

Module Outline

Part 1 – as validated

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| 1. Title | Freelance Musician |
| 2. Level | 5 |
| 3. Credits | 20 |
| 4. Indicative Student Study Hours | 36 hours group lectures and tutorials 164 hours independent study |
| 5. Core (must take and pass), Compulsory (must take) or Optional | Compulsory |

5. Brief Description of Module (purpose, principal aims and objectives)

This module enables students to acquire skills, knowledge and understanding in relation to freelance professional practice within the music industry. Students will examine the legal and financial requirements and processes for successful self-employment and will be required to evaluate these in relation to specified freelance activity. Additionally, students will explore a range of promotional tools and strategies and will learn how to apply creative approaches to self-promotion. Ultimately, in relation to a chosen area of freelance work, students will be required to provide evidence of a comprehensive understanding of relevant key legal issues and financial processes and create effective solutions in relation to promotional requirements.

6. Learning Outcomes - On successful completion of this module a student will be able to:

| | |
|-----------|---|
| 1. | Evaluate the relevance of key legal issues in relation to a negotiated self-employment project |
| 2. | Evaluate key aspects of financial management in relation to self-employment |
| 3. | Produce effective promotional materials for self-employment |
| 4. | Demonstrate an assured understanding of industry practices |
| 5. | Develop specific proficiencies in using a range of current technologies |

7. Assessment

Pass on aggregate or Pass all components

Pass on aggregate

Summary of Assessment Plan

| | Type | % Weighting | Anonymous Yes / No | Word Count / Exam Length | Learning Outcomes Coverage | Comments |
|----|--------------------------------------|-------------|-----------------------|-----------------------------|----------------------------------|--|
| 1. | Report on financial and legal issues | 50 | No | 1500 | 1,2,4,5 | |
| 2. | Portfolio of promotional material | 50 | No | * | 3,4,5 | * A sufficient range of materials to form an effective and realistic promotional strategy – detailed guidance in relation to quantity will be given via lectures and the module guide. Then portfolio of promotional material must equate to 1500 words. |

Further Details of Assessment Proposals

Give brief explanation of each assessment activity listed

1. A written referenced report.
2. A multimedia portfolio.

8. Summary of Pre and / or Co Requisite Requirements

None

9. For use on following programmes

BA (Hons) Popular Music

| | | |
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| 1. | Module Leader | Andy Watson |
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|-----------|---|
| 2. | Indicative Content |
| | <p>The module content will cover the following topics:</p> <ul style="list-style-type: none"> • Copyright law • GDPR • Contracts • Health and Safety • DBS checks • Public Liability • HMRC Self Assessment • Income Tax • National Insurance • Income and Expenditure accounts • Business expenses • Websites • Logo design • Business cards • Merchandise • Social Media • CVs • Music streaming • YouTube/Vimeo • Press releases |

| 3. Delivery Method <i>(please tick appropriate box)</i> | | | | | |
|--|---|--------------------------|------------|---------------------|-----------------|
| Classroom Based | Supported Open Learning | Distance Learning | E-Learning | Work Based Learning | Other (specify) |
| ✓ | | | | | |
| <i>If the Delivery Method is Classroom Based please complete the following table:</i> | | | | | |
| | Activity (lecture, seminar, tutorial, workshop) | Activity Duration - Mins | Comments | Learning Outcomes | |
| 1 | Lecture/discussion – module content/the nature of freelancing/self-employment Workshop – exploring freelance opportunities | 180 | | 1-5 | |

| | | | | |
|-----------|---|-----------|--|---------|
| 2 | Lecture – the freelance/self-employed practitioner and the law 1 Workshop – law in practice 1 | 90 90 | | 1,4,5 |
| 3 | Lecture – the practitioner and financial management 1 Workshop – finance in practice 1 | 90 90 | | 2,4,5 |
| 4 | Workshop – choosing and planning freelance/self-employed work Lecture – the practitioner and the law 2 | 90 90 | | 1-5 |
| 5 | Workshop – law in practice 2 Lecture/workshop - preparation of Law/Finance coursework | 180 | | 1,2,4,5 |
| 6 | Lecture – the practitioner and financial management 2 Workshop – finance in practice 2 | 90 90 | | 2,4,5 |
| 7 | Lecture – promotion: Key concepts Workshop – promotion strategies in practice | 90 90 | | All |
| 8 | Lecture – promotion: Creating a portfolio 1 Workshop – creative approaches 1 | 90 90 | | All |
| 9 | Lecture – promotion: Creating a portfolio 2 Workshop – creative approaches 2 | 90 90 | | All |
| 10 | Lecture – promotion: Creating a portfolio 3 Workshop – creative approaches 3 | 90 90 | | All |
| 11 | Lecture/discussion/workshop – freelancing, portfolio careers and employment | 180 | | All |
| 12 | Lecture/discussion/workshop – planning for further study and professional development | 180 | | All |
| | Total Hours | 36 | | |

If delivery method is *not* classroom based state lecturer hours to support delivery

Academic tutorials: two 20-minute

4. Learning Resources

To include contextualised Reading List.

Learning resources will include a lecture room with audio visual resources.

Highly recommended

Baker, B. (2013) *Guerrilla Music Marketing Handbook: 201 Self-Promotion Ideas for Songwriters, Musicians & Bands on a Budget (Revised & Updated)*. St. Louis MO: Spotlight

Baskerville, D. (2010) *Music Business Handbook and Career Guide*. London: Sage

Halloran, M. (2007) *The Musicians' Business and Legal Guide*. (4th edition) London: Prentice Hall

Recommended

Hallam, S. (2012) *Preparing for Success ; A Practical Guide for Young Musicians*. London: Institute of Education

HMSO (2012) *[A Guide to] Self Employment*. London: Inland Revenue/HMSO

Spellman, P. (2008) *The Self-Promoting Musician (2nd edition)*. Boston: Berklee Press

Stim, R. (2012) *Music Law: How to Run your Band's Business (7th edition)*. USA: Nolo

Online Journals / Websites

Fleximize (n.d.) *Promoting your business on zero budget*. Online (Available from <https://fleximize.com/articles/001641/promoting-your-business-on-zero-budget>)

Metamusic (n.d.) *Meta generator*. Online (Available from <http://www.metamusic.org.uk>)

Musicians' Union (n.d.) *Your career*. Online (Available from <https://www.musiciansunion.org.uk/Home/Advice/Your-Career>)

Vocalist (n.d.) *Vocalist*. Online (Available from <http://www.vocalist.org.uk>)