



Artist Development Certificate - Program Outline

Learning Objective

This four-month intensive program provides bootcamp-style learning focused on the artist from song to style. At the completion of the program students will understand everything involved in taking their career from the garage to the big stage. Key learning outcomes include extensive knowledge in aspects of songwriting, performance, touring, marketing, social media, style, and brand identity. Students learn how to package and pitch themselves to industry leaders as a branded artist.

Requirements for Program Completion

Students are required to successfully complete the Program with a minimum grade of 60%.

Program Organization

Course	Hours of Instruction
ADEV 100 Artist Development	320

Program Description

Building a successful career as an artist requires surrounding oneself with a great team who understand the artist's vision and identity, and who allow the artist to do what only they can do – be the artist. The goal of the Artist Development Program is not to launch a career in four months, but to help students to build their perfect team that will build a commercially viable brand. Students will work on recordings, photoshoots and videos, not as their final package, but as training for building their own brand and identity. Ultimately, the student as an artist needs to walk through the doors that are opened – on their own merit.

Program Learning Outcomes/Competencies

Upon successful completion of this program, the student will be able to:

- Craft strong songs in a variety of genres both independently and in collaboration with others.
- Perform at a highly engaging level and style to be competitive in the current marketplace
- Visualize/Establish their own unique style and brand to take to the marketplace
- Demonstrate extensive knowledge in all facets of the modern music industry.
- Interact collaboratively with other artists, musicians and producers.
- Confidently perform on set for various video mediums
- Guide themselves through the process of creating a full length record from inception to completion.
- Showcase their talents to industry professionals with the goal to advance their career.

Evaluation

Assignments (Portfolio)

Monthly Songwriting Assignments
Topline Assignment
Social Networking Assignment
Pro Tools Assignment
Songwriting Team Research Assignment
Video Performance Project
Promo Photo Project
Drum Programming Exercise
Song Doctoring Exercise
Lip-Sync Video Assignment

Marking Breakdown

Attendance	10%
Participation/Attitude	10%
Songwriting Assignments	30%
Monthly Exercises	25%
Major Project	25%

Required Textbooks (included in supply cost)

The Song Machine Inside, the Hit Factory - by John Seabrook

Career Occupations

- Songwriter
- Performer
- Recording Artist
- Session Musician