

SM2276: MUSIC STUDIO PRODUCTION

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Music Studio Production

Subject Code

SM - School of Creative Media

Course Number

2276

Academic Unit

School of Creative Media (SM)

College/School

School of Creative Media (SM)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

SM1702 Creative Media Studio I

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to facilitate students to understand the technology and techniques used in music and audio production for TV commercial, MTV, and related visual media. Centred on the audio recording studios, students will gain in-depth

knowledge of: professional audio studios operation; digital audio workstations; music and audio production for advertising and broadcast media.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the set up of a system design for typical music production studios.	x	x	
2	Analyze, enumerate and compare various audio content and techniques of broadcasting materials.	x	x	
3	Plan and organize complex audio recording sessions.		x	x
4	Design and produce audio materials for TV commercials: Voice over, Sound effects, Music or Jingle and compose music for MTV		x	x
5	Apply mastering techniques and prepare final deliverable materials for broadcast.		x	x
6	Transform basic technical competence into a unique style or personal signature	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture / Demonstration	Audio studios operation and experiment with different studio equipment.	1
2	Media Analysis / Discussion	Critical listening to movies, TV commercials, music, etc. and perform critique and discussion on the audio content.	2
3	Guided Exploration	Setup and conduct studio sessions for dialogue and instruments recording.	3

4	Production / Practice	Work with visual content and create unique sound design and effects by using different softwares, virtual instruments and Foley recording.	4	
5	Project / Practice	Create a complete music piece and synchronize it with VJ software to trigger visual contents.	5	
6	Lecture / Demonstration	Prepare audio materials for delivery to various media and broadcasting standards.	6	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	Exercise on using the audio studios to perform a mixing session.	1	10	
2	Weekly listening exercise and critique on different audio materials.	2	15	
3	Dialogue production project	3	15	
4	Group project - Choose a TV commercial visual and create all the necessary audio materials for it. Then deliver and present the final product to class.	4	20	
5	Final Project	1, 2, 3, 4, 5, 6	40	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

1. Listening Exercise and Critique

Criterion

This assessment will grade on rationality, clarity and fluency of argument and comment. The threshold of 'discovery' lies in a student's ability to negotiate a position that is informed, defensible, and standing on personal insight.

Excellent (A+, A, A-)

- Rich content, excellent ability to interpret and integrate various resources
- Rigorous organization, coherent structure, systematic composition

- Precision in argument, well defined and reasoned points of view grounded in insightful interpretation of existing literature
Readiness to respond to peer opinion and other views initiated in class discussion
Discussion shed light on new dimensions of the issue

Good (B+, B, B-)

- Adequate content, sufficient ability to integrate various resources based on demand
- Reasonable organization with balanced structure and composition
- Clear elaboration of ideas that sticks to the point, with clearly differentiated issues, ability to interpret opinions independently
- Sufficient responses to peer comments to sustain a discussion

Fair (C+, C, C-)

- Adequate content, fair ability to integrate various resources based on demand
- Fair organization with adequate structure and composition
- Relevant points made to the subject matter in question
- Ability to respond to other statements and engage in class discussion

Marginal (D)

- Weak content, limited use of resources
- Poor organization, structure and composition
- Relevant points to the subject matter, marginal ability to interpret opinions
- Ability to respond to other comments in simple terms

Failure (F)

- Inadequate content, no/ irrelevant use of resources
- No organization, structure or/and composition
- Irrelevant points to the subject matter, no ability to interpret opinions
- Fail to respond to other comments

Assessment Task

2. Audio Project

Criterion

Students should demonstrate ability to utilize primary and secondary sources, execute creative ideas and projects. The threshold of 'discovery' lies in a student's proactively turning theory into praxis, to transform course material into self-owned authorship.

Excellent (A+, A, A-)

- Work has strong affective quality and the articulation of personal styles and signature
- Excellent appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium
- Work raises questions and instill insights about the process of conception, creative strategization and production
Innovative exploration by combining knowledge from different disciplines (e.g. mathematics, psychology, physics, anthropology, etc.) to create an inter-disciplinary project
- Efficient adjustment of plans and strategies in response to resources (time, space, equipment, etc) available with constructive adjustment

Good (B+, B, B-)

- Strong appreciation, exploration and/or application of the aesthetic and expressive qualities of the medium
- Ability to create project/ work that demonstrate the processes of thinking and creative exploration
- Proper adjustment of plans and strategies in response to resources (time, space, equipment, etc) available and constructive feedback/ suggestions

Fair (C+, C, C-)

- Basic appreciation and/or application of the aesthetic and expressive qualities of the medium

- Limited ability to create project/ work that demonstrate the processes of thinking and creative exploration
- Adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

Marginal (D)

- Marginal appreciation of the aesthetic and expressive qualities of the medium
- Marginal ability to create project/ work that demonstrate the processes of thinking and creative exploration
- Limited adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

Failure (F)

- No appreciation of the aesthetics and expressive qualities of the medium
- Fail to create project/ work that demonstrate the processes of thinking and creative exploration
- Minimal adjustment of plans and strategies in response to resources (time, space, equipment, etc) available

Additional Information for AR

All A+/A/A- grade assignment should comply with the highest performance of Discovery-oriented learning.

Part III Other Information**Keyword Syllabus**

Advertising, TV commercials, jingles, MTV, song writing, music composition, arranging, voice-over, sound effects, sound design, sound editing, system design, acoustics, audio recording, audio mixing, audio mastering.

Reading List**Compulsory Readings**

Title	
1	Nil

Additional Readings

Title	
1	Thompson, Daniel M.. Understanding Audio: Getting the Most Out of Your Project or Professional Recording Studio, USA: Berklee Press, 2005.
2	Price, Zack. The Beginner's Guide to Computer-Based Music Production, USA: Cherry Lane Music, 2005.
3	Bartlett, Bruce. Bartlett, Jenny. Practical Recording Techniques, Fourth Edition : The step-by-step approach to professional audio recording, USA: Focal Press, August 2005.
4	Owsinski, Bobby. The Mixing Engineer's Handbook, USA: Artistpro, 1999.
5	Stone, Al. Jingles: How to Write, Produce and Sell Commercial Music, USA: Writers Digest Books, 1990.
6	Katz, Bob. Mastering Audio, Burlington, MA: Focal Press, 2002.
7	Huber, David, Runstein, Robert E.. Modern Recording Techniques, Woburn, MA: Focal Press, 2001.