

# POPULAR MUSIC PRODUCTION

for *Music HND Students*

In this Top Up Year provided by the School of Media Arts and Technology of Solent University Southampton, you will have the chance to develop your existing knowledge and expand your creative and technical skills.

A Top Up Year prepares the student to obtain an academic level (BA-Hons) and successfully overcome professional challenges by promoting a fruitful relationship with the community, businesses and institutions.

ETIC encourages talent, expertise and open-mindedness. The student develops creative thinking, so as to tighten opportunities and create possibilities for the actual and future practice contexts.

## WHY A TOP UP YEAR

Perhaps it was the Music Industry that suffered the most with the digital revolution, where things changed more radically and where the roles of the main agents were rewritten. In order to pursue a professional career in the music industry - as an artist or a producer, a manager or even a record label exec - the required skills come from a much wider scope of knowledge than ever before. In this Top Up year, you will have real-life professional situations, from assisting in recording studios to delivering material to match client briefings, hand in hand with learning how to manage artistic careers whilst going further into the journey of audio post-production. In addition, you will be asked to deliver an impassionate body of work on a specific subject in the music domain. By joining ventures with Solent University, at ETIC we welcome the application of all students that completed the 2 years of the HND diploma and feel compelled to go further. This is the place to be.

## ETIC COURSE LEADERS

### MIGUEL ANGELO

As an author, composer, singer, musician and producer,

Miguel Angelo has developed a long career in Portugal, with more than 30 years of activity. Huge in the 90's with the most successful and best-selling pop band in the country, Delfins - with whom he was for 25 years - he's still recording and performing as a solo artist and with well-known collective Resistência.

### JOÃO GOMES

João Gomes is a musician, music producer, sound engineer and teacher. He spent the 90's in London playing in bands and working in commercial studios. He's worked with numerous bands and artists like LX-90, Delfins, Polo Norte, Mazgani, Rita Redshoes and JP Simões.

### SOLENT UNIVERSITY SOUTHAMPTON LINK TUTOR

PAUL RUTTER

## WHAT WILL YOU STUDY

### MAJOR PROJECT

This unit requires students to undertake a written or practical research project within the broad fields of popular music and sound. It may take a variety of forms (including a written dissertation, business or practical project), and is negotiated with support and feedback from unit tutors who will discuss and approve project proposals. Building up on students'

### ETIC Unit Leader:

Alexandre Cortez

Solent University Southampton Unit Leader:

Dan Pennie

### ADVANCED MUSIC PRODUCTION

This unit develops core production concepts from level 4 and 5 at an advanced level, and reflects the need for the contemporary producer to organise and oversee projects, as well as exhibit advanced listening and technical skills. Students will design, plan and execute a music or sound training product or service.

### ETIC Unit Leader:

Eduardo Vinhas

Solent University Southampton Unit Leader:

Toni Diaz

### MUSIC STRATEGIES AND ENTREPRENEURSHIP

This unit provides students with an opportunity to critically reflect and capitalize on their accrued skill-set on their course and in doing so, suggest appropriate career pathways post-graduation. The first part of this unit focuses on assessing the personal knowledge and professional skills required essential to employability in the music and



ESCOLA  
DE TECNOLOGIAS  
INOVAÇÃO  
E CRIAÇÃO

SOLENT  
UNIVERSITY  
SOUTHAMPTON



entertainment associated industries and beyond. The second part of the unit addresses entrepreneurial and freelance business approaches, encouraging student autonomy both in and outside the creative arts economy.

**ETIC Unit Leader:**

**Rafaela Ribas**

**Solent University Southampton Unit Leader:**

**Paul Rutter**

**LIVE PROJECT BRIEF**

This unit enables students to put music production and workplace skills into practice by following a brief set by a client. Drawing on and developing skills from previous units, students may achieve the outcomes of the unit in various ways. Clients can be sourced from inside or outside the university, and students will negotiate an appropriate brief with both client and tutor. A key emphasis of the unit is to give students confidence to approach unfamiliar problems by synthesising and developing knowledge, skills and previous experience.

**ETIC Unit Leader:**

**Ricardo Ferreira**

**Solent University Southampton Unit Leader:**

**Toni Diaz**

**CREATIVE SOUND DESIGN**

Addressing the issues, conventions and characteristics of fiction or dramatic production through production lectures and workshops, students will further develop their technical craft skills in audio by adapting an existing 'script'. Students are required to record and embellish their chosen medium with existing and original SF/X and incorporate ambient reinforcement as well as original music. Students will be introduced to a range of stylistic and aesthetic approaches to audio post production values in their chosen medium. Additionally, it will be expected that they critically engage with their chosen media and that their work is informed by analysis of current cultural output and theoretical ideas.

**ETIC Unit Leader:**

**José Raposo**

**Solent University Southampton Unit Leader:**

**Toni Diaz**

**TUTORS**

**ALEXANDRE CORTEZ (Major Project)**

Musician, Cultural Agent, Teacher and a Publisher, Alexandre is also partner and manager of CTL, Cultural Trend Lisbon, owner of venue Musicbox and restaurant POVO, in Cais do Sodré, Lisbon. Partner and manager of CTL, Cultural Trend Lisbon, owner of venue Musicbox and restaurant POVO, in Cais do Sodré, Lisbon.

**EDUARDO VINHAS (Advanced Music Production)**

Producer and sound engineer at self-owned Golden Pony Studio since 2005.

Worked in various projects as a musician and producer (Jaguar, Pop Dell Arte, B-Fachada), and also as a recording, mixing and mastering engineer.

**RAFAELA RIBAS (Music Strategies and Entrepreneurship)**

18 years of experience as a professional in the Music Industry. Currently Owner of aFirma, a booking and management agency working with some of the most relevant Portuguese music artists. Previously owner of Feline Records, a London based record label. Experience in Mentorship while working as a business manager at Altran consultancy in London and as an Associate Consultant at McKinsey & Company in Lisbon.

**RICARDO FERREIRA (Live Project Brief)**

Ricardo is the founder and CEO of Blim Records, since 2005. As a composer, musician and producer of different artists and projects he achieved 20 Platinum and 5 Gold records. Blim Records also has management and Booking departments within. Ricardo started as a producer at NZ Produções, from 1999 to 2005, working in some of the most successful pop music projects in Portugal.

**JOSÉ RAPOSO (Creative Sound Design)**

Technical Director and Partner at Sound Station Audiovisuais Lda. Responsible for the adaptation, recording and mixing of the promotions of National Geographic Channel in Portugal. Advertising campaigns, sound identity/Acoustic Branding, ADR and dubbing are all subjected, day in day out, to José's professionalism and rigour.

**SCHEDULE / WORKLOAD**

- Full-time.
- 9 am to 1 pm + autonomous study.

**ENTRY REQUIREMENTS FOR ETIC STUDENTS**

- Completion of the relevant ETIC HND in Music Production with a Pass.
- English meets IELTS 6.0 in writing with a minimum of 5.5 in reading, listening and speaking or TOEFL IBT minimum 80 with a minimum of 19 in each individual component or equivalent.

**OTHER CANDIDATES WHO CAN APPLY TO A TOP UP YEAR**

- Students who have completed a level 5/120 credits degree.
- Candidates who show evidence of relevant professional background and significant experience in the area they apply.
- The same English language entry requirements mentioned above are mandatory for all applicants.

Please contact ETIC's Admissions Office for further information and detailed application procedures.

**APPLICATION DATES**

May to September

**PREÇOS E CONDIÇÕES DE PAGAMENTO:**

Ex-Aluno ETIC: €600,00 de Inscrição  
+12 prestações mensais e consecutivas (€437,25)  
Ou +14 prestações mensais e consecutivas (€378,57)  
Descontos: pagamento da totalidade do curso (pronto pagamento) - desconto de 5,5%

Novo Aluno: €600,00 de Inscrição  
+14 prestações mensais e consecutivas (€416,42)  
Descontos: pagamento da totalidade do curso (pronto pagamento) - desconto de 5,5%

Aluno sem residência fiscal em Portugal: €600,00 de Inscrição  
+ 30% da totalidade do curso na matrícula (€1,749,00)  
+ 12 prestações mensais e consecutivas (€340,08)  
Descontos: Pagamento da totalidade do curso (pronto pagamento) - desconto de 5,5%

**CONTACTS**

secretaria@etic.pt  
+351 213 942140



ESCOLA  
DE TECNOLOGIAS  
INOVAÇÃO  
E CRIAÇÃO

SOLENT  
UNIVERSITY  
SOUTHAMPTON

**CONDIÇÕES GERAIS:** Preços e condições de pagamento podem sofrer alterações até ao início das inscrições; O programa do curso pode ser alterado desde que se verifique a necessidade de adequação técnico-pedagógica; A abertura de cada curso/turma/horário está condicionada a um número mínimo de inscrições; a inscrição no horário pretendido é limitada ao número de vagas disponíveis; o programa do curso inclui aulas sem professor para desenvolvimento de exercícios aplicados; excepcionalmente, podem ser marcadas aulas fora do horário estabelecido para prática intensiva ou haver reposição de aulas. Aulas técnicas específicas e/ou workshops podem ocorrer aos Sábados; a duração de cada aula pode variar em função da sua natureza teórica ou prática; em aulas práticas, a turma pode ser dividida em grupos para melhor aprendizagem, respeitando-se sempre a carga horária do curso por aluno. A ETIC pode substituir um professor desde que considere ser necessário responder de forma mais eficaz aos objetivos propostos.

Rua D. Luís I, 6 e 20D / 1200 - 151 Lisboa  
213 942 140 / info@etic.pt

GRUPO DE EDUCAÇÃO



WWW.ETIC.PT

