



**MUS 444 101Z Commercial Arranging**  
**Monday 4:00 – 6:30 PM Phillips Fine Arts 205**  
**Jacksonville University, Fall 2020**

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**Instructor:** Dr. Mark Snyder [msnyder3@ju.edu](mailto:msnyder3@ju.edu) **Office Hours:** MTR 2:00 – 4:00 PM  
Phillips Fine Arts 118

*This syllabus is informational in nature and is not an express or implied contract. It is subject to change due to unforeseen circumstances, as a result of any circumstance outside the University's control, or as other needs arise. If, in the University's sole discretion, public health conditions or any other matter affecting the health, safety, upkeep or wellbeing of our campus community or operations requires the University to move to remote teaching, alternative assignments may be provided so that the learning objectives for the course, as determined by the faculty and the University, can still be met. The University does not guarantee specific in-person, on-campus classes, activities, opportunities, or services or any other particular format, timing, or location of education, classes, activities, or services.*

### **COVID-19 & SOCIAL DISTANCING PROCEDURES**

- **Face coverings are required in all classroom buildings on campus at all times.**
- This class is delivered face to face in the classroom and virtually (synchronously) via Blackboard Collaborate.
- Depending on the number of students in the class and the size of the classroom, students may be assigned specific days to attend in class versus virtually (via Bb Collaborate). Classes that meet two days a week may choose to have 1/2 of the students attend the face-to-face class on one day and the other half on the second day. Classes that meet three times a week may choose to have 1/3 of the students attend the in-class session each day. Classes that meet one time each week may choose to alternate weeks and have half of the students attend each week. These restrictions (if imposed) are based on following social distancing guidelines and are determined based on class size and classroom size. **On days when students are assigned not to attend the face-to-face sessions, they should attend class virtually via Blackboard on the same days and time. Students may not independently choose to attend all class sessions virtually without the appropriate accommodation from the Disability Support Services office (see COVID-19 Accommodations below).**

### **COURSE DESCRIPTION**

Welcome to MUS 444 Commercial Arranging. This course is the study of arranging and orchestration techniques for acoustic and electronic instruments, including ranges and timbre characteristics. Students will create arrangements for ensembles varying in size and scope in a variety of genres to blend with computer generated instruments.

### **COURSE OBJECTIVES / LEARNING OUTCOMES**

#### **Students will:**

- Demonstrate skills in the use of concepts, tools, techniques and procedures to develop an arranged composition from concept to finished product.
- Develop and demonstrate an understanding of compositional processes, aesthetic properties of style.
- Demonstrate the ability to hear, identify and work conceptually with the elements of music such as rhythm, melody, harmony, structure, timbre and texture.
- Present evidence to justify conclusions rationally (**formulate arguments**).
- Break down complex ideas into component parts (**analyze**).
- Draw connections between different ideas (**synthesize**).
- Expose a position's background assumptions and extrapolate alternatives (**theorize**).

- Actively seek out, formulate, and movingly present opposing viewpoints, even those with which they disagree (**dialogue**).
- Anticipate and respond to objections (**critique**).

**Upon completion of this course, students will be able to:**

- Apply effective strategies for pitching their work to prospective clients.
- Develop their own demo reel.
- Understand revenue flow in the commercial music industry (fees, royalties, payment and residuals).
- Create a hook for a jingle.
- Write and produce a spot with voice over and lyrics.
- Apply compositional and arranging techniques as they apply to visual media.
- Create library track packages and tv themes at a professional level.

**ASSIGNMENT DESCRIPTIONS:**

**Homework 20%**

In addition to the readings, there may be graded homework assignments. These can consist of project drafts, presentations of materials or other research that I feel you deserve graded recognition for. You will turn these on Blackboard and will include evidence and integration of course readings.

**Projects 45%**

There are twelve projects that will demonstrate what you have learned in class and will be the basis for your demo reel. These will be completed and uploaded to Blackboard for grading and then shared with the class for critique. My hope is to do a sort of gorilla projection campaign where we show your work on the outside of a building but that may not be as easy as I'd like. The final project will be the collection of all of your work into a professional webpage that will be critiqued by the class during the final exam time.

**Tests 20%**

There are 2 tests that cover class lectures and the readings. If I find you are not doing the readings, these tests will be weekly!

**Critiques 15%**

Students are expected to participate in the critiques of the projects that occur when these projects are played in class. Failure to do so will lower your participation grade. Critiques are designed to offer insights, suggestions for improvement and support to encourage you to improve your work. Each of you will provide an affective grade for each of final projects that is averaged in with my affective grade and feedback.

In addition to the above requirements, participation will be measured against the following criteria:

- Contribute original thoughts or ideas to the critiques.
- Give relevant reasons to validate points.
- Demonstrate openness to divergent points of view.
- Be respectful of the perceptions of others.
- Integrate material from previous units to formulate ideas and generate dialogue.

**Assessments**

Projects will be graded by timeliness and the fulfillment of the requirements and the objectives may be assessed as followed:

- Students will create and submit multiple projects demonstrating their ability to effectively write, record, edit, and mix audio for commercial music. Projects shall include recorded and imported audio as well as MIDI sequences created to tempo grids; use of EQ, compression, reverb and other

effects/processors; use of auxiliary inputs; application of all writing, arranging, business and production techniques taught during the course.

- Students will demonstrate their knowledge of writing, arranging, business and production on mid-term and final exams as well as by the outcome of their projects.
- Students will be required to critique the work of other students to help develop critical listening skills and the ability to communicate music production concepts.

### **Expectations**

Students will be expected to spend an average of six hours per week working on assignments and creating music in conjunction with the readings. All work will be completed and turned in on time. All readings in the schedule below will need to be completed before the class meeting of the week.

### **FORMAT**

- Lecture will be integrated with student presentations and discussions of textbook reading and primary literature.
- Students will be expected to participate in class.
- Most of class time will be used for discussion and critique. In the interest of congregating for the least amount of time inside, you are expected to do the listening/viewing of each other's work before coming to class.

### **REQUIRED TEXTS**

Bell: [\*Creating Commercial Music\*](#)

### **ADDITIONAL MATERIALS**

- Laptop or iPad for creating music in a DAW.
- Memory Stick or Hard Drive for storing & backing up your projects.
- Ability to capture audio at high quality into the computer. This can be a USB microphone or combination of microphone and audio interface. Please see me if you need help with this.
- Studio quality headphones. Pick a pair from the list below. They don't need to be from Sweetwater.  
<http://www.sweetwater.com/store/detail/HD280Pro/>  
<http://www.sweetwater.com/store/detail/SRH440/>  
<http://www.sweetwater.com/store/detail/MDR7506/>  
<http://www.sweetwater.com/store/detail/K240S/>  
<http://www.sweetwater.com/store/detail/ATHM50/>

### **GRADING:**

#### **COURSE GRADING SCALE (FOR 200 POINT COURSE)**

<b>Point Total</b>	<b>Letter Grade</b>	<b>% of Total Course Points</b>
190-200	A	95-100%
180-189	A-	90-94%
174-179	B+	87-89%
166-173	B	83-86%
160-165	B-	80-82%
154-159	C+	77-79%
146-153	C	73-76%
140-145	C-	70-72%
134-139	D+	67-69%

126-133	D	63-66%
120-125	D-	60-62%
LESS THAN 120	F	LESS THAN 60%

<https://www.ju.edu/registrar/grading-information.php>

## **POLICIES**

- **Attendance:** Students are asked to sign an attendance sheet (We will do this virtually since this is a pandemic) at the beginning of each class, although no formal penalty will be assessed for poor attendance. Due to the uncertainty that COVID-19 presents, extended absences may be necessary due to either illness or quarantine. Please work with the Student Life office to report your individual situation.
- **Make-Up Exams/Work:** Each student is directly responsible for absences and for making up missed work. Arrangements for making up exams can be made because of illness, mandatory religious obligations, or other unavoidable circumstances or University activities. The excused absences will not be counted against the attendance/participation grade either.
- **Using Electronic Devices:** The use of laptop computers, tablets, cell phones, or any other electronic devices during class is encouraged but you must ask for permission to make audio or video recordings of lectures.
- **Late work:** All work must be turned in on time unless arrangements were made previous to when they were due.
- **Academic Honesty:** Any act of academic misconduct in this course will result in an F for the assignment involved. To see examples of what counts as academic misconduct, as well as the university-level consequences for academic misconduct, look to JU's policy at [www.ju.edu/academicintegrity](http://www.ju.edu/academicintegrity).

## **SCHEDULE OF READINGS & ASSIGNMENTS**

Aug 17 Introduction, What is Commercial Music, Read Chapter 1.

Aug 24 Getting Started, Read Chapter 2.

Aug 31 Production Best Practices, Read Chapter 3. Project 1 due.

Sep 07 Library Music, Read Chapter 4. Discuss Project 1, Project 2 due.

Sep 14 Library Music Track Package, Read Chapter 5. Discuss Project 2, Project 3 due.

Sep 21 Direct to Business, Read Chapter 6. Discuss Project 3, Project 4 due.

Sep 28 Songwriting for advertising, Read Chapter 7. Discuss Project 4, Project 5 due.

Oct 05 Winning an Agency Jingle Project, Read Chapter 8. Discuss Project 5, Project 6 due.

Oct 12 TV Theme Music, Read Chapter 9. Discuss Project 6, Project 7 due.

Oct 19 Scoring to Picture, Read Chapter 10. Discuss Project 7, Project 8 due.

Oct 26 Work after Success, Read Chapter 11. Discuss Project 8, Project 9 due.

Nov 02 Getting Paid, Read Chapter 12. Discuss Project 9, Project 10 due.

Nov 09 HITS, PSAS, Agency Pitches Artist v. Journeyman, Read Chapter 13 and Afterword. Discuss Project 10, Project 11 due.

Nov 16 Review & Test 2, Project III Draft 3 Due! Discuss Project 11, Project 12 draft due.

Nov 23 Exam Time Project 12 Due

\*\*\*The above schedule is approximate. We may be ahead or behind a day or two. Check the Assignments on Blackboard for due dates\*\*\*

## **ACADEMIC HONESTY**

“Members of the Jacksonville University community are expected to foster and uphold the highest standards of honesty and integrity, which are foundations for the intellectual endeavors we engage in. To underscore the importance of truth, honesty, and accountability, students and instructors should adhere to the following standard:

***“On my honor as a student of Jacksonville University, I promise to uphold the values of honesty, trust, fairness, respect, and responsibility in all my dealings with faculty, staff, and students.”***

Academic misconduct occurs when a student engages in an action that is deceitful, fraudulent, or dishonest regarding any type of academic assignment that is intended to or results in an unfair academic advantage. In this context, the term “assignment” refers to any type of graded or ungraded work that is submitted for evaluation for any course. Academic misconduct includes but is not limited to cheating, collusion, falsification, misrepresentation, unauthorized collaboration on assignments, copying another student’s work, using or providing unauthorized notes or materials, turning in work not produced by the individual, and plagiarism. Furthermore, providing deceitful, fraudulent, or dishonest information during discussions of an academic manner with faculty are also examples of academic misconduct.” (Jacksonville University Academic Catalog)

Throughout this course we will be reading and reporting about the work of others. All information that is not original to the student must be appropriately attributed in both presentations and written work. All students are expected to do their own work and give appropriate credit for all sources used in the process of preparing papers, presentations, and homework assignments. Group assignments will be graded based on the product of the work, although some adjustment may be made for participation. [If you have a question about whether or not collaboration is allowed, or how to cite a reference, please ask. It is always better to check than to be accused of an unintended violation of the academic honesty policy.] Violations of the academic honesty policy will be dealt with in accordance to university policies [Refer to current Academic Catalog “Academic Integrity and Misconduct”].

**Course Level Penalties:** A first offense may result in a failing grade for the assignment. Second offenses may result in failure in the course. Significantly egregious violations may result in expulsion from the university. When in doubt give credit for all information that did not come directly out of your head!

### **COVID-19 Accommodations**

Students requesting accommodations due to COVID-19 must work with the Disability Support Services (DSS) office. This office is located on the third floor of the Davis Student Commons, room 336. The office can also be contacted through their website (<https://www.ju.edu/disabilityservices/index.php>). This includes any request to complete class remotely.

### **DISABILITY STATEMENT**

Students with a documented disability requesting classroom accommodations or modifications, either permanent or temporary, resulting from the disability are encouraged to register with the Disability Support Services (DSS) office. This office will assist in recommending accommodations that eliminate barriers in academic coursework and/or guide you through the different supportive mechanisms that we have to offer. This

office is located on the third floor of the Davis Student Commons, room 336. The office can also be contacted through their website (<https://www.ju.edu/disabilityservices/index.php>).

Note: Students are encouraged to register with the DSS office at the beginning of the term and/or prior (if/when possible), as accommodations are not provided retroactively.