



# Multimedia Production for the Music Industry

Syllabus

MUM 4561C & MUM 6565C

3 credits

## INSTRUCTORS

### 1. Dr. José Valentino Ruiz-Resto ( Referred to as “Dr. Ruiz”)

Instructor of Record & Program Director of Music Business & Entrepreneurship

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### 2. Prof. Denis Vasenin

Co-Instructor of Record & Graduate Teaching Assistant

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## OFFICE HOURS & CONSULTATION PROTOCOL

**Online and By Appointment Only (Request via Email) Consultations:** We are committed to providing thorough responses and efficient communication. To achieve this, **we handle all consultations via email.** This method allows us to address your inquiries with greater detail and ensures that we can offer the most accurate and thoughtful guidance. Please feel free to reach out via email to arrange a consultation or to ask questions directly. We will respond as promptly as possible. Should there be a need for further discussion, we can schedule a follow-up meeting. If live interaction is required (in instances where email communication proves insufficient), **we can organize Zoom meetings, which will be recorded for quality assurance purposes.** A summary of what was discussed will be provided via email afterward to ensure the clarity and intent of the consultation related to class assignments are fully understood. Please note, no phone call appointments will be conducted.

## **COURSE DESCRIPTION**

This course equips independent music professionals with the tools to craft engaging multimedia content and master strategic communication techniques essential for thriving in the digital age. Students will learn to harness the power of social media analytics and strategic planning to effectively target their marketing efforts, enhancing their employability and expanding their career opportunities across the music industry. The curriculum delves into the critical role of content creation in modern career development, with a strong emphasis on analyzing the impact and value of digital engagements. Practical sessions will include hands-on video editing and tactics for leveraging personal branding through one's name, image, and likeness. By utilizing readily available technology, such as personal recording devices and free editing software, the course aims to unleash the creative potential of arts entrepreneurs, preparing them to navigate and succeed in the evolving landscapes of music business and multimedia presentation. The course is intended for undergraduate and graduate students in music. Non-music majors may enroll with permission of the instructor.

## **COURSE OBJECTIVES**

- 1. Analyze Social Media Landscapes:** Students will critically evaluate current social media platforms to understand algorithms, audience demographics, and engagement strategies to effectively position their content.
- 2. Develop Strategic Marketing Plans:** Learners will craft comprehensive marketing strategies using insights from social media analytics to enhance visibility and engagement with targeted audiences.
- 3. Create Multimedia Content:** Students will produce professional-quality multimedia content using accessible recording and editing tools, demonstrating technical proficiency and creative expression.
- 4. Leverage Personal Branding:** Participants will develop strategies to enhance their professional image, name, and likeness across digital platforms to build a cohesive and influential personal brand.
- 5. Measure Impact and Engagement:** Students will apply analytical tools to assess the impact and value of their digital content, enabling them to make data-driven decisions to optimize future marketing and content creation efforts.
- 6. Enhance Employability Skills:** By the end of the course, students will have a portfolio of multimedia presentations and strategic plans, showcasing their skills to potential employers and collaborators within the music industry.
- 7. Navigate Digital Media Rights:** Learners will understand the legal and ethical considerations in digital content creation, focusing on copyright laws, licensing, and fair use to ensure compliance and protect intellectual property.

These outcomes aim to provide a comprehensive learning experience that equips students with the necessary skills and knowledge to thrive as arts entrepreneurs in the digital age.

### **REQUIRED TEXBOOKS AND SOFTWARE**

In addition to the comprehensive course notes and materials developed and provided by the instructor, students are required to download and install the following software on their laptops:

- **CapCut:** A versatile video editing tool essential for course projects. Download at [CapCut](#).

Furthermore, the professor will supplement the curriculum with peer-reviewed articles authored by him and other distinguished experts in the field. These articles, published in both national and international forums, will provide critical insights and foster a deeper understanding of the topics discussed in class.

### **DISCUSSIONS**

Throughout the course, you will engage in 15 discussions on Canvas, each linked to specific topics relevant to multimedia production for the music industry. These discussions will cover subjects such as analyzing social media landscapes, developing strategic marketing plans, leveraging personal branding, navigating digital media rights, and creating impactful multimedia content. Additionally, we will explore how these concepts apply in different cultural contexts, offering a global perspective on the music industry's evolving landscape. Your participation is crucial; you are required to post thoughtful responses to the assigned readings by Friday at 11:59 PM each week, reflecting on how these topics influence both local and international music markets. Active and timely contributions will play a significant role in your overall grade.

Here are the discussion titles with their corresponding Friday due dates:

1. **Evaluating Social Media Algorithms: Understanding What Drives Visibility**  
**Discussion Due:** Friday, Aug 23, 11:59 PM
2. **Demographics and Audience Segmentation in Social Media Platforms**  
**Discussion Due:** Friday, Aug 30, 11:59 PM
3. **Strategic Content Placement: Positioning Your Content for Maximum Impact**  
**Discussion Due:** Friday, Sep 6, 11:59 PM
4. **Developing a Comprehensive Social Media Marketing Strategy**  
**Discussion Due:** Friday, Sep 13, 11:59 PM
5. **Using Analytics to Enhance Social Media Engagement**  
**Discussion Due:** Friday, Sep 20, 11:59 PM
6. **Creating Professional-Quality Multimedia Content with Limited Resources**  
**Discussion Due:** Friday, Sep 27, 11:59 PM

- 7. Innovative Video Editing Techniques for Engaging Content**  
**Discussion Due:** Friday, Oct 4, 11:59 PM
- 8. Personal Branding: Establishing Your Name and Image Online**  
**Discussion Due:** Friday, Oct 11, 11:59 PM
- 9. Building a Cohesive Personal Brand Across Multiple Platforms**  
**Discussion Due:** Friday, Oct 18, 11:59 PM
- 10. Measuring the Success of Your Digital Content: Tools and Techniques**  
**Discussion Due:** Friday, Oct 25, 11:59 PM
- 11. Optimizing Content Based on Engagement Metrics**  
**Discussion Due:** Friday, Nov 1, 11:59 PM
- 12. Showcasing Your Skills: Building a Multimedia Portfolio for the Music Industry**  
**Discussion Due:** Friday, Nov 8, 11:59 PM
- 13. Preparing Multimedia Presentations for Industry Professionals**  
**Discussion Due:** Friday, Nov 15, 11:59 PM
- 14. Navigating Copyright Laws and Digital Media Rights**  
**Discussion Due:** Friday, Nov 22, 11:59 PM
- 15. Ethical Considerations in Multimedia Production and Content Creation**  
**Discussion Due:** Friday, Dec 6, 11:59 PM

## **COURSE DELIVERY**

This course will consist of twelve asynchronous video lectures and/or articles created by the instructor(s). All materials will be available online through the Canvas website for students to access at their convenience.

## **COURSE/LESSON SCHEDULE**

This course is asynchronous, consisting of 12 video mini-lectures and/or articles accessible through Canvas. Each lecture is accompanied by an assignment related to the topic + a checklist for each assignment to ensure reliability and consistency. By Week 6, students are expected to submit a final project proposal, followed by the first draft in Week 9, the second draft in Week 11, and the final project during finals week of the semester.

## **September**

- **Lesson 1: Multimedia Content in Career Development**  
**Due:** Sunday, Sep 7, 11:59 PM

- **Lesson 2:** High Retention Editing (HRE)  
**Due:** Sunday, Sep 15, 11:59 PM
- **Lesson 3:** Hands-on Editing Techniques  
**Due:** Sunday, Sep 22, 11:59 PM
- **Lesson 4:** Crafting an Irresistible Hook  
**Due:** Sunday, Sep 29, 11:59 PM

## October

- **Lesson 5:** Virality Checklist  
**Due:** Sunday, Oct 6, 11:59 PM
- **Lesson 6:** Video Podcasts and/or CEO DNA Podcast Assignment + Final Project Proposal  
**Due:** Sunday, Oct 13, 11:59 PM
- **Lesson 7:** Music Video Production  
**Due:** Sunday, Oct 20, 11:59 PM
- **Lesson 8:** Documentary Filmmaking  
**Due:** Sunday, Oct 27, 11:59 PM

## November

- **Lesson 9:** Promotional Video Production + 1st Draft Submission  
**Due:** Sunday, Nov 3, 11:59 PM
- **Lesson 10:** Posting, Analytics, and Long-term Strategizing  
**Due:** Sunday, Nov 10, 11:59 PM
- **Lesson 11:** Confidence on Camera + Second Project Draft  
**Due:** Sunday, Nov 17, 11:59 PM

## December

- **Lesson 12:** Monetization Strategies  
**Due:** Sunday, Dec 1, 11:59 PM
- **Lesson 13:** Final Project  
**Due:** Monday, Dec 9, 11:59 PM

## **EMAIL ETIQUETTE**

Consider adhering to professional email etiquette and responding to messages and emails within a 48-hour period. Weekends are not considered business days, so ensure proactiveness in addressing questions and concerns about upcoming assignments. Students who contact the instructor the day of an assignment deadline, risk not receiving a response in a timely manner.

## **MAKE-UP FOR EXAMS OR OTHER WORK**

To remain fair to all students enrolled in this course who are held to the same academic standard, make-up for any assignment will require written documentation that the student has been excused from school during the time in question. Without this approval we cannot issue make-up. This includes all requests for permission to grant make-up for personal issues involving family, work, deaths, hardships, marriages, pregnancies, illnesses, financial problems, etc. We do apologize for this inconvenience, however, to be ethically in good standing, this documentation is needed to ensure the accuracy of all claims made.

## **EVALUATION OF GRADES**

<b>Assignment</b>	<b>Percentage of Final Grade</b>
Weekly Assignments (12)	60%
Discussions (15)	15%
Proposal	1%
1st Draft Submission	4%
2nd Draft Submission Options	5%
Final Submission Options	15%

<b>Percent</b>	<b>Grade</b>	<b>Grade Point</b>
93.0-100.0	A	4.00
90.0-92.9	A-	3.67
87.0-89.9	B+	3.33
83.0-86.9	B	3.00
80.0-82.9	B-	2.67
77.0-79.9	C+	2.33
73.0-76.9	C	2.00
70.0-72.9	C-	1.67
67.0-69.9	D+	1.33

63.0-66.9	D	1.00
60.0-62.0	D-	0.67
0-59.9	E	0.00

## Course Policies and Important Information

### 1. Class Attendance, Make-up Exams, and Assignments

- Requirements for class attendance, make-up exams, assignments, and other work in the course are consistent with university policies. For more information, please refer to UF Academic Regulations and Policies.

### 2. Accommodations for Students with Disabilities

- Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. Visit the Get Started with the DRC webpage for more information. It is important for students to share their accommodation letter with the instructor and discuss their access needs as early as possible in the semester.

### 3. Required and Recommended Textbooks

- **Required Textbooks:**
  - N/A
- **Recommended Textbooks:**
  - Instructors will provide articles relevant to the course published in national and international forums

### 4. UF Grading Policies

- For information on current UF grading policies for assigning grade points, please visit the University Grades and Grading Policies.

### 5. Course Evaluation Process

- Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at [GatorEvals Guidance](#). Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [GatorEvals Portal](#). Summaries of course evaluation results are available to students at [GatorEvals Public Results](#).

## **Additional Recommendations and Information**

### **7. Technical Support**

- **Technical Support:** If you experience technical issues, please visit the UF Computing Help Desk or call 352-392-4357.

### **8. University Honesty Policy**

- UF students are bound by The Honor Pledge, which states: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code." On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." For more information, please see the UF Conduct Code.

### **9. In-Class Recording Policy**

- Students are allowed to record video or audio of class lectures under specific conditions. These recordings may only be used for personal educational use, in connection with a complaint to the university, or as evidence in a criminal or civil proceeding. Publishing recorded lectures without the instructor's written consent is prohibited and may result in disciplinary action. For detailed guidelines, please refer to UF Regulation 4.040, Student Honor Code and Student Conduct Code.

## **Campus Resources**

### **10. Health and Wellness**

- **U Matter, We Care:** If you or someone you know is in distress, contact [umatter@ufl.edu](mailto:umatter@ufl.edu), call 352-392-1575, or visit the U Matter, We Care website.
- **Counseling and Wellness Center:** Visit the Counseling and Wellness Center website or call 352-392-1575.
- **Student Health Care Center:** Call 352-392-1161 or visit the Student Health Care Center.
- **University Police Department:** Visit the UF Police Department website or call 352-392-1111 (911 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care, call 352-733-0111 or visit UF Health Emergency Room.

### **11. Academic Resources**

- **E-learning Technical Support:** Contact the UF Computing Help Desk at 352-392-4357 or [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).



- **Career Connections Center:** Reitz Union Suite 1300, 352-392-1601, or visit the Career Connections Center.
- **Library Support:** Call 866-281-6309 or email [ask@ufl.libanswers.com](mailto:ask@ufl.libanswers.com) for assistance.
- **Teaching Center:** 1317 Turlington Hall, 352-392-2010 or visit the Teaching Center.
- **Writing Studio:** Visit the Writing Studio website for help with writing papers.
- **Academic Complaints:** Visit the Complaint Portal webpage for more information.
- **Enrollment Management Complaints:** Visit the Student Complaint Procedure webpage for more information.