

FSA request for Commercial Music

The fine arts division would like to request an Faculty Service Area in Commercial Music for the Music Technology Program.

The Music Technology Program at Foothill has 2 full time faculty members and has its own A.A. in Music Technology along with 2 state approved Certificates of Achievement. As a recognized CTE area, it is obviously not a new discipline, but rather a discipline that differs from traditional Music. Obviously, the two overlap in some ways, but as the discipline has grown, the differences have become much more pronounced and the delineation between the 2 much clearer. For example, commercially produced and marketed music (i.e., what is heard on the vast majority of radio, movies and television) is markedly different from what is taught and studied in the traditional realm of the Music Discipline. The harmony, melody and rhythm (the 3 basic building blocks of what is considered music) are radically different, produced with different instruments, and its conception and composition is not at all similar to traditional music.

Instructors in Commercial Music have a different set of minimum qualifications as well, as outlined by the state. An instructor in Music Technology should have Associates degree and 6 years experience, or a Bachelor's degree and 2 years experience. in the discipline, and the coursework required is very different from traditional music. A Commercial Music Instructor should have exceptional computer skills and training, along with training in Music Business and the history of Music since 1956 (1956 is the recognized beginning of multitrack recording, the event that altered the way Music is produced and recorded), along with contemporary harmony. None of these areas are required for a degree in Music, and in fact, they are not addressed in a traditional Music Curriculum.

Commercial Music also an essential component of film and video production, one of the key areas of employment for a Music Technology professional. The entertainment industry (i.e., music recording and production, film production, television production, etc) is one of the 3 largest sectors of the California economy. It makes perfect sense that Foothill recognizes Commercial Music as a Faculty Service Area, and will help keep us at the head of this rapidly growing revolution in media.