

# INDEPENDENT MUSIC PRODUCTION (IMP)

## About the Program

In this eight-month certificate program, you will learn the skills necessary for success as an independent musician. Guided by professionals who are active in the industry, you will gain hands-on experience in home-based recording, music production and distribution and songwriting. You will also be taught business and entrepreneurial skills.

## Credential Awarded

Ontario College Certificate

## Duration

2 Semesters (8 Months)

## Starts

January, May, September

## Program and Course Delivery

This program is offered in Seneca's hybrid delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements.

## Skills

Throughout this program you will develop the following skills:

- Recording
- Music production
- Written and verbal communication
- Business management

## Your Career

Graduates of the program can explore the following career options:

- Independent musician
- Songwriter
- Business manager
- Record producer
- Promoter of other artists

## Program of Study

Course Code	Course Name	Weekly Hours
<b>Semester 1</b>		
<i>Weeks 1-7</i>		
IMP101	Audio and Studio I	4
IMP102	Sound and Recording I	5
IMP111	Songwriting I	3
IMP121	Industry Overview	3
IMP122	Business I	3
IMP212	Artist Development	3
IMP403	Photography	2
<i>Weeks 8-14</i>		
IMP112	Music Theory / History	3

IMP201	Audio and Studio II	4
IMP202	Sound and Recording II	5
IMP203	Introduction to MIDI	3
IMP211	Songwriting II	3
IMP222	Business II	3

### Semester 2

#### *Weeks 1-7*

IMP301	Production Mastering I	2
IMP302	Sound and Recording III	5
IMP304	Mentoring I	3
IMP311	Artist Development II	3
IMP322	Small Business I	2
IMP323	Copyrights Contracts Legal	2
IMP413	Musical Collaborations	2
IMP422	Small Business II	3

#### *Weeks 8-14*

IMP310	Live Sound	2
IMP321	Marketing Promo.	3
IMP324	Merchandising Duplication and Distribution	3
IMP401	Production Mastering II	2
IMP411	Artist Development III	3
IMP500	Major Project	5

## Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Build and effectively operate a home-based recording studio to produce professional quality recordings.
- Produce a professional three song Demo CD and discuss the distribution process through traditional and emerging Internet markets.
- Identify some of the key components of sales, marketing and merchandising plans appropriate for their music projects.
- Recognize how to copyright and protect their original artistic work including music and lyrics.
- Apply basic knowledge of the process and procedures of registering, owning and operating a successful small music business.
- Identify the components of effective funding applications and grant requests for public and private organizations in including FACTOR and other Arts Councils.
- Develop and implement a plan for a small or medium sized venue performance.
- Write a song working alone or in collaboration with other artists.
- Identify all and produce some components of a basic promotional package.
- Function adequately in interview and performance situations.

## Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)
- English: Grade 12 C or U, or equivalent course
- Music demo – original songs

Canadian citizens and permanent residents may meet English requirements for this program through successful Seneca pre-admission testing (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>).

Recommended upgrading for applicants who do not meet academic subject requirements (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>).

### Additional Information

Your demo will consist of an audio recording in MP3 format of two of your original compositions.

- For each recording the following credits must be provided
  - Composition: who wrote the song? For example, did you write the lyrics and someone else wrote the music or did you do everything yourself?
  - Performance: who plays guitar, who sings, who plays drums, etc.
  - Production: who produced the recording, who engineered it, who made the beats, who mixed it, etc.
- If you wrote the lyrics for any composition, include a lyric sheet with your submission
- It is important that your songs demonstrate your abilities as a songwriter, lyricist and vocalist

- Instrumental-only pieces would have to show exceptional musicality and compositional skill
- The demos can be recorded in a professional studio, your home studio or on your phone
- Your submitted music will not be judged based on its production quality
- We are listening for your creativity, songwriting, vocal and performance skills
- Make the music demo the best you can achieve at your current level of skill and ability

## International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

## Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.