BTEC Level 3 National

Extended Certificate in Music Performance

Year 11 > 12

Transition Pack

• BTEC Level 3 Music: Course Overview •

At Lambeth Academy we aim to run the **Pearson BTEC Level 3 National Extended Certificate in Music Performance**. This course is designed to develop your practical musicianship, musical literacy and knowledge and understanding of professional practice within the music industry. In addition to music-sector specific content, the course also explores highly desirable skills such as performance techniques, cognitive and problem-solving skills, communication skills, digital competency, self-management and collaborative team working.

It is expected that all applicants will play an instrument and/or sing, and should aim to begin the course with a basic understanding of music theory and notation.

The qualification equates to one A level and is intended to be studied alongside other subjects over a two-year programme of study. Over the course of the two years, you are expected to complete four units. Three are mandatory (highlighted below in orange) and you have one free choice.

Unit	Mandatory/Optional
1. Practical Music Theory and Harmony	Mandatory
2. Professional Practice in the Music Industry	Mandatory
3. Ensemble Music Performance	Mandatory
4. Composing Music	Optional
5. Music Performance Session Styles	Optional
6. Solo Performance	Optional
7. Improvising Music	Optional

"Music gives a soul to the universe, wings to the mind, flight to the imagination and life to everything"

- Plato
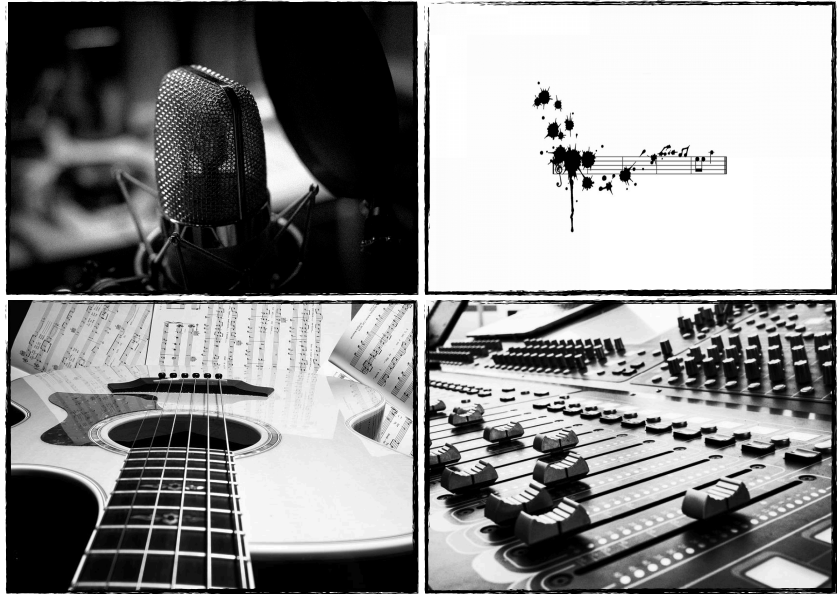
• What is the aim of this transition project? •

This transition project aims to give you an insight into some of the different Music BTEC units and give you a flavour of the type of tasks and project-based work you will be expected to complete during the course. This project has been especially designed to assess your musicianship, creativity, understanding of key professional attributes and ability to project manage.

Whilst the course is primarily practical, music industry professionals have acknowledged that it is extremely important for those pupils seeking to continue music in higher education, or pursue a career in the music industry, to have an understanding of music theory and notation. Being able to read and understand musical scores opens up opportunities to those who do not read music. Therefore, this project also aims to give you a baseline knowledge of score and music reading.

The transition project will include content based on:
• Unit 1: Practical Music Theory and Harmony •
• Unit 2: Professional Practice in the Music Industry •
and
• Unit 4: Composing Music or Unit 6: Solo Performance •

• Project Tasks •

There is one short task and one extended task split into three sections that will culminate in the submission of one final portfolio. Each task should take you around three hours to complete.

WEEK	PAGE	LEARNING AIM	TASK	SUBMISSION
Week 1	5	To know the basic signs and symbols of music notation To understand where notes are placed on a stave To be able to write a range of different note durations	Task 1: Music Theory	Music Theory Worksheets
Week 2	6-8	To know the key professional attributes required at industry level To understand how positive professional relationships support career progression To be able to identify strengths and weaknesses in relation to professional attributes	Task 2a: Extended Project - The Music Industry	Extended Project Portfolio that will include: • Professional behaviour audit • Recording of music product • Marketing plan
Week 3	9-10	To know compositional or arrangement techniques To understand how to resource and implement musical ideas To be able to create an original or arranged musical product	Task 2b: Extended Project - Create a Music Product	
Week 4	11-12	To know a range of marketing strategies To understand how marketing can be used in different contexts To be able to create a marketing portfolio	Task 2c: Extended Project - Market a Music Product	
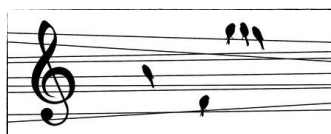
• Equipment Checklist •

Pen/s

Pencil/s

Highlighters

Plain or Lined Paper

Manuscript Paper

Headphones

Sequencing or recording software on a computer, phone or tablet (i.e. logic, cubase, garageband) - *information on how to access free online packages can be found below.*

Week 1 - Task 1: Music Theory

Outline:

Before you begin your BTEC Level 3 Music in September, you will be in a very good position if you already have a basic understanding of music theory and notation. During this week you will learn and review some of the key aspects of music theory to get you started!

Task list:

1. Watch this short TED-Ed video on 'How to read music'. Take notes on how music notation identifies notes, pitch, clef, rhythm and bars.
2. Go through the lessons on musictheory.net based on the following topics -
    a) The staff, clefs and ledger lines
    b) Note duration
    c) Measures and time signature
    d) Rest duration
    e) The major scale
    f) The minor scale
    g) Key signatures

    Take detailed notes on each area and practice writing out your clefs and notes. If you require manuscript paper (paper that has staves on), you can print from this website, but you can also draw out your own using a ruler. You can also do tests on this website to check your knowledge!

Submission:

Complete the theory worksheets (click here)

Extra links and resources	Estimated Time
Music Theory for Dummies	3 hours
BBC Bitesize Music Notation	
Building Blocks YouTube Channel (Music Theory)	

Task 2: Extended Project

Outline:

For your extended music project you will learn about some important aspects of the music industry, create a music product and plan a marketing campaign for your music product inline with expected professional practice. This task is split into three subsections and should take you three weeks to complete.

Task list:

There are a set of different tasks within each subsection (2a, 2b and 2c). Follow the instructions and keep a record of your notes as this will help you create your final portfolio!

Submission:

A portfolio of work that includes - a professional behaviour audit, a recording of your music product and marketing package. See appendix A for more details

Task	Extra links and resources	Estimated Time
2a - The Music Industry	Music Industry	2 hours
	Current Issues in the Industry	
	How the Music Industry Works	
2b - Create a Music Product	Beginners guide to Music Production	4 hours
	Online beat maker	
	What makes a song a hit?	
2c - Market a Music Product	Marketing Tips	3 hours
	How to grow your fanbase	
	Outstanding examples of modern marketing	

Task 2a: The Music Industry

Building a successful and profitable career in the music industry relies on good professional practice. Maintaining a professional demeanour, behaving appropriately and building positive working relationships is something that is learnt very quickly; reputation is everything! It is often said that excellent communication skills are just as important as creating a good product.

A majority of industry professionals are freelance workers. This means that they are self-employed and rely on being hired for work by different companies or personnel and most do not have a reliable regular income. Whilst there are many advantages to 'being your own boss' it can also be an extremely tough gig when you are solely responsible for sourcing clients (a customer/person/company using your services), arranging and managing your finances and funding, whilst maintaining a high quality product.

However, in addition to this, job roles, expectations, developments and products change rapidly within this sector and it is extremely important that musicians, technicians and engineers alike aim to keep on top of current trends and ways of working. Large amounts of persistence, resilience and self-belief (and ability to self-reflect) are crucial to success in this industry. Other important skills are the ability to negotiate, network, build relationships and form an online presence.

Watch this documentary on 'The Music Industry and the Digital Revolution'.
Key questions (take notes):
• What has changed in the industry over time?
• What are the challenges with the business model?
• What do you think is the most important thing in order to be successful?
• Any other considerations

Additional thoughts...

Read these articles about the music industry and add to your notes - do you agree with everything that has been written? What are some of the issues facing the music industry? You will use these notes to help form your portfolio presentation!

- https://www.thebalancecareers.com/music-industry-facts-every-musician-needs-to-know-2460726
- https://www.bimm.ac.uk/employability/understanding-the-music-industry/
- https://medium.com/@HaydenJenning18/the-fall-of-the-music-industry-where-it-is-and-where-its-going-dd12da6427ff

**Task: Professional behaviours audit**

1. Go through the list of desirable professional behaviours (below). Reflect on why each behaviour is important and the value it could bring to an industry professional.
2. Then RAG yourself against each behaviour - you will need to evidence this in your final pitch submission.

- Being prepared, reliable and committed
- Being organised and plan using prioritisation skills
- Excellent communication and awareness of others
- Excellent punctuality, able to meet deadlines and considered scheduling
- Able to work in teams, knows when to take the lead or delegate
- Achieves excellent outcomes and good at making decisions

Task: Job roles in the industry

1. Read through this list of job roles within in the industry. Each role fits into one of four different categories, categorise them:
   i) Performance/creative roles
   ii) Management and promotion roles
   iii) Recording roles
   iv) Media and other roles

2. Choose a role from each area (that you are most interested in) and research it in more detail. Find out:
   - what the main responsibilities are
   - how you might apply for this kind of job (is it freelance or contract?)
   - what other job roles it connects with
   - why this role is important to the industry
   - what professional attributes are required to be successful in this position

Task 2b: Create a Music Product
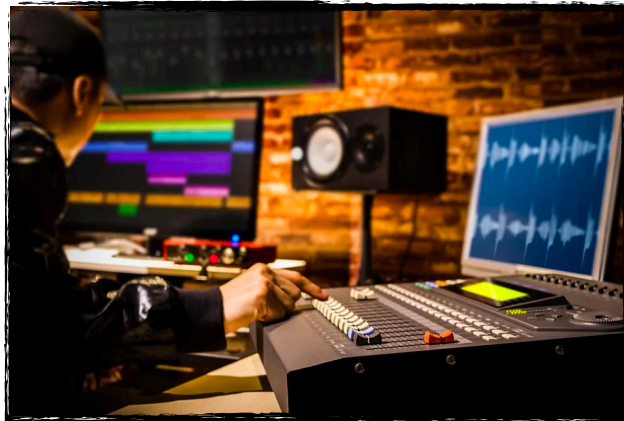
Now we get to the fun bit! You have been given a brief to create a music product. This music product will form part of your portfolio.

• The brief is to: record a piece of music that will bring the community together •

This can be an original song, rap, instrumental or a cover version of an already existing piece that you believe fits the brief.

The piece can be recorded live (using whatever recording device you have at home) or using sequencing software (i.e. logic or GarageBand). If you do not have access to any software, please use this link (https://edu.bandlab.com/join/ojcnsg2) to access the free online band lab account. Click here to access a tutorial.

Before you get started:
1. It is essential to consider what makes an uplifting piece of music, or music that might bring a community together. Listen to the tracks listed below (all have been used to bring people together) and think carefully about the musical features within them. Write down a list of the following musical aspects:
    a) The key - is it major or minor (does it sound happy or sad)
    b) The instruments - what kinds of sounds are used, how does this link with the aim of the music?
    c) The tempo - is it fast or slow?
    d) The dynamics - is it loud or quiet? Does it change at all?
    e) Any other important points.

- https://www.youtube.com/watch?v=kRvqkhVFC7M
- https://www.youtube.com/watch?v=L6svOHFSAH8
- https://www.youtube.com/watch?v=7GElP4YdrBE

2. What musical features are common across all these songs? Why do you think that is? Write down your answers.
3. Do your own research into different pieces and songs that you think bring communities together. Write down a list of the pieces you have found/you like and their musical features.
4. Decide if you are going to create your own piece, or do a cover version. If you are going to write your own piece or song, and would like some guidance, please use the following links to help you:
   • https://www.youtube.com/watch?v=eXv4KVduKjw
   • https://curriculum.unitedlearning.org.uk/Student?t=1231
   • https://www.youtube.com/watch?v=LWQVztiJHfs

Here is a good song structure that can be used for traditional songs, but also for raps and instrumentals.

	Introduction	Try to avoid putting words here, however the intro. Can be a point for ad-lib.
A₁	**Verse 1**	Recognized as 1 Verse with 2 parts. Generally a repeated melody on two stanzas.
	Verse 2	
	Build up	*A full or half round of progression (optional)*
B	**Chorus**	Try to keep it simple, easy to remember and in apposing 'wordiness' to the verses, also it is generally kept them the same throughout the song.
A₂	**Verse 3**	Recognized as 1 Verse with 2 parts. Generally a repeated melody on two stanzas.
	Verse 4 *(Optional)*	
	Build Up	*Only used the second time if used the first, If changing the lyrics here, maintain the melody and vice versa.*
B	**Chorus**	Generally kept them the same as the previous chorus.
C	**Bridge**	Can last the equivalent of verse 1+2. Can be instrumental or sung. Can be completely different to the chorus/verses, or similar. Optional key changes are put in here.
B	**Chorus**	Generally kept them the same as the previous chorus.
B₂	**Chorus repeated**	Generally kept them the same as the previous chorus, but can include extra lyrics that you wish to include.
	Outro	Try like the introduction to keep this part as a fade hook or ad-libbing, avoid the introduction of new lyrics.

5. Write and record part, or all, of your piece of music ready for your final submission.

Task 2c: Market a Music Product

The music industry is changing and with the increase of streaming platforms it is growing increasingly important for musicians and record labels to market their products using a variety of different means, mostly online. Marketing and advertising your product will involve carrying out appropriate research (target audience), devising a creative approach and meeting those all important deadlines.

A good marketing campaign can have a huge impact on the success of an artist's future. For example, the Red Hot Chilli Peppers planned a comeback tour in 2018 after many years out of the game. Their strategy was to litter facebook, instagram, instagram stories, Spotify takeovers of 'best hits' and sponsorships. They spread their logo and sounds far and wide in a bid to refresh audiences love for their music and get tickets selling! The uplift on Spotify during the campaign period was really positive and the numbers of people streaming their music doubled!

Another successful strategy, *that occurred by mistake,* was the Drake 'Hotline Bling' meme. Although, it's very hard to make something go viral when you plan it!

1. Read this 'how to' guide on music marketing. And watch this video.
   Key question:
   - What are the top three strategies of music marketing and why?

2. Establish who your main target audience is and write a 'profile' of a typical fan. Who are they? Where do they live? How old are they? What do they like to do with their spare time? Where do they hang out?

3. For the purpose of this task, you need to focus on two main marketing strategies for your music product. This is the 2018 Sandbox Music Marketing awards and might give you some additional ideas. Your list could include the following:
   - Poster/flyers
   - Instagram account
   - Twitter account
   - Radio advert
   - Music video
   - Youtube channel
   - Snapchat

4. Think carefully about the imagery, colours and font. Ensure you are able to justify and give a clear rationale for your choices.

5. Design, create and outline your strategy. Present this clearly and add to your portfolio.

• **Appendix A: The Portfolio** •

Your portfolio will be a collection of the work you have created during your extended project, tasks 2a, 2b and 2c. It will form a music 'pitch' and can be presented in a format of your choice - it could be a powerpoint, it could be a movie, it could be a collection of word or handwritten documents with an mp3, it could be a website! You can write it, you can speak it. It is up to you. The more unique, the better.

The aim of the portfolio is to demonstrate your understanding of key music industry protocols and your creative approach to the brief, as well as justify the decisions that you made during the creative process, and will highlight any areas you would like to develop further.

Sections you need to include:
• Your music product (audio format)
• A description and evaluation of your music product including why this music product and how you believe it fits the brief. Make reference the tracks that you listened to and researched.
• Market 'Research' - who is your target audience and why is your product appealing to them?
• Marketing package - examples of instagram stories and/or flyers etc.
• Rationale for approach to marketing making reference to modern industry practice, issues in the music industry and how you seek to overcome them.
• Professional behaviour audit.

Throughout your portfolio you should seek to demonstrate professional industry practice through:
• Meeting deadlines
• Demonstrating excellent communication
• Demonstrating an ability to build positive relationships
• Sense of resilience and ability to overcome issues.

Good luck!