

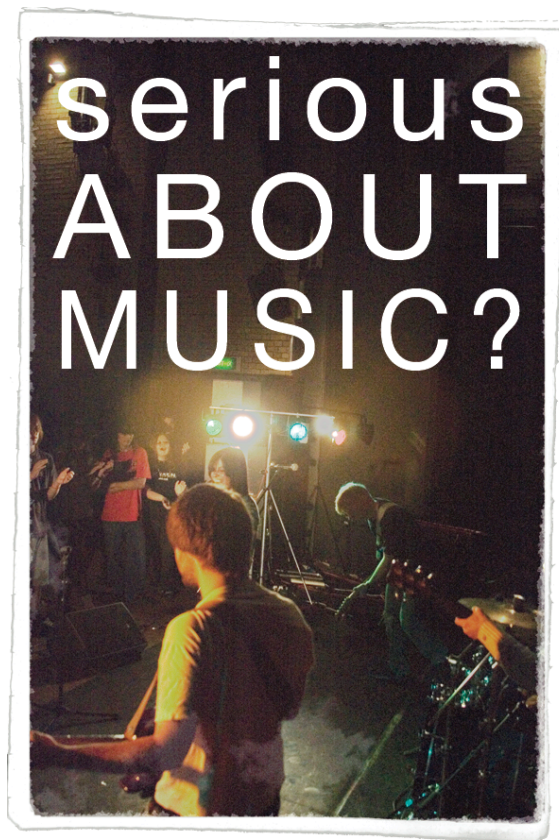
mma

MODERN**MUSIC**ACADEMY

ADMISSIONS PACKET 2011-2012

ARTIST DEVELOPMENT & SONG WRITING

- 30-Week Performance Diploma •





Thank you for your interest in the Modern Music Academy Diploma programs.

Please take the time to read through this Admissions Packet. You should find the answers to your questions. This is a small specialized program so space is LIMITED. If you have any questions or concerns, please don't hesitate to contact us by phone (805 542-9528) or email info@modern-music-academy.com

Once you decide that this is what you want to do, please fill out the Application at the back of the Admissions packet. Fill it out completely and mail it to the address below well before the Application deadline, which is July 29th, 2011.

**Modern Music Academy (Admissions)
265 Pacific St. #C&D
San Luis Obispo
Ca 93401**

If everything is good with your application, you will be invited to a Consultation Interview at MMA*. At this informal interview you will be asked to play a song of your choice, and will also have the opportunity to ask any of the questions that you have. You may be offered a place on the course on the spot, or within a week of your interview. If this course is not the right program for you, we may recommend an alternative. *If you are out of State or International, we require that you submit a Demo CD of two songs showcasing your musical strengths and style. We may also try to set up a phone or Video Chat interview.

Once again, thank you for your interest in MMA and we hope this will be the beginning of a very rewarding education experience.

- Step 1 Read this Admissions Packet
- Step 2 Fill out the Application & get it to MMA as soon as possible.
- Step 3 Upon invitation, Attend Admissions Interview / Audition
- Step 4 If offered a place, complete Enrollment Contract
- Step 5 Submit Full Payment or first of two payments. Only then will your place in the 2011-2012 Professional Music program be secure.



Overview: Artist Development / Song Writing DIPLOMA

This program is designed to introduce and develop your knowledge and understanding of skills and training necessary to be a successful artist and songwriter in today's music industry. This course is designed for students who, in addition to wishing to develop their songwriting abilities, are also interested in performing and expressing their songs as an artist. While not specifically focusing on developing their technical abilities within their instrument it will aim to help them communicate their ideas to an audience.

This 30-week program from ACM in London is fully customized for MMA. In this serious but fun course, you will be developed primarily as an artist and will graduate with a professional strategy and a great sounding demo of your songs.

The Modern Music Academy Artist Development program is offered in partnership with the Academy of Contemporary Music in Guildford London. Students graduating from this program will be awarded the ACM / MMA Diploma in Artist Development.

- This program is a practical, industry related course concentrating on developing the student as an artist and musician.
- This program is perfect for the musician who is already performing, working with other musicians and is motivated to build their career in the Music.
- Taught by professional musicians, the program gives students one of the most unique and personal yet practical programs currently available at this level in California. Students benefit from exclusive opportunities (e.g. Internships with MusExpo). established through our relationship with ACM.
- The course consists of 6 modules over 30 weeks, 12 contact hours per week, with time built in for recording and rehearsing in our fully customized facility.
- Students will be expected to work on a variety of music-based projects, rehearse extensively, perform at our showcases and at the final Graduation show in May. Students will need to complete assignments and pass exams in order to graduate and receive the Diploma.
- Students will have the opportunity to play on other student albums so by the end of the program students will have a strong resume of recording credits as well as a variety of experience in the studio – first as the artist, second as a collaborative session player.



Artist Development/Song Writing Modules 2011-12:

Module 1 – Music Industry Studies

This series of lectures examines various professional areas of the music industry, including study of revenue streams, marketing tools, contractual issues and career opportunities. Students will finish with a greater understanding of the industry & where they might fit. Every student will finish with a promo pack for their music, including a Demo CD (Demo Production & Software Module) an Electronic Press kit & an online presence for Social networking and fan base development. This module will benefit from lots of guest lecturers with expertise in the industry.

Module 2 – Live Music Workshop

This module equips students for live performance situations whilst developing artistic performance techniques. With feedback & encouragement from tutors who look at band dynamics, stage communication, stagecraft and presentation. The songs will be a combination of covers learned in the Repertoire module & those originals written by the students. In this Module students will work with students from our other Diploma program.

Module 3 – Artist Development

This module provides some fantastic material from ACM in London. Offers the student practical marketing and promotional tools to accompany their music, in order to both build your profile within the industry and your fan base too.

Module 4 – Demo Production

Provides performers with knowledge and skills needed to put together a demo recording for professional and promotional purposes. Students will work in collaboration with each other to track, mix and master their songs with expert coaching along the way in recording software and studio techniques.

Module 5 – Song Writing Techniques

Students will develop compositional skills through the practical study of various techniques and musical styles. There will be lots of sharing, showcasing and critiquing in the process and this module will also benefit from some outstanding lecturers and guest lecturers.

Module 6 – Song Craft Theory and Techniques

This module is going to support the students growth as a writer / composer with the relevant theory helpful in song writing. The emphasis will be on arranging techniques for live performance and for recording.



MODERNMUSICACADEMY

Instructors

MMA Founder and Director Darren Clarke is Lead Instructor for this program with a team of instructors throughout the year, including Billy Imperial (Ernie Ball), Jon Anderson (Yes), Kenny Lee Lewis (Steve Miller Band), Inga Swearinger, George Naufal (Mesa Blue Moon) and Jessie Clarke (Student Advisor). There is also a team of Guest Instructors that will teach on specialized subjects such as Marketing, Social Networking and more through exclusive LA connections and Industry partners.

| Typical Schedule | TUES | WED | THURS |
|------------------|------------------|------------------------|--------------------|
| 1 – 2 pm | Song Writing | Music Industry Studies | Artist Development |
| 2 – 3 pm | Song Craft | <i>Rehearsal Time</i> | Demo Production |
| 3 – 4 pm | | Live Music Workshop | |
| 4 – 5.00 pm | <i>Rehearsal</i> | | <i>Studio Time</i> |

| CALENDAR | (TBC – Please check the online calendar) | |
|------------------------|---|--|
| ORIENTATION: | WEDNESDAY SEPT 14, 1 – 3 pm | |
| CLASSES START: | TUES SEPT 20, 1 - 5 pm | |
| BREAKS INCLUDE: | • 1 Week for Thanksgiving | November 19 - 27 |
| | • 3 Weeks Winter Break | December 17 – Jan 8 th , 2012 |
| | • 1 Week Break / SXSW Festival (Austin, Texas) * | March 16 – 23 TBC |
| | • 1 Week Break / MUSEXPO * Convention (Los Angeles, CA) | April 30 – Friday 4 th TBC |
| | • Last day of Classes | Friday May 25th |

* Attendance at these events is recommended but not mandatory. We have scheduled our breaks to allow for students to go – dates may change if event dates are changed.



2011-2012 Tuition Fees

Due August 19th, 2011

| | |
|---|--------|
| Professional Music Diploma, 12 hrs / week, 30 Weeks | \$4495 |
| Artist / Songwriter Diploma, 12 hrs / week, 30 Weeks | \$4495 |
| INTENSIVE RATE <i>Both Diplomas in One Year</i> 12 hrs / week, 30 Weeks | \$7995 |

All information is correct at the time of publication. MMA reserves the right to make changes or amendments without further notice.



General Information

Students Should Provide:

- Headphones
- Blank Manuscript Paper & Notebook
- Working pick-up in Guitar(s)
- All students should own a tuner, capo and metronome
- Guitars should be fitted with a strap - preferably with strap locks
- Students must have ready access to a computer with Microsoft Office installed

Butch's Guitar & Repair can provide guitar accessories & guitar repairs & maintenance. Call 805 782-9419.

Health & Safety

- Due to the volume level sometimes associated with live performance / rehearsal, all students must provide and wear earplugs.

A Note about MMA Exclusivity

• In prior programs we have experienced difficulties associated with students who are also enrolled in other music related programs at the same time as MMA. We strongly discourage enrolling in any other college or training regimen whilst working with your MMA instructors. What we do has a unique angle and sometimes other academic advice can be counter-productive and contradictory to our approach and techniques. In addition, this program will require a lot of work and investment of your time and creative energy if you want to succeed. We do not want your creative energy to be divided. If you are *already enrolled* in other music related programs we do not require that you leave, but please talk to us about what you're doing at your consultation interview.

If you want to study elsewhere during your MMA course in order to further your career & build toward your future, we recommend that you enroll in classes related to marketing, business, writing, communications, graphic design, business management etc – training that will compliment your music career and help you in many different fields.



• Application •

ARTIST DEVELOPMENT & SONG WRITING

MMA collects this information about you in order to ensure you are placed in the correct course.
All information is treated with confidentiality.

1. Details about you – please complete all sections

FULL NAME: _____ TITLE _____

MAILING ADDRESS: _____

CITY _____ ZIP _____

DAYTIME PHONE # _____ CELL PHONE # _____

EMAIL: _____

WEB ADDRESS: _____

DATE OF BIRTH: MM/DD/YY YEAR OF STUDY (e.g. 2009/10): _____

2. Are you a current MMA Student? (please check) YES _____ No _____

3. Previous Education:

Some High School (please check) _____ High School Grad _____

Some College _____ College Grad _____ (If yes, describe qualification):



4. Previous Music Education:

1st Instrument _____ 2nd Instrument (if applicable) _____

Please check: Self Taught? _____ Private Lessons? _____ MMA Guitar Labs? _____

Other Music School _____ If yes, which one? _____

College _____ If yes, which one? _____ (& program) _____

5. Previous Work Experience:

| Start | Finish | Company | Position |
|-------|--------|---------|----------|
| | | | |

6. Additional Information

Please supply any additional information about yourself that may support your application to study at MMA (i.e. Related experience in bands, song writing, studio recording, performance, workshops attended). Continue on a separate sheet if necessary.



7. Any particular learning requirements or special needs? _____

This question provides our instructors with the information required to provide any support that may be available to you and will not adversely affect your application.

If yes, please check:

Blind / Visual impairment _____ Deaf / Hearing impairment _____ Mental Health _____
Wheelchair User _____ Other mobility difficulty _____ Speech Difficulties _____
Dyslexia _____ Reading Difficulties _____ Other / Please specify _____

8. How did you first hear about MMA & this program (please check):

New Times _____ Online Search _____ Facebook Ad _____ News Feature _____ Tribune _____
ACM Web Site _____ Referred by a friend / name: _____
Other / Please specify: _____

9. Completion of Application / Demonstration of Musical Skills

MMA will carefully consider your application and may invite you to attend an Application Interview at MMA, where you will be asked to perform a song or piece. If you are accepted on a course you will be offered a place and instructions on how to enroll.

In order to delay processing, please make sure all relevant questions are answered, clear, and correct.

Would you like to be sent information in the future regarding MMA? Yes _____ No _____

I declare that to the best of my knowledge, the information I have submitted is true and correct.

Signature of Applicant: _____ Date: _____

Legal Guardian if under 18 _____ Signature: _____