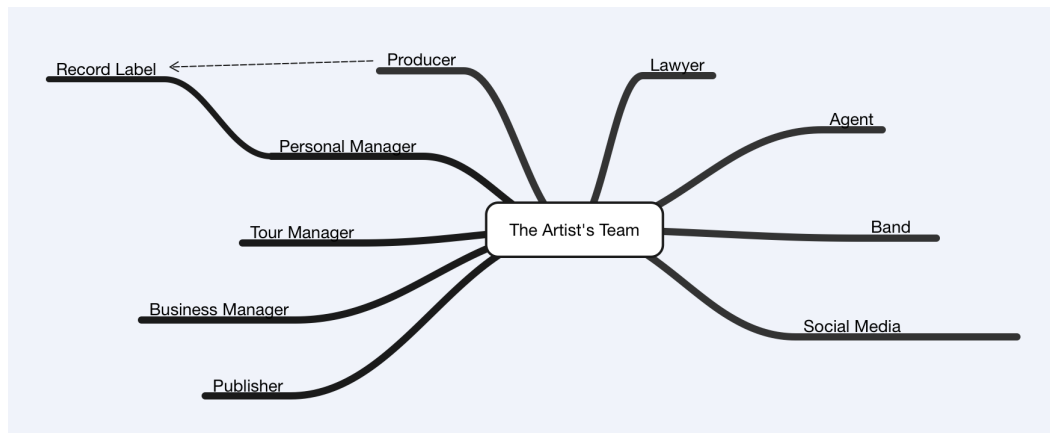




Week 2: Aug 27–Sep 2

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

Week 2: Start Here



Study

- Read Chapter 2 on the Artist's team in the textbook.

Assignments - due before class on Tuesday, Sept. 4

1. Post your answers to the questions about Reading assignment #2 [R-2] about Chapter 2 on Blackboard before class on Tuesday, Sept. 4
2. Post your work for Activity assignment [A-2] on Blackboard before class pmSpecifications for this Week's Assignment

Specifications

- [R-2] Click on the red link below [R-2] to submit your answers to the following questions. Separate each answer with a blank line. Submit your work as per the instructions below.
 1. What is the difference between an "Artist" and the lead singer of a band? Why do you think that rock bands usually win the Grammy awards in the rock category, and not rock Artists?
 2. Who do you think an Artist should hire before anyone else when assembling a team? Why?
 3. What is a personal manager responsible for? What are three examples of things that they might do for an Artist? What percent do they typically get of the Artist's gross income? Do think it's about right, or they should get more or less? Why?
 4. What are some of the things a lawyer can help an Artist with? What percent do they typically get of the Artist's gross income? Do think it's about right, or they should get more or less? Why?
 5. What does an agent do that is different from a personal manager? What percent do they typically get of the Artist's gross income? Do think it's about right, or they should get more or less? Why?

6. What is the responsibility of a tour manager?
 7. Describe what the difference between what traditional and hip-hop producers do. Which type is Quincy Jones? Which of the winners in the video clips below is he the manager for?
 8. Which job of the Artist's team do you think you would be best suited for? Why? What skills do you have that could be used in that position?
 9. What job is mentioned in the book as being a possibility that you could do to become involved in the music business right now? Do you have any other ideas for ways you could get practical experience and make contacts?
- [A-2] Click on the red link below [A-2] to submit your answers to the following questions. Separate each answer with a separate line. Submit your work as per the instructions below.
 1. What is the name of one of your favorite bands or artists? What style of music do they play?
 2. How would you describe their music to someone who hasn't heard it before? What sort of people do you think would be their fans?
 3. What do you like about their music? How do they make you feel? What mood are you usually in when you listen to them?
 4. How long have you been listening to them, and how did you find out about them?
 5. Have you ever told anyone about them or listened to their music with someone else? How many people do you know that are familiar with their music?
 6. Where do they perform? Have you ever seen them play live?
 7. Are they signed to a record label? If so, which one? What sort of music does that label focus on?
 8. What sort of things do they post on social media, YouTube, Facebook, and/or Instagram? What image are they communicating?
 9. Do they have any recordings or merchandise for sale?
 10. Watch the YouTube acceptance speeches below. What record label was Bruno Mars signed to? Who are the Stereotypes?
 11. Give the names of one or more producers of Adele's album that were on stage with her?
 12. To whom does Chance the rapper give thanks?
 13. Who is Jacob Collier's mentor and manager? Who does Jacob Collier think will be the people to lead your generation forward?



Song of the Year 2018



Best Album of the Year 2017

For the performer and the production team for an album.

Presented to "honor artistic achievement, technical proficiency and overall excellence in the recording industry, without regard to album sales, chart position, or critical reception." The Album of the Year is the most prestigious award category at the Grammys having been presented since 1959.

Produced by [Danger Mouse](#), [Samuel Dixon](#), [Paul Epworth](#), [Greg Kurstin](#), [Max Martin](#), [Ariel Rechtshaid](#), [Shellback](#), [The Smeezingtons](#) & [Ryan Tedder](#).

Engineered/mixed by Julian Burg, Austen Jux Chandler, Cameron Craig, Samuel Dixon, [Tom Elmhirst](#), Declan Gaffney, Serban Ghenea, John Hanes, [Emile Haynie](#), Jan Holzner, Michael Ilbert, Chris Kasych, Greg Kurstin, Charles Moniz, Liam Nolan, Alex Pasco, [Mike Piersante](#), Ariel Rechtshaid, Rich Rich, Dave Schiffman, Joe Visciano & Matt Wiggins

Master engineered by [Tom Coyne](#) & Randy Merrill.

Question: Can you recognize any of the producers for that album that were on stage with Adele?



Danger Mouse



Samuel Dixon



Paul Epworth



Greg Kurstin



Max Martin



**Ariel
Rechtshaid**



Shellback



The Smeezingtons



Ryan Tedder



Best New Artist

A 23-year old rapper named Chance became the first Artist to win a Grammy for a streaming-only album. [He is not signed with a record label](#), so he collects all the profits from his record sales.

To whom does he give thanks?

Chance the Rapper's [team](#).



Grammy 2017: Best Arrangement, Instrumental, or A Cappella

[Jacob Collier](#) is an amazingly talented one-man band who records his music in the small back room of his family home in London, England. Check out the video arrangements of the songs that got him two Grammy nominations on his [YouTube](#) channel, and attracted the attention of his future manager, Quincy Jones.

Here is the original theme song from *The Flintstones* cartoon series, which later became a favorite song of jazz improvisers:

Here's is Jacob's arrangement of it:

Stevie Wonder's live performance of his composition "You And I": [[the recorded version](#) that inspired Jacob]

Jacob's arrangement of it:

Jacob's acceptance speech:

He won two Grammys back-to-back.

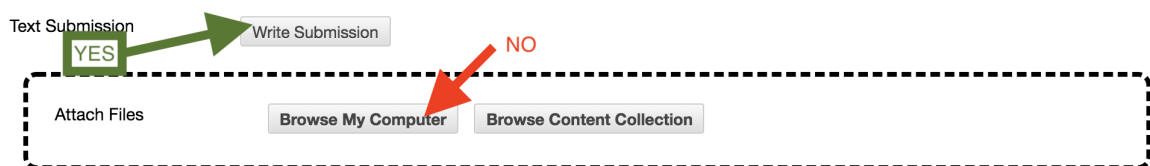
Acceptance speech #1) Who is his mentor and manager?

Acceptance speech #2) Who does Jacob Collier think will be the people to lead your generation forward?



[R-2]

Reading Assignment 2: Click on the red "[R-2]" link above to open the spot to submit your answers to the seven questions listed in the specifications for [R-2]. Then click on the "Write Submission" button, not the "Browse My Computer" button:



You should then see an area under the "Write Submission" button where you can type or paste in your answers. **Do NOT click on the "Browse My Computer" button. Do NOT put your answers in the ADD COMMENTS section.**

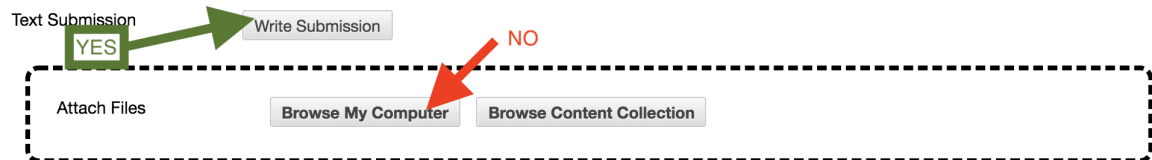
You are not required to include the questions as part of your answers, but you may do so if you wish. You are also not required to number your answers, and it's OK if the numbers get messed up if you copy and paste after doing your work in Microsoft Word,

Do separate each answer from the last one with a line in between them, so that it is clear where one answer ends and the next one begins.



[A-2]

Activity Assignment 2: Click on the red "[A-2]" link above to open the spot to submit your answers to the seven questions listed in the specifications for [A-2]. Then click on the "Write Submission" button, not the "Browse My Computer" button:



You should then see an area under the "Write Submission" button where you can type or paste in your answers. **Do NOT click on the "Browse My Computer" button. Do NOT put your answers in the ADD COMMENTS section.**

Do separate each answer from the last one with a line in between them, so that it is clear where one answer ends and the next one begins.



Week 2 lecture notes hidden

Availability: Item is not available.

Attached Files:  [week 2 MMP 100 fall 2018.pdf](#) (4.227 MB)