

# THE SONGWRITER

## MUSIC COLLEGE

### Diploma in Songwriting and Music Performance

#### Qualification Modules and Hours

S/N	Code	Module Name	Face-to-Face Contact Hours	Self-Learning Hours
1	CS001	Modern Production Essentials	36	18
2	CS002	Melody Writing	36	18
3	CS003	Ear Training	18	9
4	CS004	Lyrics Writing	36	18
5	CS005	Studio Techniques	36	18
6	CS006	Music Business and Marketing Essentials	36	18
7	CS007	Creative Thinking	18	9
8	SS008	Artiste Personal Development	36	18
9	SS009	Video Production	36	18
10	SS010	Instrument Labs	36	18
11	SS011	Performance and Stage Techniques	36	18
12	SS012	Artiste and Media Management	36	18
13	SS013	Vocal Science and Singing Technique	36	18
14	FYP	Final Year Project		240
			<b>432</b>	<b>456</b>
		<b>Total Learning Hours</b>	<b>888</b>	

#### Module Synopsis

##### CS 001: Modern Production Essentials

This module equips students with knowledge and skills essential for songwriters in the 21st century. A range of topics covered include key roles in songwriting, songwriting workflow, music copyrights, basic music theory, synthesis and digital audio workstation (DAW). These foundational knowledge and skills form the basic ingredients that would prepare songwriters to both create up-to-date works at professional level, as well as negotiate effectively, efficiently and professionally in a contextually updated manner when dealing, working and collaborating with others in the music industry today.

##### CS 002: Melody Writing

This module deals with knowledge and skills needed for melody writing in the context of songwriting for popular music markets. Students will learn song forms of popular music genres of different markets, primary (motif), secondary (musical form) and tertiary (song structure) components of songs, as well as approaches in creative writing that will culminate in producing what is termed a hit song.

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### CS 003: Ear Training

This module aims to develop the quintessential skills of listening to music and analysing it from a technical perspective. This course comprises of 2 segments: 1) from a musician's perspective, students will learn how to listen to rhythm, time-signature, pitch and the relationship between note intervals, 2) from an engineer's perspective students will learn how to listen to frequencies and how it affects different instruments (vocals, guitar, bass drums). At the end of the module, students will be able analyse audio materials, identify unique musical ideas and integrate it into their repertoire.

### CS 004: Lyrics Writing

This module introduces students to different approaches towards lyrics writing, as well as techniques of lyrics writing as part of the songwriting process. Students will appreciate how lyrics are written differently for different contexts. Students will learn how to make use of concepts and various available tools for creative writing. Students will also be taught how to systematically and strategically approach the writing process for effective storytelling.

### CS 005: Studio Techniques

This module equips students with the essential skills to effectively operate professional audio equipment. Students will learn how microphones, microphone preamplifiers and outboard gear operate; safe operating procedures; microphone characteristics, placement and essential studio signal flow to achieve the highest quality of audio production in a professional studio environment. Students will apply the knowledge learnt in this module to create professional-sounding audio recordings for song productions.

### CS 006: Music Business and Marketing Essentials

This module aims to prepare students to build a sustainable career within the music industry by providing them with a strong fundamental understanding and overview of the music business. This module will introduce: 1) Various key players in the music industry which includes publishing houses, labels, management companies, publicists, etc. 2) Singapore copyright laws and employment rights for a freelancer. 3) Impart practical skills like creating a feasible online portfolio, building a network, understanding target audiences, social media management and more.

### CS 007: Creative Thinking

This module aims to introduce to students, concepts in creative thinking, in a general sense not necessarily and specifically only targeted directly at any aspects of the songwriting process per se. The lessons for this module are filled with class activities that inform, inspire and allow students to explore and question what creativity is, how it may be evoked, and how it can be guided to fruition. Understanding creative thinking in a general sense would then allow students to translate this skill to different aspects of the songwriting processes as students move on to these aspects in their practices when they encounter the various other

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modules in this course, and indeed also as they develop into professional songwriting practitioners.

### SS 008: Artiste Personal Development

This module equips students with diverse skill sets required to be an artist, public figure and singer-songwriter. Apart from introducing advanced techniques in singing, the module sets students thinking about issues of communication and presentation when artists interact with the various segments of the public, be it fans, media or industry partners. It is pertinent that an artist is self-aware of the image they portray to the public, and that the artist learns to develop and maintain his or her own public persona as distinct and separate from his or her private persona, and this module aims to achieve that goal. Students will also learn about personal grooming and wardrobe management.

### SS 009: Video Production

This module equips students with the necessary skills to conceptualise and execute a music video. Students will learn how to create a storyboard and make a case for their stories. Students will also learn about the technical aspects of video production ranging from on-site shooting to post production video editing.

### SS 010 Instrument Labs

As part of the curriculum, all students of the Diploma in Songwriting & Performance are required to declare their principal instrument (piano/guitar) and develop their proficiency in their instrument under the supervision of instructors hired by the school. A facilitator of our school will be entrusted to oversee the coordination of the instrument lab module. The Committee has prepared this set of guidelines so that all students are aware of the various requirements in terms of mastering your instrument.

### SS 011 Performance and Stage Techniques

This module equips students with the necessary skills to handle a live performance environment. Students will be taught how to react and handle stage dynamics with other performers and also if they are performing on their own. Students will also be exposed to various supporting tools which will aid them in creating a better showcase.

### SS 012 Artiste and Media Management

This module equips students with fundamental concepts related to music marketing, branding, media management, music distribution and agreements. Students will get an overview and gain insights to the general ecosystem within the music industry and how they might fit into the picture. Students will also be equipped with skills and the mindset necessary to navigate the ever changing music industry.

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### SS 013: Vocal Science and Singing Technique

This module equips students with the physiological knowledge of how vocalisation works so that students understand how to better control their vocals for more effective singing, as well as how to maintain vocal health which is very crucial for a professional career in singing. Students will also learn advanced singing techniques for different genres of music as well as strategies for effective live performance.

### FYP Final Year Project

As part of the curriculum, all students of the school are required to undertake a project supervised by the facilitators. The Final Year Project Committee of our school will be entrusted to oversee the coordination of all final year projects. The Committee has prepared this set of guidelines so that all students are aware of the various project requirements in terms of project schedule, project report, and presentation.

### Assessment

Code	Module Name	Assessment 1	Assessment 2	Assessment 3
CS001	Modern Production Essentials	30%	70%	
		Formative	Summative	
CS002	Melody Writing	50%	50%	
		Formative	Summative	
CS003	Ear Training	50%	20%	30%
		Formative	Class Participation	Summative
CS004	Lyrics Writing	30%	70%	
		Formative	Summative	
CS005	Studio Techniques	50%	50%	
		Formative	Summative	
CS006	Music Business and Marketing Essentials	50%	50%	
		Formative	Summative	
CS007	Creative Thinking	40%	60%	
		Formative	Summative	
SS008	Artiste Personal Development	40%	60%	
		Formative	Summative	
SS009	Video Production	50%	50%	
		Formative	Summative	
SS010	Instrument Labs	40%	60%	
		Summative	Recital	

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SS011	Performance and Stage Techniques	50%	50%	
		Formative	Summative	
SS012	Artiste and Media Management	35%	65%	
		Formative	Summative	
SS013	Vocal Science and Singing Technique	30%	70%	
		Formative	Summative	
FYP	Final Year Project	100%		