

Unit 1

Assessment Jan 2021

Music: Unit 1: The Music Industry

Time: 1 Hour

Total Marks: 50

Roughly working to 1 mark per minute

e.g. If it is a 5 mark question, spend about 5 minutes on it

How many marks do I need to pass?

So – this changes every year, depending on the paper, but as an average...

Level 1 Pass – **11**/50 Marks

Level 2 Pass – **21**/50 Marks

Level 2 Merit – **30**/50 Marks

Level 2 Distinction – **39**/50 Marks

To get a Distinction* you need to have demonstrated strong performance across the qualification as a whole

How is the paper set out?

Section A – 16 Marks
(1 & 2 mark questions)

Section B – 17 Marks
(1,2,4 & 1x 8 Mark question) Based on a **brief**

Section C – 17 Marks
(1,2,4 & 1x8 Mark question) Based on a **brief**

Level 1 Pass	– 11 /50 Marks
Level 2 Pass	– 21 /50 Marks
Level 2 Merit	– 30 /50 Marks
Level 2 Distinction	– 39 /50 Marks

8 Mark question focus

Section B – 17 Marks

(1,2,4 & 1x 8 Mark question) Based on a **brief**

Section C – 17 Marks

(1,2,4 & 1x8 Mark question) Based on a **brief**

Level 1 Pass – **11**/50 Marks

Level 2 Pass – **21**/50 Marks

Level 2 Merit – **30**/50 Marks

Level 2 Distinction – **39**/50 Marks

Read the brief!

Brief A – The creative partnership

The creative partnership

Tom and Sam are a musical duo called *Etuo* and are also good friends. They have worked together for a number of years and have a loyal fanbase who love their style. Tom and Sam have always written their songs together collaboratively. They are signed to a small but supportive record label and make a living through touring and selling their own brand of music. However, Sam has recently begun to feel unhappy with their style of music. He is thinking about going solo to follow a different musical direction.

8 Mark Question

Read the brief!

Brief A – The creative partnership

The creative partnership

Tom and Sam are a musical duo called *Etuo* and are also good friends. They have worked together for a number of years and have a loyal fanbase who love their style. Tom and Sam have always written their songs together collaboratively. They are signed to a small but supportive record label and make a living through touring and selling their own brand of music. However, Sam has recently begun to feel unhappy with their style of music. He is thinking about going solo to follow a different musical direction.

16 Before Sam discusses his plan to go solo, *Etuo* achieve unexpected success in Japan. There is the opportunity for *Etuo* to go on a tour of Japan and further promote their music.

Evaluate whether it would be better for Sam to stay with *Etuo* or go solo.

(8)

Roughly how long are we going to spend on this 8 Mark Question?

Task – Take 8 mins now to try to answer this question

16 Before Sam discusses his plan to go solo, *Etuo* achieve unexpected success in Japan. There is the opportunity for *Etuo* to go on a tour of Japan and further promote their music.

Evaluate whether it would be better for Sam to stay with *Etuo* or go solo.

(8)



Remember:

- Roughly 1 mark per min
- Bullet point your answers

Struggling? Aim for 4 points for staying as a duo and 4 points for going solo:

Reasons to stay with the duo	Reasons to go solo

Pause the presentation to complete this question – 8 mins

Brief A – The creative partnership

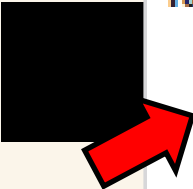
The creative partnership

Tom and Sam are a musical duo called *Etuo* and are also good friends. They have worked together for a number of years and have a loyal fanbase who love their style. Tom and Sam have always written their songs together collaboratively. They are signed to a small but supportive record label and make a living through touring and selling their own brand of music. However, Sam has recently begun to feel unhappy with their style of music. He is thinking about going solo to follow a different musical direction.

16 Before Sam discusses his plan to go solo, *Etuo* achieve unexpected success in Japan. There is the opportunity for *Etuo* to go on a tour of Japan and further promote their music.

Evaluate whether it would be better for Sam to stay with *Etuo* or go solo.

(8)



16 Before Sam discusses his plan to go solo, *Etuo* achieve unexpected success in Japan. There is the opportunity for *Etuo* to go on a tour of Japan and further promote their music.

Evaluate whether it would be better for Sam to stay with *Etuo* or go solo.

(8)

Staying as a duo

- A tour will be financially rewarding - **Money!**
- Opportunity to build **fanbase** even further
- new geographic area - leading to **increased sales and income**
- May pay off in terms of **royalty payments** in the longer term
- stay in *Etuo* and go solo later - **capitalising on the current success as a duo**
- May lead to other interesting life and **work opportunities** that would prove **enriching and worthwhile**
- Travelling to Japan may **be once-in-a- lifetime opportunity**
- **Staying together** may allow them to develop a **new stylistic route** that suits both of them

Going solo

- Sam would be able to **fulfil his creative desires** if he goes solo which would be **more rewarding**
- Going solo might bring its **own success** and **opportunities leading**
- May **lose record company support**
- Going **solo** runs great risk of failure so Sam may end up in **financial difficulty**
- Leaving would mean missing out on the tour and its opportunities which Sam might end up **regretting**
- May have legal/ financial implications as Sam is likely to be **under contract**

Read the brief!

Brief B – Nina the producer

Nina the producer

Nina is a music producer who has worked with several artists and musicians. She has creatively guided a number of projects and is beginning to make a name for herself as a successful producer. At the moment, Nina is working on an album with Shayela, an R&B artist. The record company has set a tight deadline for completion of the album.

21 A new music streaming company wants to add Nina's own music to its free service.

Discuss the factors Nina should consider when deciding whether or not to agree to this.

(8)

What is a music producer?

Music producers are responsible for developing and making creative content. If they haven't written the material, they are responsible for organising it (deciding of instruments etc...)

Task – Take 8 mins now to try to answer this question



21 A new music streaming company wants to add Nina's own music to its free service.

Discuss the factors Nina should consider when deciding whether or not to agree to this.

(8)



Remember:

- Roughly 1 mark per min
- Bullet point your answers

Struggling? Aim for 4 bullet points for positives and 4 bullet points for negatives

Agree?	Disagree

Pause the presentation to complete this question – 8 mins

Brief B – Nina the producer

Nina the producer

Nina is a music producer who has worked with several artists and musicians. She has creatively guided a number of projects and is beginning to make a name for herself as a successful producer. At the moment, Nina is working on an album with Shayela, an R&B artist. The record company has set a tight deadline for completion of the album.

21 A new music streaming company wants to add Nina's own music to its free service.

Discuss the factors Nina should consider when deciding whether or not to agree to this.

(8)

What is a music producer?

Music producers are responsible for developing and making creative content. If they haven't written the material, they are responsible for organising it (deciding of instruments etc...)

21 A new music streaming company wants to add Nina's own music to its free service.

Discuss the factors Nina should consider when deciding whether or not to agree to this.

(8)

Positives

- Music may get to a **wider audience** than can currently be accessed so **increased sales**
- May be **noticed** by person of influence leading to **fresh opportunities**
- Opportunity to **grow fanbase** over a wide, possibly international area
- The site may develop a **payment model** which Nina could then take advantage of
- More people will **access her music** when it is **free** than if they have to pay for it
- It might **encourage** more people to come to her **live shows, buy tickets and merchandise**
- There might be the **opportunity** to give away certain tracks while keeping others for sale only
- May **link** Nina with other, similar artists, therefore increasing potential **fan base**
- May make money through **adverts** on the site
- May make some money from **MCPS**

Negatives

- Site **offers free music** so there would be little financial recompense from agreeing
- If people can listen to her music for free they will be **less inclined to pay** for it leading to reduced sales potentially
- If she has given away music for free then a record label might be less interested in her as her music is already in the **public domain** so less opportunity for profit for them
- If she features on a free site and is then offered a presence on a fee-paying site she is likely to make less as people would probably **choose to listen for free if it were available**
- Without adequate payment for her music she may not be able to **survive as an artist** and may need to give up

MCPS - Mechanical-Copyright Protection Society, which collects royalties for works that are released by a record company, downloaded or reproduced onto a CD, DVD or LP.

How to revise

- Go through your notes
- Go through test papers and answers
- Get someone to test you!

The following slides have 2x more 8 mark questions and answers for you to attempt on your own (without the voice over)

GOOD LUCK!

Read the brief!

Brief A – Top fiddle

Top fiddle

Paul is a violinist. He has worked his way up to the top of his profession and now performs as a soloist with orchestras and ensembles all over Europe. Paul has also released several solo recordings and a DVD.

Paul is currently in the studio working on his latest release, a selection of modern pieces for violin and piano.

16 Paul makes money from a variety of sources including:

1. working as a live performer
2. working as a recorded artist.

Discuss the advantages and disadvantages of working in each of these ways.

How might you set out this answer?

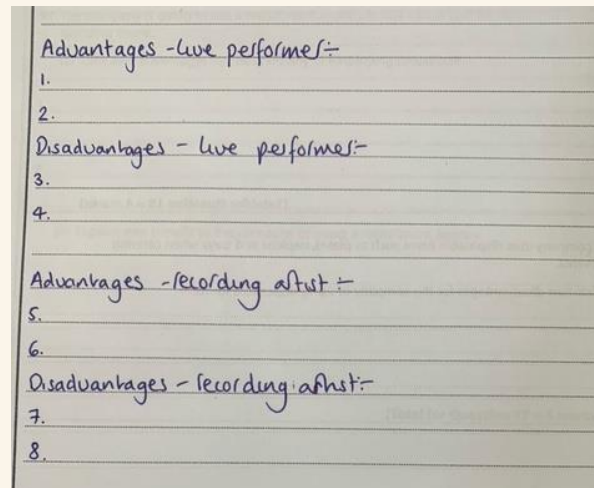
Task – Take 8 mins now to try to answer this question

16 Paul makes money from a variety of sources including:

1. working as a live performer
2. working as a recorded artist.

Discuss the advantages and disadvantages of working in each of these ways.

Struggling? Use some sub-headings to structure your answer. e.g.



16 Paul makes money from a variety of sources including:

1. working as a live performer
2. working as a recorded artist.

Discuss the advantages and disadvantages of working in each of these ways.

Live - Positives

- **Paid** immediately
- Choose **how many performances** they make so have **control** over their **income**
- Get audience feedback at the time
- Artist gets to **travel**,
- Opportunity to **sell CDs and merchandise** at performance events
- Live performances likely to **raise profile**

Recorded - Positives

- Once the recording is made the artist needs to do **no more** in order to get paid
- Control over the recording process means the artist is able to **sound just as they want**
- Have some **control over sales**, e.g. can push a CD online or in the press to encourage people to buy it
- May get **royalty payments** from the recording being played on radio

Live - Negatives

- **Antisocial** hours
- **Away from home** for periods of time
- Have to do the show even if **ill** or with other difficult personal circumstances
- Live performances may **not sound as good** recorded
- If a show is **poorly attended** then the artist is likely to be **out of pocket**

Recorded - Negatives

- Have to wait for royalties to come in, i.e. **payment is not immediate**
- May **not sell** any or many recordings
- **No guarantee** of any income at all
- **Large outlay** to make, manufacture and distribute the recording,
- **No real connection** with audience/consumer
- A **bad review** in the press may affect sales
- CD can be **shared online for free** resulting in **no profit** for the artist
- CD sells for a **small amount of money**, i.e. less than a concert ticket
- Some **online sites pay next to nothing to artists for their music**

Read the brief!

Brief B – Songwriting workshop

Songwriting workshop

Hana is an events manager who is organising a two-day songwriting workshop. There will be places for up to 30 people who will work with tutors in both small and larger groups over one weekend. The workshop will end with a small concert and the creation of a live CD recording of all the songs.

Hana is responsible for all the arrangements, including finding a venue and promoting the event.

21 Hana is planning the promotion of the workshop. She could promote it online or by more traditional methods.

Evaluate the advantages and disadvantages of these two options.

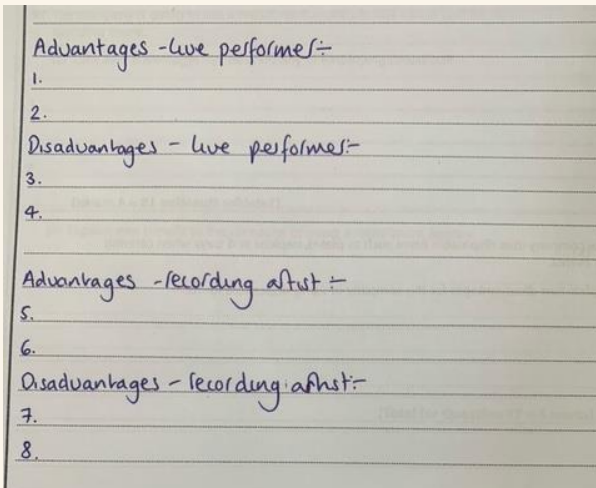
How might you set out this answer?

Task – Take 8 mins now to try to answer this question

21 Hana is planning the promotion of the workshop. She could promote it online or by more traditional methods.

Evaluate the advantages and disadvantages of these two options.

Struggling? Use some sub-headings to structure your answer. e.g.



Advantages – online promotions
Disadvantages – online promotions

Advantages – traditional methods
Disadvantages – traditional methods

21 Hana is planning the promotion of the workshop. She could promote it online or by more traditional methods.

Evaluate the advantages and disadvantages of these two options.

Online - Positives

- Able to reach a wide audience/large number of people
- Can be low cost on social media although a dedicated website would incur higher costs
- Ability to target specific groups of people through chat rooms, online groups, membership of certain sites, etc.
- Easy to organise – adverts can be created on home computer and published online without further outside assistance
- Easy to update if circumstances change
- Ability to create a mailing list of interested people to target more directly
- Able to gauge level of interest from feedback or replies to posts
- Able to include links to relevant video or audio, Showcase tutors etc...

Traditional - Positives

- Professionally printed posters will give a good impression
- Professional print media should be checked for errors before printing or a proof created firstly to allow for amendments
- Posters and flyers can be stuck in relevant places all over the local community
- Community noticeboards exist to publicise such events and local people who might be interested are likely to check these boards
- Local newspapers have a high local circulation and are likely to target potential attendees effectively
- A review or article in a local paper may be free and so is a lowcost option
- Posters and flyers are not too expensive to create

21 Hana is planning the promotion of the workshop. She could promote it online or by more traditional methods.

Evaluate the advantages and disadvantages of these two options.

Online - Negatives

- May not be professional in appearance as Hana will just make it herself
- Requires continual effort to keep fresh and at the top of
- Postings
- Incurs the possibility of negative feedback or comments, even if unwarranted, which could deter people from attending
- If promotional materials are not well planned then an ill conceived campaign could go out, which would then be difficult to eradicate or recall
- Those people who are not online frequently (or at all) or who are not members of certain social media sites will not see the promotion so will not know about the event
- Event is targeting mostly fairly local people so online promotion may be sent out to a great number of people for whom attendance would not be feasible
- Online advertising not always free, e.g. boosted

Traditional - Negatives

- Professionally printed posters will give a good impression
- Professional print media should be checked for errors before printing or a proof created firstly to allow for amendments
- Posters and flyers can be stuck in relevant places all over the local community
- Community noticeboards exist to publicise such events and
- local people who might be interested are likely to check these boards
- Local newspapers have a high local circulation and are likely to target potential attendees effectively
- A review or article in a local paper may be free and so is a lowcost option
- Posters and flyers are not too expensive to create

**GOOD LUCK FOR YOUR
EXAMS!**