

Shoreline College Music Technology Program Program Advisory Committee External Review

December 4, 2015 3:00 – 5:00 p.m.
Board Room (1010M), 1000 Building

Purpose of the Meeting: Based on your experience as industry leaders and potential employers of entry-level employees, identify the strengths of the Music Technology program and areas for improvement.

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| 3:00 | Introductions |
| 3:15 | Tour of Music Technology facilities |
| 3:35 | Discuss industry trends <ul style="list-style-type: none">• Areas that are growing/shrinking,• New technologies• New jobs• Anything else? |
| 3:45 | Discuss desired skills of new hires |
| 4:10 | Review and discuss Music Technology learning outcomes |
| 4:40 | Discuss program strengths and areas for improvement |
| 5:00 | Adjourn |

Shoreline College Music Technology Program

Program Overview

Students in this program can take one of four associate degree tracks or two certificate tracks.

Associate Degree Tracks:

- Digital Audio Engineering
- MIDI Music Production
- Music Merchandising
- Music Performance

Certificate Tracks:

- Foundations of Electronic Music
- Digital Audio Workstation

Students use Shoreline College's cutting-edge recording studios and labs featuring the latest in industry standard hardware and software. Shoreline faculty have experience that covers all areas of the music and audio industry, from engineering and production to performance and composition.

Because it shares space with Shoreline's music program, faculty and students are able to incorporate intensive collaborative projects with music students to enhance the learning experience.

Students gain expertise in specific software platforms such as:

- Pro Tools
- Logic Pro
- Native Instruments
- Ableton Live

And learn general production techniques, such as:

- Multitrack Recording,
- Surround Sound Mixing
- Sound Design for Visual Media

The following pages describe each of the associate degree and certificate tracks available to students.

DIGITAL AUDIO ENGINEERING

Program Description

Our program prepares students for the rapidly expanding career opportunities in music technology. Student receive an overview of music theory, performance, audio recording, digital and analog audio technology, Internet and multimedia game development. Graduates are prepared for entry-level positions in CD and DVD audio production, radio and television broadcast production, and audio for video post-production and sound design.

Program Outcomes

- Create audio recordings and mastering material for distribution
- Create radio commercials as well as educational and instructional industrial products.
- Create new or enhanced audio for video and film transfers.
- Explain and apply Musical Instrument Digital Interface (MIDI) technology and digital audio technology.
- Identify current production values, trends and industry standards affecting production today.
- Demonstrate basic music theory including ear training, sight-reading, and keyboard proficiency.

MIDI MUSIC PRODUCTION

Program Description

The MIDI Music Production option is designed to prepare students for a career in music studio production and related occupations.

This program provides students with a broad base of knowledge in Musical Instrument Digital Interface Technology (MIDI) including MIDI music production, sequencing, synthesis and sampling.

Outcomes

Students develop "hands-on" skills in modern MIDI technology. They learn how to use MIDI as a tool to manipulate sound and create music. The program also includes an overview of the principles of music theory, audio recording and music arranging.

Graduates are prepared for entry-level positions in radio, television, advertising and audio recording studios as well as churches, synagogues and other environments where MIDI technology is used.

MUSIC MERCHANDISING

Program Description

The Merchandising program is designed to prepare students for a career in music merchandising and related occupations.

Merchandisers focus on the sale and promotion of musicians, musical products and services such as live performances, music recordings and videos, musical instruments, analog and digital audio equipment, MIDI equipment and sheet music.

Students learn the fundamentals of music theory, along with the basic elements of merchandising including marketing, salesmanship, legal issues, business math and practical accounting.

In addition, students develop related skills in professional communications and human relations. Depending upon personal and career interests, students also choose from a wide variety of electives in music performance, business management, contract administration, commercial law, MIDI, radio and television production, and audio recording.

Program Outcomes

- Apply principles of marketing and salesmanship in the merchandising of musical products or productions.
- Create radio commercials as well as educational and instructional industrial productions.
- Apply basic business math skills and accounting principles to plan and evaluate merchandising strategies.
- Explain the basic principles of music theory.
- Apply principles of applied music and performance in a selected area of interest -- vocal or instrumental.

Career Opportunities—What can I do with a Degree

The demand for Music Merchandisers remains strong. Graduates are hired as booking agents, artists, management, music publishers, producers, retail or product sales representatives, marketing, public relations and promotions representatives.

Potential employers include talent agencies, booking agents, artist management companies, record companies, music publishing companies, record stores or audio and MIDI equipment manufacturers.

MUSIC PERFORMANCE

Program Description

The Music Performance degree is designed to prepare students for a career in music performance and related occupations. The program provides students with a foundation in music theory and applied music including options for participation in:

- Concert bands
- Jazz, choral and bluegrass ensembles
- Orchestra
- Opera
- Musical theater
- Voice-dance theater

Depending on interests, students may choose from a variety of electives in audio production, digital audio recording, electronic (MIDI) music production, and pop and commercial theory.

Program Outcomes

- Explain and apply the fundamental principles of music theory
- Demonstrate a proficiency in vocal or instrumental music performance.
- Identify current trends and industry standards affecting the field of music performance.

FOUNDATIONS OF ELECTRONIC MUSIC CERTIFICATE

Program Description

These foundational classes are core requirements of the Associate of Applied Arts and Sciences degree in Electronic/MIDI Music Production available at Shoreline Community College.

Program Outcomes

- Define and apply terminology common to the study of Electronic Music.
- Explain and apply fundamentals of music theory in the creation, evaluation and interpretation of musical works.
- Use electronic music equipment to sample, sequence, synthesize and produce music.
- Implement electronic music using basic principles of acoustics, audio production, amplification, and recording.
- Use basic computer software applications.
- Safely and appropriately use and maintain electronic audio equipment.

DIGITAL AUDIO WORKSTATION

Program Description

Students study and learn the digital audio capabilities of *Mark of the Unicorn's Digital Performer* software application and associated hardware.

Students successfully completing this Certificate Series are qualified to compose, arrange, sequence, record, edit, mix, and master recordings of all types using Digital Performer. Examples include music, sound design for books on tape, computer applications and games, as well as radio and television commercials and feature length (and smaller) films and videos.

Program Outcomes

Students who successfully complete this program should be able to work in a project studio or a professional recording facility to create digital audio media for CDs, DVDs, broadcast (radio and television) and films.