

ArtEZ Academy of Pop Music

Course Catalogue 2018-2019

ACADEMY OF POP MUSIC

ENSCHEDA

In this age of globalisation and digitisation, music is increasingly becoming a commodity and artists are seen more and more as brands. The youngest generation of pop musicians is taking full advantage of the large selection of open sources and social media to bring their work and talent to the attention of a broad audience. ArtEZ offers full support in this process: from mastering an instrument and gaining technical knowledge and skills to developing a strong entrepreneurial mind set. Further attention is given to band culture, professional skills, theoretical awareness and the professional field. With this unique educational concept, the Academy of Pop Music distinguishes itself from other pop programmes in Europe.

TEACHING STAFF

The teaching staff consists of professional musicians and singers, composers and songwriters. Also experts in the field of marketing, booking and management are part of the team, as are choreographers, producers, designers, entrepreneurship coaches and education experts.

More information on our lecturers: <https://www.artez.nl/en/course/academy-of-pop-music/lecturers>

MORE INFORMATION

More information on the programme and the curriculum can be found on our website:

<https://www.artez.nl/en/course/academy-of-pop-music>

For inspiration and to learn more about our wider community you can visit our [YouTube](#) channel and [Facebook](#) page.

COURSES

There is no standard set of course units for exchange students. If you are interested in joining us, please contact the head of department Mr. Davy de Wit to explore the possibilities: d.dewit@artez.nl

In general, the programme at the Academy of Pop Music contains the following clusters: The major cluster; Band culture; Theory lab; Projects/productions; Profile courses (supply-driven, third-year elective courses and the minors); Educational courses; Research.

The first year is exploratory, while the second year is basic. From the third year onwards, the student can take elective minors, such as: Music Management, Music Production, Songwriting, Education, Music Economy, Studio Playing, Studio Singing, Backup Vocals, and Performance. Students can also build their profile as a performing artist, producer, songwriter, singer-songwriter, music manager, music entrepreneur, studio/session musician or lecturer, or they can teach their own music lessons or launch their own label. In preparation for professional practice, students can also complete various internships in the third academic year.

In the fourth year, students will complete the programme with a graduation project that is linked to a research project.