

Music industry studies

MUSIC INDUSTRY STUDIES – MUSX

Toni Fannin, Dean
 Applied and Fine Arts Division
 Business and Foreign Language Building, Room 204

Possible career opportunities

Career options include: conductor, arranger, film scorer/composer, music business/manager, music editor, music supervisor/director, songwriter, transcriber, editor (print music publishing), choir director, midi engineering, recording engineer, studio director or manager, sound designer, sound technician, and tour coordinator. Many careers require more than two years of study.

Program-level student learning outcomes

Program learning outcomes are subject to change. The most current list of program learning outcomes for each program is published on the DVC website at www.dvc.edu/slo.

**Associate in arts degree
 Music industry studies**

Students completing the program will be able to...

- A. produce recorded music projects.
- B. demonstrate professional behaviors required in the music industry.
- C. apply vocabulary and demonstrate processes that are used in the protection of intellectual property rights.

This associate in arts program prepares students for a career in the music industry. The program has an entrepreneurial focus emphasizing an industry trend requiring artists to be responsible for complete project development. The program is designed to produce well-rounded music industry professionals capable of all aspects of the music production process including recording, marketing, and distribution. The same skill-set also prepares students for careers in specialized areas of the music industry such as digital audio workstation operator, recording engineer, producer, composer, arranger, songwriter, sound designer, artist manager, distributor, and marketing representative.

The DVC music industry studies major is not intended for transfer. Option 1 (DVC General Education) is advised for students who do not intend to transfer. Students may not take a pass/no pass option for major courses. Students who intend to transfer to a four-year baccalaureate program should consult with a counselor regarding specific major preparation requirements at the transfer institution of their choice. Students who intend to transfer are advised to select General Education Option 2 (IGETC) or Option 3 (CSU GE).

Students must complete each of the courses required for the major with a "C" grade or higher. Certain courses may satisfy both major and general education requirements; however, the units are only counted once.

<i>major requirements:</i>		<i>units</i>
MUSX-172	Introduction to Electronic Music and MIDI.....	3
MUSX-173	Advanced Electronic Music	3
MUSX-174	Introduction to Music Technology and Pro Tools.....	3
MUSX-175	Advanced Pro Tools	3
MUSX-181	Introduction to the Music Industry.....	3

<i>plus at least 9 units from:</i>		
MUSIC-121	Introduction to Music Composition	3
MUSX-120	Live Sound.....	3
MUSX-124	Introduction to Music Production and Multi-Track Recording	3
MUSX-125	Advanced Music Production and Multi-Track Recording	3
MUSX-176	Introduction to Ableton Live.....	3
MUSX-177	Introduction to Reason	3
MUSX-178	Music and Sound for Visual Media.....	3
MUSX-182	Songwriting I	3
MUSX-183	Artist Development in the Music Industry	3
MUSX-270	DIY Music Production and Promotion Projects	3
MUSX-282	Songwriting II	3
MUSX-296	Internship in Occupational Work Experience Education in MUSX	1-4

total minimum units required 24

**Certificate of achievement
 Music industry studies**

Students completing the program will be able to...

- A. produce recorded music projects.
- B. demonstrate professional behaviors required in the music industry.
- C. apply vocabulary and demonstrate processes that are used in the protection of intellectual property rights.

This certificate program prepares students for a career in the music industry. The program has an entrepreneurial focus emphasizing an industry trend requiring artists to be responsible for complete project development. The program is designed to produce well-rounded music industry professionals capable of all aspects of the music production process including recording, marketing, and distribution. The same skill-set also prepares students for careers in specialized areas of the music industry such as digital audio workstation operator, recording engineer, producer, composer, arranger, songwriter, sound designer, artist manager, distributor, and marketing representative.

To earn a certificate of achievement, students must complete the required courses with a "C" grade or higher. Required courses are available in the evening and during the day.

<i>required courses:</i>		<i>units</i>
MUSX-172	Introduction to Electronic Music and MIDI.....	3
MUSX-173	Advanced Electronic Music	3
MUSX-174	Introduction to Music Technology and Pro Tools.....	3
MUSX-175	Advanced Pro Tools	3
MUSX-181	Introduction to the Music Industry.....	3

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plus at least 9 units from:

MUSIC-121	Introduction to Music Composition	3
MUSX-120	Live Sound.....	3
MUSX-124	Introduction to Music Production and Multi-Track Recording.....	3
MUSX-125	Advanced Music Production and Multi-Track Recording.....	3
MUSX-176	Introduction to Ableton Live.....	3
MUSX-177	Introduction to Reason	3
MUSX-178	Music and Sound for Visual Media.....	3
MUSX-182	Songwriting I	3
MUSX-183	Artist Development in the Music Industry	3
MUSX-270	DIY Music Production and Promotion Projects	3
MUSX-282	Songwriting II	3
MUSX-296	Internship in Occupational Work Experience Education in MUSX	1-4
total minimum required units		24

MUSX-100 AV Essentials I

3 units SC

- 36 hours lecture/18 hours laboratory/36 hours laboratory by arrangement per term

This course is a study on the essentials for AV technology specialists. Instruction on the fundamentals of signal flow, rack installation, cable construction, basic low voltage electrical systems, and working with clients will help students prepare for the AV technician certification. CSU

MUSX-110 History of Electronic Music

3 units SC

- 54 hours lecture/18 hours laboratory by arrangement per term

This course presents an overview of the history of electronic music from the late 19th century through the 1960s. Topics include electronic musical instruments, electronic musical technology, new musical styles, the introduction of the synthesizer, and the rise of mainstream electronic music. In addition, students will analyze historically significant works from the experimental art music of the mid-20th century through the popular forms of the 1960s. CSU, UC

MUSX-120 Live Sound

3 units SC

- 54 hours lecture per term

This course is an overview of live concert sound reinforcement. Topics include basic sound system theory and its application. It also covers individual sound system component operation, including microphones, mixers, effects, power amplifiers, and speaker systems. This course offers opportunities for hands-on experiences in troubleshooting, sound checking, and mixing sound for live performance applications. C-ID CMUS 120X, CSU

MUSX-124 Introduction to Music Production and Multi-Track Recording

3 units SC

- 54 hours lecture per term

This course is designed to give the music student a working knowledge of the principles and techniques of multi-track recording. This course will explore, analyze and evaluate contemporary music production techniques and apply these techniques to real production and recording situations. Emphasis will be on student involvement with various interrelated roles, including that of studio musician, writer/arranger, producer and sound engineer. C-ID CMUS 130X, CSU

MUSX-125 Advanced Music Production and Multi-Track Recording

3 units SC

- 54 hours lecture per term
- Recommended: MUSX-124 or equivalent

This course extends basic practical music production and multi-track recording skills to include complex projects, integration of acoustic and digital recording elements, and use of current computer software in the mixing process. CSU

MUSX-150 Topics in Music Industry Studies

.3-4 units SC

- Variable hours

A supplemental course in music industry studies designed to provide a study of current concepts and problems in music industry studies. Specific topics to be announced in the schedule of classes. CSU

MUSX-172 Introduction to Electronic Music and MIDI

3 units SC

- 36 hours lecture/18 hours laboratory/36 hours laboratory by arrangement per term
- Note: Formerly MUSIC-172. Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree.

This is an introductory course that provides the foundational skills necessary for the creation of electronic music on a digital audio workstation capable of utilizing MIDI (Musical Instrument Digital Interface). Students will gain direct hands-on experience with MIDI-capable synthesizers, tone generators and samplers, digital signal processors, and computer-based music sequencing software. C-ID CMUS 110X, CSU

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MUSX-173 Advanced Electronic Music

3 units SC

- 36 hours lecture/18 hours laboratory/36 hours laboratory by arrangement per term
- Recommended: MUSX-172 or equivalent
- Note: Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree.

This advanced course builds upon the knowledge and technical skills developed in MUSX-172 Introduction to Electronic Music and Musical Instrument Digital Interface (MIDI). The integration of MIDI and digital audio recording environments will be studied as well as the development of advanced post production skills needed for employment in the music recording industry. Topics will include digital audio recording and editing, effects processing, mixing, and digital audio file management and conversion, sampling, synthesis, and advanced MIDI sequencing. CSU

MUSX-174 Introduction to Music Technology and Pro Tools

3 units SC

- 36 hours lecture/18 hours laboratory/36 hours laboratory by arrangement per term
- Note: Formerly MUSIC-174. Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree.

This introductory course examines the terminology, equipment, techniques, and concepts related to music technology. Topics include principals and practices of sound, MIDI, synthesis, notation, and audio recording utilizing hardware and software platforms. Foundational skills to function within the Pro Tools audio production environment are also covered. C-ID: CMUS 100X, CSU

MUSX-175 Advanced Pro Tools

3 units SC

- 36 hours lecture/18 hours laboratory/36 hours laboratory by arrangement per term
- Recommended: MUSX-174 or equivalent
- Note: Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree.

This is an advanced course designed for students who are preparing for employment in the music recording industry. Students will work on special production-oriented projects utilizing a Pro Tools capable digital audio workstation (DAW). Working independently and in teams, students will use the recording production tools that they have developed in prior semesters. Topics include acoustic recording, field recording, sound design, sound for picture, control surfaces, use of external signal processors, surround sound, and advanced mixing techniques. CSU

MUSX-176 Introduction to Ableton Live

3 units SC

- 36 hours lecture/18 hours laboratory/36 hours laboratory by arrangement per term

This course presents skills used within the music production software Ableton Live. Topics will include music sequencing, digital audio recording, software synthesis, sampling, Musical Instrument Digital Interface (MIDI), MIDI mapping, virtual effects, automation, signal flow, and mixing. CSU

MUSX-177 Introduction to Reason

3 units SC

- 36 hours lecture/18 hours laboratory/36 hours laboratory by arrangement per term
- Note: Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree.

This course will provide the foundational skills needed to learn and function within the music production environment of Reason. This software application represents a new generation of the stand-alone virtual recording studio. Topics will include music sequencing, digital audio recording, software synthesis and sampling, virtual effects, automation, signal flow, and drum machines. CSU

MUSX-178 Music and Sound for Visual Media

3 units SC

- 36 hours lecture/18 hours laboratory/36 hours laboratory by arrangement per term
- Recommended: MUSX-174 or equivalent
- Note: Formerly MUSIC-178. Students may petition to repeat this course when software or hardware is changed. Only the first course completed will be applied toward a degree or certificate requirement. Units for both courses will apply towards the 60 units required for the degree.

This class examines the topic of sound for picture through a combination of lecture and hands-on experience with a Digital Audio Workstation that is video capable. Students will develop the skill set needed to create soundtracks for film, television, commercials, and video games. Students will learn the three layers of sound for picture: dialog, music, and sound effects including Foley and ambiance. Each of these layers will be discussed and worked on in depth through lab projects. CSU

MUSX-181 Introduction to the Music Industry

3 units SC

- 54 hours lecture per term
- Recommended: Eligibility for ENGL-122 or equivalent
- Note: Formerly Music-181

This course presents an introduction to the music industry, including its evolution, corporate structure, and legal practices. Topics include record production, music publishing, marketing, use of music in film, television, and advertising, touring, development and implementation of business plan, and career strategies. C-ID: CMUS 140X, CSU

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MUSX-182 Songwriting I

3 units SC

- 54 hours lecture per term

In this course, students will study the process of songwriting. Songs will be analyzed in terms of chord structure, form, rhythm, melody, harmony, and lyrics. Original compositions and performances will be expected from all students. C-ID CMUS 150X, CSU

MUSX-183 Artist Development in the Music Industry

3 units SC

- 54 hours lecture per term
- Recommended: Eligibility for ENGL-122 or equivalent

This course presents the skills and techniques utilized by music industry professionals responsible for the identification, development, and promotion of successful artists. Tools such as identifying talent, building an artist development team, networking, and structuring a cohesive development plan are explored. Career options, such as artist management, Artists and Repertoire (A&R), sync and licensing, public relations, and social network promotions will be reviewed. This course is also designed to assist the do it yourself (DIY) musician in developing the skills and techniques used in self-management. CSU

MUSX-200 AV Essentials II

3 units SC

- 36 hours lecture/18 hours laboratory/36 hours laboratory by arrangement per term
- Prerequisite: MUSX-100 or equivalent.

This course is a continuation of MUSX-100 and the study of the essential knowledge and skills for audiovisual (AV) technology specialists. Topics include vendor selection, estimates, building and managing projects, maintaining and troubleshooting, and AV business management. This course prepares students for AV technician certification. CSU

MUSX-221 Orchestration and Arranging for Digital Instruments

3 units SC

- 36 hours lecture/18 hours laboratory/36 hours laboratory by arrangement per term
- Recommended: MUSIC-121 or equivalent, MUSIC-122 or equivalent

This course presents the study of production concepts and arranging techniques for a variety of digital instrument sounds. Students will participate in listening, reading, discussion, and arranging exercises to help develop professional-sounding digital arrangements. CSU

MUSX-270 DIY Music Production and Promotion Projects

3 units SC

- 36 hours lecture/18 hours laboratory/36 hours laboratory by arrangement per term
- Recommended: MUSX-124, 172, 174, 181 or equivalents

This course provides students the opportunity to work on special production-oriented projects utilizing the college's internet radio station and record label as a laboratory. Working independently and in teams, students will apply the music production tools and business skills they have developed in prior semesters of the Music Industry Studies program. CSU

MUSX-282 Songwriting II

3 units SC

- 54 hours lecture per term
- Recommended: MUSX-182 or equivalent

This course presents the continued study of the structural, rhythmic, melodic, harmonic, and lyrical components of a song. Original compositions and performances are required of all students. CSU

MUSX-295 Occupational Work Experience Education in MUSX

1-4 units SC

- May be repeated three times
- Variable hours
- Note: In order to enroll in MUSX-295, students must be employed, register for the course, complete an online Employment Form, and participate in an orientation. Employment Form can be accessed at www.dvc.edu/wrxx. Incomplete grades are not awarded for this course.

MUSX-295 is supervised employment that extends classroom learning to the job site and relates to the student's chosen field of study or area of career interest. Under the supervision of a college instructor, students will engage in on-the-job and other learning experiences that contribute to their employability skills and occupational or educational goals. Five hours work per week or seventy-five hours work per term is equal to one unit. Students may earn up to a maximum of sixteen units; repetition allowed per Title 5 Section 55253. CSU

**MUSX-296 Internship in Occupational Work
Experience Education in MUSX**

1-4 units SC

- *May be repeated three times*
- *Variable hours*
- *Note: In order to enroll in the MUSX-296 course, students must be interning or volunteering, register for the course, complete an online Employment Form, and participate in an orientation. The Employment Form can be accessed at www.dvc.edu/wrkx. Incomplete grades are not awarded for this course.*

MUSX-296 is a supervised internship in a skilled or professional level assignment in the student's major field of study or area of career interest. Under the supervision of a college instructor, students will engage in on-the-job and other learning experiences that contribute to their employability skills and occupational or educational goals. Internships may be paid, non-paid, or some partial compensation provided. Five hours work per week or seventy-five hours work per term is equal to one unit (paid) or one unit for four hours work per week or sixty hours per term (unpaid work). Students may earn up to a maximum of sixteen units; repetition allowed per Title 5 Section 55253. CSU