

 **The Art Institute of California\*-Inland Empire**  
Course Syllabus

**Course Number:** AU1111-C  
**Course Title:** Survey of the Audio Industry  
**Class Meetings:** Tuesday 1-4 pm, Room 141  
**Session/Year:** Summer 2010  
**Instructor Name:** Glenn Bach  
**Email Address:** gbach@edmc.edu  
**Instructor Availability Outside of Class:** By appointment

**COURSE DESCRIPTION:**

Students explore the music industry and its constituent sectors, including music performing, recording, promoting, and record distribution. Lectures and projects focus on identifying various career opportunities and typical career paths in the music industry and knowledge and skill sets needed to succeed as an entry level professional.

**Course Length:** 11 Weeks  
**Contact Hours:** 33 Hours  
**Lecture:** 22 Hours per week  
**Lab:** 11 Hours per week  
**Credit Values:** 2 Credits

**COURSE OBJECTIVES:**

Upon successful completion of this course, the student should be able to:

***Outline in detail the various career paths available in the music industry.***

- List career opportunities in the music industry.
- Describe typical career paths in the music industry.
- Differentiate between constituent sectors and various professional positions in the music industry.
- Articulate the knowledge and skill sets needed for various professional positions.

***Research, retrieve, analyze, and evaluate information for a production or research project.***

- Conduct basic research on the music industry career opportunities.
- Describe personal career interest and how it relates to the career opportunities in the music industry.

***Demonstrate a clear understanding of legal ramifications in mass media work and the obligations of a responsible audio professional.***

- Recognize legal issues in the music and media industries.
- Articulate the importance of respecting copy right and labor laws in the music industry.
- Explain various legal ramifications of unprofessional behavior and practices.

***Identify and use professional associations and industry resources for networking and career development.***

- Research on professional organizations and their nature.
- Explain how such organizations can help an entry level professional in networking and career development.

***Recognize self-employment and entrepreneurship opportunities.***

- Explain the meaning of self-employment and the opportunities and challenges that come with it.
- Define entrepreneurship and the fundamental conditions to succeed as an entrepreneur.

**Required Text:** Tozeau, Jeff. *Careers in Audio*, 2008, Thomson, ISBN# 978-1598634600.

**Materials and Technology:** Notebook, pen/pencil, personal storage drive, Internet and computer access.

**Estimated Homework Hours:** 3 Hours per Week

**GRADING SCALE**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student's right to know his/her grade at any reasonable point that information is requested by that student. The

criteria for determining a student's grade shall be as follows (on a percentage of total points basis):

A	1000-920
A-	919-900
B+	899-881
B	880-820
B-	819-800
C+	799-781
C	780-720
C-	719-700
D+	699-681
D	680-620
D-	619-600
F	599 or below

**A= Excellent Professional Quality**

This work represents what industry professionals are looking for in student portfolios, meets all the requirements set forth by the instructor for each project, and exhibits great potential for career success.

**B= Good Professional Quality**

This work is well crafted and meets a minimum of the standards industry professionals will expect of student portfolios, meets most requirements set forth by the instructor, but needs continued attention to some aspects of the work.

**C= Average Student Work**

This work meets most requirements in the production process as outlined by the instructor but does not reach professional quality. Student needs to address creativity, aesthetics, and craftsmanship.

**D= Below Average Student Work**

Student is at risk of failing as they fall below the minimum requirements to meet course competencies. This level of work will not be conducive to gaining professional work once leaving the school.

**F= Failed.** Deficient in too many areas and will repeat course without question.

## **ASSESSMENT CRITERIA**

25%	Reading Reflections (250 points)
25%	Industry Reports (250 points)
05%	Quizzes (50 points)
10%	Midterm exam (100 points)
15%	Final Exam (150 points)
20%	Attendance and Participation (200 points)

TOTAL 100% (1000 points)

## **LATE ASSIGNMENT POLICIES**

- All work must be received by the set deadlines, at the beginning of class.
- On-time projects may be revisited with instructor approval.
- Assignments must be posted on the course blog, and large media files must be hosted on the student's server or delivered via YouSendIt or Dropbox.com by the beginning of class on the due date.
- Late projects (except for the Final Project) will be docked 10 points for each 24-hour period past the due date. Once a point total for a particular project reaches zero, no further work may be submitted for that assignment.
- No late Final Projects will be accepted under any circumstances.
- Meeting deadlines is a major part of being a professional designer; technical problems, computer issues, lost data, or job/personal conflicts are not legitimate excuses for missing a deadline.

## **PROJECT CRITIQUE**

Be prepared for your work to be critiqued. Critique is a part of the learning and creative process in the field of design. A positive attitude is your key to success!

## **STUDENT EXPECTATIONS**

- Read and become familiar with the course syllabus and expectations.
- Keep up with assignments and readings.
- Ask for clarifications about material or course expectations.
- Attend all classes.
- Participate in all class room discussions, activities & critiques.
- Do not wait 2 days before to finish assignments – many assignments take several days to finish. Use time management skills to stay on task!
- All in-class and homework projects are to be completed by the students individually. Assigned design problem(s) may be discussed and their design solution(s) presented in a group setting. Unless noted by the instructor, each project is an individual design project and each student shall present an individual interpretation of the design solution(s) with the corresponding design process documentation. Any un-approved communal work will be noted as plagiarism and addressed accordingly as described in the student hand book.

## **PROFESSIONALISM**

The discipline of your career at The Art Institute is the first part of your training to becoming a professional. The education you receive will teach you how to think through, create and verbalize design solutions.

The key to your success as a student (and in the workplace) is largely based on you coming to class (showing up for work), being on time (not being late) and turning in your projects on time (meeting the deadlines imposed by your employer).

You will be held responsible to this discipline as if you were hired .

Failure to do so will result in failing the class (getting fired from the job)! You have enrolled in higher education to increase the chances of success in your chosen field. Today, RIGHT NOW, school is your highest priority.

## **CLASSROOM POLICIES**

- Class time will be spent in a productive manner.
- No food allowed in computer labs at any time. Drinks in recloseable bottles allowed in classroom. If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Attendance is taken on a regular basis. Tardiness or absence is recorded in 15-minute increments. Points will be deducted for each instance of late entry or early departure, forgetting to bring tools, talking on the phone, text messaging during the class period or viewing online sites that are not related to the course.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No video games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music in computer labs as part of an assignment. No headphones, iPods or cell phones are allowed during lecture.
- To receive special accommodations for a documented disability, the student must present their letter of accommodation to the instructor by the end of the first day of class. This letter should be obtained each quarter from Student Affairs. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.
- ID Badges must be visible at all times on campus.

## **STUDENTS WITH DISABILITIES**

It is our policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Dean of Student Affairs, Tom Bustamante at (909) 915-2143, or visit Room 150.

## **ATTENDANCE POLICY**

Successful completion of a course is dependent upon regular attendance in the classroom. Critical information is delivered through lecture, critique and student participation. Students are expected to be on time for each class and to stay for the entire class period. Attendance is mandatory. 3-Hour Classes: If a student accumulates a total of two (2) full class absences (6 hours) during an academic quarter, his or her grade may be adversely affected. If a student accumulates a total of three (3) full class absences (9 hours) during an academic quarter, he or she may receive an F grade for the course.

## **STUDENT CONDUCT POLICY**

The Art Institute of California – Inland Empire expects its students and employees to conduct themselves in a professional manner at all times. In addition, the Art Institute has a strict policy which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the Director of Student Services.

## **DATA LOSS POLICY**

The Art Institute of California – Inland Empire is not responsible for lost data or the ramifications of lost data, and this cannot be used as an excuse for a late project. It's not a matter of IF you will lose data, but WHEN. Protect yourself against this unnecessary setback.

## **ACADEMIC DISHONESTY**

Students are expected to maintain the highest standards of academic honesty while pursuing their studies at The Art Institute. Academic dishonesty includes but is not limited to: plagiarism and cheating, misuse of academic resources or facilities, and misuse of computer software, data, equipment or networks.

Plagiarism is the academic equivalent of theft, and can occur in any type of course. Plagiarism is the use (copying) of another person's ideas, words, visual images, or audio samples, presented in a manner that makes the work appear to be the student's original creation. All work that is not the student's original creation, or any idea or fact that is not "common knowledge," must be documented properly to avoid even accidental infractions of the honor code. Duplicating someone else's work while handing in your own is intentional plagiarism. Anyone caught plagiarizing material will be required to meet with the Dean of Academic Affairs, and will be subject to immediate disciplinary action. Plagiarism is grounds for dismissal from school. Instructors must immediately refer suspected cases of plagiarism to the Dean.

Cheating is to gain an unfair advantage on a grade by deception, fraud, or breaking the rules set forth by the instructor of the class. Cheating may include but is not limited to: copying the work of others; using notes or other materials when unauthorized; communicating to others during an exam; and any other unfair advantage as determined by the instructor.

## **LIBRARY**

All students will need to utilize the Library for research and reference throughout the quarter. The Library is a valuable source for finding design ideas that will be needed for this course, i.e.: inspiration and design fundamentals for mid-term and final projects; locating popular trends in design, illustration and photography; referencing past award winning designs which may be used as a guide; identifying benchmarks or referencing competent design works.

## **STUDENT ART WORK**

All student work, which has not already been returned during the quarter, will be available for pickup no later than 5:00 pm, Monday of the first week of break. Any work NOT picked up by that date and time will be discarded unless other arrangements have been made. Students must take responsibility for their art work.

***Suggested Weekly Outline (see online syllabus for current information)***

*[www.glennbach.com/courses.html](http://www.glennbach.com/courses.html)*

- (WEEK 1) LECTURE: Course Overview / Careers in Audio  
LAB: Presentation/Discussion  
HOMEWORK: See online syllabus for details
- (WEEK 2) LECTURE: The Recording Industry  
LAB: Presentation/Discussion  
HOMEWORK: See online syllabus for details.
- (WEEK 3) LECTURE: Film Sound  
LAB: Presentation/Discussion  
HOMEWORK: See online syllabus for details.
- (WEEK 4) LECTURE: Audio Books  
LAB: Presentation/Discussion  
HOMEWORK: See online syllabus for details.
- (WEEK 5) MIDTERM EXAM  
LECTURE: Broadcasting  
LAB: Presentation/Discussion  
HOMEWORK: See online syllabus for details.
- (WEEK 6) LECTURE: Live Sound/Touring/Promotion  
LAB: Presentation/Discussion  
HOMEWORK: See online syllabus for details.
- (WEEK 7) LECTURE: Manufacturing/Distribution/Retail  
LAB: Presentation/Discussion  
HOMEWORK: See online syllabus for details.
- (WEEK 8) LECTURE: Game/Multimedia Sound  
LAB: Presentation/Discussion  
HOMEWORK: See online syllabus for details.
- (WEEK 9) LECTURE: Freelance/Audio Restoration/AV Tech  
LAB: Presentation/Discussion  
HOMEWORK: See online syllabus for details.
- (WEEK 10) LECTURE: Audio Science/Academia  
LAB: Presentation/Discussion  
HOMEWORK: See online syllabus for details.
- (WEEK 11) FINAL EXAM  
LECTURE: Wrap-up  
HOMEWORK: None

# Art Institute of California-Inland Empire

## Student Acknowledgement

I, \_\_\_\_\_, have read the syllabus and understand all of its contents.  
*Print Name*

I further acknowledge the following:

\_\_\_\_\_ I understand that my education is and should be my first priority, and I will need to manage my time accordingly between my school work, family, and other events in my life.

\_\_\_\_\_ It has been explained and I understand when and how to contact the instructor outside of class.

\_\_\_\_\_ I understand that at anytime during the quarter I have a right to know what my grade is.

\_\_\_\_\_ I am expected to be in class on time, with all materials needed for me to be productive in class.

\_\_\_\_\_ I am expected to treat instructors, directors, and fellow students with respect and courtesy.

\_\_\_\_\_ I am expected to hand in assignments on time and complete to the best of my abilities.

\_\_\_\_\_ I understand my rights:

- ◆ To ask for assistance and receive it
- ◆ To take advantage of all resources available at the Art Institute and in the community

\_\_\_\_\_ I understand my responsibilities:

- ◆ To attend all class sessions on time: *In my seat at 8:10 am for morning classes and/or 12:40pm for afternoon classes*
- ◆ To be prepared for class
- ◆ To ask for help when needed
- ◆ To take advantage of the resources present at the Art Institute and elsewhere
- ◆ To work hard and succeed

\_\_\_\_\_ I am responsible for understanding and abiding by the Student Conduct Policy as stated in the Student Handbook which is found in the catalog.

I acknowledge that I have read the Syllabus and understand the expectations that are required to succeed in this class. I understand that failure to meet these expectations may result in a lower grade, possible failure, and the need to repeat this class next quarter. I also understand that violation of the Student Conduct Policy may result in expulsion from the Art Institute.

Course name and # \_\_\_\_\_

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Date

**THE ART INSTITUTE OF CALIFORNIA – INLAND EMPIRE  
STUDENT PERMISSION FORM**

By checking the boxes below and by signing this Permission Form, I \_\_\_\_\_  
*(print student name)*

give my consent for The Art Institute of California – Inland Empire and its parent and affiliated companies and schools, including without limitation Education Management Corporation and The Art Institutes International, Inc. (collectively, the “School”), to use my artwork and/or my image, name, voice and words, as indicated below. I am giving this consent in consideration for potential publicity opportunities and/or self-promotional opportunities associated with the permissions granted herein and for other good and valuable consideration, the receipt and sufficiency of which I hereby acknowledge.

(Check all boxes that apply)

**1. OWNERSHIP OF THE ARTWORK**



I certify that the artwork identified below is original, is mine alone and that I have full authority to grant the permissions herein granted; or

Others may have rights in the artwork identified below. Please check the applicable box(es) below:

I prepared the artwork for an employer within the scope of my employment obligations.  
Identify employer name, address, telephone no., fax no. and email address:

\_\_\_\_\_  
\_\_\_\_\_

The artwork was specially ordered or commissioned from me.  
Please explain and identify the name, address, telephone no., fax no. and email address of each other person/entity involved:

\_\_\_\_\_  
\_\_\_\_\_

I agreed that the artwork would be owned in whole or in part by another person(s) or entity(ies).  
Please explain and identify the name, address, telephone no., fax no. and email address of each other person/entity involved:

\_\_\_\_\_  
\_\_\_\_\_

One or more other persons were involved in creating the artwork.  
Identify name, address, telephone no., fax no. and email address of each other person:

\_\_\_\_\_  
\_\_\_\_\_

I included in the artwork materials that others may own or have rights in. Please explain and identify the materials: \_\_\_\_\_

\_\_\_\_\_

Other. Please explain: \_\_\_\_\_



Describe and/or attach a copy of the artwork: \_\_\_\_\_

Design including but not limited to:

Research: summary of design research, bibliography used, design intent statements, photographs, and design documentation.

Design: 2D Graphics (Vector/Raster), 3D Graphics, motion graphics, interfaces, video, audio, schematic sketches & diagrams, models, coding libraries, and completed applications,. All materials are in hard copy (usually paper, not excluding other media) and / or in digital format, inclusive of any other media - photo documentations, video clips etc.



## 2. PERMISSION TO USE ARTWORK

YES                       NO

The School has my permission to use, copy, reproduce, publish, distribute, publicly perform and display the artwork and to create, use, copy, reproduce, publish, distribute, publicly perform and display derivative or other works based on the artwork in connection with promotional activities for the School worldwide in all forms of media now known or later developed, including but not limited to advertising, direct mail, catalogs, websites, exhibitions, film festivals, and classroom presentations. The School has my permission but not the obligation to identify me by name and/or by affiliation with my School in connection with such use of my artwork. My permission is on-going and will continue until such time as I revoke it by giving the School three months' written notice of revocation at the address set forth above directed to the attention of the Campus President for my school with a copy to the Campus Director of Public Relations for my school. The School will have three months from the date it receives my notice to stop, if necessary, the School's future use of my artwork.

### OPTION TO OPT-OUT OF PERMISSION TO USE ARTWORK FOR OTHER SCHOOLS

I OPT-OUT

I understand that unless I check the Opt-out box above, I am giving my school as well as any **other schools** affiliated with my school or owned by the same parent corporation as my school (such as other Art Institutes) my permission to use my artwork in the manner described above. If I do not wish for such other schools to be able to use my artwork, I have checked the Opt-out box above.



## 3. PERMISSION TO USE IMAGE/NAME/VOICE/WORDS

YES                       NO

The School has my permission to photograph, film and or videotape me and/or to otherwise record my image and/or likeness, to quote me, to record my words, and to use a photographic, digital and/or other reproduction of me and/or my image/likeness and has my permission but not the obligation to identify me in connection therewith by name and/or by my affiliation with the School. I understand that the School may publish, display, reproduce, copy and distribute my image/likeness, voice and words for promotional activities for the School worldwide in all forms of media now known or later developed, including advertising, direct mail, catalogs, websites, exhibitions, film festivals and classroom presentations. The School has my permission to promote and publicize my academic activities and achievements in newspaper and magazine articles and other like publications. I waive the right to inspect or approve versions of my image and/or likeness used for publication or the written copy that may be used in connection therewith and agree that the School shall not be liable to me for any distortion or illusionary effect resulting from the use, publication or display of my image or likeness. My permission is on-going and will continue until such time as I revoke it by giving the School three months' written notice of revocation at the address set forth above directed to the attention of the Campus President for my school with a copy to the Campus Director of Public Relations for my school. The School will have three months from the date it receives my notice to stop, if necessary, the School's future use of my image, name, voice and/or words.

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### SIGNATURE

By signing below, I hereby grant the School the permission(s) indicated above. I understand that an above grant of permission to use artwork grants only my permission to use my artwork. It is not an exclusive right and I am allowed to sell, give or otherwise transfer the rights to such artwork to others on a non-exclusive or exclusive basis. However, in the event I do sell, give or otherwise transfer ownership of or the exclusive right to use my work to another party, I will notify the School immediately in writing at the address set forth above to the attention of the Campus President for my school with a copy to the Campus Director of Public Relations for my school and the School will have three months from the date it receives my notice to stop, if necessary, the School's future use of the artwork.

This Permission Form shall be governed and construed in accordance with the laws of the Commonwealth of Pennsylvania without regard to it conflict of laws principles. I hereby waive all rights and remedies with respect to the artwork identified above and any alterations thereof under the Visual Artists Rights Act of 1990, 17 U.S.C. §§106A and 113, under Pennsylvania's Fine Arts Preservation Act, 73 P.S. §2101, et seq. and under any other state statutes relating to the rights of artists.

I understand that the School and those it may authorize shall not be responsible for unauthorized duplications/use by third parties on the Internet or otherwise. I hereby release the School, those it has authorized, and their respective successors and assigns, from any and all claims and/or damages that may arise regarding the use, reproduction, display, and distribution of my artwork, my image, my name and/or statements made by me **as consented to above**, including any claims of defamation, invasion of privacy or violation/infringement of moral rights, rights of publicity or copyright.

I have read, understand and agree to the terms of this Permission Form.

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
*(print student name)*

Signature: \_\_\_\_\_

Student ID Number: \_\_\_\_\_

**Parent/Guardian Consent [Please execute if the subject of this Permission Form is under 18 years of age.]**

I am the parent or guardian of the minor named above, who is aged \_\_\_\_\_. I have the legal right to consent to and do consent to the terms of this Permission Form.

Parent/Guardian Name \_\_\_\_\_ Date: \_\_\_\_\_  
*(print parent / guardian name)*

Parent/Guardian Signature: \_\_\_\_\_

Parent/Guardian Address: \_\_\_\_\_

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**STUDENT INFORMATION**

Please provide your information as you would like to see it appear in print:

Your Full Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Name of School and Course of Study: AICAIE; AU1111 – Survey of the Audio Industry  
*(print course number and description)*

Expected Graduation Date: \_\_\_\_\_