

Complete Concert Creation

Universal Music Center

Course overview

Course description

The Complete Concert Creation course is designed to be a project based learning experience focusing on the history of Rock & Roll and live performance production. The course examines the effects of popular music on society, its marketability and the core elements of live concert production. Artists, Marketing, Production and Hospitality are studied and put into practice as the course culminates in an actual student produced live concert.

Outline of major content areas

1. History of Rock & Roll and popular music
2. Rock & Roll and popular music's effect on society
3. Live music's marketability
4. Live concert production
 - Artists
 - Demographics
 - Venues
 - Sound, stage and lighting
 - Sales and Marketing
 - Hospitality
5. Live concert production (project based fulfillment)

Course goals and learning outcomes

1. Examine origins of Rock & Roll
2. Develop appreciation of early forms of Rock & Roll
3. Develop understanding of lineage of Rock & Roll
4. Recognize one form of music inspiring the progressive creation of the next
5. Identify and understand the value of live music performance
6. Develop awareness of the marketability of live music performance
7. Examine the key elements of live concert production
8. Comprehend the relationship and roles of key concert production elements
9. Participation in the production of a live concert event
10. Establish voluntary student break-out groups representing each key production element
11. Complete project based learning experience by producing a live concert event
12. Recognize student development of basic marketable entertainment business workplace skills

