

COURSE SYLLABUS

MUSB 2450 (3:2:2)

Commercial Music Project

Commercial Music/Entertainment Business Program

Creative Arts Department

Technical Education Division

Levelland Campus

SOUTH PLAINS COLLEGE

COURSE TITLE: MUSB 2450 Commercial Music Project (3:2:2)
INSTRUCTOR: Allie Maddox
OFFICE LOCATION: **CB153**
PHONE/E-MAIL: 806-716-2282 amaddox@southplainscollege.edu
OFFICE HOURS: As Posted and by Appointment

SOUTH PLAINS COLLEGE IMPROVES EACH STUDENT'S LIFE

I. GENERAL COURSE INFORMATION

A. The primary objective of this course is to apply the skills learned in other Commercial Music courses. This is a hands-on project-oriented course aimed at helping students create a portfolio of their work. Artists and their music will be the focus. Each student must design and complete his/her own project with instructor approval.

B. End of Course Outcomes: Demonstrate specific skills used in audio recording, the music business, or commercial music performance; design and execute a project within the specified time that may be included in a professional portfolio.

C. Academic Integrity: As stated in the General Catalog - "As it is the aim of the faculty of South Plains College to foster a spirit of complete *honesty* and a high standard of *integrity*, the attempt of any student to present as his or her own work that which he or she has not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offender liable to serious consequences, possibly suspension.

Cheating: Dishonesty of any kind on examinations or written assignments, illegal possession of examinations, the use of unauthorized notes during the examination, obtaining information during an exam from a textbook or from the examination paper of another student, assisting others to cheat, alteration of grade records, illegal entry or unauthorized presence in an office are examples of cheating.

Complete honesty is required of the student in the presentation of any and all phases of course work. This applies to quizzes of any length as well as to any examinations, daily assignments, reports, papers, and artistic projects.

Plagiarism: Offering the work of another as one's own, without proper acknowledgment, is plagiarism; therefore, any student who fails to give credit for quotations or essentially identical expression of material taken from books,

encyclopedias, magazines and other reference works, or from themes, reports or other writings of a fellow student, is guilty of plagiarism.

II. SPECIFIC COURSE/INSTRUCTOR REQUIREMENTS

- A. Required Text – Students are not required to purchase textbooks, however, the following books are recommended for extended study: Adobe Muse CC Classroom in a Book, Adobe Premiere Pro CC Classroom in a Book, and Adobe Photoshop CC Classroom in a Book.
- B. Attendance Policy: Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.

When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student's responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.

Students who enroll in a course but have "Never Attended" by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of "X" or "F" as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student's responsibility to be aware of that policy.

It is the student's responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate and the student will owe any balance resulting from the adjustment.

Each student will be allowed 3 **excused** absences. The instructor reserves the authority to determine what constitutes an excused absence. 4 successive absences (2 weeks) will be grounds to drop the student from the class. A total of 5 absences, excused or not, will result in being dropped from the course, unless specific conditions exist that the instructor determines reasonable. Students arriving after appointed class time are tardy. 3 tardies will equal 1 absence.

C. Grading Structure and Policy:

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| Assignments | 50% |
| Class attendance & participation | 10% |
| Final Project Presentation | 30% |
| Professionalism | 10% |

Instructor will determine, on a case-by-case basis, whether or not to allow any make up of missed quizzes, midterm exam, or late assignment or project deadlines.

D. Instructor will be available to meet with students concerning any aspect of this course, any time during the semester. However, the student will take responsibility to arrange meeting times during the instructors posted office hour times.

III. **CLASS OUTLINE**

Part 1: Artist Identity

- Weeks 1-2

Part 2: Logo Design

- Weeks 3-6

Part 3: Website Design

- Weeks 7-10

Part 4: Social Media

- Week 11

Part 5: Promo Reel

- Weeks 12-15

Week 1: Syllabus and Introduction to class. Discuss goals of the class and what is expected of them. Start on artist development.

Week 2: Discuss artist to represent. Go through an artist identity. Create a vision board/sound board for the artist.

Week 3: Intro to Illustrator - simple assignment

Week 4-6: Create the main logos for the artist. Create digital version of T-Shirt, CD labels, and business cards.

Week 7: Intro Muse - simple assignment

Week 8-10: Create Website. Compile video of artist for YouTube channel.

Week 11: Set up Social Media accounts: FaceBook, Instagram, Twitter, YouTube, tumblr

Week 12: Intro to Premiere - simple assignment

Week 13-15: Use Premiere for Promo Reel. 3-4 minute video of artist.

Week 16: Final Project Review by peers. This will be a presentation of the Designs/Website/Demo Reel.

IV. ACCOMODATIONS: South Plains College strives to accommodate the individual needs of all students in order to enhance their opportunities for success in the context of a comprehensive community college setting. It is the policy of South Plains College to offer all educational and employment opportunities without regard to race, color, national origin, religion, gender, disability or age (SPC Equal Opportunity Policy--General Catalog).

A student who enrolls in this class that may need classroom accommodations is strongly encouraged to schedule an intake interview with the special services department before enrolling in this class or prior to the add/drop date for this semester.

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland Student Health & Wellness Center 806-716-2577, Reese Center (also covers ATC) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

V. DIVERSITY STATEMENT

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.