Professional Music
Program Learning Outcomes - 2019

1. Theoretically describe digital music production and creative production requirements and apply those principles within a digital music production context.

2. Theoretically describe the concepts and relationships between melody, harmony, and rhythm, the fundamental aspects of musicianship, and apply those relationships in a digital music production context.

3. Theoretically describe the concepts and the implications of music and media business practices and instruments including contracts, negotiation, financial documents, sales & marketing, and apply those insights and processes in a music industry and entrepreneurial context.

4. Theoretically describe and apply digital media production skills and requirements.

5. Draw on existing skills through self-awareness, awareness of context, and theory to engage in entrepreneurial practices, risks, and opportunities.

6. Professionally communicate verbally, in writing and other media.

7. Be sensitive and open to diversity in terms of people and cultures, with consideration of specific issues of equity, social justice, and inclusion in media and the music industry.

8. Be aware of and consider the patterns and ongoing implications of technological, cultural and economic forces which have shaped the media and music industry in Canada and around the world.

9. Interact and professionally engage with industry.

10. Think, create and iterate in the music industry by operating at the nexus of context, skills, theory and self.

11. Critically recognize and analyze ethical problems to effect practical solutions within consideration of context.