are not disadvantaged or incur unnecessary travel costs. Assessments delivered through the VLE will be timed and invigilated.

Indicative Reading List

- Barker, Stephen and Rob Cole, (2009) Brilliant Project Management (Revised Edition), Harlow: Prentice Hall.
- Golding C. and Hepworth-Sawyer R. (2010) What is Music Production? A producers guide, the role, the people, the process Burlington: Focal Press
- Passman D. (2014) All You Need to Know About the Music Business (Eighth Edition), Viking.
- Posner, K. (2008) Project Management Pocketbook Alresford: Management Pocketbooks.
- Zack D. (2010) Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected, Berrett-Koehler Publishers.
- Beall E (2007) Making Music Make Money, Berklee Press.

- Demers, J. (2006) *Steal This Music: How Intellectual Property Law Affects Musical Creativity*, Georgia: University of Georgia Press.
- Lieb K. (2013) *Gender, Branding, and the Modern Music Industry*, Routledge.

e-resources

- <http://www.songlink.com> – Resources for songwriters and producers
- <http://www.dotmusic.co.uk> – Online music magazine from Music Week
- <http://www.m-magazine.co.uk> – PRS for Music emagazine
- <http://www.musiciansunion.org.uk> – The Musicians' Union
- <http://www.prsformusic.com> – The Performing Right Society
- <http://www.bbc.co.uk/music> – Music news from the BBC

Rock / Indie

- <http://www.kerrang.com> – Rock, punk, metal and alternative music
- <http://teamrock.com/metal-hammer> – UK metal, rock & indie
- <http://www.rockrgirl.com> – For female rock musicians

Singer Songwriter

- <http://www.shentel.net/acousticmusician> – For acoustic musicians
- <http://www.songwriters-guild.co.uk> – For all songwriters, composers, singer songwriters, performing artistes, lyricists & DJs
- <http://songwritersmarketplace.com> – Song writing, performance and today's music business

Soul, Funk, Blues etc.

- <http://www.soul-patrol.com> – Covers soul, funk, blues, rock n' roll and jazz
- <http://www.bluesworld.com> – Blues, R&B and gospel
- <http://echoesmagazine.co.uk> – Soul, jazz, R&B, hip-hop, and reggae
- <http://www.xxlmag.com> – Hip-Hop & rap

Music For The Moving Image & Games

- <http://www.filmmusicfoundation.org> – For film music composers
- <http://filmandgamecomposers.com> – Composer interviews, reviews articles & guides
- <http://www.videogamemusicacademy.com> – Resources for composers for video games

Electronic Music & DJing

- <http://mixmag.net> EDM & club music
- <http://www.emusician.com> – For electronic musicians
- <http://electronicsound.co.uk> – Contemporary electronic music and culture
- <http://www.musicradar.com/futuremusic> – Electronic Music Magazine Website
- <http://globetronica.org> – Electronic Music Magazine Website
- <http://igloomag.com> – Electronic Music Magazine Website
- <http://www.synthzone.com/mags.htm>