Senior Recital Capstone Weekly Meeting Syllabus-Fall 2017
MUAG 4710/4711/4712; MUCP 4195
Thursdays, 8:30-9:20, MUSI 322
Instructor: Dr. Fabiana Claure, Director of Career Development and Entrepreneurship in Music
940-600-1565 ● fabiana.claure@unt.edu ● MU260A
Office Hours: Tuesdays from 1-3pm and Thursdays from 1-2pm (by appointment please)

Senior Recital Capstone Course Overview

The Thursday morning senior recital meetings are one requirement of the Senior Recital Capstone (MUAG 4710/4711/4712; MUCP 4195) course. This course marks the culmination of students’ academic, musical, and artistic growth over the course of their undergraduate career. The lectures, class assignments, guest presentations, and readings are designed to help students build career-development skills that will support their senior recitals as well as their future musical careers. In addition to assignments that support communication, critical thinking, and social responsibility skills, students will create promotional tools such as an artist portfolio, a demo video, a website, and a recital marketing plan. Students are required to attend weekly class meetings, individual lessons with the applied/composition professor, and complete the associated lesson and recital performance requirements (see “grading” below for details). Note that the course numbers listed on this syllabus count toward the “UNT Core” as “Capstone.”

IMPORTANT: The above-listed course numbers include lessons, recital, and academic requirements for a single 3-credit course. Do not register for MUAM, MUAC, or MUCP lessons or MUAG 4700 in the same semester as the above-listed course numbers.

Pre-requisites

Successful completion of all College of Music Proficiency exams as required by your major, including the Theory Proficiency Exam (TPE), Upper Division Exam (UDE), Piano Proficiency Exam, and at least two semesters of upper-level MUAM or MUAC lessons, as required by your major. Completion of the “application for capstone” with consent from your applied/major professor.

Required online textbook:
- http://onlinetextbook.21cm.org/

Required attendance to bi-weekly Music Entrepreneurship Departmental:
Students enrolled in this class will be required to attend the bi-weekly departmental meetings on Wednesdays from 11-11:50am in the Recital Hall.

Online resources:
I highly recommend you sign up for the following blogs:
- Angela Beeching’s “Monday Bytes” weekly emails. Sign up at: http://angelabeeching.com/blog/
- Icadenza Blog: https://icadenza.com/blog/

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- Astrid Baumgardner: http://www.astridbaumgardner.com/category/blog-and-resources/blog/
- http://aristake.com
- http://www.artsjournal.com/sandow/

Additional online resources:
- Artist House Music: https://www.youtube.com/user/ArtistsHouseMusic/videos
- UNT Music Entrepreneurship Program Website: www.career.music.unt.edu/resources
- UNT Music Entrepreneurship Competition Winners: http://career.music.unt.edu/competition
- Follow our UNT’s Facebook page at: www.facebook.com/UNTCareerDevelopmentMusic
- http://www.bobbyborg.com/advice/articles
- http://21cm.org/category/21cm-u/

Various career development and music entrepreneurship articles and videos will be assigned throughout the course.

Course Projects:

All components of the Senior Recital Capstone, including lessons, recital performance, and assignments must be completed during the registered semester in order to receive a passing grade for the course. The course requirements are:

1) Recital Marketing Plan Assignment: Students will prepare a plan to promote their recitals and build audience engagement.

2) Bio assignment: Students will create a bio to be incorporated into their website.

3) Program Notes: The student will prepare program notes for the recital, including their own personal insights into the performance process. Performers: the program notes will include historical, theoretical and performance practice aspects of the works to be performed. The student will address the issue of historical performance practice (where appropriate) for music from different periods. They are to offer their own personal insights into the process including original solutions for technical/musical problems encountered. **The program notes are to be incorporated into the recital program and students must prepare copies on their own to be attached to the official recital program.**

Composers: Composers will be expected to articulate their artistic philosophy and any relevant technical, practical, and/or aesthetic issues relevant to the works programmed.

4) Lecture Assignment: The student will have the option to either discuss the lecture notes as part of their actual degree recital, or present a 5-8-minute lecture in their teacher’s studio class.
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As part of this oral presentation, students will discuss the musical, theoretical, textural and/or technical issues that require specific attention and how the knowledge in those areas influence the final performance.

5) Website Assignment: Students will prepare a website including their bio, pictures, video, and any other relevant materials that could showcase the student’s professional skills. The website must include a video sample of student’s work. The duration must be between 10-15 minutes but can be longer if needed. Note: For promotional videos which feature several different clips, the duration can be 2-3 minutes long. UNT’s Recording Services Office will be able to provide professional-quality video recording services and assistance uploading it directly to youtube for a $75/hour fee. Additionally, the College of Music Student Computer Lab has video editing software available for students who wish to bring in their self-made recordings.

6) Recital Performance: The senior recital performance is to be given at the College of Music or an off-campus approved location. Public performance of music is an important component of a vital community. The arts exist for the common good of the people of any culture and the senior recital is a perfect example of an artistic experience to be shared by the community at large.

Grading

Grading will be completed in consultation with your major/applied professor. Your grade will be a combination the following elements within the class.

- 7.5%: Marketing Plan for Recital
- 7.5%: Bio assignment
- 7.5%: Program Notes
- 7.5%: Website
- 5% Lecture presentation (as part of performer comments during recital or studio class) (graded by major/applied professor)
- 65%: Recital performance, lesson preparation, studio class/departmental attendance (graded by major/applied professor)

All assignments will be graded with the aid of rubrics.

Grades of Incomplete (I) are only given during the last few weeks of the semester to students in the most select of circumstances (such as sudden illness or family emergency) to students who are passing in the course at that time. Please see me if you have questions.

If you have an established disability as defined by the Americans with Disability Act, and would like to request accommodation, please see me before the second week of class begins.

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Absences

Attendance is mandatory and imperative for your grade in this class, and you are expected to be on time; class will begin promptly. A maximum of two unexcused absences are allowed for the semester, but please note that even if you are absent, it is your responsibility to make up the work that you missed during that particular class period. For each unexcused absence after two, your final grade may be lowered by one letter. Any student who misses more than three class periods is subject to failure. If you expect to miss a certain day of class, or if you find that you are ill, please contact me before class. This way, you will be able to make up the work before attending the following class period, which prevents you from becoming too far behind in the course. If you are absent, assignments are still due on the date announced in class.

Late submissions:
Unless otherwise indicated, all assignments are due in class on the date listed on the syllabus. Any assignment or presentation made after the due date is late. A late assignment is penalized one full letter grade for each calendar day that it is late; assignments later than two calendar days are not accepted at all and earn an F.

Grades of Incomplete (I) are only given during the last few weeks of the semester to students in the most select of circumstances (such as sudden illness or family emergency) to students who are passing in the course at that time. Please see me if you have questions.

Learning Center Support Services
For additional academic learning support, be sure to contact the Learning Center. You may find more information at: https://learningcenter.unt.edu

Writing Lab
Students can access free writing tutoring through the Writing Lab. For more information visit: http://writinglab.unt.edu

Academic Integrity
Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty. According to the UNT catalog, the term “cheating” includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term “plagiarism” includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and

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clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.
LINK: http://facultysuccess.unt.edu/academic-integrity

**Student Behavior**
Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. (Also see below, UNT Care Team)
Link: https://deanofstudents.unt.edu/conduct

**Access to Information-Eagle Connect**
Your access point for business and academic services at UNT occurs at my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect.
LINK: eagleconnect.unt.edu/

**ODA Statement**
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation. LINK: disability.unt.edu. (Phone: (940) 565-4323)

**2017-2018 Semester Academic Schedule (with Add/Drop Dates)**
Link: http://catalog.unt.edu/content.php?catoid=17&navoid=1737

**Academic Calendar at a Glance, 2017-2018**
Link: https://www.unt.edu/catalogs/2017-18/calendar

**Final Exam Schedule**
FINANCIAL AID AND SATISFACTORY ACADEMIC PROGRESS

Undergraduates
A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

Students holding music scholarships must maintain a minimum 2.5 overall cumulative GPA and 3.0 cumulative GPA in music courses.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. It is recommended that you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

LINK:  http://financialaid.unt.edu/sap

Retention of Student Records
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Blackboard online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates.
Link:  http://ferpa.unt.edu/

Responding to Students in Distress: UNT Care Team
Please visit the CARE Team website to tips to recognize students in distress and what you need to do in cases of extreme behavior or references to suicide.
Link:  http://studentaffairs.unt.edu/care
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**Fall Term Schedule**  
*(subject to changes and revisions which will be announced in advance)*

<table>
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<tr>
<th>Topics</th>
<th>In-class assignments submission dates</th>
<th>Reading selections and video assignments</th>
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</table>
| **Week 1:** Senior Recital Capstone overview and introduction to music entrepreneurship  
- Intro To Entrepreneurship in Music and Career Development | | 1. For each reading/video outside of 21CM, add 1-2 comments to the Blackboard weekly discussions, to be discussed in class 2. For all 21CM readings, leave comment on prompts, to be discussed in class |
| **Week 2:**  
- Finding Your Life’s Purpose, Your “Why” | | Due Sept. 5th:  
Read 21CM: Ch. 1 "To Be a 21st Century Musician" |
| **Week 3:**  
- Finding your cause as a 21st century musician | | Due Sept. 14th:  
1. Read Chapter 2 (21CM)  
2. Watch Music entrepreneurship competition workshop video by David Cutler (via blackboard organization “music entrepreneurship” you need to self-enroll in the organization to access the video, instructions on how to do that are on blackboard) |
| **Week 4:** | | Due Sept 21th: |

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- Marketing your senior recital

**Due Sept. 21st**
Upload completed Coro Micro-course worksheet to blackboard discussion board.

1. Read 21CM: Chapter 10, answer questions
2. Read Complete marketing process overview by Bobby Borg (look for the PDF in blackboard under “course content”). Post on blackboard 1-2 comments and what resonated most with you from the reading.

**Week 5:**
- Student presentations and feedback

**Due Sept. 28th:**
1. Marketing Plan
2. Upload completed Coro Micro-course worksheet to blackboard discussion board.

**Due Sept. 28th**
Watch: “How do you define success in Music” micro-course and complete worksheet

**Week 6:**
- Program notes: sources for research and writing techniques.
  Guest speaker: Adam LaSpata, Graduate Library Assistant - Audio and Digital Services, UNT libraries

**Due Oct 5th:**
Upload to discussion board: Complete superpowers test from chapter 3. Complete worksheet from micro-course.

**Due Oct 5th:**
1. Read Chapter 3 (21CM)
2. “Writing to Build Your Audience” micro-course in Coro by iCadenza.

**Week 7:**
- Developing Your Promotional Materials

**Due October 4th:**
Read
2. "Using Your Brand to Write Your Professional Bio" by Astrid Baumgartner [blog]
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<tr>
<th>Week 8:</th>
<th>Due Oct. 19th: Program Notes</th>
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<tr>
<td>Bio Writing workshop</td>
<td>Bring a draft of your bio to discuss in class</td>
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<td>Due Oct. 19th: Program Notes</td>
<td>Read Chapter 4 (21CM)</td>
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<th>Week 9:</th>
<th>Due Oct. 26th: Bio assignment</th>
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<td>Class presentations and feedback</td>
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<tr>
<td>Due Oct. 26th: Bio assignment</td>
<td>Read Chapter 5 (21CM)</td>
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<th>Week 10:</th>
<th>Due Nov. 2nd:</th>
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<tr>
<td>- Preparing for your lecture assignment</td>
<td>Read Chapter 6 (21CM)</td>
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<tr>
<td>- Presentation Strategies</td>
<td>Due Nov. 2nd: Watch: The Perfect Intro: Super Hero Brain 2016</td>
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<th>Week 11:</th>
<th>Due: Nov. 9th</th>
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<tr>
<td>- Developing an Online Presence</td>
<td>1. Chapters 7 and 8 (21 CM)</td>
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<tr>
<td>- Website Design Basics</td>
<td>2. &quot;A Beginners Guide to SEO&quot; by Steve Testone</td>
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<td>- SEO Techniques</td>
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<th>Week 12:</th>
<th>Due Nov. 16th</th>
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<tr>
<td>- Examples of Entrepreneurial Musicians, Social Media Management</td>
<td>1. Read Chapters 9 (21CM)</td>
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<td>2. Choose your favorite examples from our list of entrepreneurial musicians (in blackboard) and be ready to present why you liked them.</td>
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<th>Week 13:</th>
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<td><em>No class Thursday Nov. 23rd (Thanksgiving holiday)</em></td>
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<th>Week 14:</th>
<th>Due Nov. 28th:</th>
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<td>- Transitioning from School into the Professional World</td>
<td>Read:</td>
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<td>1. 21CM: Chapter 11 and Epilogue</td>
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<tr>
<th>Week 15:</th>
<th>Due Dec. 7th: Websites</th>
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<td>- In class student presentations and feedback</td>
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2. “Your Five Next Career Moves” by Angela Beeching