

Liverpool John Moores University

Title: DIRECTED PERFORMANCE
 Status: Definitive
 Code: **4504POP** (108562)
 Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
 Teaching School/Faculty: Liverpool Community College

Team	Leader
Stuart Borthwick	Y

Academic Level: FHEQ4
Credit Value: 24.00
Total Delivered Hours: 110.00
Total Learning Hours: 240
Private Study: 130

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12.000
Practical	72.000
Seminar	24.000
Tutorial	2.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Reflection	AS1	Continuous assessment of regular planning meetings, participation and contribution to weekly sessions and rehearsals including a video diary (15 minutes minimum)	20.0	
Report	AS2	Production of a detailed report and evaluation of both the planning process and rehearsal sessions, as well as the performance evaluations and DVD of events (2000 words)	40.0	
Report	AS3	Production of detailed financial	20.0	

Category	Short Description	Description	Weighting (%)	Exam Duration
		records.		
Presentation	AS4	Production of a successful and effective performance and DVD	20.0	

Aims

To offer the students the opportunity to develop their performance skills to a professional standard through a series of public performances culminating in a large scale event.

To enable the students to gain experience in the programming, planning, budgeting, advertising and marketing of a series of musical events or performances to include a high profile event in a venue in the city centre.

Learning Outcomes

After completing the module the student should be able to:

- 1 Plan and promote a large scale performance in a high profile city centre venue with independence and confidence.
- 2 Rehearse and prepare material for performance effectively.
- 3 Plan and promote a music event keeping all necessary records.
- 4 Produce a financial plan for the event and present a balance sheet showing final accounts.
- 5 Present a recording of the event on DVD.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Video Diary	1	
Detailed Report and Evaluation	2	3
Financial Records	4	
Performance and DVD	5	

Outline Syllabus

Effective rehearsal skills & techniques,

Effective rehearsal planning, programming and preparation for performance, The target audience.

Resources and logistical considerations for performance.

Financial planning, sources of potential funding and sponsorship.

Preparing and keeping accurate financial records.

Health & safety, new legislation with regard to performers and external venues, public liability, and risk assessment.

Learning Activities

A series of seminars, tutorials for formative feedback and weekly unsupervised rehearsal sessions, comprising of the planning and rehearsal of suitable material for performance. Visits to potential venues and discussions with venue managers. Planning a marketing strategy and a financial plan. Students will present two small scale performances and a final major performance in a commercial venue in the city (3 in total).

References

Course Material	Book
Author	Lathrop, T.
Publishing Year	2003
Title	This Business of Music
Subtitle	Marketing & Promotion
Edition	Revised Ed.
Publisher	Billboard Books, U.S.
ISBN	

Course Material	Book
Author	Lisk, E S.
Publishing Year	1991
Title	The Creative Director Alternative Rehearsal Techniques
Subtitle	Alternative Rehearsal Techniques
Edition	3rd Ed.
Publisher	Meredith Music Publications
ISBN	

Course Material	Book
Author	Kalliongis, N.
Publishing Year	2008
Title	MySpace Music Profit Monster
Subtitle	Easy Online Strategies for Getting More Fans Fast
Edition	
Publisher	Powerhouse Books
ISBN	

Course Material	Book
Author	Baker, B.
Publishing Year	2007
Title	201 Self-Promotion Ideas for Songwriters, Musicians and Bands on a Budget
Subtitle	

Edition	Rev Upd Ed.
Publisher	Guerilla Music Marketing Handbook
ISBN	

Course Material	Book
Author	Raj, R. , Walters, P. and Rashid, T.
Publishing Year	2008
Title	Events Management
Subtitle	An Integrated and Practical Approach
Edition	
Publisher	Sage Publications Ltd
ISBN	

Course Material	Book
Author	Hughes, E.
Publishing Year	2008
Title	Easy Guide to Health and Safety
Subtitle	
Edition	1st Ed.
Publisher	Butterworth-Heinemann
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.aprs.co.uk
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.ascap.com
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.bmr.org
Subtitle	
Edition	
Publisher	

ISBN	
-------------	--

Course Material	Website
Author	
Publishing Year	
Title	www.mcps.co.uk
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.prs.co.uk
Subtitle	
Edition	
Publisher	
ISBN	

Notes

A large part of this unit will involve the students in meeting with club/ venue managers and organizing their own performance nights. This will essentially take place in their own time, also the time allocated for final/ extra rehearsals, transporting and setting up equipment, sound checks and performances, is identified within the private study time listed above.