



12

NUMBER OF  
HOURS AVERAGE  
PERSON LISTENS  
TO THE RADIO  
EACH WEEK

PERCENT OF  
AMERICANS THAT  
LISTEN TO THE  
RADIO EACH WEEK

93%

# INTRODUCTION TO COMMERCIAL MUSIC

an elective course for grades 9-12 in which students utilize technology to produce music that they would listen to. Whether it be pop, rock, country, EDM, or dubstep, this course is designed for students of all musical levels and all musical tastes.

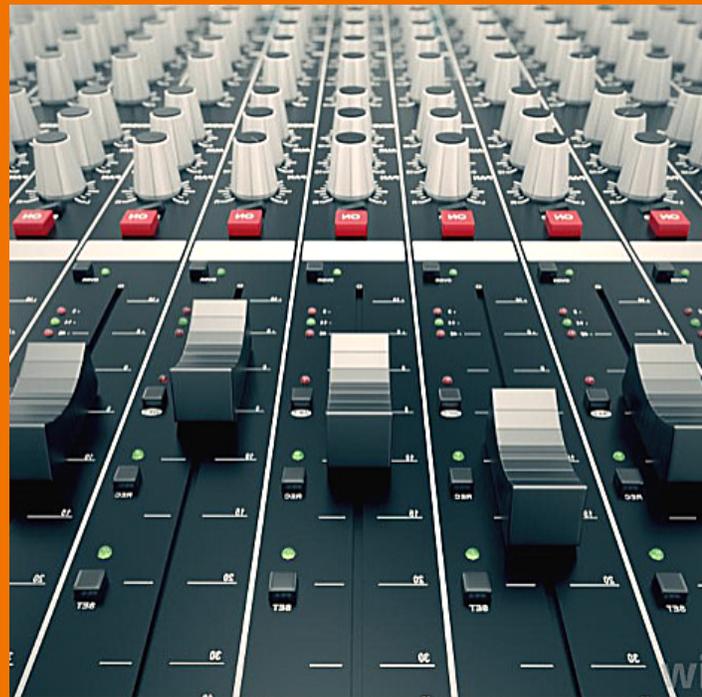
## COURSE DESCRIPTION

Welcome to Introduction to Commercial Music! Throughout the course, students will learn basic musical concepts and how to use various audio technologies through project-based learning culminating in the creation of a "fully-produced" song in the genre of their choice. Students will develop an understanding and appreciation of the process of producing music in the 21st century while gaining insight into current and historical songwriting techniques through analysis of musical examples.



## MUSICAL OBJECTIVES

1. Use appropriate audio technology to accomplish predetermined tasks
2. Demonstrate understanding of musical concepts within create works
3. Develop a fully-produced audio track



## RATIONALE

Nearly everyone listens to music, but very few people listen the music that is taught in traditional choral and instrumental music classes. This course allows students with little to no music training to develop music like what they listen to on a daily basis. This allows any student to find value in the music they listen to and to become an informed consumer of music even without continued study of music.



# NATIONAL STANDARDS

Anchor Standard #1. Generate and conceptualize artistic ideas and work.

Anchor Standard #2. Organize and develop artistic ideas and work.

Anchor Standard #3. Refine and complete artistic work.

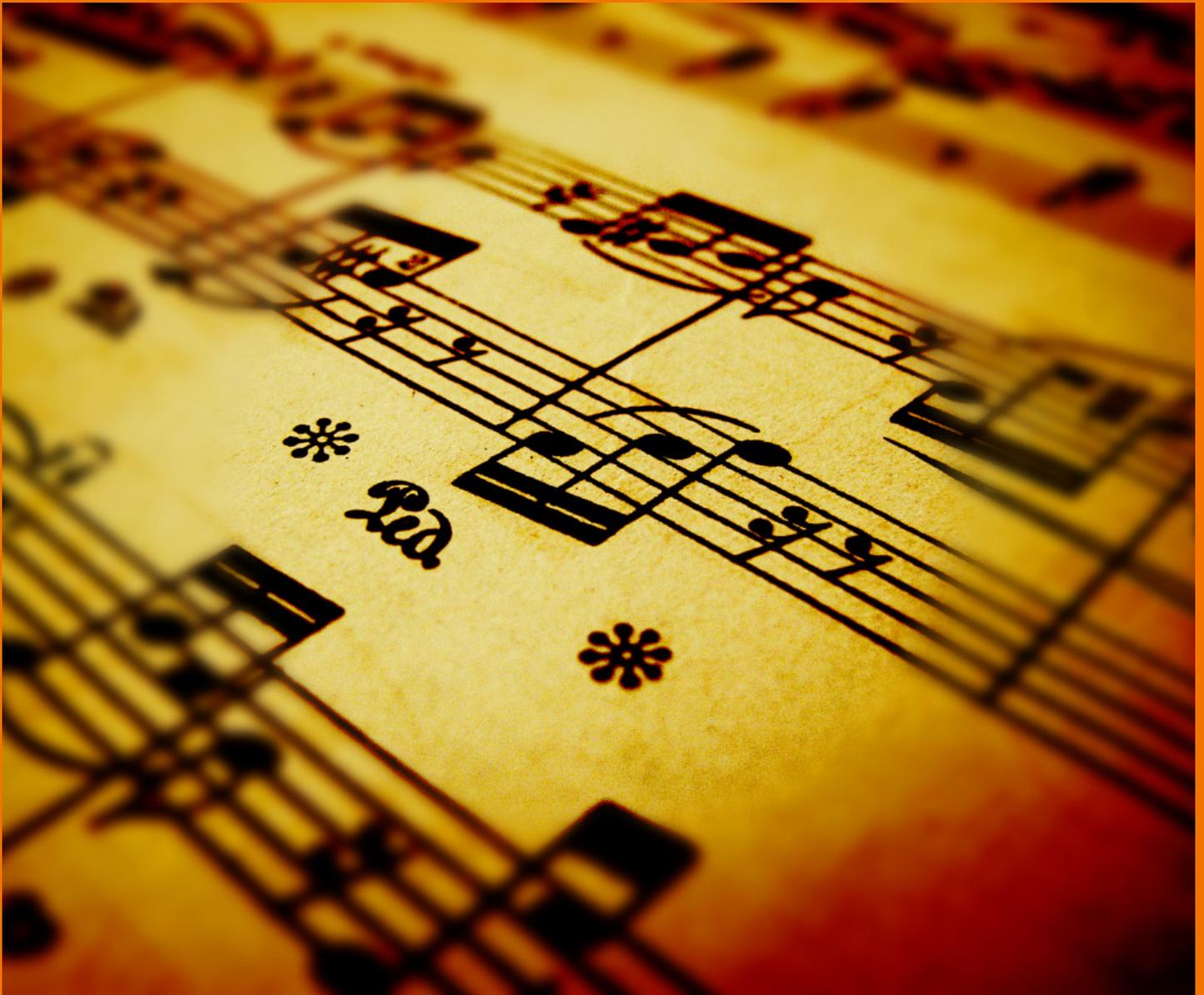
Anchor Standard #5. Develop and refine artistic work for presentation.

Anchor Standard #6. Convey meaning through the presentation of artistic work.

Anchor Standard #7. Perceive and analyze artistic work.

Anchor Standard #8. Interpret intent and meaning in artistic work.

Anchor Standard #9. Apply criteria to evaluate artistic work.



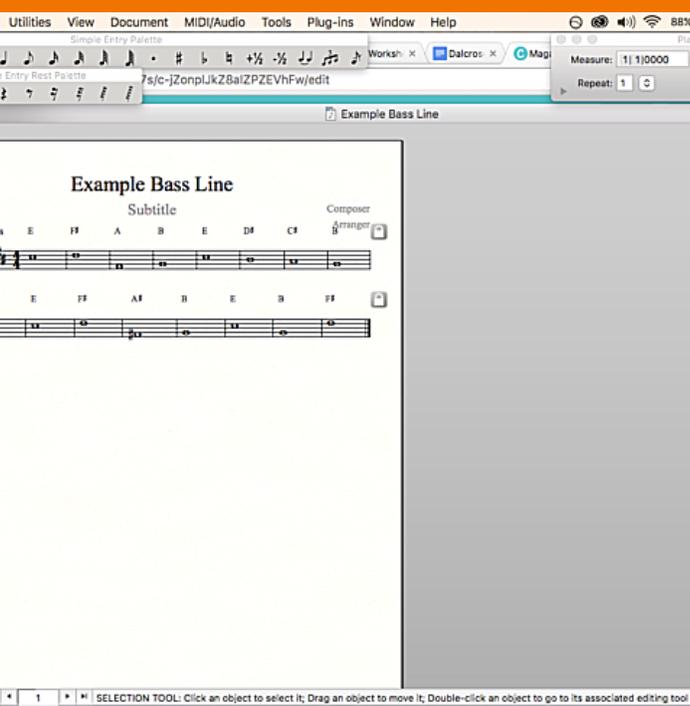
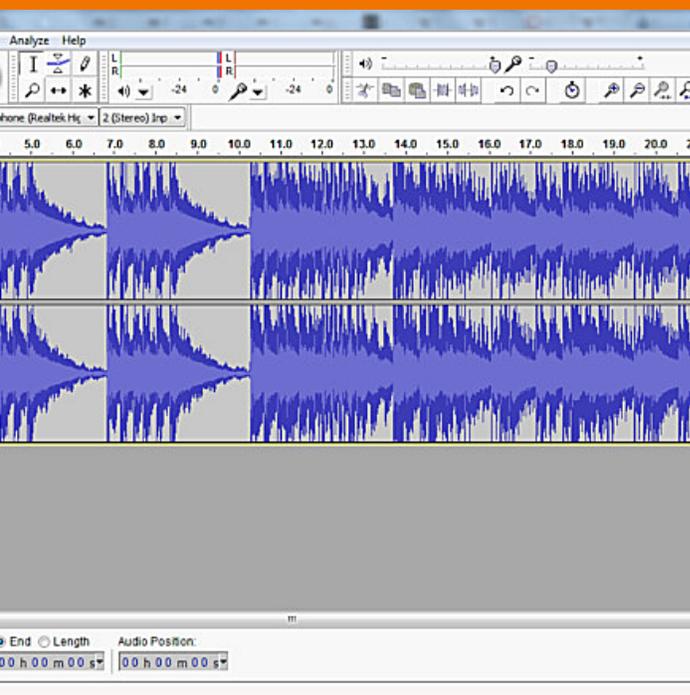


# EXAMPLE TECHNOLOGIES

Throughout the course, students will utilize various software to perform audio editing, audio recording, and musical notation.

Three key programs utilized will be GarageBand, Audacity, and Finale.

These programs allow music to be notated, recorded, manipulated, and built upon allowing for a comprehensive curriculum covering all steps from conception to realization in the music production industry.



# EXAMPLE PROJECT

## Objectives:

Use garageband to demonstrate understanding of form

Develop bass lines written during previous project using loops

## Description:

After creating and notating bass lines in previous project and discussing musical forms through analysis of popular works, students will create a culminating work. By utilizing loops within GarageBand, students will be able to build upon their written bass lines and develop a full length audio track suitable for radio air play. Students will model the form of their piece on an analysis of several works of their choosing as representative members of their favorite genre.



Example audio of completed project

Scan QR Code

or

<http://tinyurl.com/h2v59tw>



Example bass lines used as starting point for project

Scan QR Code

or

<http://tinyurl.com/jx2btma>



## WHAT ARE TEENS LISTENING TO?

At the 2015 Teen Choice Awards, over 25,000 teen voters chose Ed Sheeran as "Choice Male Artist" and Demi Lovato as "Choice Female Artist"





## DID YOU KNOW?

Over 2,000 radio stations in the United States play only country music making it the most popular genre by number of stations?

That's more than twice as many stations as any other genre of music!

# ABOUT THE TEACHER

Hello and welcome!

First and foremost I am a lover of music. I am a classically trained musician, but I enjoy listening to, playing, and creating music across many different genres. I am very excited to bring this elective class to the wide audience of music lovers that are here at school.

## PHILOSOPHY

Music is for everyone, but not all types of music are for all people. Just as no type of music is for everyone, no one type of music is for any one person all the time. Just as students learn to read and write and solve algebraic systems, students should learn to identify facets of music and use their understanding to make an informed judgement about it. Music is everywhere and we should be active participants in it rather than passive listeners.

WHAT AM I LISTENING TO?

<http://tinyurl.com/hn96ney>



# KYLE LAMB