

COURSE SYLLABUS

Music Content Production & Capstone (Artist Stream)

Duration: 16 Sessions

Mode: Studio-based + Project-based

Output: Final Capstone Music IP (EP / Multimedia Music Project)

COURSE DESCRIPTION

This course equips students with the creative and technical competencies to produce music content across digital platforms and media industries. Students will explore music production, storytelling, branding, and cross-media integration, culminating in a **capstone project aligned with 13 creative industry domains.**

LEARNING OUTCOMES (CLOs)

By the end of the course, students will be able to:

1. Produce original music content using industry-standard tools (DAW, recording, mixing).
 2. Develop artistic identity and music branding.
 3. Integrate music into multiple media formats (film, games, OTT, etc.).
 4. Execute a capstone project aligned with creative industry ecosystems.
 5. Present and distribute music content professionally.
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SESSION BREAKDOWN

SESSION 1 – Introduction to Music Content Production

Topics:

- Music industry ecosystem (Artist vs Producer vs Content Creator)

- Role of music in digital media

Activities:

- Case study analysis (global music content trends)
- Discussion: Artist identity mapping

Output: Personal creative direction statement

SESSION 2 – Music Theory for Production

Topics:

- Rhythm, harmony, melody in production context
- Genre analysis

Activities:

- DAW-based composition exercise
- Recreate a simple track structure

Output: 1-minute composition draft

SESSION 3 – Digital Audio Workstation (DAW)

Topics:

- Ableton / Logic / FL Studio workflow
- MIDI, sequencing, arrangement

Activities:

- Hands-on DAW lab
- Beat-making session

Output: Beat production (demo)

SESSION 4 – Sound Design & Audio Production

Topics:

- Sampling, synthesis, sound layering
- Audio aesthetics

Activities:

- Create original sound palette
- Sound experimentation

Output: Sound library (original assets)

SESSION 5 – Recording Techniques

Topics:

- Vocal recording
- Microphone techniques
- Studio workflow

Activities:

- Studio recording session
- Vocal performance recording

Output: Raw recorded track

SESSION 6 – Mixing & Mastering

Topics:

- EQ, compression, effects
- Loudness & streaming standards

Activities:

- Mix existing track
- Compare with reference tracks

Output: Mixed version (v1)

SESSION 7 – Music Branding & Artist Identity

Topics:

- Visual identity & storytelling
- Audience targeting

Activities:

- Develop artist persona
- Moodboard creation

Output: Artist branding kit

SESSION 8 – Distribution & Digital Platforms

Topics:

- Spotify, YouTube, TikTok strategy
- Monetization & algorithm

Activities:

- Release plan simulation
- Content calendar creation

Output: Distribution strategy

CAPSTONE PHASE (SESSION 9–16)

Media Project Development Across 13 Domains

SESSION 9 – Capstone Concept Development

Scope Coverage:

- IP & Media Conversion
- OTT & Media Intelligence

Activities:

- Define project concept (music-based IP)
- Cross-platform storytelling design

Output: Capstone proposal

SESSION 10 – Music for Film & Photography

Scope Coverage:

- Film & Photography

Activities:

- Scoring for visual scene
- Sync audio with video

Output: Film scoring draft

SESSION 11 – Music in Game Development & Esports

Scope Coverage:

- Game Development
- Esports

Activities:

- Create adaptive game music
- Design audio loop system

Output: Game audio prototype

SESSION 12 – Human-Computer Interaction (HCI) & Music

Scope Coverage:

- Human-Computer Interaction

Activities:

- Interactive sound design
- UX-driven music experience

Output: Interactive audio concept

SESSION 13 – Animation, Visual Design & Comics

Scope Coverage:

- Animation & Visual Design
- Comics

Activities:

- Sound for animation
- Audio storytelling

Output: Audio-visual sync project

SESSION 14 – Digital Advertising & Journalism

Scope Coverage:

- Digital Advertising
- Digital Journalism

Activities:

- Create music for ads
- Podcast/audio journalism

Output: Audio campaign content

SESSION 15 – Fashion, Lifestyle & Toy Product Development

Scope Coverage:

- Fashion & Lifestyle
- Toy Development

Activities:

- Sound branding for fashion
- Audio for product experience

Output: Brand audio identity

SESSION 16 – Final Capstone Presentation

Scope Coverage:

- Music & Audio (Final Integration)

Activities:

- Final project presentation
- Jury evaluation

Output:

- Final Capstone Project (EP / Multimedia Music IP)
 - Portfolio & Pitch Deck
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ASSESSMENT

- Weekly Assignments: 30%
- Mid Project (Session 8): 20%
- Capstone Project: 40%

- Final Presentation: 10%
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REFERENCES (LATEST ≥ 2021)

1. Théberge, P. (2021). *The Cambridge Companion to Music Technology*.
 2. Hepworth-Sawyer, R. et al. (2022). *Innovation in Music Production*.
 3. Burgess, R. (2023). *The Art of Music Production*.
 4. Zagorski-Thomas, S. (2021). *Music Production and the Music Industry*.
 5. IFPI Global Music Report (2024)
 6. Ableton (2023). *Making Music: Creative Strategies for Electronic Producers*
 7. Spotify for Artists (2024) – Industry insights
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FINAL NOTE

Syllabus ini dirancang agar:

- **Session 1–8 = Skill Foundation**
- **Session 9–16 = Capstone berbasis 13 industri kreatif**