



## COURSES and DESCRIPTIONS

TCAA's comprehensive and user-friendly start to professional creative and music careers promises to give our artists the edge in the marketplace. The aspiring artists and creative talents take creative economy classes consisting of the following subjects: Academic Session is 6-months and the Artist Development and Management Program is 18-months for a total of 24-months.

### INTRODUCTION TO THE CREATIVE ECONOMY

This course is the major subject matter of the entire academic setting. A presentation of the music business at large with overtones of the creative economy. Creative minds, innovative thinkers will see how to turn creativity into wealth creation. This course looks at types of incomes and strategic ways to get your talents in to the marketplace.

### COPYWRITING, MUSIC PUBLISHING

A close look at song ownership and how artists can make money from songwriting income aka royalties. Students will learn the art of getting their songs copywritten and how to set up and administrate their own publishing companies.

### CONTRACT NEGOTIATION, MANAGEMENT AND AGENCY DEALS

The art of negotiating contracts and music business deals is the core of this class. Students will learn how to look up the road and search out the best deals. The concept of when to win and win to lose (or at least give the appearance) and how to come out on top of every deal. Students will learn how to shop for a good manager and/or agent.

### RECORDING, PRODUCING TECHNIQUES & SKILLS

A must attend class for all students. Whether you desire to be a producer or not, everyone in the music industry should get a general working knowledge of what goes on in the sound production of a record. Students will get hands on experience inside the studio and watch a producer at work.

### GRAPHIC DESIGN

What should the album cover look like? Should I have a logo? What should my photos look like? How important is the artwork for the project? These are some of the questions every aspiring artist should have. This course gives an overview of graphic design process. It is a must for every aspiring artist.

### IMAGING AND WARDROBE

Knowing what to wear and when to wear it. Knowing the true meaning of artistic flair and how to create your own unique image.

How to pack for the short trips and the long hauls. Makeup techniques that you must know based on stage lighting plots and don't forget, everyone needs the secrets of staying fit while eating out 5 times a day.

### MARKETING AND PROMOTIONS; HOW TO DO IT YOURSELF

Who is your target audience? Where do they live? What radio stations do they listen to? Where do they shop for music? Where do they go to listen to music? These are the beginning questions necessary to help every artist find their market. Upon finding your market, how do you best promote your product, talents and services to them in the most efficient manner? These are the subject matters taught to students who need to know how to reach and maximize their market penetration.

### SETTING FEES AND GETTING BOOKED; HOW TO TRAVEL EVERY WEEK

How bad do you want it? How good are you? What happens when you overprice yourself? What happens when under price yourself? How to locate the budget and stay within it? You want to stay busy and connected, this class is a must.

### HOW TO HAVE A GREAT RECORD LABEL RELATIONSHIP

It's time to graduate and take it to the next level. The deal is on the table. The contract is signed. Next, how do you maximize the relationship? How does your team flow in concert with the record company? How to make them love you and put you in top rotation, this and more is taught from a practical experience. Skills make the company work for you (after all you are paying them to do so) and make them wanting to keep exercising their options.

### FINANCIAL MANAGEMENT

Artists will learn the disciplines of financial management to ensure proper business planning for success. This course includes budgeting, forecasting and tax implications which is a necessity for all creative economy careers.

# The College of Aspiring Artists

DAT—C Campus Open Now ■ [www.dat-c.org](http://www.dat-c.org)