

ARTIST DEVELOPMENT COURSE @ LEVEL 4

The Artist Development course is a unique way for music artists (bands, composers, producers and singer/songwriters) to work through a professional A&R development process within the safety of an educational environment.

Artists will have their works, image and business models analysed and challenged to see if they are credible and valid in today's music climate.

This means taking a fresh look at your music and everything you have done, taking the best bits and working out a plan of how to build on those strengths.

It is a process which requires courage and dedication. But it is also perhaps the most valuable experience you will undergo in your musical development.

In many ways it is very similar to how a record label or a music manager would develop an artist.

The advantage here, though, is that we can give you the time and space to discover yourself without the immediate demands of the commercial marketplace.

DECONSTRUCTING THE ARTIST

The process starts with deconstructing the artist. This means a dissection of what you represent as an artist, from your songs through to your internet presence and image.

This is usually a very revealing and thought-provoking experience, one which can encompass self-reflection, introspection and exhilaration in equal measure.

The key aspect is that this process is undertaken within a safe education environment whereby artists are carefully guided and supported.

RECONSTRUCTING THE ARTIST

At the heart of the course is the reconstruction of the artist.

This is where the artist takes the outcomes of the deconstruction and creates a detailed development plan which is put into place with the support of mentors and with advice and guidance from industry players.

SHOWCASING THE ARTIST

Once ready, you will have opportunities to perform, record and showcase your talent both in the capital and outside. This includes gig opportunities with Atom Live and digital distribution and possible releases through Atom Music and Atom Records.

NEXT MOVES

Progression is into the industry or onto other Higher Education courses. One route is onto the Popular Musician Foundation Degree.

MORE ABOUT YOUR COURSE.

LEVELS AND QUALIFICATIONS

The Artist Development course is a Higher Education course. It is offered at Level 4 which is the same as the first year of a degree.

The qualification is a Creative Practitioner Diploma. These is a bespoke music qualification which has been written by Access to Music and is accredited by Rockscool, the UK's only popular music awarding body.

The qualification is government-funded and is industry and university recognised.

Assessment is based on course work (units) rather than exams and the qualifications are graded Pass, Merit and Distinction.

You gain credits for each unit that you achieve. The Level 4 Diploma generates 48 ten-hour credits.

ENTRY REQUIREMENTS

At Access to Music we believe that people should have the opportunity to benefit from our courses whether they have achieved previous qualifications or not.

So we have no formal entry requirements for our courses. The most important thing is your music and your motivation and drive to succeed.

MORE ABOUT YOUR COURSE.

FINDING YOUR LEVEL

Level 4 courses are equivalent to the first year of a degree at Higher Education. In terms of the Artist Development course it means:

LEVEL 4

For music artists who have considerable experience or creating repertoire and of performance and/or recording work, but are seeking to further develop and refine their work.

PRACTICALITIES

This course starts in September and runs for one academic year until late June or early July.

The course is classed as full-time. However, attendance at actual college sessions is around 16 hours per week.

This is usually spread over two-three days. This means that you will have spare time for part-time employment to support your studies. However, be aware that you will be expected to undertake course work outside of your college hours.

Access to Music has a range of student support services which can help you through your studies. This includes advice and guidance

on getting things like Educational Maintenance Allowance, Adult Learning Grant, travel and childcare support and hardship funds.

Again the website has more info on this under STUDENTS.

CENTRES

The Artist Development course is offered at Access to Music: London at the British Academy of New Music (HE).

MORE ABOUT YOUR COURSE.

VISIT US

To really get a flavour of a course why not book yourself into one of our centres for our National Open Days? They take place on Saturdays on 14 November 2009, 6 February 2010 and 15 May 2010.

EQUIPMENT

You will be expected to own your main instrument and bring this into your music centre on all the days you need to attend.

Of course drums are bit awkward to carry on the bus, so we provide drum kits, but drummers must bring their own cymbals, pedals and sticks.

Vocalists are expected to own their own microphone and bring this with them.

We recommend that you insure your musical equipment to cover for any damage or loss incurred through using it during the course. Access to Music Ltd. cannot be held responsible for any damage or theft of personal property.

We supply band-rehearsal rooms equipped with backline amps, drum kits and PA systems.

We also have technology suites equipped with Apple Mac Digital Audio Workstations.

COSTS

Access to Music further education courses are government-funded and can be taken free of any tuition charge, or at a subsidised rate.

Even if you are working, costs are very reasonable in comparison to other music providers.

Add-on costs are also very low and we don't have any of the hidden costs that some of our competitors charge.

The above fee structure does not apply to international students outside the EU. You will have to pay for full tuition costs.

Please check our website for up-to-date info on fees & costs.

MORE ABOUT YOUR COURSE.

APPLYING

To give you the best chance of getting on a course, make sure you apply to us as early as possible.

The best way to apply to us is online where there is an easy-to-use application form. You can also apply by downloading and printing off an application form.

You will be encouraged to link to examples of your music/creative works to date (e.g. Myspace or website).

INTERVIEWS

All applicants will be invited to the centre for an interview with centre staff. This should happen within four weeks of us receiving your application. This session is designed so that you can find out more

about your chosen course and centre and that we can find out more about you.

You will be expected to provide a performance/ demonstration to include one or more of the following:

- a performance on an instrument (perhaps to backing track);
- a demonstration of your music on a computer workstation (we have Reason, Logic & Garageband available. Please bring your own laptop if you use different software);
- a presentation of music you have recorded (e.g. an MP3 file or link to music on a web page);
- a video (e.g. a gig, club night, promo etc.);
- a presentation of your music web site or web page (e.g. Myspace).

You may want to compile

a portfolio of some or all of the above, either as a computer-based, or paper-based, presentation.

ENROLMENT

You will be informed of whether you have been accepted shortly after your interview.

If successful, you will receive an enrolment form which you should fill in and send back to us together with any payment required.

All courses start around the third week in September 2010. You must send us your enrolment form and all payments before that date.

OUTCOMES

INTO THE INDUSTRY

This is an artist-based course so the main outcome is to enter the music industry as an original performing and recording artist.

In order to be successful in this aim it will be essential that you have exploited all the opportunities Access to Music can give you to develop yourself as an artist and to market and promote your music.

Of course many artists go on to work in other areas of the music or creative industries and we will give you opportunities to find out about how different areas of the industry operate.

HIGHER EDUCATION

Some students will be interested in continuing in higher education.

The most suitable progression is onto the second year of the Access to Music Popular Musician foundation degree which is delivered at the British Academy of New Music in partnership with the University of Westminster. You can find more information of this course under Professional Development courses on the website.

There are numerous other foundation degrees and degrees in popular music. For more info of some of the ones on offer, please go to 'Music @ HE' under STUDENTS on the website..

TEACHING

Teaching music is a great way to pass on your skills to others and earn income.

Access to Music offers a one-year Music Educator teacher training course @ Level 3 which can gain you the skills to work as a private tutor or in colleges.

www.accesstomusic.co.uk

The one-stop site for more information and applying for courses.
More advice: info@accesstomusic.co.uk / Freephone 0800 28 18 42
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