MUS 4740Y: Advanced Project in Popular Music Production  
Thursdays 7-8:30pm — IMC @ NCB 125/Dr. J. A. Hodgson — jhodgs5@uwo.ca

COURSE DESCRIPTION
MUS 4740Y builds on work done in its prerequisites, MUS2736 and MUS3738 &/or MUS3739. MUS4740Y is designed to help graduates of the BA in Popular Music Studies, and the BA in Music Administrative Studies, successfully navigate entry into professional activity within the music industry. Students who complete MUS4740Y will be able to (i) identify viable income streams for their music productions; (ii) devise and implement effective release strategies meant to maximize the success of their productions within those streams; and (iii) tailor their music productions for maximum profitability in identified income streams. We begin with three weeks of common lectures, then break off for 15 or 20 minute 1-on-1 biweekly meetings, which continue until final projects are submitted in April of 2017.

REQUIRED MATERIALS
Rather than books, I require a budget of $75.00-150.00 for recording and release expenses.

RECOMMENDED MATERIALS

EVALUATION
Course Work (40%)
Final Project (60%)

SCHEDULE OF SUBMISSIONS
Dates of submission will vary according to individual progress, though the order of submissions will follow the schedule outlined directly below.

1st Semester: Course Work/Project Prep (40%)
1. Market brief
   1a. market survey
   1b. survey of the musical market
   1c. marketing plan: looks, sounds, and so on etc.
2. Production Diary
3. 3 Market Case Studies
4. Preliminary project proposal & logistics brief
5. Preproduction brief
6. General project proposal, including budget, timeline.

2nd Semester: Final Project (60%)
7. Final Project & Release Brief (60%)

LATENESS AND DEFERRAL POLICY
In fairness to all the students in this class, I don’t accept late assignments. Moreover, barring a medical emergency, students wishing to defer a missed quiz will require medical documentation to do so, submitted to the department secretary by the end of the week of the class they missed.

POSTPRODUCTION POD (IMC 125)
Students can book time in the “postproduction pod” using a doodle poll link supplied by the professor once the semester is well underway. The computer in this room is equipped with Melodyne and the Mastered For iTunes droplet. The room is also equipped with ADAM ASX reference monitors, for post-production work.
POPULAR MUSIC RECORDING ENVIRONMENT (TC 345a)
Students can book time in the popular music recording environment using the doodle poll link supplied by the professor once the semester is underway. Additional information will be supplied to students individually.