UNIVERSITY OF GEORGIA

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University Council

March 10, 2023

UNIVERSITY CURRICULUM COMMITTEE – 2022-2023
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Dear Colleagues:

The attached proposal from the Franklin College of Arts and Sciences to offer a new Undergraduate Certificate in Classical Music Recording will be an agenda item for the March 17, 2023, Full University Curriculum Committee meeting.

Sincerely,

Susan Sanchez, Chair
University Curriculum Committee

cc: Provost S. Jack Hu
Dr. Marisa Pagnattaro

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 Classical Music Recording

Effective Term: Fall 2023

Which campus(es) will offer this certificate? Athens

Level: Undergraduate

CIP: 50091301

Program Abstract: The Undergraduate Certificate in Classical Music Recording requires completion of 15 hours of 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 and 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 the 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 eight 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.

The School of Music frequently employs student workers to assist with recording the over 300 public concerts that happen each year in the school. 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

Core Classes – 11 hours

Complete the following five classes:

MUSI 5800/7800, Introduction to Recording (3 hours)
(Name change to Audio Foundations will be submitted)
MUSI 5801/7801, Critical Listening (2 hours)
MUSI 5802/7802, Classical Recording (2 hours)
MUSI 5803/7803, Classical Overdub Recording (2 hours)
MUSI 5804/7804, Album Recording (2 hours)

Capstone Project – 1 hour

Complete a minimum of one hour from the following:

MUSI 5805/7805, DMA Recording (1 hour)
MUSI 58XX, Capstone Recording Project (1 hour)
(New course – CAPA proposal will be submitted)

Free Elective – 3 hours

Choose three hours from the following list.

FILM 4680/6680, Introduction to DV Production (3 hours) POD required.
MBUS 3550, Music Production (3 hours)
MBUS 4300, Music Publishing I (3 hours)
MBUS 4550, Live Concert Recording I (3 hours)
MUSI 4080/6080, Recording Practicum (1 hour; repeatable up to 8 hours)
MUSI 5805/7805, DMA Recording (1 hour; repeatable up to 5 hours)
MUSI 58XX, Independent Study Recording Project (1 hour)
(New course – CAPA proposal will be submitted)

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 and Admissions

Describe how the learning outcomes for the program will be assessed. Describe the process and criteria for how students will be admitted to and retained in the program.

In this certificate, students will be assessed by quizzes, papers, and recording projects. The certificate will be open to all UGA students via an application process. Non-music majors will be required to submit a short video recording of themselves performing a selection of their choosing. The purpose of this submission is to determine the student's familiarity with acoustically performed "classical" music. The purpose of this certificate, as stated in the proposal, is to provide students with marketable recording skills that will enhance their musical training in areas such as performance, music education, music therapy, and others. Where music majors will develop a musical foundation in their lessons, ensembles, and other music courses, non-majors should demonstrate that they have basic knowledge of classical music standard performance practices. Courses such as MUSI 2020, Introduction to Music, or MUSI 3550, Music Theory for Non-Majors, are available for students who lack a musical background but who wish to develop this basic knowledge of the genre. Interviews can be conducted in lieu of a recorded submission if a student is unable to perform but can demonstrate knowledge of the genre in conversation with faculty. Interviews may also be conducted if a student's record submission does not clearly demonstrate familiarity with the genre.

The application will consist of a music-focused resume that should convey any past experience in music performance and audio recording/live sound reinforcement (prior audio experience is not required), as well as a brief statement of purpose that should convey why the student would like to add the certificate and how they hope this training will enhance their learning.

The core curriculum of the proposed certificate is sequential, with the learning being cumulative. The student who wishes to learn anything about the practices and theory of this broad subject will probably want all of the program, not just part. It can also be required that any elective classes be completed either before or as a co-requisite to MUSI 5082/7802, Classical Recording. Additionally, the faculty members leading the program will be available for counseling, mentorship, and advice for students that need additional attention or motivation to remain in the program.

Documentation of Approval and Notification

Proposal: Undergraduate Certificate in Classical Music Recording

College: Franklin College of Arts and Sciences

Department: Hugh Hodgson School of Music

Proposed Effective Term: Fall 2023

Approvals:

- Hugh Hodgson School of Music Director, Dr. Peter Jutras, 10/7/22
- Franklin College of Arts and Sciences Associate Dean, Dr. Jean Martin-Williams, 10/19/22

Notification/Use of Courses:

- Film and Theatre Studies Department Head, Ms. Julie Ray, 10/12/22
- Lamar Dodd School of Art Director, Dr. Joseph Peragine, 10/7/22
- Music Business Program Director, Dr. David Barbe, 10/7/22