1: Introduce course www.RiversMusic.co.uk (15)
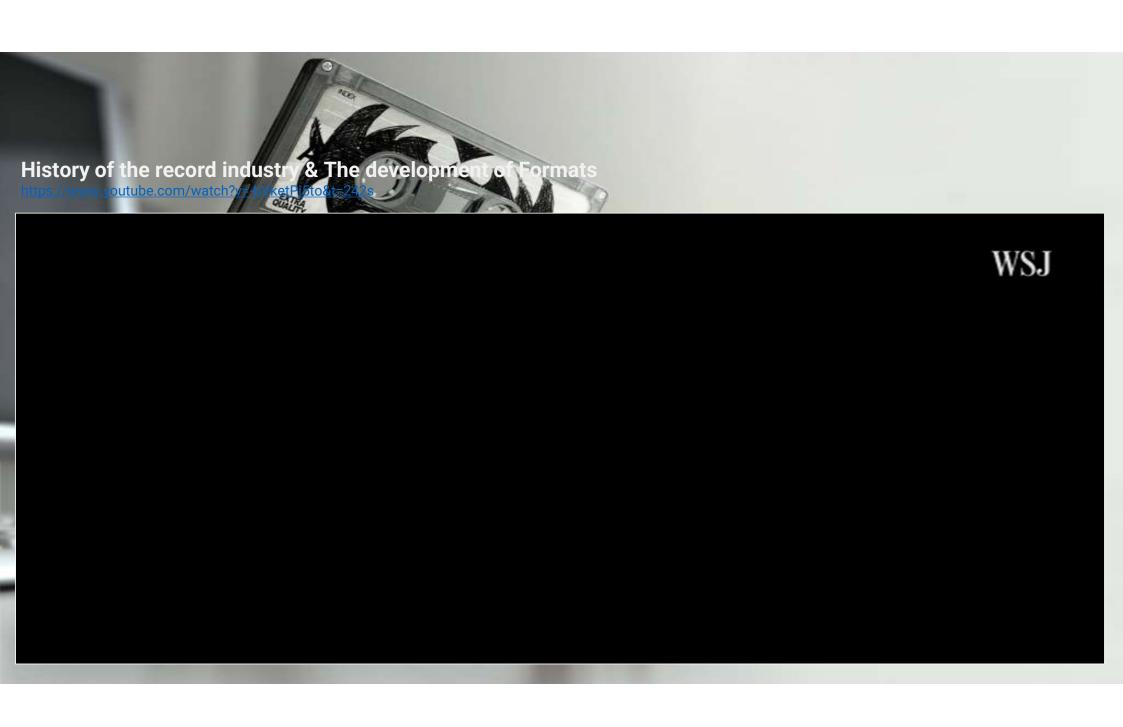
2: Careers in Music Technology - https://www.calu.edu/academics/undergraduate/bachelors/commercial-music-technology/what-can-you-do-with-a-music-technology-degree-1.aspx (5)

3: Take students down to studio (10) explore microphones

4: History of recording https://15mtuck.wixsite.com/historyofrecording/home

History of the record industry & The development of Formats

Produce a Wix webpage / Powerpoint on the history of the recording industry including the development of formats.

https://www.youtube.com/watch?v=5BhCVvFWEtE

Include:
- Phonographs
- Vinyl
- Tape deck (RCA)
- Walkman
- MTV
- CD
- Napster (Piracy)
- Ipod / MP3 player
- Streaming (Pandora / Spotify)

- Dates
- Images
- Presentation counts

Pass

To achieve a pass, all learners must:

1.1 Produce a chronological summary of the key events in the evolution of the UK popular music recording industry, from 1950 to the present day
1.2 Produce an analysis of how music has been released, distributed and promoted in the UK since 2000. The analysis must include:
    a.   The growth of the Internet
    b.   Marketing and promotion strategies
    c.   Use of mobile technologies
    d.   Changes to formats
    e.   Artist/audience and artist/industry relationships
1.3 Draw conclusions using understanding gained through unit related activity, in relation to the future of the UK recording industry

Merit

To achieve a merit, learners should:

1.1 Produce a clear, accurate chronological summary of the evolution of the UK popular music recording industry, from 1950 to the present day, evidencing a secure understanding of the key events and the impact they had/are having on the industry
1.2 Produce a clear, accurate analysis of how music has been released, distributed and promoted in the UK since 2000. The analysis must include clear reference to the impact of:
    a.   The growth of the Internet
    b.   Marketing and promotion strategies
    c.   Use of mobile technologies
    d.   Changes to formats
    e.   Artist/audience and artist/industry relationships
1.3 Draw well-founded conclusions using clear, detailed understanding gained through unit related activity, in relation to the future of the UK recording industry

Distinction

To achieve a distinction, learners should:

1.1 Produce a comprehensive and perceptive chronological summary of the evolution of the UK popular music recording industry, from 1950 to the present day, evidencing an excellent understanding of all the key events and the impact they had/are having on the industry
1.2 Produce a rigorous and insightful analysis of how music has been released, distributed and promoted in the UK since 2000. The analysis must include clear, detailed reference to the impact of:
    a.   The growth of the Internet
    b.   Marketing and promotion strategies
    c.   Use of mobile technologies
    d.   Changes to formats
    e.   Artist/audience and artist/industry relationships
1.3 Using comprehensive and perceptive understanding of the sector, gained through this unit and other related activity, draw astute and authoritative conclusions in relation to the future of the UK recording industry