



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

LEVEL 7

SEMESTER 1 & 2

MODULE CODE: BMTY7000
Creative Music Management

ASSESSMENT TYPE: PORTFOLIO

ASSESSMENT/COMPONENT: 1/2

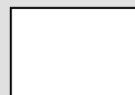
COMPONENT WEIGHTING: 50%

WORD COUNT: 4 ELEMENTS

MODULE TUTOR: STEVE MELUISH

SUBMISSION DETAILS:

- ☐ **Make sure that Your Name , Your Student Number, Your Module Title, Assignment Title and Your Module Lecturer's Name are clearly shown on the front page of your assignment**
- ☐ **All assignments must be submitted electronically to Moodle.**
- ☐ **DO NOT put this form into Turnitin or it will match many similarities with other students' submissions.**



ASSIGNMENT SPECIFICATION (SOAC)

Programme:	Music Industry Entrepreneur MA		
Lecturer:	Steve Melouish	Internal Verifier:	Antje Cockrill
Assignment Title:	Portfolio		
Hand Out Date:	The 2 nd Week of Term	Submission deadline:	Please refer to the assessments schedule published on Students' Hall in Moodle and the Assessment Board on campus

☐ Referencing:	In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, <u>title of book</u> , edition, publisher: place of publication).
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Late submission will result in a late penalty mark, as follows:

Up to one week late, maximum mark of 40% for first attempts and 0% for resubmissions. No work will be accepted more than one week after the submission deadline
(Academic Quality Handbook 2016/17 7.5 (5))

Learning Outcomes tested (from module/unit syllabus)	Assessment Criteria To achieve each outcome a student must demonstrate the ability to:
Develop and present detailed, innovative and sustainable professional strategies and best practice for the exploitation of music and media intellectual property and skills.	☐ Work to a defined budget to record, release and promote a single ☐ Display entrepreneurial skill to exploit resources and opportunities ☐ Deliver high-quality artefacts comparable with industry standards ☐ Evidence personal qualities such as effective teamwork, leadership and planning ☐ Analyse and respond to current industry best practice

TASK DESCRIPTION

Assessment Component 1- 50% Portfolio

Groups of four students are allocated a small working budget of £500 and tasked to develop an original artist campaign to include the recording, planning for digital release and promotion of a single and its associated media.

Media assets created can include audio, video, iconography, art work, digital, social media, PR assets and live performance.

Each student needs to submit an individual digital portfolio of evidence including 4-5 pieces of original work. The portfolios within a group should complement each other.

The following assets are compulsory to create and present in your group portfolios. Not every student needs all of these.

- An original single of commercial music and its remix, 100% written, arranged, recorded, mixed and mastered per group, whether commissioned or created internally

- All associated artwork and iconography for the digital single and remix

- A promotional video associated with the single and/or remix or a "making of" video
- An electronic press kit of all assets using MusicGlue and/or MyShowcase

- An operating budget showing all expenses, receipts and income generated

Optional assets to create and present in your group portfolios could include:

- A theoretical marketing strategy for the artist, single and remix release including plans for radio, club, live, digital promotion, media engagements and brand endorsements

- Any industry feedback, reviews, press or radio airplay
- A live performance (Gallery, January date tbc)

- Additional financing, crowd funding or in kind support

Music Industry students must utilise at least 40% of their £500 budget hiring Commercial Songwriting students for songwriting, production or vocal recording.

Commercial Songwriting students must utilise at least 40% of their £500 budget hiring Music Industry students for strategic business planning, budgeting, marketing or promotional services.

The TYe London main studio control room and live room is not available for this task ie: both sets of students must create their singles and remixes using writing rooms or an externally sourced studio.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

Students should show their knowledge and understanding by supporting their work with relevant reading and research from the module reading list and further investigation which could include primary research: personal communications, interviews, polls etc. Interaction with the Tileyard community is encouraged. Harvard referencing and citation is required.

Students should demonstrate their critical thinking. Portfolios can demonstrate the analysis, synthesis and evaluation involved in the creation of the artefacts.

The submission's methodology must include employment of industry-standard tools, demonstrating the student's level of technique and skill.

A successful portfolio will document and evidence the collaborative of the assessment and the student's individual role. Students should select the appropriate media to demonstrate skill and knowledge.

NOTE: The guidance offered below is linked to the five common assessment criteria and specifically aligned to the “exceptional” outcome category to which we anticipate students aspire.

1. Research-informed Literature

Your work must embed and be informed and supported by relevant and credible scholarly material that is accessible in the learned journals listed on the module schedule. You should refer to at least 10 such sources. Additionally, you should refer to text books, current news items and benchmark your organisation against other organisations to ensure your assignment is current and up-to-date. High-level referencing skills using the Harvard Method must be demonstrated throughout your work and all sources listed alphabetically within your bibliography.

2. Knowledge and Understanding of Subject

Your work must demonstrate the growing extent of your knowledge and understanding of concepts and underlying principles associated with the subject area. This means that within your work, you should provide evidence of your growing mastery in critical awareness of current challenges, new insights and the constant need for innovation within the field. Furthermore, a critical awareness of the ambiguities and limitations of knowledge and even understanding, should be considered and examples of such, illustrated within your work.

3. Analysis

To be considered masters worthy, your work must contain evidence of analysis, evaluation and synthesis. This means not just describing “What!” but also justifying: Why? How? When? Who? Where? And at what cost! At all times, you must provide justification of your arguments and judgements. Evidence that you have reflected upon the ideas of others on matters occurring in the real world of business is crucial to you providing a reasoned and informed debate within your work. Your choice of methodologies to gather data and information must be rigorously defended. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments in the absence of complete data, since within the real world of work, we rarely have access to, or know all the information! Persuasive conclusions are especially necessary and must be derived from the content of your work – there should be no new information presented within your conclusion. Your work should aspire to resemble work which is of journal publishable quality.

4. Practical Application and Deployment

It is essential that you rationalise how you decided upon certain methods, materials, tools and techniques to inform and complete your work. You must demonstrate what informed your decision(s) to apply certain concepts that enabled you to formulate innovative and creative solutions to the challenges presented to you or that you identified for yourself. Plausible, costed and justifiable recommendations are demanded and where these are absent, your work is undermined. Your work should provide evidence that you are growing in mastery in developing cutting edge processes and techniques within the subject area.

Skills for Professional Practice

Your work must provide evidence of your attributes in the application of professional practice. This includes demonstrating that you are highly capable of individual and collaborative working. Regarding the presentation of your work, you must demonstrate your ability to select and deploy the appropriate media that is “fit for purpose. Additionally, you must exhibit your ability to: communicate with an exceptionally high level of professionalism; work professionally, autonomously and within a team; develop leadership skills; and produce/present work that is coherent, cogent and specifically addresses the challenges set for you or you have set yourself. Importantly, your work should be easily understood by specialists and non-specialists in the field.

MARKING CRITERIA AND STUDENT FEEDBACK

This section details the assessment criteria. The extent to which these are demonstrated by you determines your mark. The marks available for each criterion are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Common Assessment Criteria Applied			Marks available	Marks awarded
1. Research-informed Literature			5	
Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.				
2. Knowledge and Understanding of Subject			25	
Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.				
3. Analysis			10	
Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence				
4. Practical Application and Deployment			30	
Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.				
5. Skills for Professional Practice			30	
Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.				

PG COMMON ASSESSMENT AND MARKING CRITERIA

	OUTRIGHT FAIL	FAIL	UNSATISFACTORY	SATISFACTORY	GOOD	EXCELLENT	EXCEPTIONAL
Assessment Criteria	0-29%	30-39%*	40-49%	50-59%	60-69%	70-79%	80-100%
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions	Little or no evidence of reading. Views and findings unsupported and non-authoritative. Referencing conventions largely ignored.	Poor evidence of reading and/or of reliance on inappropriate sources, and/or indiscriminate use of sources. Referencing conventions used inconsistently.	References to a limited range of mostly relevant sources. Referencing conventions not always applied consistently.	Inclusion of research-informed literature, including sources retrieved independently. Some omissions and minor errors. Referencing conventions mostly consistently applied.	Inclusion of a wide range of research-informed literature, including sources retrieved independently. Selection of relevant and credible sources. Very good use of referencing conventions, consistently applied.	A comprehensive range of research informed literature embedded in the work. Excellent selection of relevant and credible sources. High-level referencing skills, consistently applied.	Outstanding knowledge of research-informed literature embedded in the work. Outstanding selection of relevant and credible sources. High-level referencing skills consistently and professionally applied
2. Knowledge and Understanding of Subject Extent of systematic knowledge, understanding and critical awareness of concepts and underlying principles associated with the discipline.	Major gaps in knowledge and understanding of material at this level. Substantial inaccuracies.	Gaps in knowledge, with only superficial understanding. Some significant inaccuracies.	Some evidence of knowledge and understanding of current and relevant concepts and underlying principles but with gaps or errors.	Knowledge is generally accurate with a satisfactory understanding of the field of study.	Knowledge is extensive. Exhibits understanding of the breadth and depth of established and contemporary views.	Excellent mastery of a complex and specialised area of knowledge and skills, with an excellent critical awareness of current problems and/or new insights at the forefront of the field. Clear awareness of challenges to established views and the limitations of the knowledge base.	Exceptional mastery of a complex and specialised area of knowledge and skills, with an exceptional critical awareness of current problems and/or new insights at the forefront of the field. A critical awareness of the ambiguities and limitations of knowledge.
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence	Unsubstantiated generalisations, made without use of any credible evidence. Lack of logic, leading to unsupported/missing conclusions. Lack of any attempt to analyse, synthesise or evaluate.	Some evidence of analytical intellectual skills, but for the most part descriptive. Ideas/findings sometimes illogical and contradictory. Generalised statements made with scant evidence. Conclusions lack relevance.	Evidence of some logical, critical thinking and some attempts to synthesise, albeit with weaknesses. Some evidence to support findings/ views, but evidence not consistently interpreted. Some relevant conclusions and recommendations, But not always well linked to other material.	Evidence of some logical, analytical, critical thinking and synthesis. Can analyse new and/or complex data and situations without guidance. An emerging awareness of different stances and ability to use evidence to support the argument. Some conclusions and recommendations, where relevant	Evaluates methodologies, current research and ideas critically and, where appropriate, proposes new hypotheses/ideas. Evaluates and synthesises complex issues both systematically and creatively. Makes sound judgements and proposes convincing arguments in the absence of complete data. Sound, convincing conclusions / recommendations.	Excellent critical evaluation of methodologies, current research and ideas and, where appropriate, proposes new hypotheses/ ideas. Evaluates and synthesises complex issues systematically and creatively. Makes excellent judgements and proposes convincing arguments in the absence of complete data. Strong, persuasive, conclusions, justifiable recommendations. Work is of conference publishable quality.	Exceptional critical evaluation of methodologies, current research and ideas and, where appropriate, proposes new hypotheses/ ideas. Evaluates and synthesises complex issues at a high level of mastery. Makes outstanding judgements and proposes highly convincing arguments in the absence of complete data. Highly persuasive conclusions. Work is of journal publishable quality.
4. Practical Application and Deployment Effective deployment of appropriate methods, materials, tools and techniques; extent of skill demonstrated in the application of concepts to a variety of processes and/or contexts; formulation of innovative, original and creative solutions to solve problems.	Limited or no use of methods, materials, tools and/or techniques. Little or no appreciation of the context of the application.	Rudimentary application of methods, materials, tools and/or techniques but without consideration and competence. Flawed appreciation of the context of the application.	Some awareness and mostly appropriate application of well-established methods, materials, tools and/or techniques. Some appreciation of the context of the application.	A satisfactory and appropriate application of standard methods, materials, tools and/or techniques. Satisfactory appreciation of the context of the application, with some use of examples, where relevant.	A very good application of a range of methods, materials, tools and/or techniques. Very good consideration of the context of the application, with perceptive use of examples, where relevant. Evidence of some originality, innovation and creativity.	An advanced application of a range of methods, materials, tools and/or techniques. The context of the application is well considered, with extensive use of relevant examples. Application and deployment extend beyond established conventions. Originality, innovation and/or creativity evident throughout.	Outstanding levels of application and deployment skills. Assimilation and development of cutting edge processes and techniques.
5. Skills for Professional Practice Demonstrates attributes expected in professional practice including: individual initiative and collaborative working; deployment of appropriate media to communicate (including written and oral); clarity and effectiveness in presentation and organisation.	Communication media is inappropriate or misapplied. Little or no evidence of autonomy in the completion of tasks. Work is poorly structured and/or largely incoherent.	Media is poorly designed and/or not suitable for the audience. Poor independent or collaborative initiative. Work lacks structure, organisation, and/or coherence	Communication is not clear. Limited independent work and limited involvement in group activities. Work lacks coherence in places and is in need of amendments to the structure.	Can communicate effectively in a suitable format, but may have minor errors. Can work effectively autonomously and as part of a team, with some involvement in group activities. Mostly coherent work and is in a suitable structure.	Can communicate well, confidently and consistently in a suitable format. Can work very well autonomously and as part of a team, with very good contribution to group activities. Work is coherent and fluent and is well structured and organised.	Can communicate professionally and, confidently in a suitable format. Can work professionally autonomously and within a team, showing leadership skills as appropriate, managing conflict and meeting obligations. Work is coherent, very fluent and is presented professionally.	Can communicate with an exceptionally high level of professionalism. Can work exceptionally well and professionally autonomously and within a team, showing advanced leadership skills. Work is exceptionally coherent, very fluent and is presented professionally.