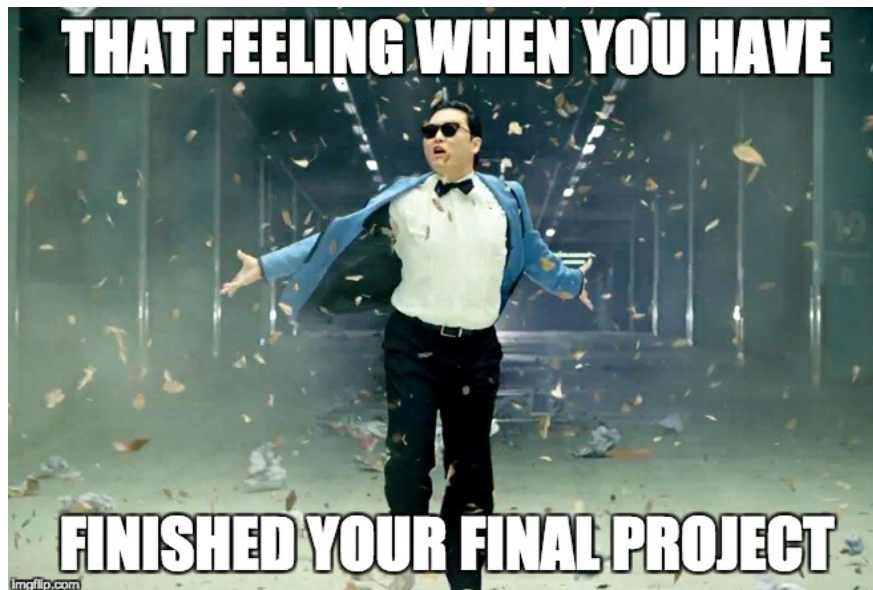




Final Project

[Build Content](#)[Assessments](#)[Tools](#)

Final Project Specifications



One Assignment

There is only one assignment for the Final Project bundle:

- develop a project and give a three-minute presentation about it
- as a guideline for the scope of the project, it should take you six or more hours to complete

Pick Your Adventure

The project is open-ended and gives you a chance to apply what you've learned in the class along with your skills and interests. It is up to you what you decide to do related to the music and entertainment industry. Hopefully you can find something that is interesting to you, something that can help you make contacts, get practical experience, and move you towards your career goals.

Begin with taking an inventory of what you're good at and what you can do with that to serve other people. Look over the "Develop an entrepreneurial mindset" material below to help you connect the project with your skills and interests.

See the "Final Project ideas" below for some ideas on projects that could relate to your major if you are not considering a career in music and entertainment.

There are also some links to projects that students have done in the past to give you an idea of what the finished project should look like. You may collaborate with someone else inside or outside the class.

You may collaborate with one other student in the class on your Final Project if you wish. In that case you will be expected to enlarge your scope and will have up to six minutes to present your project in class.

Please let me know if you have any questions, need help identifying a topic, or aren't sure that what you are thinking of doing would be appropriate.



Some possible Final Project ideas

Availability: Item is not available.

Here are a couple of opportunities for Final Projects that are popping up early in the semester. Contact Dr. Willey if you'd like to jump in and get started on your Final Project Early.

1) Promote last either or both of the last concerts in [the Muncie Three Trails Series](#) - Secret Sisters on September 1st, Flor de Toloache on September 20th.

2) Promote one or more of the Thursday shows at Be Here Now. Adopt a band!

8/23 Underhill Family Orchestra (Nashville)

Young Valley (Jackson, MS)

<https://www.facebook.com/events/432462493935700/>

8/30 Captain McAllister Project (Muncie) <https://www.facebook.com/events/2173599209555921/>

9/6 Wampus Milk Daddies (Muncie) with The Human Circuit <https://www.facebook.com/events/1795224177182072/>

[The Human Circuit](#) is an independent, Alt-Pop, Psych-Rock band from Austin, Texas with catchy orchestral grooves ranging from the mystic vibes of David Bowie to the intricate arrangements of Arcade Fire.

Here are the streaming links to the latest album which independently charted #95 (Top 200) on NACC Radio stations:

Bandcamp: <https://thehumancircuit.bandcamp.com/album/electric-city>

Soundcloud: <https://soundcloud.com/thehumancircuit/sets/electric-city>

[Here are mp3 dropbox links!](#)

PRESS

"Going for the jugular"

-[PureVolume](#)-

"intense passion and creativity"

-[Music Connection](#)-

"Definitely on my must hear list."

-[Beehive Candy](#)-

"they've had no shortage of radio play"

-[Sonicbids](#)-

"Sensational in its grooviness and gratifyingly crazy"

-[Raw Ramp](#)-

"punchy, pop sound spiked with orchestral flourishes"

- [KUTX Austin](#)-

"Out of this world!... an experience that is its own form of art."

-[Austin Insider](#)-

"reminiscent of the very vibrance & artistic wonder that Austin has to offer."

-[MuzicNotez](#)-

"delightfully bizarre, intensely passionate and boy are we glad to have them in Austin."

"guaranteed to get you on your feet"... "both wild and precise; playful and serious."

- [KUTX Austin](#)-

Upcoming Tour Dates (50 Total on the Books!)

Austin, TX - 07/13 - Sahara Lounge

Ft. Worth, TX - 07/31 - Main at South Side

Chicago, IL - 08/04 - Martyrs

Atlanta, GA - 08/07 - Masquerade

Bethlehem, PA - 08/09 - Musikfest
Brooklyn, NY - 08/15 - Alphaville
Newark, NJ - 08/16 - Newark Downtown District Farmers Market
Dallas, TX - 08/22 - Granada
Lehigh, PA - 08/31 - Peace of Mind Festival
NYC - 09/04 - Pianos
Philadelphia, PA - 09/13 - The Barbary
Scranton, PA - 09/15 - Electric City Music Conference
AND MANY MORE

Recent Tour Dates:

Harrisburg, PA - 2/24 - Millennium Music Conference at HMCAC
Philadelphia, PA - 2/25 - PHARMACY
NYC - 2/27 - Berlin
Greensboro, NC - 3/2 - Common Grounds
Marietta, GA - 3/3 - Swayze's Venue
Austin, TX - 3/11 - UTOPIAFest Showcase
(SXSW unofficial @ABGB, Still Austin Whiskey, & The Future of Music Showcase)

The Human Circuit has performed with bands such as; The Zombies, The Octopus Project, Boogarins, The Peach Kings, Smoke Season, Calliope Musicals, Ringo Deathstarr during festivals such as SXSW, Millennium Music Conference, Pecan Street Fest, Ditch the Fest, 35 Denton, and more.

9/13 Smomid (Brooklyn) <https://www.facebook.com/events/1875393459216027/>

9/20 Lowfaith (Denver) Sorrytown (Las Cruces NM) <https://www.facebook.com/events/310765033017350/>

9/27 Lung (cinci) Church girls (brooklyn) <https://www.facebook.com/events/279079999329477/>



Develop an entrepreneurial mindset

Luck = Preparation + Opportunity

Develop skills so you will be **prepared**.

Opportunities come as a result of getting out there and doing things.

Reflect on how this has been demonstrated in [the interviews on the textbook's companion website](#):

- What did Katie Carlson do that led to her becoming Creative Music Director for WALK THE MOON?
- What was T.J Müller doing when he got an offer to join Pokey LaFarge's band?
- What did Rick Kinney do that led him to finding out about the Clyde Theatre building?
- How did Troye Kinnett get the job playing in the John Mellencamp band?

What have you done that led to an opportunity that changed the course of your studies or professional life?

Ponder these questions and explore the ideas they lead to:

- What are you good at?
- What can you do with that?
- Who can you serve?
- How can you add value?

How does "doing the right thing" lead to a successful business (and life)? Check out this interview with Chuck Surack, founder and president of Sweetwater Sound:

Excerpt of interview with Chuck Surack



Rick Kinney's interview in Chapter 11 is a fascinating story of getting prepared and one's ducks in a row. What did he have to do to prepare to be in a situation where Chuck Surack offered \$1.5 million to become his partner? How is "The Sweetwater Difference" manifested in the Clyde Theatre's renovation and plan for operation?



How to present your Final Project

You will have 3 minutes during one of the last five class meetings to give an oral presentation to the class. You may collaborate with a classmate on the the project and may use Powerpoint or Google Slides or other online presentation environment, but use a minimum of text on your slides.

If you prefer to make a video instead of an oral presentation, or you are unable to make your assigned presentation time slot, you have the option to make a Spark or YouTube video of your presentation instead. If you make a video, upload the link to your presentation in the appropriate place below.



How to create a video of your project and turn it in

Attached Files:  [How to use Adobe Spark to make a video of your Final Presentation.pdf](#) (1.447 MB)

Here is a tutorial on how to create a video presentation of your final project using Adobe Spark. You will end up with a URL link to your video that you can post to the discussion board to turn your assignment in.

If you prefer, you may use other software to create your video, upload it to YouTube, and provide the link to the video on YouTube.



Links to Adobe Spark videos of past projects

Here are links to some Final Projects students did last semester:

[The Scene House Calls](#)

[Guitar Instruction Book Proposal](#)

[3 song EP](#)

[Releasing an EP](#)

[Interview with an Artist](#)

[Life as a College Musician](#)

[Criminal Justice on Tupac's Murder](#)

[Analysis of Traplord's Merchandise](#)

[Station IDs and Logos for Middletown Radio](#)



Final Project ideas

Here are some descriptions of the majors represented by the students in the class followed by a few ideas of the sorts of things that might be done relating to those fields.

Athletic Training

Athletic trainers are health care professionals who collaborate with physicians to optimize patient and client activity and participation in athletics, work, and life. They work with a wide range of ages and skill levels in a variety of settings - from professional sports teams and high school programs to sports medicine clinics, government agencies, and performance arts. Regardless of where they work, athletic trainers play a vital role in the athletic health care team and in the lives of competitive and recreational athletes.

Create Spotify playlists for athletes to use during workouts and before games. Propose music to play during events for fans, in gyms, and while jogging. What types of music players would be the best for workouts.

Business Administration

This major will prepare you for a rewarding business career in finance, management, or marketing. The curriculum includes courses in business foundations, and specialized business administration, including classes on managing financial resources, understanding the marketplace, and organizational processes.

Design a system for bands to keep track of the income and expenses at home and when traveling. Who will have access to the information, and who will be able to alter it? What sort of reports can be generated? How has Chuck Surack's motto of "Do the right thing" resulted in Sweetwater growing 20% year after year?

Business Analytics

Your program will prepare you to apply technical analytical skills to solve real-world problems. This major is organized into four groups of courses: Ball State University's Core Curriculum, 14 undergraduate business foundation courses, specialized business analytics coursework, and nine credits of electives.

Combine something you've learned in your business analytics courses with what we've covered in class. Analyze the engagement of our social media. Propose a way to analyze a band's business.

Chemistry

We offer five bachelor's degree programs that will prepare you to head to graduate school or the workforce. Thinking about getting a job in industrial or government laboratories? Check into our American Chemical Society (ACS) approved major option or biochemistry option. If you want a strong chemistry background you can meld with other sciences, consider our departmental major option. Does the idea of creating lesson plans and study guides sound appealing? If so, check out our teaching major in physical science or teaching major in chemistry.

If you can't find a connection between the class content and your major, reflect on which Activities you have enjoyed the most and develop that.

Computer Information Systems

As a highly skilled technology professional, you can expect to become an invaluable contributor by helping companies understand and harness technology to stay competitive in the marketplace. You'll be responsible for planning, developing, and managing computer technologies that support all business functions.

Design a system for bands to keep track of the income and expenses at home and when traveling. Who will have access to the information, and who will be able to alter it? What sort of reports can be generated?

Computer Science

Computer science focuses on computer theory, computing problems and solutions, and the design of computer systems and user interfaces. The curriculum includes instruction in the principles of computational science, computer development and programming, and applications for a variety of end-user applications.

Create some Google forms or resources on other platforms to make it easy for musicians to track their expenses while touring. Create polls to collect data from fans. Report on how laptops are being used to control lights, video, and audio during shows. What sort of redundant systems do they have in case a computer goes down, and how do they switch from the active machine to the backup if something fails?

Communication Studies

You can choose from concentrations in public, interpersonal, or organizational communication. All communication studies undergraduate majors must take 21 credits of departmental core courses, including argumentation; human communication; intercultural communication; persuasion; presentational communication; and communication theory.

Write a report relating the techniques used in our class to what you are learning in the classes for your major. Apply what you are learning there, and in this class, to help musicians communicate better with their fans, increase engagement, and grow their fan base. Analyze examples of banter during shows—what made it effective? How could it be more effective?

Computer Technology

Our program of study helps you build a strong foundation in the concepts, theories, and practices of information technology, including the design, implementation, and administration of secured systems and networks.

Provide tips for bands on how to keep their data and accounts secure when they are touring and connecting with public wifis. What platforms could be used of musicians in a band to communicate with each other, share audio files and music scores, maintain a band calendar, and schedule of engagements.

Criminal Justice

If you have a passion to serve and an interest in the law, security, and justice, then a career in the field of criminal justice is a perfect course of study for you. As a student of criminal justice and criminology, you'll gain an understanding of the dimensions and causes of crime and delinquency, the structure of the American criminal justice system, the philosophies and practices of various correctional programs, and the techniques and theories of law enforcement. Our graduates are well versed in the areas of criminal law, policing, court procedures, and community-based and institutional corrections.

Report on security for artists at shows, crowd control and in front of stage, and/or bouncers in bars. Report on some famous crimes associated with musicians.

Digital Audio Production

A TCOM concentration in digital audio production will lay the foundation for your career in creating and distributing audio content for mobile media, tablets, podcasts, websites, television, radio, film, and more.

Create content for Middletown Radio - add ID3 tags and graphics to mp3 files. Produce station IDs.

Digital Video Production

A TCOM concentration in digital video production will equip you for a fun, challenging career creating and distributing video content for mobile media, tablets, podcasts, websites, television, radio, film, and more.

Edit YouTube videos, create a music video, create an introduction to an existing video. Contact a band and see if they want some video work done.

Exercise Science

The curriculum includes core courses in exercise science and physical education as well as classes in supporting academic areas such as chemistry, biology, health science, and physiology. The program can prepare students for entry level positions in a variety of health and fitness occupations, and for further study in areas such as medicine, physical therapy, physician assistance and graduate programs in the exercise sciences.

Design workouts and warmups for performers, analyze videos of athletic shows.

Family and Child Development

The Family Studies program prepares students to promote the well-being of individuals and families across the life-span in both professional and personal contexts. Students completing the program are expected to achieve the following program goals: understand the major theories in Family Studies and appropriately apply to practice, understand and critically evaluate the research process and key content knowledge in Family Studies and translate research findings and content knowledge into practice, understand and demonstrate professional and ethical behavior, demonstrate effective oral and written communication skills for Family Studies, including the use of technology when appropriate, understand the influence of the broader social, cultural, and historical context on children, families, and relationships and apply to practice, and successfully complete the criteria for provisional certification as a Family Life Educator.

Make suggestions for parents dealing with kids' habits with YouTube and music discovery, the themes and language in popular music

Finance

With a finance degree, you'll learn how to leverage powerful problem-solving skills in corporate finance, management of financial institutions, security analysis and portfolio management, personal financial planning, and more

Provide investment advice for bands and artists at different income levels and periods in their lives.

General Studies

The Bachelor of General Studies Degree (BGS) is an option for students who are seeking approaches to a degree path somewhat different than the traditional majors and courses for a department program. Students who seek this degree should work closely with the Upper Division Advising Center and a Departmental Advisor to be aware of options and department availability for approving areas of emphasis.

Design a project that intersects two or more of your study areas, or use it as an opportunity explore a new area you are considering adding to your degree path.

Hospitality and Food

This major offers you the opportunity to study a blend of theory relating to management and financial service practices, with a focus on experiential learning in the three main industry areas of event planning, food and beverage management, and hotel management.

Create a hospitality rider for a touring band and their crew. Propose what they can do to eat better in between venues. Plan catering for a VIP fan special event before or after a show. Plan a fundraiser for a charity with music.

Interior Design

Our curriculum focuses on global diversity and design that is accessible to all people, as well as creating sustainable interiors. Ball State's interior design program is also committed to staying in touch with evolving technology such as AutoDesk Revit Architecture and Adobe Creative Suite.

Design fixed stage setup for a venue, or a portable setup for a touring band.

Journalism

Ball State's bachelor's degree in journalism provides a comprehensive, hands-on learning environment for mastering the art of storytelling through all types of media: print, video, audio, graphics, social, blogs, apps, and more. Because journalism is all about being out there in the world—covering stories and uncovering the truth—our program emphasizes immersive projects and internships, including student media organizations, professional student organizations, and a working newsroom lab.

Interview musicians. Write biographies and back stories. Review albums and tours. Create descriptions for YouTube videos.

Music Media Production

The bachelor's degree in music media production offers a series of courses in recording techniques, music production, songwriting, mixing, mastering, live sound, and music business. As a program major,

you'll develop as a musician while you formulate and refine a portfolio of skills that you can later apply to the rapidly changing music and entertainment industry.

Compose and produce voice and/or musical station IDs for Middletown Radio. Create content for Middletown Radio - add ID3 tags and graphics to mp3 files.

Political Science

When you select a degree in political science you have three options to choose from when planning your studies: political science, economics, and international studies.

Write a report about how politicians get permission to use songs in their campaigns, and controversies when the artist doesn't want their song used by a particular candidate. Create a list of songs that have been associated with campaigns in the past and speculate on why those particular songs were chosen and for what purpose. Make a list of songs that could be used to connect with politicians' brand in the upcoming November election and explain your choices.

Pre TCOMM

Through our challenging and rewarding course of study, you'll learn how to use video, audio, and emerging digital media to develop, design, write, and create stories for a wide range of audiences.

Do simple audio and video projects to help figure out which TCOM track you might be more interested in. If you already know what track you are heading for, do a simple track in that or the other track.

Physical Therapy

Physical therapists are licensed medical professionals who provide care in a variety of settings. All physical therapists must hold a degree from an accredited graduate program and have passed the national licensure exam. To gain acceptance to a graduate program, students must complete a 4-year degree (any major) as well as all prerequisite courses required by the school of choice.

Find out what ailments and injuries forced artists to take a break. What did they do to take care of themselves and get back on the road? Find out what typical problems musicians develop and propose some treatments and estimate how long they might take.

Nursing

This advanced education of a baccalaureate degree will prepare you with the required critical thinking skills needed by a professional registered nurse, while also preparing you for management roles.

What are some preventative steps musicians could take to reduce the likelihood they will get sick while touring? What are the options they have for treatment while traveling? What sort of health insurance plans are there for independent musicians? How much does that cost? Does the Musicians Union or other music groups provide assistance?

Professional Selling

Our bachelor's degree in professional selling teaches you the professional selling process, how to build trust, how to engage in persuasive communication, how to use the latest technology to work smarter, and what to expect from a career. The curriculum explores sales, marketing research and analytics, sales management, and sales technology applications.

Write a report relating the techniques used in our class to what you are learning in the classes for your major. Apply what you are learning there, and in this class, to help musicians earn more money, grow their fan base, and make more money by going beyond the Activities we have done in class.

Psychological Sciences

Your credit hours in psychological science coursework will include a solid core of introductory studies, statistics, research methods, and other foundational learning. Upon that, you'll build a flexible learning experience tailored to your needs and interests, with broad choices that include coursework in learning and cognition, motivation and emotion, personality, abnormal psychology, diversity, and social psychology, to name just a few.

What information from the study of peak performance can be applied to musicians performing on stage and recording in a studio? What skills do managers need to know to work with the artists they work with? What are some techniques that can be used to learn to play an instrument more efficiently?

Public Relations

By the time you complete your degree, you'll know how to: manage social media campaigns, write and deliver press releases, arrange photo shoots, organize and manage public events, handle crisis communications, interview on radio, television, or the web, promote arts or sports, and manage a brand portfolio.

Write a report relating the techniques used in our class to what you are learning in the classes for your major. Apply what you are learning there, and in this class, to help musicians earn more money, grow their fan base, and make more money by going beyond the Activities we have done in class.

Residential Property Management

Our bachelor's degree in residential property management (RPM) could put you on the path to managing multimillion-dollar apartment communities and other residential properties across the U.S.

Write about the house concert movement. What sort of liability might the host be exposed to?

[[Bachelor Degrees](#)]



Example of a finished project

Here is an example of a 1-minute video of my final project, which I created with Adobe Spark:



Final Project Video

Upload the link to a 3-minute shared Spark or YouTube video presentation here if you prefer making a video instead of an oral presentation to the class, or if you are unable to present your oral presentation during your assigned time.

If you collaborate with a classmate, both of you should upload the link to the same video.

