# PROGRAMME SPECIFICATION

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| **Section 1**  **General information** |
| Programme Title: BA Songwriting and Artist Development |
| Duration: 3yrs; Start date September 2024 |
| Intermediate Awards Available: CertHE, DipHE, Ordinary Degree |
| Location of Delivery: Institute of Contemporary Music Performance |
| UCAS Code: |
| Relevant QAA Benchmark Statements: Subject Benchmark Statement for Music, 2019  Framework for Higher Education Qualifications, 2024 |
| Professional, Statutory and Regulatory Bodies Accreditation: |
| Additional Versions of this programme: |
| Programme Leader: Shane Beales |
| Updated: June 2024 |
| HECoS Code: 101451 |

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| **Section 2**  **Programme Description and Learning Outcomes** | |
| **Programme Aims and Ethos** | This programme is designed to…   * Enable you to develop a compelling proposition for your artist project through a synthesis of skills, knowledge and command of songcraft and artistic identity; * Enable you to conceive and courageously pursue creative possibilities through developing and honing your creative instincts and skills for enquiry; * Enable you to develop your collaborative skills, creative resilience and reflexive practice, so that you are equipped for a broad range of professional and cultural contexts; * Enable you to develop your business enterprise skills and attributes, ethics, cultural intelligence and self-efficacy so that you are equipped to work within a broad range of professional and cultural contexts; * To develop your transferable, analytical, research, and communication skills to a level sufficient to engage in academic songwriting critique, commentary, and future study. |
| **Programme Learning Outcomes** | *Industry readiness & employability*   1. The development of skills, qualities and behaviours associated with the contemporary practice of writer-performer artists; 2. Communication and collaboration within creative teams; 3. The evaluation, analysis, and development of contemporary music business practices including marketing, promotion, and writing business plans and funding proposals.   *Imagination & enterprise*   1. An advanced level of communication, imagination and creativity; 2. Lead, manage and deliver your own creative projects from conception to realisation; 3. An understanding of the wide-ranging professional applications of songwriting within music (and associated) industries.   *Adaptability*   1. Evaluation and organisation of your own learning; 2. An appreciation of uncertainty, ambiguity, and the limits of knowledge; 3. Decision-making in complex and unpredictable contexts; 4. Develop skills in teamwork, negotiation, leadership, project development and organisation.   *Global citizenship*   1. The exercise of initiative and personal responsibility; 2. The development of practices and principles required to support and sustain mental health and wellbeing; 3. The development of emotional and cultural intelligence; 4. The critical evaluation of contemporary songwriting and artistic techniques and approaches within a range of cultural and stylistic contexts; 5. The ability to construct robustly reasoned, evaluative, and intersectional arguments with an independent point of view. |

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| **Section 3**  **Learning and Teaching Activities** | |
| ICMP’s mission is to “inspire, encourage and equip our students to succeed by delivering a relevant and innovative educational experience of the highest quality”.  The LTA Strategy defines ICMP’s approach in relation to classroom activity and the student experience, setting out our aspirations and priorities for 2019- 22, and ensuring we meet ICMP’s institutional strategic objective to achieve the highest quality of teaching and learning and deliver outstanding student and graduate outputs.  The aim of the Strategy is to articulate and implement a strategic approach to learning, teaching and assessment that:   * Delivers an education experience of the highest quality; * Values students as active partners in learning; * Supports student success; * Develops academic excellence in teaching and learning.   The strategy is specifically designed to support students in meeting the Attributes of an ICMP graduate. | |
| **Industry readiness & employability are developed through:** | Writing camps; Writing Workshops; Seminars; Creative Labs; Forming Collaborative teams and writing partnerships; Industry Guest Sessions; Extra-Curricular Experiential Learning; Networking Opportunities. |
| **Imagination and enterprise are developed through:** | Writing camps; Writing Workshops; Seminars; Creative Labs; Forming Collaborative teams and writing partnerships; Industry Guest Sessions; Extra-Curricular Experiential Learning; Networking Opportunities. |
| **Adaptability is developed through:** | Writing camps; Writing Workshops; Seminars; Creative Labs; Forming Collaborative teams and writing partnerships; Industry Guest Sessions; Extra-Curricular Experiential Learning; Networking Opportunities. |
| **Global citizenship is developed through:** | Writing camps; Writing Workshops; Seminars; Creative Labs; Forming Collaborative teams and writing partnerships; Industry Guest Sessions; Extra-Curricular Experiential Learning; Networking Opportunities. |

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| **Section 4**  **Programme Structure** | | | | | | |
| Programmes are made up of modules that are each credit weighted.  A core module for a programme is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module is a module selected from a range of modules available on the programme. | | | | | | |
| **Level** | **Module Code** | **Module Title** | **Semester** | **Credit Weighting** | **Core/ Optional** | **Available via Distance Learning** |
| 4 |  | Songwriting Fundamentals: Exploring Songcraft | A | 20 | Core |  |
| 4 |  | Songwriting Fundamentals II: Exploring Songcraft | B | 20 | Core |  |
| 4 |  | Production Fundamentals for Artists | A | 20 | Core |  |
| 4 |  | Music Business Fundamentals for Artists | A | 20 | Core |  |
| 4 |  | Musicianship Fundamentals for Artists | B | 20 | Core |  |
| 4 |  | Performance Fundamentals for Artists | B | 20 | Core |  |
| 5 |  | Applied Songwriting: Extending Songcraft | A | 20 | Core |  |
| 5 |  | Applied Songwriting II: Embedding Songcraft | B | 20 | Core |  |
| 5 |  | Applied Performance for Artists | A | 20 | Core |  |
| 5 |  | Applied Production for Artists | A | 20 | Core |  |
| 5 |  | Applied Marketing Strategies for Artists | B | 20 | Core |  |
| 5 |  | Asset Creation for Artists | B | 20 | Core |  |
| 6 |  | Advanced Songwriting: Creative Identity & Repertoire | A/B | 40 | Core |  |
| 6 |  | Professional Practice for Artists | A | 20 | Core |  |
| 6 |  | Professional Practice for Artists II | B | 20 | Core |  |
| 6 |  | The Enterprising Artist | A | 20 | Core |  |
| 6 |  | The Enterprising Artist II | B | 20 | Core |  |

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| **Section 5**  **Assessment** **Overview** | | | | |
| **Module Code** | **Module Name** | **Component of Assessment** | **Percentage Weighting** | **Word count / duration / production hours** |
| **Level 4** | | | | |
|  | Songwriting Fundamentals: Exploring Songcraft | Portfolio | 75% | 140 production hours |
|  | Songwriting Fundamentals: Exploring Songcraft | Observation | 25% |  |
|  | Songwriting Fundamentals II: Establishing Songcraft | Portfolio | 75% | 140 production hours |
|  | Songwriting Fundamentals II: Establishing Songcraft | Observation | 25% |  |
|  | Music Business Fundamentals for Artists | Essay / Media Presentation | 100% | 3000 words /  20 mins |
|  | Performance Fundamentals for Artists | Portfolio | 75% | 140 production hours |
|  | Performance Fundamentals for Artists | Observation | 25% |  |
|  | Production Fundamentals for Artists | Portfolio | 75% | 140 production hours |
|  | Production Fundamentals for Artists | Observation | 25% |  |
|  | Musicianship Fundamentals for Artists | Observation | 100% |  |
| **Level 5** | | | | |
|  | Applied Songwriting: Extending Songcraft | Portfolio | 75% | 140 production hours |
|  | Applied Songwriting: Extending Songcraft | Observation | 25% |  |
|  | Applied Songwriting II: Embedding Songcraft | Portfolio | 75% | 140 production hours |
|  | Applied Songwriting II: Embedding Songcraft | Observation | 25% |  |
|  | Asset Creation for Artists | Interview | 100% | 20mins |
|  | Applied Performance for Artists | Observation | 25% |  |
|  | Applied Performance for Artists | Portfolio | 75% | 140 production hours |
|  | Applied Production for Artists | Portfolio | 75% | 140 production hours |
|  | Applied Production for Artists | Observation | 25% |  |
|  | Applied Marketing Strategies for Artists | Portfolio | 100% | 140 production hours |
| **Level 6** | | | | |
|  | Advanced Songwriting: Creative Identity & Repertoire | Creative portfolio | 85% | 210 production hours |
|  | Advanced Songwriting: Creative Identity & Repertoire | Observation | 15% |  |
|  | Professional Practice for Artists | Project Proposal | 100% | 140 Production Hours |
|  | Professional Practice for Artists II | Project Portfolio | 100% | 140 Production hours |
|  | The Enterprising Artist | Pitch Deck | 100% | 140 Production hours |
|  | The Enterprising Artist II | Business Plan/Funding Proposal | 100% | 140 Production hours |
| *ICMP is committed to supporting all learners. It is ICMP’s responsibility to put reasonable adjustments in place for any student with a learning difference, disability, and/or experience circumstances that may impact their learning. We engage with students individually on implement reasons adjustments based on their individual needs.* | | | | |

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| **Section 6**  **Graduate Attributes** | | | | |
| The programmes at ICMP are designed to ensure that all ICMP students have the opportunity to develop the following graduate attributes:  *Industry ready & employable*   * Expert and highly skilled in their discipline * Able to navigate the complexities the creative industries * Digitally literate * Articulate, confident and effective communicators * Able to negotiate constructively and to influence others   *Imaginative & enterprising*   * Resilient to change * Creative problem solvers * Skilled in collaboration * Committed to challenging established practices   *Adaptable*   * Adept at team-working and collaboration * Creative in applying solutions to complex problems * bAble to work flexibly in both physical and digital environments   *Global citizens*   * Socially and environmentally responsible * Community-minded * Respectful of difference * Sensitive to a range of cultural perspectives   These attributes are developed in the following modules | | | | |
| **Module Code**  *List modules* | Industry ready and employable [Y/N] | Innovative and enterprising  [Y/N] | Adaptable  [Y/N] | Global citizens  [Y/N] |
| Songwriting Fundamentals Exploring Songcraft | Y | Y | Y | Y |
| Songwriting Fundamentals II: Exploring Songcraft | Y | Y | Y | Y |
| Production Fundamentals for Artists | Y | Y | Y | Y |
| Music Business Fundamentals for Artists | Y | Y | Y | Y |
| Musicianship Fundamentals for Artists | Y | Y | Y | Y |
| Performance Fundamentals for Artists | Y | Y | Y | Y |
| Applied Songwriting: Extending Songcraft | Y | Y | Y | Y |
| Applied Songwriting II: Embedding Songcraft | Y | Y | Y | Y |
| Applied Performance for Artists | Y | Y | Y | Y |
| Applied Production for Artists | Y | Y | Y | Y |
| Applied Marketing Strategies for Artists | Y | Y | Y | Y |
| Asset Creation for Artists | Y | Y | Y | Y |
| Advanced Songwriting: Creative Identity & Repertoire | Y | Y | Y | Y |
| Professional Practice for Artists | Y | Y | Y | Y |
| Professional Practice for Artists II | Y | Y | Y | Y |
| The Enterprising Artist | Y | Y | Y | Y |
| The Enterprising Artist II | Y | Y | Y | Y |

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| **Section 7**  **Additional Information** |
| More information about this programme is available from:   * [icmp.ac.uk](http://icmp.ac.uk/) * ICMP Dashboard: <http://home.icmp.ac.uk/> * Programme Handbook * Canvas * ICMP Academic Regulations |
| **Additional costs**  The CMA (Competition and Markets Authority) requires that information be provided about all significant and specific costs (eg. equipment, excursions) that are not included in the fees. |
| * Device with internet connection |
| * Computer with DAW software & headphones/suitable monitors |
| * Audio interface, microphone & necessary cables |
| * Midi Keyboard/input device |
| * Musical instrument to compose with |