

PROPOSAL FOR A CERTIFICATE PROGRAM

Date: August 30, 2022

School/College/Unit: Franklin College of Arts and Sciences

Department/Division: Hugh Hodgson School of Music

Certificate Title: Undergraduate Certificate in Music Recording (Classical)

Effective Term: Fall 2023

Which campus(es) will offer this certificate? Athens

Level: Undergraduate

CIP: XXXXXXXXXX

Program Abstract: The Undergraduate Certificate in Music Recording (Classical) will be a 15 hour study in audio recording technologies and techniques where students will learn to care for and setup equipment, capture live performances, organize and execute recording sessions, and edit, mix and master recordings for public release.

1. Purpose and Educational Objectives

State the purpose and educational objectives of the program. How does this program complement the mission of the institution?

The purpose of this certificate is to provide hands-on instruction in the art and technology of music recording and production. As career paths in music evolve, versatility has become a desirable attribute for job seekers in the industry. Beyond technical proficiency on one's instrument or effectiveness in the classroom, performers and educators are often required to extend their reach via virtual performances, remote instruction, self-produced online portfolios, and social media content. This certificate will help prepare students to meet the needs of today's media-hungry landscape.

Educational objectives include:

- Developing critical listening skills to inform individual artistry and to identify objective qualities and issues in recorded music
- Learning the principals and technologies associated with analog and digital audio
- Learning techniques to capture music and process audio to achieve desired aesthetic
- Learning how to evaluate recording spaces and make informed decisions about equipment and setup
- Learning how to organize and manage large-scale projects such as albums for commercial release

This certificate complements the mission of the institution by providing students with marketable skills to enhance their traditional music performance or music education curricula. These skills strengthen students' positions in the job market, preparing them to make significant contributions to the music industry within the state, across the country, and around the world.

2. Need for the Program

Explain why this program is necessary.

Recorded music is all around us. In everyday life, there is a soundtrack of music playing in the foreground or background for nearly everyone who uses a smartphone, tablet, car stereo or television.

With technological advances leading to the advent of cheaper and yet more powerful recording equipment, the rise of home recording has permanently changed the recording dynamic for musicians. Understanding the fundamentals of recording & sound, experiencing traditional recording practices which have been developed over decades, and learning how to create a professional, high-quality recording is increasingly important to almost every musician. Proficiency in recording, for musicians in all fields, also leads to better work efficiency and results.

Those working in performance and education fields are finding new ways to reach audiences and clients via recorded and streamed media and live interaction via remote conferencing and collaboration platforms. These efforts come with a technological learning curve, and with a wealth of misinformation available online, students can benefit greatly from structured instruction in the areas of audio recording and production to serve these efforts.

Traditional career paths in music performance and education have changed significantly in recent decades. Musicians today are increasingly benefitting from portfolio careers, combining various performing, teaching, and administrative functions while constructing their own, personalized musical careers. Recording and audio are additional skills in the musician's toolbox which can complement and greatly enhance their other musical abilities.

This certificate enhances established music performance and education curricula by providing students with marketable skills that can expand their reach and effectiveness as performers and educators, and open doors to opportunities for supplemental or alternative employment both within and adjacent to the "classical" music industry.

In addition, provide the following information:

- a. **Semester/Year of Program Initiation:** Fall 2023
- b. **Semester/Year of Full Implementation of Program:** Fall 2024
- c. **Semester/Year First Certificates will be awarded:** Spring 2025
- d. **Annual Number of Graduates expected (once the program is established):** 6 – 12
- e. **Projected Future Trends for number of students enrolled in the program:** 25 – 30

3. Student Demand

a. Provide documentation of evidence of student demand for this program, which may include a student survey.

A broad survey was distributed to the entire student body in the School of Music in the Spring of 2022. One question asked the students to indicate their level of interest in several different certificate proposals. Out of 8 proposals, Recording Technology, received the second-highest level of interest, just behind a certificate in Musician Health and Wellness. Over 180 students responded to this survey, and 73% expressed some level of interest, with 42% indicating they would be “very interested” in a Recording Technology certificate.

b. Provide evidence that demand will be sufficient to sustain reasonable enrollment.

Based on the results of the survey and current market conditions, the School of Music is confident there will be significant interest in this certificate. Students strive to be as marketable as possible in an ever-changing and challenging musical environment, and recording skills are currently in high demand in a wide range of musical settings.

We frequently employ student workers to assist with recording the over 300 public concerts that happen each year in the school of music. In recent years, student interest in these positions has strongly increased, further indicating the demand and viability of a formal curriculum. This interest is only likely to grow in the future.

b. To what extent will minority student enrollments be greater than, less than, or equivalent to the proportion of minority students in the total student body?

Minority student enrollment is expected to be equivalent to the proportion of minority students in the total student body. This program will be open to all music majors, minors, and non-majors who can demonstrate some musical ability. All students with interest in recording and production, regardless of background, will be encouraged to enroll.

4. Program of Study

Provide a detailed program of study for the certificate program, including:

- a. Specific course prefixes, numbers, and titles**
- b. Identify any new courses created for this program**

The certificate will be open to all UGA students via an application process. Non-music majors must demonstrate musical ability to receive permission of department to enroll.

Core Classes – 11 hours

Complete the following five classes:

MUSI 5801, Critical Listening

MUSI 5800, Audio Foundations (previously “Intro to Recording” – a CAPA proposal to rename the course will be submitted)

MUSI 5802, Classical Recording

MUSI 5804, Album Recording

MUSI 5803, Classical Overdub Recording

Capstone Project – 1 hour

Complete a minimum of one hour from the following:

MUSI 5805, DMA Recording (1 hour)

MUSI 58XX, Capstone Recording Project (1 Hour) (New course – CAPA proposal will be submitted)

Free Elective – 3 hours

Choose from the following list.

MUSI 4080, Recording Practicum (1 hour) may be taken multiple times

MUSI 5805, DMA Recording (1 hour) may be taken multiple times

MUSI 58XX, Independent Study Recording Project (1 hour)

MBUS 3550, Music Production (3 hours)

MBUS 4550, Live Concert Recording (3 hours)

MBUS 4300, Music Publishing I (3 hours)

FILM 6280, Audio Production (3 hours)

FILM 4680, Introduction to DV Production (3 hours)

5. Model Program and Accreditation

a. Identify any model programs, accepted disciplinary standards, and accepted curricular practices against which the proposed program could be judged.

Evaluate the extent to which the proposed curriculum is consistent with these external points of reference and provide a rationale for significant inconsistencies and differences that may exist.

At the moment, faculty are not aware of a similar certificate at the undergraduate level. While there are undergraduate programs in sound recording offered in the United States, this program would be modeled after the *Tonmeister* approach found primarily in European schools. The following are examples of American universities offering courses similar to those found in this proposal:

The University of Wisconsin-Eau Claire offers a Recording Arts Certificate at the undergraduate level (<https://www.uwec.edu/academics/programs/undergraduate/recording-arts/>). This certificate requires 18 hours in recording arts, electronic music, and composition, with coursework similar to that found in this proposal.

Temple University offers a Music Technology Certificate at the undergraduate level (<https://www.temple.edu/academics/degree-programs/music-technology-certificate-undergraduate-bc-mute-cert>). This certificate requires 12 hours in audio and video production, with coursework similar to that found in this proposal.

The University of Miami Frost School of Music offers a Bachelor of Science in Music Engineering Technology (<https://musicengineering.frost.miami.edu/degrees/undergraduate-music-engineering/index.html>). The degree requires 33 hours in recording and audio technology, with coursework similar to that found in this proposal.

Georgia State University offers a Bachelor of Science in Music Industry (https://music.gsu.edu/mpar_department/). This degree requires 26 hours in recording and audio technology, with coursework similar to that found in this proposal.

b. If program accreditation is available, provide an analysis of the ability of the program to satisfy the curricular standards of such specialized accreditation.

N/A

6. Student Learning Outcomes

Describe the proposed learning outcomes for the certificate program.

Specific learning outcomes:

- Students will demonstrate development of critical listening skills for identifying issues and informing artistic choices in recording
- Students will demonstrate theoretical understanding of analog and digital audio concepts
- Students will demonstrate understanding of proper handling and equipment care
- Students will demonstrate practical understanding of recording, editing, mixing, and mastering techniques
- Students will complete cooperative and individual recording projects
- Students will build a portfolio of work that can be used in pursuit of jobs or graduate programs

7. Assessment

Describe how the learning outcomes for the program will be assessed.

In this certificate, students will be assessed by quizzes, papers, and recording projects.



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Franklin College of Arts & Sciences
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October 7, 2022

Dear Colleagues and Committee Members,

This letter serves to express my full support for the attached proposal for an Undergraduate Certificate in Classical Music Recording. This certificate has been discussed at length by our faculty and was given unanimous approval by our Undergraduate Committee. The proposed certificate will fill an important niche in the marketplace while providing our students with the opportunity to learn valuable skills. There are countless programs in existence that focus on the recording of pop, rock, and commercial music, but very few that teach the recording of acoustic instruments and classically-based ensembles of various sizes, from solo piano to string quartet to large orchestras. In recent decades the importance of recorded media to all musicians, including classical musicians, has increased exponentially. In 2022, a classical musician is essentially required to have high quality audio and video of their work at hand for self-promotion, auditions, and job consideration.

Here at UGA we are fortunate to have two unique resources in place to help teach and promote these important skills. First, we have two highly accomplished recording engineers on our faculty with extensive experience and expertise in classical recording. Their work is regularly praised by guest artists and frequently featured on NPR's *Performance Today*, the most listened to classical music radio program in the United States. Secondly, we have world-class acoustical halls for classical performance in our Performing Arts Center. Drawing on these resources, this certificate will provide outstanding professional training for students interested in recording, allowing some to pursue careers in the field while others will learn the skills that will make their personal media portfolios stand out in a crowded market.

The certificate will be open to non-music majors, allowing anyone on campus participate, and we expect some interest from non-majors. The ability to add this certificate to any degree on campus will help students increase their marketability.

We are excited about the collaborations in this certificate between the Hugh Hodgson School of Music, the Department of Theatre and Film Studies, and the Terry College of Business. Involving courses across all of those programs will help give students a broad, well-grounded perspective and strengthen cross-campus relationships.

This is an exciting and unique opportunity to further position the Hugh Hodgson School of Music as a regional and national leader, and we expect robust interest and growth as the certificate is established. The proposal has my full, unqualified support, and I would be happy to answer any questions as needed during the approval process.

Sincerely,

Peter J. Jutras, Ph.D., NCTM
Professor and Director, Hugh Hodgson School of Music

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