

MUSB 2309 The Record Industry CLASS PROJECT - A&R

- + Divide into four groups.
- + Each group is tasked with finding a commercially viable artist for our class record label.
- + Each group presents their artist's music, social media, touring schedule, etc. to the entire class. There is open discussion regarding the merits of the artist's music and marketability after each presentation.
- + A final class discussion followed by a vote determines which artist is signed by our record label.
- + The presentations are analyzed based on completeness of information and key factors regarding the viability of their chosen artist. Focus on smaller goals during the process in addition to the primary task of finding the best artist.
- + In addition, each student is required to write a paper outlining their overall view of the presentations, the A&R process and their role within the group. Each student will also be tasked with keeping a journal of their contributions to their group.
- + Each participating student must demonstrate their knowledge of the task at hand and the proper procedures used to find a commercially viable artist and take part in the artist search and subsequent professional activities.
- + The written assignment is graded based on each student's level of participation and understanding of the A&R process.