

RECORDED MUSIC (BFA)

Department Website (<https://tisch.nyu.edu/clive-davis-institute/>)

NYSED: 27354 **HEGIS:** 1099.00 **CIP:** 50.9999

Program Description

The Clive Davis Institute is the first and only program of its kind to provide professional business and artistic training toward a BFA in Recorded Music. We aim to provide students with the necessary skills – business, creative, and intellectual – so that they might emerge as visionary creative entrepreneurs in the evolving global music industry.

We encourage students to develop innovative musical ideas and envision new music business models, work collaboratively, cultivate both intellectual rigor and a willingness to experiment artistically, and to assume leadership roles in the art and commerce of creating and selling recorded music. We are newly located in Brooklyn, at 370 Jay Street - NYU's new home for engineers, research scientists, game designers, media artists, and musicians to interact and collaborate under one roof. We are proud to be contributing to NYU's goal of becoming the world center for technology innovation and creative engineering.

Students who enroll have a wide range of aspirations. Some aspire to become CEOs of record labels or management companies. Some aspire to become music producers who helm successful production companies. And others are performing artists, songwriters, publishers, social entrepreneurs, tech innovators, and music journalists who want to develop their business acumen so that they might build a successful brand.

Admissions

New York University's Office of Undergraduate Admissions supports the application process for all undergraduate programs at NYU. For additional information about undergraduate admissions, including application requirements, see How to Apply (<https://www.nyu.edu/admissions/undergraduate-admissions/how-to-apply.html>).

Program Requirements

The program requires the completion of 128 credits, comprised of the following:

Course	Title	Credits
Area I: Recorded Music		
<i>Group A—Professional Development</i>		
REMU-UT 1	Professional Development: Creativity in Context	0
REMU-UT 1206	Professional Development: Building Career Skills	0
REMU-UT 1037	Professional Development: Internship	2
REMU-UT 1219	Professional Development: Global Engagement	0
REMU-UT 1401	Professional Development: Preparing Your Post-Graduate Plan	0
REMU-UT 1402	Professional Development: Pursuing Your Post-Graduate Plan	2
<i>Group A Total Credits</i>		
<i>Group B—Production</i>		
REMU-UT 1020	Digital Audio Workstations: ProTools	2
REMU-UT 1021	Digital Audio Workstations: Logic	2
REMU-UT 1022	Digital Audio Workstations: Ableton Live	2

REMU-UT 1040	Engineering The Record I	2
REMU-UT 1041	Engineering The Record II	2
REMU-UT 1003	Producing The Record: Side A	4
REMU-UT 1004	Producing The Record: Side B	4
REMU-UT 1102	Critical Listening for the Recording Studio	2
<i>Group B Total Credits</i>		20
<i>Group C—Writing, History and Emergent Media</i>		
REMU-UT 1201	Creative Music Entrepreneurs in Historical Context	4
REMU-UT 1203	Artists & Audiences in Historical Context	4
REMU-UT 1196	Mastering the Emergent Media Landscape: Professionalizing Your Writing & Storytelling Skills	2
REMU-UT 1200	Writing & Reporting Music	2
<i>Group C Elective</i>		2-4
<i>Group C Total Credits</i>		14
<i>Group D—Business and Technology</i>		
REMU-UT 1202	How the Contemporary Music Business Works	4
REMU-UT 1205	How Music Marketing Works: Building Your Audience, Clients, and Customer Base	4
REMU-UT 1272	Developing A Business Plan For Your Music Venture	4
REMU-UT 1207	Independent Project Management	2
<i>Group D Elective</i>		2-4
<i>Group D Total Credits</i>		16
<i>Group E—Musicianship and Performance</i>		
REMU-UT 1106	Musicianship: Music Theory & Construction.	2
REMU-UT 1105	Writing The Hit Song	4
<i>Group E Electives</i>		2-4
<i>Group E Total Credits</i>		8
Area II: Liberal Arts		
<i>Expository Writing</i> ¹		
EXPOS-UA 5	Writing the Essay: Art and the World (fall semester)	4
ASPP-UT 2	The World Through Art Writing The Essay (spring semester)	4
<i>International Focus</i> ²		4
<i>Humanities and Social Sciences (2 courses)</i> ³		8
<i>Natural Sciences</i> ⁴		4
<i>Balance of Liberal Arts (at least 4 General Education courses)</i>		16
Area III: Electives		
<i>Other Elective Credits</i>		26
Total Credits		128

¹ Transfer students are required to complete or transfer in one expository writing course from their previous institution.

² Provides students with the historical and contextual knowledge and skills needed to encourage students to become aware of, and active in, the role they play in both local and global communities as they strive to use their creativity to make the world better and more inclusive.

³ Aimed to give students a sense of cultural form in diverse social contexts so as to appreciate the setting for such phenomena as world music, ethnic arts, and folk traditions and to give students a sense of transformation of culture and society over larger spans of time and space. Examples include courses in history, classics, fine arts, philosophy, religion, English, and literature. At least one course (4 credits) must have an international focus.

⁴ Designed to teach students how to evaluate evidence within a framework of logical reason. Examples include courses in astronomy, biology, chemistry, computer science, earth and environmental science, geology, math, physics

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
REMU-UT 1	Professional Development: Creativity in Context	0
REMU-UT 1201	Creative Music Entrepreneurs in Historical Context	4
REMU-UT 1020	Digital Audio Workstations: ProTools	2
REMU-UT 1040	Engineering The Record I	2
REMU-UT 1106	Musicianship: Music Theory & Construction.	2
EXPOS-UA 5	Writing the Essay: Art and the World	4
Elective or General Education (minimum 2 credits, maximum 4 credits)		4
Credits		18
2nd Semester/Term		
REMU-UT 1202	How the Contemporary Music Business Works	4
REMU-UT 1021	Digital Audio Workstations: Logic	2
REMU-UT 1041	Engineering The Record II	2
REMU-UT 1102	Critical Listening for the Recording Studio	2
ASPP-UT 2	The World Through Art Writing The Essay	4
Elective or General Education (minimum 2 credits, maximum 4 credits)		4
Credits		18
3rd Semester/Term		
REMU-UT 1206	Professional Development: Building Career Skills	0
REMU-UT 1003	Producing The Record: Side A	4
REMU-UT 1022	Digital Audio Workstations: Ableton Live	2
REMU-UT 1205	How Music Marketing Works: Building Your Audience, Clients, and Customer Base	4
REMU-UT 1105	Writing The Hit Song	4
Elective or General Education (minimum 2 credits, maximum 4 credits)		4
Credits		18
4th Semester/Term		
REMU-UT 1004	Producing The Record: Side B	4
REMU-UT 1203	Artists & Audiences in Historical Context	4
REMU-UT 1200	Writing & Reporting Music	2
XXX-UA	General Education	4
Elective (minimum 2 credits, maximum 4 credits)		2
Credits		16
5th Semester/Term		
Study Abroad (CDI x Berlin: Future Pop Music Studies)		
REMU-UT 9810	Conversations in the Global Music Business Surviving the Future	2
REMU-UT 9817	Classic Albums: The Berlin/Germany Edition	2
GERM-UA 9001	Elementary German I	4
XXX-UA	General Education	4
Elective (minimum 2 credits, maximum 4 credits)		2
Credits		14
6th Semester/Term		
REMU-UT 1219	Professional Development: Global Engagement	0
REMU-UT 1037	Professional Development: Internship	2
REMU-UT 1272	Developing A Business Plan For Your Music Venture	4
REMU-UT 1196	Mastering the Emergent Media Landscape: Professionalizing Your Writing & Storytelling Skills	2
XXX-UA	General Education	4
Elective or General Education (minimum 2 credits, maximum 4 credits)		4
Credits		16

7th Semester/Term		
REMU-UT 1401	Professional Development: Preparing Your Post-Graduate Plan	0
REMU-UT 1207	Independent Project Management	2
XXX-UA	General Education	4
XXX-UA	General Education	4
Elective(s): (minimum 4 credits, maximum 8 credits)		6
Credits		16
8th Semester/Term		
REMU-UT 1402	Professional Development: Pursuing Your Post-Graduate Plan	2
XXX-UA	General Education	4
XXX-UA	General Education	4
Elective(s): (minimum 2 credits, maximum 4 credits)		2
Credits		12
Total Credits		128

Learning Outcomes

Upon successful completion of the program, graduates will have:

1. The ability to realize an artistic vision in popular music from concept to market.
2. A viable music- or media-related business or career plan that meets the highest professional and rigorous academic standards demonstrating an understanding of the evolving business, market, structure, emergent media and innovative practices of the contemporary music industry.
3. An understanding of key vocabulary, concepts, issues and debates in global contemporary music history and their place in social, political, and aesthetic context; the ability to think critically about pop music history and business, and to demonstrate that clarity through writing and speaking.
4. Acquired the skills, technical proficiency, and the tools for specialization in or across one or more of the Institute's seven areas of academic/professional focus: executive, production, songwriting, performance, technology, social entrepreneurship, and music journalism.

Policies

NYU Policies

University-wide policies can be found on the New York University Policy pages (<https://bulletins.nyu.edu/nyu/policies/>).

Tisch Policies

Additional academic policies can be found on the Tisch academic policy page (<https://bulletins.nyu.edu/undergraduate/arts/academic-policies/>).