

# Postgraduate Degree

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In partnership with Coventry University and Pearson

Musical Direction, Planning and Leadership: 2 Years Degree (MA in Applied Contemporary Music)





Are you a creative artist in the fields of Music Performance, Music Production, Film Making, Multimedia or Gaming and VR/AR? ? Here you can find the higher education courses that will lead you to success. Creative Hub Academy has been since 1999 the first Italian school to offer international degrees and diplomas dedicated to the specific needs of creative professional artists, record companies, sound engineers, music performers and producers/engineers.

It offers courses for professionals characterised by a vocational approach and high academic value to build a successful career.

DUBLIN DESCRIPTORS
Expected learning outcomes expressed through the European Qualification Descriptors
<b>Knowledge and understanding</b>
provides a basis or opportunity for originality in developing or applying ideas often in a research* context ..
<b>Applying knowledge and understanding</b>
[through] problem solving abilities [applied] in new or unfamiliar environments within broader (or multidisciplinary) contexts ..
<b>Making judgements</b>
[demonstrates] the ability to integrate knowledge and handle complexity, and formulate judgements with incomplete data ..
<b>Communication skills</b>
[of] their conclusions and the underpinning knowledge and rationale (restricted scope) to specialist and non-specialist audiences (monologue) ..
<b>Learning skills</b>
study in a manner that may be largely self-directed or autonomous..



## Higher Education Accreditations:

- Coventry University: Faculty of Arts and Humanities
- Pearson BTEC International Centre 90272
- Erasmus+ vocational education and training KA120 - VET
- Iso 9001:2015 - EA 37 (Education)
- Higher Education Training Institution IFTS Qualifications and EQF Qualifications. Accredited Emilia Romagna Region with DGR 1931

## Why you should choose Creative Hub Academy:

- Full-time or part-time attendance to meet your needs;
- 1 one to one weekly hour of instrument/discipline for each student;
- Possibility of "blended learning" in person + online;
- Digital media and libraries for teaching;
- Google Workplace unlimited online platform for teaching interaction (students and teaching staff);
- 25 years of experience in the international academic field;
- Top of the line 2000sqm facilities, unique in Italy and set up in a highly professional environment, with free WiFi for all members. Free unlimited parking and public transport (bus and suburban train), 15 minutes to the city of Bologna centre;
- A team of highly specialised professionals and teachers with a remarkable career in the national and international industry;
- An incomparable proposal of events and workshops with some of the most important names in the industry;
- Opportunities for students to access our Artists Development Center's international networks and professional opportunities;
- "Vocational" educational projects based on a real implementation of professional objectives to be developed in the industry;
- ERASMUS Programs and Internship in the Creative Industries.

## Location:

- Creative Hub Bologna (Bologna, ITALY)

## Study mode:

- Full-time
- Part-time

## Duration:

- 2 years in full-time mode
- 4 years in part-time mode (max 50% Credits per year)

## Academic calendar:

- 30 weeks per year

## Start date:

- September 2023



## Course overview:

Study level: Postgraduate

Postgraduate study with Creative Hub Academy advances your skills and knowledge to further your career in a wide range of music disciplines. Focusing on your development as a composer, musical director, arranger, orchestrator, concert manager, sound designer and/or music producer, you will develop knowledge of the industry and the confidence to develop your own projects, that will then improve your professional portfolio to carry forward into the professional musical world. Our unique educational mix of live on-line teaching and blended specialist on-line resources, supports and guides you in a way that other courses do not.

This course is ideal for those who have a passion for creative practices in both music and sound, and wish to explore the technical skill of those practices.

- On our course you'll define the principles of music and audio crafting including directing, performing, recording music in the studio, writing, arranging and recording music with technology. We also cover the music business, careers and employability. You will also have access to our recording studios (including Universal Sound, Genelec and Matrix 2 SSL mixing desk) many live rooms and performance spaces and an iMac music tech suite running Pro Tools, Logic, Guitar Pro, plugin Waves, Alliance Bundle, Native Instruments and Arturia virtual instruments.
- Graduates would not be limited to careers in music, for they would possess skills and experience welcomed in industrial, financial, educational, media, technological and other related sectors.

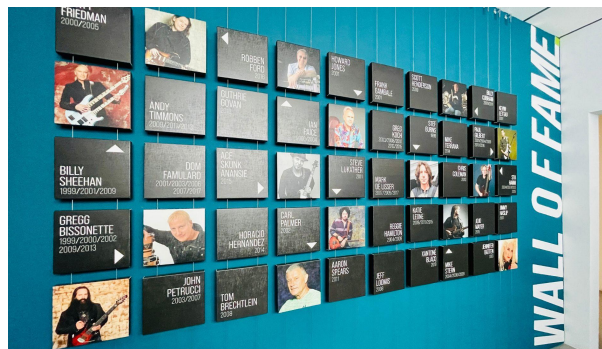
At the end of the Course you will receive the following Certificate:

- Coventry University Master Degree (Level 7)

## Facilities:

At Creative Hub Academy, students benefit from superb facilities so they can build on their practical talent. Facilities include:

- Recording and Pre-Production studios.
- Various live rooms, production and performance spaces with grand pianos, PA, latest state of the art guitar/bass amps (Egnator, Fender, GR etc and drum kits (Ludwig), digital mixers, PCs and Macs, digital boards, tvs, cameras.
- Stages for video and photo sessions.
- VR/AR studios, Oculus and green screens.
- PC Labs.
- Physical and digital libraries.
- Google Workplace suites and music tech suites plus further state-of-the-art recording softwares such as Pro Tools, Logic, Adobe Suites.



## Why you should study this course:

The course is designed to reflect the range of areas that make up the subject of professional arrangement and composition and the wide range of jobs that may be available to you once you have completed your studies. The course comes with the following benefits and opportunities:

- Access to our fantastic facilities: recording studios, production boxes, large microphone stock, large venue PA systems and dedicated computer labs.
- A vibrant and creative environment, you may have access to professional practices, new research and graduate support.
- Dedicated, experienced and qualified teaching staff with a mixture of commercial, academic and research related expertise at an international level (staff may be subject to change).
- For successful graduates, a potential range of career in music composition, musical arranging, music conducting and direction, music publishing, music production and engineering, music mixing, sound design and music education



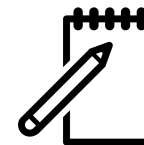
### Global ready

An international outlook,  
with global opportunities



### Teaching Excellence

Taught by lecturers who are  
experts in their field



### Employability

Career ready graduates,  
with the skills to succeed

## What you'll study:

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

### YEAR 1

LEVEL	UNIT	TYPE	UK CREDITS	ECTS CREDITS	UNIT NAME
7		Core	30	15	Advanced Technology in the Music Industry
7		Core	60	30	Musical Direction, Planning and Leadership
7		Extra			(One to One)
7		Extra			Group Tutoring
7		Extra			Self directed learning and Extra curricular activities

**Advanced Technology in the Music Industry:** This module allows learners to explore the use of advanced hardware and/or software music production tools when composing and producing in contemporary styles. Originality in the use and deployment of signal processing, special effects and mastering components would be expected at the production stages, along with a full appreciation of how the resulting music would then be authored and published to a variety of contemporary platforms. Emphasis will be placed on the necessary multi-skilled.

**Musical Direction, Planning and Leadership:** This module allows learners to build on their existing musical skillset to create and plan a portfolio of musical events or extended programme in the role of Musical Director. The opportunity to work with level six performance and production students to create a repertoire for performance, study the management skills required to lead rehearsals, plan for the performance and enhance others understanding of their required performance output, will all form part of this module.



Professional practitioners will embed real world scenarios. The life cycle of the project will be assessed and tracked to enhance reflection of the process and skills required to ensure events reach a successful outcome

## YEAR 2

LEVEL	UNIT	TYPE	UK CREDITS	ECTS CREDITS	UNIT NAME
7		Core	30	15	Professional Practice
7		Core	60	30	Final Project
7		Extra			(One to One)
7		Extra			Group Tutoring
7		Extra			Self directed learning and Extra curricular activities

**Professional Practice:** This unit allows learners to appreciate the importance of networking and self-promotion within the music industry. It will focus on the development of crucial presentation, planning, communication and listening skills so essential for employment. Attendance at actual public events such as trade shows, festivals, academic gatherings and industry conferences, will be core to the delivery and assessment process. Such events will form the basis for much of the primary research and analysis that will be required to formulate an effective employment plan. More formalised business practices and models will also be addressed, in terms of the personal skills and qualities required for the freelance world, added to the necessary ongoing professional development within a chosen employment field.

**Final Project :** This module allows learners to undertake a substantial postgraduate project that is aligned with their preferred musical career. Due to the nature of the music and entertainment industries', students will complete both a 5,000 word written dissertation, along with a substantial practical portfolio in their chosen area (e.g. composition, extended performance or music production). This module will expand the level of critical thinking and develop research methodologies that build enhanced employability and academic rigour, thus students will develop industry-relevant transferrable skills in their selected field of enquiry. Emphasis will be placed upon the learner demonstrating attributes of self-motivation, time management, perseverance and self-managed learning, as would be expected within professional and commercial musical environments.



## How you'll learn:

A portion of your contact time will be dedicated to course support sessions. The course support sessions are weekly, timetabled sessions where you can explore areas of the course which you may find challenging or get support with personal projects and employability efforts. You also have access to 1 hour weekly one to one with your Tutor to work on technique, theory or supporting in preparation for assessments.

## Teaching contact hours:

We understand that everyone learns differently, so each of our courses will consist of structured teaching sessions, which can include:

- On campus lectures, seminars and workshops
- Group work
- One to one tutorials
- Self-directed learning
- Work placement opportunities.

If you would like more information, you can request information about teaching hours.

Part of our campus life is undertaking self-directed learning. During a typical week you will have time that allows you to work independently to apply the skills and knowledge you have learnt in taught or facilitated sessions to your projects or assignment briefs. This self-directed learning allows you to use your research skills, consolidate your knowledge or undertake collaborative group work.

As an innovative and enterprising institution, the University may seek to utilise emerging technologies within the student experience. For all courses (whether on-campus, blended, or distance learning), the University may deliver certain contact hours and assessments via online technologies and methods.



## Assessment:

This course will be assessed using a variety of methods which will vary depending upon the module. Assessment methods include:

- Practical or project work
- Coursework
- Tests
- Essays
- Presentations/posters.

Our assessment strategy ensures that our courses are fairly assessed and allows us to monitor student progression towards achieving the intended learning outcomes.

Assessments may include exams, individual assignments or group work elements.



## International Experience Opportunities:

This area of study is considered an international business. Most of the technical subjects you could learn are applicable worldwide and, where they exist, significant regional or country-specific differences are highlighted.

### **Erasmus+ for vocational training**

In Erasmus+ the opportunities for the world of Vocational Education and Training (VET - Vocational Education and Training) aim to improve the quality and effectiveness of systems and practices in the sector throughout Europe, pursuing the objectives of:

- to improve the professional skills of individuals;
- to broaden knowledge and understanding of national policies and practices;
- to enhance the quality of teaching and learning;
- to promote the modernisation and internationalisation of educational and training institutions;
- promoting mobility activities.

### **How the KA120 program works**

Work experience abroad in the cultural and creative industry market; thanks to the Erasmus+ Vocational Education and Training KA120 accreditation we offer our students the opportunity to live a work experience abroad, within companies active in the market.

Students eligible for the ERASMUS+ scholarship will have a 3-month "work experience" from November to February in one of the network countries: Germany, Holland, Belgium, Spain, Northern Ireland, and others.

### **Erasmus + scholarship**

The scholarship covers all the costs of flight, apartment, utilities, internet connection and food. In addition, each student will receive a monthly check to cover extra expenses. Please note that all international experience opportunities may be subject to additional costs, competitive application, availability and meeting applicable visa and travel requirements are therefore not guaranteed.



## Entry requirements:

Access requirements:

- EQF level 6 qualification related to the chosen pathway. Applicants should hold a good honours degree 2:2 or above in a relevant academic discipline.
- English language requirement: IELTS of 6.5 overall, with no component lower than 5.5.
- One to One Interview (on specific topics)

If you don't meet the English language requirements, you can achieve the level you need by successfully completing a pre-sessional English programme before you start your course.

## Tuition fees:

Tuition fees cover the cost of your teaching, assessments, facilities and support services. There may be additional costs not covered by this fee such as accommodation and living costs, recommended reading books, stationery, printing and re-assessments should you need them.

Contact our team and book an appointment.



## Careers and opportunities:

We recognise that music has increasingly become a 'portfolio career' and aim to provide our students with a platform for success in whatever area of music their aspirations lie.

A master's degree will help you to develop the key skills that employers look for, such as:

- Time, deadline and project management
- Problem solving
- Teamwork, relationship-building and working independently
- Cultural awareness
- Critical thinking and research analysis

Above all, you will learn to communicate your ideas and enthusiasm to a wide range of audiences.

## Where our graduates work:

Typical destinations for graduates of this programme could include careers in music composition, musical arranging, music conducting and direction, music publishing, music production and engineering, music mixing, sound design and music education. Progression to PhD studies may also be a pathway choice.

## How to apply:

Students applying to enrol should apply directly to the Creative Hub Academy.

Get in touch with us today for further advice and guidance:

Phone: (+39) 051 6313706

chat with our admissions team WhatsApp: (+39) 351 8431456

Email: [ammissioni@ma2000.it](mailto:ammissioni@ma2000.it)

Complete our “Apply form” on Website