



Getting Started

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Getting Started

Thank you for clicking on the "Getting Started" link. Here you will find information on how the course is laid out on Blackboard.

The first thing to do each week is to click that week's link and read the information under "Start Here". You will need to pay close attention to the specifications in order to get credit for your work, as all assignments are graded pass / no credit. Further down on the page you will find the places to turn them in, which are usually labeled with red headings. Things labeled in green are optional enrichment material.

After you've scrolled down and seen the options for getting the textbook, click on the "Week 1" link on the left to get started on the first week's material.

I'm looking forward to working with you and hope that you enjoy the class.

My goal in teaching is to help you develop your brain and change your behavior. The model I think about while designing our interaction comes from [James Mapes](#), who use the rider and elephant model as a metaphor for at the mind/body dichotomy.

My goal will be to give clear instructions to your conscious mind (the driver, who steers but has limited energy), and to point towards the enjoyable parts in order to enlist your subconscious mind (the elephant of your emotions which in the end determine your behavior). I want to make the journey as enjoyable and productive as possible for you by removing friction from your path and providing sign posts, and then giving you a downhill push.

3 keys to behavior change

Direct the rider

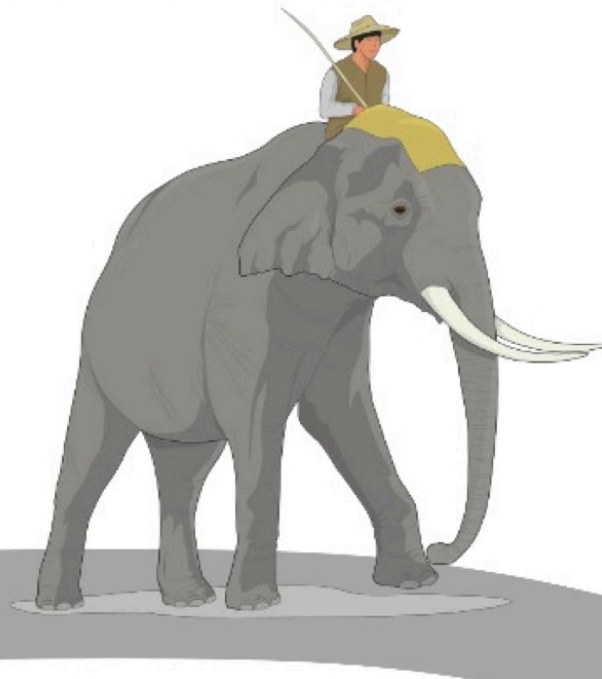
- give clear direction, reduce mental paralysis

Motivate the elephant

- find the emotional connection

Shape the path

- Reduce obstacles, tweak the environment, make the journey go downhill



The small rider is your creative, conscious mind that can project, make plans, visualizes, and regulates behavior with self control. Some people call it their inner voice. It is relatively small, but can influence the elephant through the use of story telling and imagination.

The elephant is massive, does not think, and does not like change. It is your subconscious mind and your emotions and responds to fear and love, and its goal is to avoid risk and survive. It is a reflection of your primitive self, and in the end the one that has the energy to get things done.

Most people have two reasons for doing something—a good reason (the rider's), and the real reason (the elephant's).

In addition to developing an understanding of the music & entertainment industry, I hope this class will help you become a more self-regulated learner, and develop transferable soft skills like grit, communication, curiosity, initiative, and teamwork.

Bon voyage!
+Robert Willey



Meet your Teacher



My name is Robert Willey ("will-ee"). I was born in San Francisco, and grew up to become the classical piano nerd in middle and high school. I [studied music in college and received a Masters and Ph.D. in computer music from the University of California, San Diego, after which I taught in Brazil, New York, and Louisiana](#). This is my sixth year at Ball State University, where I am an Associate Professor in [the Music Media Production and Industry program](#) at the [School of Music](#). I teach classes in music industry, capstone projects, [songwriting](#), [retail music products](#), and computer music.

I'm a keyboard player, composer, and programmer, have played in a lot of bands, owned and operated a small project studio, and have written several do-it-yourself books on music and audio production. [Last semester, four computer science students built a phone app called Midwest Radio Player](#) which acts like an Internet car radio.

My interests include the learning process, making music, and time management. My [homepage](#) has a page on what I am currently doing.

Mottos:

"Eliminate the non-essentials to make space for success."

"Exceed expectations."



Textbook Information

Enabled: Statistics Tracking

Attached Files: [VitalSourceBookshelfInstructions.pdf](#) (19.036 KB)

The **print version** of the textbook can be ordered from Kendall Hunt, or purchased at the T.I.S. or BSU bookstores for \$64.

The **eBook version** can be ordered [from the publisher](#) and costs \$32 by clicking on the "eBook" button. It can be read on a computer or phone for 180 days. You can also order through customer service: 800.228.0810 or 563.589.1000.

See the link above underneath "Textbook Information" for Instructions on how to access the eBook version.

The companion website for the textbook is at: <http://willshare.com/mmb>.