

MUS 4740Y: Advanced Production Project

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MWF 1.30-2.30 in TC 200

MUS4740Y is designed to help students enrolled in 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 revenue streams and/or career paths in the music industry; (ii) devise and implement effective strategies to maximize their success within the areas they identify; and, in so doing, (iii) establish a foundation for future career success. After our first meeting in TC 200, 4740Y will consist of scheduled private meetings until final projects are submitted. These meetings will usually last for a maximum of 25 mins. Please also keep in mind that 4740Y is a Y designation course, meaning that we only meet for half of the year; the second half is set aside for independent work on your projects.

Prerequisite. MUS 2736 and one of either MUS 3738 or MUS 3739. Unless you have either the requisites for this course or written special permission from your Dean to enrol in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Required Course Materials. Given the variable nature of this course, where students pursue any number of projects – in the past, I have overseen DJ tours of Britain, the launch of digital marketing services for musicians, overseeing and promoting large-scale concert events, the creation of a t-shirt company, and numerous single and EP releases, to name only a few examples – I do not require any particular course materials. I ask, instead, that students try to set aside around \$100-\$150 for marketing, distribution and other project expenses.

Evaluation.

Project Proposal (15%).... Before 15 December 2021

Final Project (85%).... Before ~~15 April 2022~~ 8 April 2022

Broadly speaking, the *Final Project* and *Release/Launch Strategy* are a culminating activity intended to integrate what students have learned during their time at the DWFoM. Drawing from the student's knowledge of the music industry, composition/songwriting, audio and record production, and music subcultures, this project will prepare students for careers in music. We will determine details for both assignments in individual meetings. There will be a high degree of flexibility concerning the types of projects students may undertake. However, students should keep in mind that the project must have a tangible outcome of some type, such as (by way of example only) a single/EP release, a substantial concert event, or the formation of a record label/collective.

Private Meetings Schedule. After our initial meeting, the course will consist of one-on-one meetings in the Fall 2020 semester. The meeting schedule will be posted on the 4740Y course website, located on OWL.

Course Notes

Grading scale: A+=90-100%, A=80-89%, B=70-79%, C=60-69%, D=50-59%, F=0-49%.

Academic Consideration for Student Absence: Students will have up to two (2) opportunities during the regular academic year to use an on-line portal to self-report an absence during the term, provided the following conditions are met: the absence is no more than 48 hours in duration, and the assessment for which consideration is being sought is worth 30% or less of the student's final grade. *Students are expected to contact their instructors within 24 hours of the end of the period of the self-reported absence, unless noted on the syllabus.* Students are not able to use the self-reporting option in the following circumstances:

- for exams scheduled by the Office of the Registrar (e.g., December and April exams)
- absence of a duration greater than 48 hours,
- assessments worth more than 30% of the student's final grade,
- if a student has already used the self-reporting portal twice during the academic year

If the conditions for a Self-Reported Absence are not met, students will need to provide a Student Medical Certificate if the absence is medical, or provide appropriate documentation if there are compassionate grounds for the absence in question. *Students are encouraged to contact their Faculty academic counselling office to obtain more information about the relevant documentation.*

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office of a student's Home Faculty.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences that are not covered by the Self-Reported Absence Policy must be submitted to the Academic Counselling office. For the Western University policy on Consideration for Student Absence, see: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf and for the Student Medical Certificate (SMC), see: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

Academic Consideration for Missing Work: In cases where students are unable to submit work due to medical illness or compassionate grounds, if an online self-reported absence is submitted, or if appropriate supporting documentation is submitted to the Associate Dean's office, and the accommodation is granted, then the missed assessments may be rescheduled or discounted in the calculation of the final grade for the course, at the discretion of the instructor. If neither a self-reported absence nor an appropriate supporting document is submitted to the appropriate office, then the missed assignments will receive a grade of zero.

Academic Offences: Submission of work with which you have received help from someone else (other than the course instructor or TA) is an example of plagiarism, which is considered a major academic offence. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, as found at: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Mental Health & Wellness: Students that are in emotional/mental distress should refer to the Health and Wellness at Western page (<https://www.uwo.ca/health/>) for a complete list of options about how to obtain help or to go to the Wellness Education Centre located in UCC room 76. *Students in crisis in need of immediate care are directed to go directly to Student Health Services in UC11 or to click on the green "I Need Help Now" button on the Health and Wellness page above.*

Accommodation for Students with Disabilities: Students work with Accessible Education Western (AEW, formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic%20Accommodation_disabilities.pdf

Religious Accommodation: Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. Additional information is given in the Western Multicultural Calendar.

<http://multiculturalcalendar.com/ecal/index.php?s=c-univwo>

Notes Specifically to Address Covid-19-related Issues for 2020-21 Only.

Contingency Plan: In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will *not* change. Any remaining assessments will also be conducted online at the discretion of the course instructor.

Recording of Online Activities: All of the remote learning sessions for this course will be recorded. The data captured during these recordings may include your image, voice recordings, chat logs and personal identifiers (name displayed on the screen). The recordings will be used for educational purposes related to this course, including evaluations. The recordings may be disclosed to other individuals participating in the course for their private or group study purposes. Please contact the instructor if you have any concerns related to session recordings.

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation, or the participant has the prior written permission of the instructor.

Online Etiquette: Some components of this course may involve synchronous online interactions. To ensure the best experience for both you and your classmates, please honour the following rules of etiquette:

- Use your computer and/or laptop if possible (as opposed to a cell phone or tablet)
- "Arrive" to class on time
- Ensure that you are in a private location to protect the confidentiality of discussions in the event that a class discussion deals with sensitive or personal material
- To minimize background noise, kindly mute your microphone for the entire class until you are invited to speak, unless directed otherwise
- Unless invited by your instructor, do not share your screen in the meeting
- Be prepared to turn your video camera off at the instructor's request if the internet connection becomes unstable

The course instructor will act as moderator for the class and will deal with any questions from participants. To participate please consider the following:

- If you wish to speak, select the blue "raise hand" function and wait for the instructor to acknowledge you before beginning your comment or question.
- Kindly remember to unmute your microphone and turn on your video camera before speaking.
- Self-identify when speaking.
- Kindly remember to select the "raise hand" function again to lower your hand, mute your mic and turn off your video camera after speaking (unless directed otherwise).

General considerations of "netiquette":

- Keep in mind the different cultural and linguistic backgrounds of the students in the course.
- Be courteous toward the instructor, your colleagues, and authors whose work you are discussing.
- Be respectful of the diversity of viewpoints that you will encounter in the class and in your readings. The exchange of diverse ideas and opinions is part of the scholarly environment.

Note that disruptive behaviour of any type during online classes, including inappropriate use of the chat function, is unacceptable. Students found guilty of "Zoom-bombing" a class, or of other serious online offenses, may be subject to disciplinary measures under the Code of Student Conduct.