

Year 10

Exam type: Written Exam

Context

Students have been studying towards their Unit 1 assessment taking place on the 10th January 2018

This is a one hour written paper.

What they will need to know

Management and promotion roles

Learners should consider the skills and responsibilities of management and promotional roles in terms of who does what and why it is important. Consideration should be given to the links between management and promotional roles and how the industry relies on skilled practitioners across the disciplines.

- artistic management
 - personal and financial management, advice and guidance, liaising with recording companies, arranging tours, fee negotiation
- venue management
 - booking events, licensing, management of staff, management of publicity for events, organising events security, health and safety of artists, audience and staff
- studio management
 - booking sessions, managing the maintenance of equipment and facilities
- promoter
 - identifying performance opportunities, venues and artists, securing finance for events, manages financial risk, insurance and safety
- marketing
 - managing marketing materials and strategies
- A&R (Artists and Repertoire)
 - scouting for talent online and at live events.

Recording roles

Learners should consider the skills and responsibilities of recording and production roles in terms of who does what and why it is important. Consideration should be given to the links between recording and production roles and how the industry relies on skilled practitioners across the disciplines.

- recording studio personnel
 - engineer, assistant engineer, technical manager, tech support
 - maintenance and repair, electronics engineer, installation
- producer
 - artistic overview, creative manager, liaising between creative partners, financial control, sample clearance
- session musician
 - performing given music, performing collaboratively, in an ensemble or as a soloist, provides own equipment
- mastering
 - mastering engineer, producing the finished mix to comply with all technical requirements, optimised audio performance and ensuring quality

- CD manufacturer, producing multiple copies of provided master CDs on demand, jewel cases, slip cases, artwork, screen printing, packaging, delivery to distributor
- digital delivery through services such as iTunes.

Media and other roles

Learners should consider the skills and responsibilities of media roles and the wider world of

employment opportunities in related areas in terms of who does what and why it is important. Consideration should be given to the links between these roles and how the industry relies on skilled practitioners across the disciplines.

- music journalist/blogger
 - writing copy for publication in print or web, articles, reviews, biographies, research, op-ed
- broadcaster (TV and radio)
 - selecting music for broadcast, programming, demographic targeting, research, writing, editing
- software programmer/app developer
 - writing and/or coding software products such as apps, programs, packages, files, podcasts
 - writing music packages for distribution online
- retail and distribution
 - selling products in shops, stores and online using retail techniques and skills
 - moving CDs from warehouse to retail outlets, logistics, selling via mail order and through online stores.

How and why workers are employed in the industry

Employment patterns:

- full-time/part-time/freelance contracts (short, long-term) when employing performance, production and front of house staff
- permanent and casual staff for specific projects or performances
- self-employed, entrepreneurial
- volunteers.

Students will have their books to revise from prior to the assessment taking place and a revision guide.

Website support:

YouTube for guided videos and examples.

Best of luck!