

Music Media at Georgetown Prep:

Academic Course Proposal

BACKGROUND & INTRODUCTION

The concept for Music Media developed very organically. The GP Video Club was formed this year by a group of enthusiastic sophomore students. I was immediately asked to moderate this club, and I eagerly accepted based on the passion and skills exhibited by the founding members. I started by directing the production of a series of student selected projects that have been screened during assemblies in an effort to build the foundation and identity of this new club. Originally, the video output was of the student's choosing, and they focused on highlighting their classmates and areas of the school that are of interest to them.

Soon, many members of the professional community at GP recognized the professionalism of these video productions and asked me to mobilize the club to produce videos specific to their department's needs. I have managed to spearhead the execution of every such request this year. However, the current model is not sustainable. I do not have the leverage required to motivate the Video Club students to produce assigned videos at the rate to which they are being requested of them by the GP professional community.

The Music Media curriculum was designed with a goal of establishing a platform by which I can effectively oversee, manage, and produce the current video production requests of the Prep community at large. These projects will offer a meaningful basis for my curriculum, and the ability for GP to produce its own professional videos in house will serve as a strong asset.

Additionally, this new course allows for the enhancement of the student output in Audio Engineering by delivering each student musician a media platform for his original music.

-Sean Gaiser

BREAKDOWN OF CLASS ASSIGNMENTS

1) *Group (33.3%)* : collaborative efforts aimed at producing large quantities of quality video content representing various aspects of the GP community.

A. Immersion trips - **3 per year**

- Members of the class will capture video and photography footage while on the actual immersion trips. The class will then edit the footage and produce a video representing each trip that was captured.
 - Year 1 - Special summer training sessions for class members going on immersion trips
 - All subsequent years - Rising seniors who just completed the class as juniors will capture the footage as an experienced videographer while on their immersion trip, and then the new class will edit that footage.

B. Sports team videos - **3 per year**

- The class will collectively select one sports team per season and produce a video representing that team. These videos can be presented at the team banquet at the end of the season.

C. Extracurricular videos - **3 per year**

- The class will select one club or artistic group on campus per season and produce a video representing that club.
 - examples from 2016/2017
 - David Malinak magic video
 - Video Club launch video
 - Booster videos

D. GP Development (School assigned) - **6-10 per year**

- The class will serve the school community by annually producing fresh custom videos for the following GP departments:
 - Admissions Office - Recruitment video
 - Development Office - Fundraising campaigns
 - Hall of Fame Committee - Honorary video giving tribute to new HoF members
 - Gala Committee - Auxiliary video to boost the multimedia experience during the event
 - Headmaster's Office - Tribute video recognizing specific faculty
 - President's Office - Christmas greeting video for the community at large

- Miscellaneous - GP will have the ability to call on the members of this class to create a video when inspiration strikes or a collaborative opportunity arises.
 - i.e. Mater Dei video for Willie Hughes

2) *Individual (33.3%)* : independent daily assignments aimed at developing the fundamental media skills needed to be an accountable team player in group video projects.

A. Roles - students will learn the skill sets needed to serve in many important positions during production including:

- Executive Producer
- Videographer / Photographer
- Editor
- Concept and Design
- Music Producer

B. Genres - students will be schooled in the production of various video styles including:

- Music video
- Documentary / Interview
- Action (Sports / Performance)
- Promotional

C. Interactive Content Distribution - daily Instagram posts will allow for collective student progress to be made on multiple video projects at once.

- Hashtags will be used to organize and track multimedia for development of long term video projects
 - Outsiders can view content that documents the class' progress in the video making progress in real time as well as retroactively

3) *Final Portfolio Project (33.3%)* - Each student in Music Media will be linked with a student in Audio Engineering 101 to collaborate on a joint final project. Music Media students will be required to develop a multimedia platform around an original song composed by their Audio Engineering counterpart, which will include:

- A. Music Video for original song
- B. Logo / Branding
- C. Online representation via Soundcloud
- D. Corresponding photography, images, and album artwork