

Applied Learning (Senior Secondary Level)

2021-23 Cohort

Learning and Teaching

Subject Title : Popular Music Production

Area of Studies : Creative Studies

Course Provider : Hong Kong College of Technology

In Popular Music Production, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in popular music production industry.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lecture on appreciation of popular music) and eye-opening opportunities to experience the complexity of the context (e.g. field visits to professional studios, visit to performance venue and meeting with music producers and professionals, so as to deepen students' understanding of the music industry).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. use professional music software and hardware for music creation in a professional studio, so as to further understand the knowledge and skills required in the industry).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. in a case study, students appreciate local and international popular music in different periods, and compare different song styles to create their own music and performance style). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. in a final project, students create their own music for individual or group performance and sketch an online marketing strategy plan to promote the music project).

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Curriculum Pillars of Applied Learning in Context – Popular Music Production

Upon completion of the subject, students should be able to:

- explain and analyse popular music production and performance skills through the appreciation of the characteristics of popular music in different periods of various places;
- demonstrate teamwork skills, sense of responsibility and positive values through the process of production and performance in popular music;
- apply the principles and techniques of arrangement, mixing and recording to produce music with different melody and style;
- recognise the work ethics of music practitioner and demonstrate the respect for copyright;
- apply marketing strategy skills to promote music projects; and
- develop self-understanding for further studies and career development in the related field.

Through the specific contexts related to the subject, students have different learning opportunities, for example:

1. Career-related Competencies

- understand the development trend of local and global popular music;
- demonstrate practical skills in re-arranging songs with different styles by analysing the melody and applying the understanding of characteristics of different musical instruments;
- integrate the knowledge and skills in music production for creation and performance; and
- demonstrate professional attitude in the music production process.

2. Foundation Skills

- apply information technology skills by using music software to arrange music of different melodies and styles;
- communicate effectively with the practitioners by using appropriate terminology of the music industry to express the ideas; and
- strengthen written and verbal communication skills through sketching marketing strategy plans for music projects and conducting oral presentation.

3. Thinking Skills

- demonstrate problem-solving and decision-making skills in handling unexpected situations in impromptu music performance;
- demonstrate creative thinking ability through arrangement and music interpretation; and
- demonstrate analytical thinking skills in evaluating the effectiveness of online marketing strategies, and identify the most appropriate and cost-effective promotion strategies in music projects.

4. People Skills

- demonstrate interpersonal skills and collaboration skills during music rehearsals and performances;
- demonstrate teamwork skills through group music performance; and
- demonstrate self-reflection skills through responding to the feedback of tutors in different learning activities (e.g. music performance, production and recording).

5. Values and Attitudes

- show respect to the originality and copyrights of music by appreciating the creation of local and international popular music in different periods; and
- comply with work ethics related to the music creation industry.