

MUSI10186 Creating Music For Advertising 1

Credit Points:	12.5
Level:	1 (Undergraduate)
Dates & Locations:	2015, Southbank This subject commences in the following study period/s: Semester 1, Southbank - Taught on campus.
Time Commitment:	Contact Hours: 24 Hours Total Time Commitment: 96 Hours
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Assoc Prof Mark Pollard
Contact:	<p>Faculty of the VCA and Music Student Centre Ground Floor, Elisabeth Murdoch Building (Bldg 860) Southbank Campus 234 St Kilda Road, Southbank, 3006 Enquiries Phone: 13 MELB (13 6352) Email: 13MELB@unimelb.edu.au</p>
Subject Overview:	<p>This subject introduces the basics of making music for advertising including, the jingle, sound as persuasion, working to a brief and in a collective, the function of music in advertising and creating music for mass media and multimedia. Creating music for advertising is delivered in two parts: lecture and workshop. Lecture is taught in a large group format and will illuminate the fundamental principals of the use of music in advertising. Workshop is a practical class and provides the opportunity for problem solving through the completion of short assignments and group discussion of issues related to creating music for advertising. During the course students will be required to complete individual tasks and engage in whole group discussion.</p>
Learning Outcomes:	<p>On completing this subject students will:</p> <ul style="list-style-type: none"> • develop an appreciation and understanding of the nature of creating music for advertising; • be cognisant of the key elements of creating music for advertising.; • develop an appreciation of the music in advertising development process in a group environment.
Assessment:	<p>(25%) Completion of a creating music for advertising logbook that documents observation and practice completed throughout the semester. Equivalent word length 1000 words. Due end of Semester. (15%) Completion of individual creating music for advertising tasks. Equivalent to 600 words. Due week 7 of the Semester. (50%) Completion and submission of creating music for advertising assignment that is based on craft, skills and concepts presented during the Semester. Duration 2- 4 minutes. Equivalent to 2150 words. In addition, a 250 word</p>

	statement clearly describing how key terms and concepts of commercial music arranging discussed throughout the semester are utilised in this work. Due: Examination period (10%) completion of a Creating Music for advertising research assignment. 400 words. Due week 4. Late submission- Unless an extension has been granted, for essays/assignments submitted after the due date, the mark a student is awarded for their work will be reduced by 10% for each day the work is late. Using electronic submission means work may be submitted on any day.- Unless an extension has been granted, assignments submitted later than 5 working days (or 1 week if due on a weekend) after the due date will not be marked, and will receive no marks. Hurdle requirements: Students must attend 80% of all scheduled classes and attempt all elements of assessment to be eligible for a pass in this subject
Prescribed Texts:	None
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2015/B-ARTS) # Bachelor of Commerce (https://handbook.unimelb.edu.au/view/2015/B-COM) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2015/B-ENVS) <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On completing this subject students will:</p> <ul style="list-style-type: none"> • be critical and creative thinkers, with an aptitude for continued self-directed learning; • be adept at learning in a range of ways, including through information and communication technologies; • expand their analytical and cognitive skills through learning experiences in diverse subjects; • have the capacity to participate fully in collaborative learning and to confront unfamiliar problems.
Links to further information:	http://www.vcam.unimelb.edu.au/
Related Course(s):	<p>Bachelor of Fine Arts (Contemporary Music) Bachelor of Fine Arts (Film and Television) Bachelor of Fine Arts (Music Theatre) Bachelor of Fine Arts (Production) Bachelor of Fine Arts (Screenwriting) Bachelor of Fine Arts (Theatre Practice) Bachelor of Fine Arts (Visual Art)</p>