



MUSC 4150

Division: Fine Arts

Department: Music

Course: MUSC 4150

Title: Commercial Composition

Catalog Description:

This course focuses on the practical application of composition skills learned in Music Theory I-IV to the area of commercial music. Emphasis will be placed on the creation of original jingles, compositions, and musical arrangements for a wide variety of instrumental and vocal ensembles. Areas of study will include writing music for television, film, commercials, radio, video games and the internet.

General Education Requirements: N/A

Semesters Offered: Spring

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: No

Prerequisites: MUSC 3120 (Music Theory IV)

Justification:

Composition and music arranging courses are typically required of music composition majors throughout the state of Utah and are a standard part of music major degrees at most colleges and universities accredited by the National Association of Schools of Music. Courses in commercial composition and arranging are also typically found in commercial music programs throughout the United States.

Student Learning Outcomes:

Students will be able to write idiomatic and appropriate compositions and musical arrangements for a variety of instrumental and vocal combinations, especially those commonly encountered in commercial music. Students will demonstrate an understanding of contemporary instrumental and vocal styles as well as all musical terms associated with these styles. Using a variety of compositional techniques, students will compose jingles and other short works for various media including, but not limited to television, film and radio.

Content:

Topics of study will include advertising agency structure, analyzing commercials, underscoring, arranging and orchestration concepts, jingle writing, composing music for radio commercials, corporate videos and infomercials, theatrical trailer music, video game music, internet and website music, and the business of commercials.

General Education Outcomes:

9) Respond with informed sensitivity to an artistic work or experience.

Learning the art of composition and music arranging is the primary goal of this course. In order to accomplish this goal, students will be expected to listen to and understand specific influential compositions and musical styles. These compositions will serve as a reference for composing short musical works as assigned in class.

Key Performance Indicators:

Students in this course will be evaluated using the following methods:

- Presentations: Students will compose short orchestrations for orchestra and band that are technically correct, playable by other students in the course, and written in a proper range for each instrument in the ensemble.
- Exams: Through written exams students will define specific musical terms, transpositions and techniques associated with string, woodwind, brass, keyboard, and percussion instruments.

Representative Text and/or Supplies:

Writing Music for Television and Radio Commercials (and more) by Michael Zager. Scarecrow Press. Current Edition

Optimum Class Size: 12

Maximum Class Size: 18

Signatures:

I hereby submit this course syllabus:

Brent Smith, D.A., Associate Professor

I hereby find this course consistent with the goals and resources of the Music Department:

Steve Meredith, DMA, Associate Professor, Chair

I hereby find this course consistent with the goals and resources of the Fine Arts Division:

Vance Larsen, MM, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)