



UNIVERSITI TEKNOLOGI MARA

MUC551: JINGLE PRODUCTION

<b>Course Name (English)</b>	JINGLE PRODUCTION APPROVED
<b>Course Code</b>	MUC551
<b>MQF Credit</b>	2
<b>Course Description</b>	This course examines the process of producing commercial from client meeting agency to composer synchronizing their music with offline cut. Students will get hands-on experience from preparing timings and crafting hook to writing music for one of these 3 categories: jingle songs, music background for broadcasting VO, or underscoring TVC. Lecturer shares his/her successes in previous projects and his/her past mistakes as students build their own skills in composing and producing commercial and in finding, communicating with, and negotiating with agencies and clients. Students will have opportunity to work at a recording studio or post-production house for their final project, and hopefully, bring home an industrial standard demo.
<b>Transferable Skills</b>	Demonstrate the ability to dream, imagine and visualize
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Studio, Demonstrations, Presentation
<b>CLO</b>	CLO1 Comprehend the workflow, process, and people involved in the process of producing a TV Commercial CLO2 Analyse existing music written for TV commercials CLO3 Create original jingles and their own promotional reel according to industry standards
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Reading List</b>	This Course does not have any book resources
<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources