Area of Interest: Media and Communications

Music Industry Arts

Ontario College Diploma 42 Weeks Ottawa Campus

Academic Year: 2019/2020
Program Code: 1405X04FWO

Our Program

Start your music industry career sooner - Learn the world of audio production and the business of music.

With a condensed format of 42 weeks, the Music Industry Arts Ontario College Diploma program prepares you to start your music industry career sooner. You learn how to work as a producer, engineer or music professional in today’s music industry.

As a student, you produce multi-track recordings in a real studio environment where you learn the full range of audio engineering and music production skills.

Although the primary focus is on audio production, the program also has a significant focus on the business side of the music industry. Explore:

- legal contracts
- copyright issues
- royalties
- music publishing

During the program, you work in small studio lab classes to gain hands-on experience in the recording studio with guidance from an instructor. Individual time in the studio lets you experience what it is like to control your own recording session. You can use this time for your own projects, mastering the equipment or applying techniques learned in class.

Employment

Graduates may find employment as audio engineers, producers, personal managers, music publishers, arts administrators and concert promoters. Opportunities may also exist for graduates wishing to start their own production companies.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Produce multi-track recordings in a professional studio environment utilizing a full range of audio engineering and music production skills.
- Operate and maintain multi-track recording systems and signal flow in a typical studio operation according to established procedures involved in music recording sessions.
- Budget, schedule and prepare a business plan for a recording project.
- Complete all work pertaining to business contracts, mechanical licensing, song publishing, copyright and synchronized licensing within legal guidelines.
- Record musical instruments including the voice by matching the characteristics of different types of microphones and various microphone techniques with a selected application.
- Produce professional music and post production sound for TV and film using advanced skills.
• Produce professional music and post production sound for TV and film using advanced skills with appropriate recording interface.
• Read and write music with an understanding of rhythm, intervals, chording and lead sheets.
• Assess the acoustical characteristics of a recording environment.
• Situate current work within historical and current trends in the music industry.
• Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

**Program of Study**

<table>
<thead>
<tr>
<th>Level: 01</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MSC2000  Digital Audio Concepts</td>
<td>56.0</td>
</tr>
<tr>
<td></td>
<td>MSC2001  Music Business I</td>
<td>56.0</td>
</tr>
<tr>
<td></td>
<td>MSC2003  Recording Engineering Production I</td>
<td>140.0</td>
</tr>
<tr>
<td></td>
<td>MSC2019  Entrepreneurship in the Music Industry</td>
<td>28.0</td>
</tr>
<tr>
<td></td>
<td>MSC2020  Music Theory Fundamentals</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>PSY2000  Psychology in Society</td>
<td>42.0</td>
</tr>
</tbody>
</table>

Choose one from equivalencies:

<table>
<thead>
<tr>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>GED1405  General Education Elective</td>
<td>42.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level: 02</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ENL1813M Communications I</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>MSC2005  Music Business II</td>
<td>56.0</td>
</tr>
<tr>
<td></td>
<td>MSC2007  Recording Engineering Production II</td>
<td>140.0</td>
</tr>
<tr>
<td></td>
<td>MSC2018  Trends and Popular Culture</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>MSC2022  Production Theory</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>MSC2023  Music in the Digital Age</td>
<td>28.0</td>
</tr>
<tr>
<td></td>
<td>MSC2028  Music Theory and Composition</td>
<td>28.0</td>
</tr>
<tr>
<td></td>
<td>MSC2031  Digital Music and Technology</td>
<td>28.0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level: 03</th>
<th>Courses</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ENL2010  Personal Presentation Skills</td>
<td>42.0</td>
</tr>
<tr>
<td></td>
<td>MSC2008  Entertainment Contracts</td>
<td>56.0</td>
</tr>
<tr>
<td></td>
<td>MSC2012  Recording Engineering Production III</td>
<td>140.0</td>
</tr>
<tr>
<td></td>
<td>MSC2013  Audio for Video</td>
<td>84.0</td>
</tr>
<tr>
<td></td>
<td>MSC2016  Live Production</td>
<td>28.0</td>
</tr>
<tr>
<td></td>
<td>MSC2021  Industry Preparation</td>
<td>28.0</td>
</tr>
</tbody>
</table>

**Fees for the 2019/2020 Academic Year**

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at [https://www.algonquincollege.com/fee-estimator](https://www.algonquincollege.com/fee-estimator).

Further information on fees can be found by visiting the Registrar’s Office website at [https://www.algonquincollege.com/ro](https://www.algonquincollege.com/ro).

Fees are subject to change.

Additional program related expenses include:
Equipment and supplies cost approximately $2,500. Students must purchase their own Macintosh laptop computer, which is included in the equipment cost estimate. Computers and supplies can be purchased directly from Algonquin’s Connections Store at educational discounted rates.

Admission Requirements for the 2020/2021 Academic Year

College Eligibility

• Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR

• Academic and Career Entrance (ACE) certificate; OR

• General Educational Development (GED) certificate; OR

• Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of $50 (subject to change) will be charged.

Program Eligibility

• English, Grade 12 (ENG4C or equivalent).

• Mathematics, Grade 12 (MCT4C) is recommended.

• Completion of a Supplemental Form and MP3 Recording. Submission details can be found on the Algonquin College Additional Admission Requirements website: http://www.algonquincollege.com/admissionspackages.

• International applicants must provide proof of the subject-specific requirements noted above along with proof of either: (IELTS / TOEFL) IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20.

• Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

Should the number of applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English.

Admission Requirements for 2019/2020 Academic Year

College Eligibility

• Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR

• Academic and Career Entrance (ACE) certificate; OR

• General Educational Development (GED) certificate; OR

• Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of $50 (subject to change) will be charged.

Program Eligibility

• English, Grade 12 (ENG4C or equivalent).

• Mathematics, Grade 12 (MCT4C) is recommended.

• Completion of a Supplemental Form and MP3 Recording.

• International applicants must provide proof of the subject-specific requirements noted above along with proof of either: (IELTS / TOEFL) IELTS-International English Language Testing
• International applicants must provide proof of the subject-specific requirements noted above along with proof of either: (IELTS / TOEFL) IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20.

• Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency.

Should the number of applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English.

Application Information

MUSIC INDUSTRY ARTS
Program Code 1405X04FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at http://www.ontariocolleges.ca/.

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information: https://algonquincollege.force.com/myACint/.

For further information on the admissions process, contact:

Registrar`s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Email: mailto:AskUs@algonquincollege.com

Additional Information

Programs at Algonquin College are Bring Your Own Device (BYOD). To see the BYOD requirements for your program, please visit: https://www7.algonquincollege.com/byod/.

Instructions and further detail on the completion of a Supplemental Form and MP3 Recording will be sent to applicants after the ontariocolleges.ca application has been processed.

For more information, please contact Colin Mills, Program Coordinator, at 613-727-4723 ext. 2297 or mailto:milsc@algonquincollege.com.

Course Descriptions

ENL1813M Communications I

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting
information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none
Corerequisite(s): none

**ENL2010 Personal Presentation Skills**

Students analyze and critique their own personal oral communication skills. By analyzing communications, micro-skills; for example, eye contact, body language, facial expression and hand gestures, students gain insight into their personal presentation style. Students experience a variety of presentation activities including an informative talk, a persuasive talk, a group presentation and an interview.

Prerequisite(s): none
Corerequisite(s): none

**GED1405 General Education Elective**

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s): none

**MSC2000 Digital Audio Concepts**

Modern audio production techniques rely heavily on a large variety of digital technologies. Basics covered include digital audio encoding, MIDI (musical instrument digital interface), synchronization and electronic instruments. All technologies discussed are integrated inside DAW (digital audio workstation) software.

Prerequisite(s): none
Corerequisite(s): none

**MSC2001 Music Business I**

Crucial concepts such as Intellectual Property and Copyright make up a large portion of the music business. Students learn concepts around the creation of intellectual property (i.e. a song) and demonstrates various revenue streams for songwriters and artists. Music publishing and the traditional record label are explored, as well as various roles in the music industry, such as distributors, promoters, agents and managers.

Prerequisite(s): none
Corerequisite(s): none

**MSC2003 Recording Engineering Production I**

Students are introduced to the equipment used in a professional recording studio, with a focus on recording consoles and Digital Audio Workstations. Basic acoustic, electronic and digital audio concepts are introduced. An emphasis on signal flow helps students navigate through the wealth of features currently available to the modern recordist while students study microphone techniques and the principles of signal processing. Recording, editing and basic mixing techniques are applied throughout the evolution of a project.

Prerequisite(s): none
Corerequisite(s): none

**MSC2005 Music Business II**
Students delve deeper into the roles within the music industry and the relationship between artists and consumers. Artist services are dissected and discussed including the powerful personal manager. Artists' career strategies, marketing, business and promotion plans are explored thoroughly and students work with an established artist to help them create a business/marketing plan for their career.

Prerequisite(s): MSC2001
Corerequisite(s): none

MSC2007 Recording Engineering Production II

Students are introduced to intermediate electronic concepts and audio specific standards and terminology. Microphone design is covered along with the physical method used to achieve a variety of polar patterns. In-depth training focuses on industry standard software using advanced editing and automation techniques. Advanced mixing and mastering skills are refined.

Prerequisite(s): MSC2003
Corerequisite(s): none

MSC2008 Entertainment Contracts

Students examine contracts, agreements and negotiation in the music industry, from recording and management contracts, producer agreements to publishing and song writing contracts. Areas where music and business intersect, the development of business-related knowledge and skills necessary to effectively maintain a professional career in the music industry are highlighted.

Prerequisite(s): none
Corerequisite(s): none

MSC2012 Recording Engineering Production III

Student focus on analog recording using 2" magnetic tape as the medium. Tape recorder concepts and alignment are introduced and synchronization is used to lock digital and analog technologies together. Advanced acoustics, as well as practical electronic concepts are introduced. Creative mixing and mastering techniques are covered.

Prerequisite(s): MSC2007
Corerequisite(s): none

MSC2013 Audio for Video

Recording audio for any type of video application is quite different than simply recording audio on its own. The synchronization of the audio and video is crucial, and the assistance of certain time code technologies make this possible. Students practice audio/video sync, foley, voiceovers and add other sound effects to video.

Prerequisite(s): none
Corerequisite(s): none

MSC2016 Live Production

From the advent of modern music to as recently as the 90s, the lines between techniques used in the studio and on the stage differed greatly and were starkly defined. Now, technology and access has blurred those lines, and has created an "Entertainment Production" environment where elements of both are used interchangeably. Students learn to apply the techniques learned in a studio environment to the high-pressure live-production world. Emphasis is placed on planning and communication tools such as stage plots and input lists in order to plan live technical productions, and best practices. As well, differing forms of PA systems and digital consoles are explored in depth in order to apply and implement the above planning tools in real-world show situations.

Prerequisite(s): none
Corerequisite(s): none
**MSC2018 Trends and Popular Culture**

Music is a medium of trends and popular culture. Students examine the historical roots of current popular culture and its effect on the media. As well, they look at the art of predicting trends and analyze their impact on mass communication.

Prerequisite(s): none  
Corerequisite(s): none

**MSC2019 Entrepreneurship in the Music Industry**

Many professionals in today’s music industry operate as their own business. Whether it’s an audio production facility, an artist management company or a performer wishing to pursue a professional career, individuals require entrepreneurial skills to succeed. Students are encouraged to start treating their music career as an efficient business as well; they acquire the discipline, sales, and networking and people skills necessary to expand their future client base.

Prerequisite(s): none  
Corerequisite(s): none

**MSC2020 Music Theory Fundamentals**

The importance of having a finely tuned ear is crucial to producing, mixing and creating a quality recording. Students enhance their preparation skills for a career in music production. They also learn the tools to identify intervals, chords, rhythms and other basic elements of music.

Prerequisite(s): none  
Corerequisite(s): none

**MSC2021 Industry Preparation**

Students are prepared to work in a professional music industry environment or start their own business. Communication and business skills are taught including basic accounting and writing for a variety of business-related audiences. As part of the curriculum, students isolate a certain area within the music industry and study it in depth.

Prerequisite(s): none  
Corerequisite(s): none

**MSC2022 Production Theory**

Emphasis is placed on the creative and artistic techniques of music production. Topics include song choice, song analysis, lyrics analysis, artist development and creative vision, scheduling and budgeting. Students learn to compromise and are flexible with regard to a producer’s vision while working with the artist and the record company’s requirements.

Prerequisite(s): none  
Corerequisite(s): none

**MSC2023 Music in the Digital Age**

Students examine the music industry in modern day and how technology has been both a positive tool and detrimental device. Students learn how the advancement of the Internet and the distribution of music online have caused a major stir within the music industry in turn causing a shift of revenue for rights holders. Students explore theories that tools such as social media have created a new generation of artists, while some say digital rights of content creators and rights holders have fallen by the wayside.

Prerequisite(s): none  
Corerequisite(s): none
MSC2028 Music Theory and Composition

The significance of composition and arranging is fundamental to producing and creating music. Students will continue their music theory learning with the addition of advanced harmony, song forms, lyric techniques and orchestration.

Prerequisite(s): MSC2020
Corerequisite(s): none

MSC2031 Digital Music and Technology

In the last twenty years, audio production has moved from the domain of mixing boards and tape machines to computers and portable devices. Over that time, digital audio workstations (DAWs) have evolved in ability and complexity at an increasing rate that can be challenging for beginners. Students learn to use the advanced features of a digital audio workstation in music production with an emphasis on workflow efficiency and professional industry standards.

Prerequisite(s): MSC2000
Corerequisite(s): none

PSY2000 Psychology in Society

Students are introduced to the investigation of behaviour and mental processes and explore how this information can be used in the music industry. Students interact with the theories of the discipline of psychology and relate them to social and work contexts. Additionally, students examine the theory of group dynamics to enhance personal and group performance.

Prerequisite(s): none
Corerequisite(s): none