



ACM

the academy
of contemporary
music

PROSPECTUS 2016 / 17



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ACM Music Production Alumnus

This prospectus can be made available in other formats on request.

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Welcome to **ACM**



As the owner of both ACM and Metropolis, I am in a privileged position to be able to listen directly to my staff and students, as well as the industry's most influential leaders. This connection

is continuous and as such, serves as a live, conscious stream of thoughts and ideas which produces a unique insight into what the industry is doing, where it is aiming and what the next generation is thinking.

Since the future of the industry will undoubtedly be in the hands of today's students, I believe that the closer we can match what industry wants with what education provides, the more likely the industry will be led by ACM graduates and alumni, which sits at the core of my drive and goals for ACM.

I have amassed a 25-year track record building successful companies based on exploring human potential and fostering highly creative and nurturing environments. In all this time I have never at any point enjoyed my work as much as I do here at ACM. Since taking over in 2013 I have seen how creative thinking, combined with decent core values attracts great people to do amazing things. I am extremely proud of the team here and the fact that through their work ACM enjoys the best retention rate of any education institution in our class.

I believe the industry as a whole is approaching a golden moment, one we have never seen before. This is due to a combination of factors, which includes accelerated development of technology to aid music discovery and distribution as well as direct connection between artist and fan. Coupled with the evolution of the artist and consumption trends from new streaming services to new

models for payment through internet radio and similar platforms which pay the writers and artists for content play, we really have a brand new landscape in which to prepare our students to join in, contribute and succeed in tomorrow's music industry.

Core to our ethos is our commitment to staying way out in front and as part of this we are now looking at creating our own digital radio station and technology platform to connect artists together, across academies to industry labels, brands and fans.

My aim is to equip and empower our students with up to the minute, industry-centred learning with unique experiences, great connections and the essential skills that I know through my ownership of Metropolis, which includes label and publishing, to be required to enter and work within this amazing industry.

We are not in the business of promising stardom but we do promise to match your desire to develop your potential to the full and, most importantly, we promise we will make certain you understand how to build a sustainable career in the music industry. Some of you will be leading it within the brightest companies and some from front of stage. Every one of you will receive maximum support and development from the team at ACM to align your desire and determination with industry opportunity. We achieve this together by working with you to build a map with clear direction where the destination is your chosen point of entry to the industry.

So, for as long as you are hungry to learn, we pledge to deliver a truly immersive and unique educational, industry-centred experience in return. We look forward to meeting you soon.

Kainne Clements

Executive Chair, ACM Commercial and Metropolis Studios, London



ACM is a special place, indeed. It has a certain magic that runs through the very fabric of what we do and is extremely difficult to define.

At ACM we firmly believe that:

1. People learn best by doing.
2. The future of the music business is in your hands, not ours.
3. We can help you take your place as part of that future.

There is no limit to the amount of music that can be created and no limit to how big a role it can play in people's lives. In many ways, ACM is the sandbox in which you can try things out. It's a safe environment in which you can make mistakes. And at some point, it'll become the starting place from which we'll help you take your first steps out into the music or wider creative industries.

We're committed to making sure that ACM remains the best place in the world to create such a future and we're looking for people who believe that the future is far more exciting than the past. After reading through this prospectus, if this sounds like you, we'd love you to reach out to us.

Tom Cassidy Principal, ACM



"I am delighted and honoured to be a patron of the Academy of Contemporary Music. Amazing places like this didn't exist when we were learning to be a group. I can't imagine the impact it would have had: I guess we would have been a whole lot better. I wish all students at least some of the luck, life and career that I have had!"

Roger Taylor ACM Patron, Queen

Education Management Team



The co-founder of the largest music education facility in the UK, Bruce Dickinson has an extensive background as a professional musician and music educationalist. Originally part of the Senior Management team running ACM from 1996-2001, Bruce returned in 2015. Bruce says, "I am delighted to have returned to what is a reinvigorated ACM, completely relevant to today's real-world music industry and offering the most current, industry-based, practical music education of any institution out there. All we can do is to facilitate the learning of our students, but our programmes and industry connections will give them the very best foundation from which to develop a sustainable career in the business."

As a pro guitarist, Bruce enjoyed 11 Top 40 hit singles and a number one album with his band Little Angels. He has toured the world with icons Bryan Adams, ZZ Top, Van Halen and Bon Jovi and supported Aerosmith, Guns N' Roses and Billy Idol. He is also the guitar player in classic rock act Colour of Noise. This background and ongoing experience gives Bruce an invaluable insight into the world of performing, touring and running a band as a viable business and plays a vital part in his involvement in both developing ACM's programmes and bringing in the most relevant and experienced tutors to deliver our courses.

Bruce Dickinson



As a seasoned performer, widely acclaimed professional drummer Adam Bushell has vast touring and recording experience. He has performed in a broad spectrum of venues including West End theatre. His television and radio credits include work with artists as diverse as Public Symphony, Sam Brown, Braund Reynolds, Phil Hilborne, Freak Power, Martha Reeves, Alvin Stardust, Kitten and The Hip and Jason Derulo. Having written and recorded for Rhythm Magazine since 2002, Adam is considered a well-respected authority on drumming.

In addition to his performance and music journalism background, Adam is also a highly regarded drum teacher and music industry educator. He continues to teach privately from his home studio on the south coast.

Adam's music education background began as Head of Drums for the UK's largest music education institution at its inception in 2002, remaining there for 13 years. In that time he held a number of roles, including Head of Further Education. Adam held the role of College Principal from 2012-2015, where he was responsible for the design, delivery and strategic direction of all aspects of the Further Education (FE) curriculum and jointly responsible for Higher Education (HE). Adam brought his vast performance and educational experience to his role as Director of Education at ACM when he joined in 2015. Adam will work with the other members of the Educational Management team to drive ACM's curriculum and strategic development forward as the vanguard of music education.

Adam Bushell Director of Education



Mike brings a wealth of experience to his role as ACM's Head of Education. A true dual professional, he is known for being one of the UK's top music educators and also one of its most diverse and experienced drummers.

Over a previous thirteen-year period at ACM, Mike held a variety of managerial roles. More recently, he was a Programme Leader at The Institute of Contemporary Music Performance in London and has also managed the delivery of one of the world's first online music degrees as Head of Education at DIME Online.

As a session musician, Mike has appeared live or on record with a variety of major pop and rock names including A-ha, Asia, Jack Bruce, David Bowie, Elton John, Steve Winwood, Sam Brown, Joss Stone, Paul Carrack, Tom Jones, Bono, Mica Paris and Wishbone Ash. On the jazz scene, he has performed with legends like Bob James, Randy Brecker and Bob Mintzer. He has also powered metal bands such as 21 Guns (ft. Thin Lizzy's Scott Gorham), PsychoMotel (ft. Iron Maiden's Adrian Smith) and Phenomena (ft. Glenn Hughes of Deep Purple and Black Country Communion). Currently, Mike is the drummer with international jazz-funk group Redtenbacher's Funkestra.

Mike recently co-developed and released Drum Gym, his own drum education app. Additionally, he has reached drummers around the world since 1999 with his tutorial columns in Rhythm, the UK's top drumming magazine.

Mike Sturgis Head of Education

Why Choose **ACM**?

The Learning by Doing Ethos

ACM understands how the music industry works today and has created an immersive and comprehensive learning environment, which connects directly with the industry.

Our learning by doing ethos helps simplify how the industry works and produces a clear view of career paths and options. This clear and practical approach accelerates learning. The detailed exposure to all aspects of the industry as it happens (live!) reveals options and destinations, which greatly assists our students in making clear choices and building the maps they need to guide them there.

If you are a producer you will know that you need a fundamental grasp on song structure and songwriting, but you also fundamentally need to know about revenue streams and intellectual property, from which you will draw income. You will also need to understand how your music is monetised through live performance, songwriting credits and publishing, including sync and licensing. We will teach you all of this comprehensively at ACM by linking you with the teams that do this every day at Metropolis.

Equally, you could be a drummer, whose primary focus is performing and gaining as much experience as possible by playing sessions. In this case, you still need to understand how you get paid, and how, if you are influencing a track, you may potentially be co-writing it and aiding the creation of a product. In this case, session playing actually becomes writing. You will need to know the difference in how you get paid for playing and writing. While you are learning, you will be building your portfolio, and we will help you understand how to leverage the body of work you create to build your own fan base, rather than just being a jobbing musician. This maximises your employability as a professional musician by making what you do desirable by simply marketing yourself as the primary asset. We will teach you this as we have the best industry professionals in place doing this every day.

"This school is phenomenal."

Steve Vai

Honing your craft as an artist in the hope of getting signed by a major label is an outdated concept and is no longer the way the business operates. Our goal is to instil into every artist that comes through ACM, the belief, the desire and the understanding of how to become a credible, self-sufficient artist. Once you are in that position, you will need to be equipped to discuss terms, with confidence, with a band, a producer, a manager, a label and a publisher. We will equip you to manage your own career, as opposed to you racing to sign with a manager on graduating without fully understanding how to manage your own career and opportunities. Through our deep integrated relationship with Metropolis, ACM has its finger on the pulse, this helps to empower our students to determine their place within it. We know where the industry is right now because, at Metropolis, the teams work at all levels including the majors, independents and direct with signed and unsigned artists, brands, distribution partners and content creators.



ACM encapsulates the industry from end to end, where today and tomorrow's music is written, produced, mixed, mastered, distributed, marketed and published. Our students do not learn from a book but by hands-on experience of the business of music. It is the intrinsic, living, breathing connection between ACM and Metropolis that gives our students this unique perspective and opportunity.

The intrinsic connection between ACM and Metropolis gives our students the opportunity to learn from the deals we make as they happen. Ian Brenchley, CEO of Metropolis, has run the studio for seven years, having previously worked for more than fifteen years at major labels including Universal. Through his meetings with professionals at the highest level of industry and the deals that result from them, Ian brings the most relevant insights and learnings directly to ACM students. Here are a couple of examples of embedding practical industry content into our student's experiential learning in Ian's words:

"I met Andy Ross and Charles Barsamian on a recent business trip to LA. They were both working on cutting edge films and responsible for sync, music supervision and placing orchestral scores. They started a new company called Exit Strategy Productions, specialising in music supervision and publishing. We then took them on as consultants to generate publishing opportunities for us via Hollywood films and core business via orchestral scores for the studio we

run in Doha, Qatar, Katara Studios by Metropolis. The learnings from the building of this new relationship and how we developed the strategy to benefit our core business from it was then used as masterclass content for ACM Business students. We will continue to update students on the further evolution of this Metropolis project in real-time. In addition to this the students from the Business School who join us at Metropolis as interns, will help us in the development of real synchronisation catalogues, from which we pitch for the films we supervise.

We also recently met with Shazam who we asked to help us to promote our gigs in the studio. This resulted in the company offering us their brand sales team to sell our two TV formats to blue chip brands. They will also power our Virtual Vinyl app. This will give us access to 600 million consumers. This is a perfect example of how we work in collaboration with other brands and organisations in order to commercially exploit what we are able to offer and amplify its impact. Collaboration is key to the effective working of the music industry as it operates today. In this case, the learnings will be presented to ACM students via my weekly podcast, which they can watch, with a view to analyse how the business was done, and then have the opportunity to engage with me via a live Q&A. They will be able to suggest their own content ideas, which will be considered when we are creating our future products in collaboration with the biggest players in today's industry."



Sterling Williams, First Year Contemporary Music Production Student at ACM.

Why did you choose ACM?

Due to its facilities, location and excellent links with the industry.

Is it everything you expected?

In regards to those three things, yes. There is excellent equipment within each room of uni, ACM allows me to do my degree and my internship in parallel with one another, and I've been introduced to some fantastic people.

What have you enjoyed most about your course?

The masterclasses at ACM and exclusive Soul II Soul workshop at Metropolis!

What has been the biggest surprise?

How independent you have to be in order to self-evaluate and motivate yourself, never miss deadlines and to do work to a high (and not just competent) standard.

How did you come to be doing an internship at Metropolis?

I reached out to the head of Industry Link explaining how keen I was to work externally outside of the classroom. He saw potential in me and was impressed with previous experience I had and recommended me for the Metropolis internship, which resulted in an interview.

Which department do you work in?

Predominantly publishing, but a lot of departments help one another, so I've dabbled in label too.

How do you fit in the internship around your study?

Through efficiency with time management. I work as I travel to and from places, and give myself designated days to either do work or schoolwork.

Are you always based at the studio or are there opportunities to attend other industry events with the team?

I have attended various events with my peers at work; there is always something going on around Metropolis, whether that is a music event or networking and expanding our connections within the industry.

Describe a typical day at Metropolis for you (if there is such a thing).

An average day can include publishing/label meetings, scouring our enormous library in search of the perfect song for numerous sync briefs, assisting my managers with the organisation of legal/catalogue management documentation, arranging and updating the publishing website and legally clearing songs within licensing deals for all types of visual media.

Is the internship benefitting your study?

It ensures that I progressively obtain knowledgeable skills that are crucial within the music industry. More often than not, most of this information can not be taught in a classroom, meaning that I am learning more than if I just simply went to university.

ACM is run on an ethos of learning by doing. Is that something that comes across in your experience?

100%. I often get given work that I have never done before, and by the end I feel like I can confidently say I can do those things in any circumstance for others in the future.

Has your internship had an impact on your idea of what you want to do when you graduate?

It's given me a more accurate idea of what I need to do to be where I want to be, yes. But I still don't know what path I'd like to go down for sure, I don't want to close any doors at this point!

Where do you see yourself in two years?

I see myself as a graduate who will be earning a living by doing what I enjoy, within a department that I want to be in. It may not seem like much, but I know a lot of graduates in their twenties who are still doing a lot of unpaid work in order to stick their foot through the front door.

If you had your time again, what advice would you give to a student considering a course at ACM?

I'd say that if you really wanted to study a degree in music, ACM is the place to be because it allows you the freedom to work on your career throughout your studies. Also, the acceleration of the course ensures that you are kept on your toes throughout, as well as graduating before anybody else who is doing what you're doing - which is a huge advantage within such a competitive industry.

Facilities



Study in a unique environment.

Our town-centre campus serves as an immersive learning environment conducive to creativity. ACM works with the best names in music such as Fender, Yamaha and Zildjian. Together, we make sure that facilities like our Roger Taylor Demo Theatre, Chad Smith Drum Studio and Steve Vai Guitar Room are fully functional and inspiring spaces in which students can create, perform and rehearse. When the patrons who lend their names to these rooms visit us, they often leave something inspirational behind. The next time you visit our flagship Rodboro Building, look up in the reception area to find Roger Taylor's floating drum kit, for example.

Our SSL Duality Studio is just one of many in our state-of-the-art recording complex, along with newly refurbished rehearsal pods available in our Artist Development Centre. Our dedicated networking suites allow students to hone the essential art of networking and collaboration with fellow students.

"The very best results when working in music are born of collaboration, be it songwriters with other writers, or writers with producers, that collaboration needs to start at the earliest opportunity."

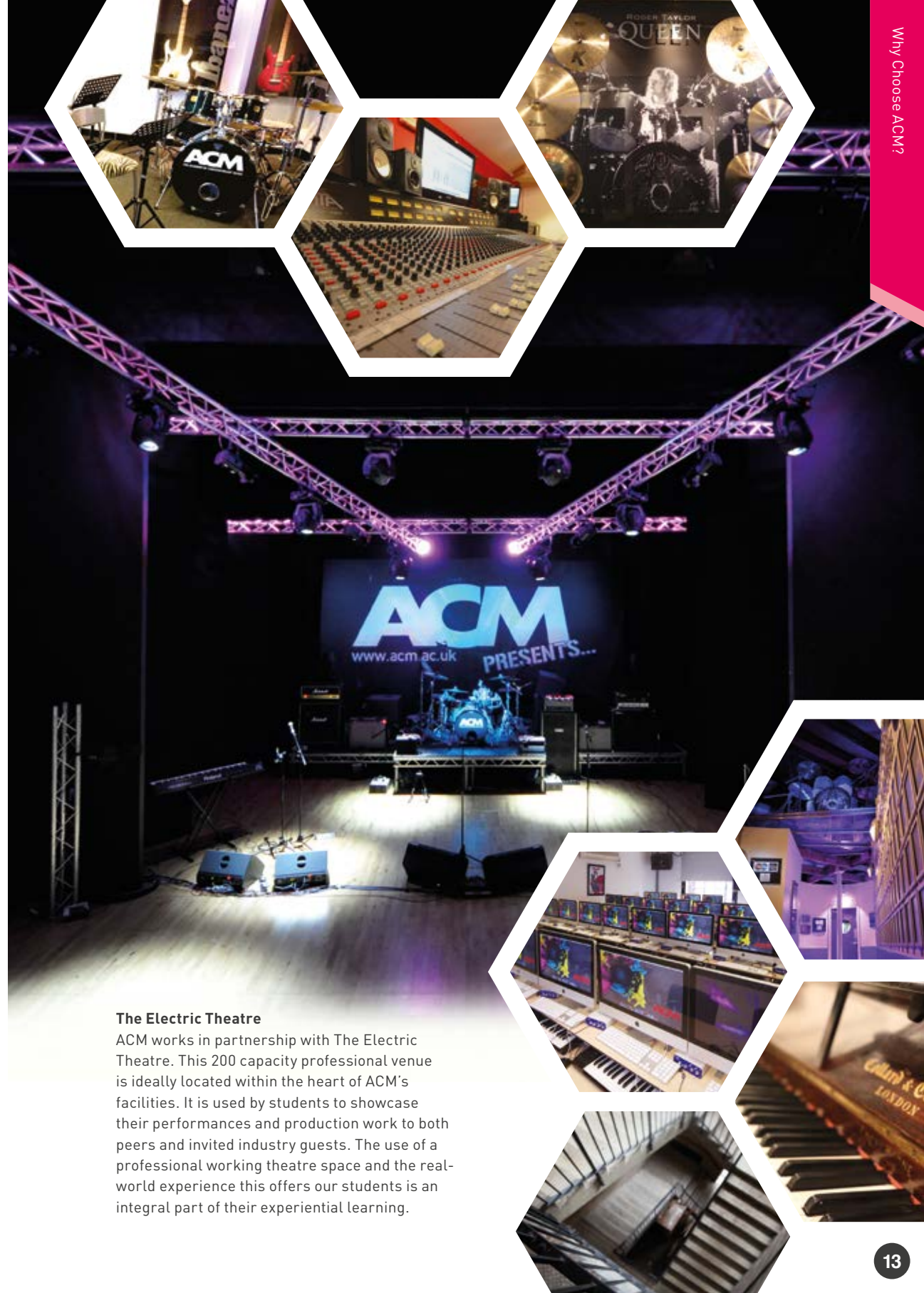
Rita Campbell BASCA

ACM is open late into the evenings and during weekends, making all of these facilities available whenever inspiration strikes. Every ACM student is provided with weekly room booking credits and our myACM mobile app allows them to book our facilities via smartphone.

You don't have to wait until you become an ACM student to find out how cutting edge our facilities are. You can book time and space at ACM right now by using your Access All Areas pass. To find out more, see page 26.

Welcome to our creative playground.

Take our interactive Google tour at acm.ac.uk/campus



The Electric Theatre

ACM works in partnership with The Electric Theatre. This 200 capacity professional venue is ideally located within the heart of ACM's facilities. It is used by students to showcase their performances and production work to both peers and invited industry guests. The use of a professional working theatre space and the real-world experience this offers our students is an integral part of their experiential learning.

Tutors

Professionals who are out in the real-world industry at the highest levels.

Learn from the masters. In our unique educational environment, students are taught by the very best music industry professionals who are out there, working in the real-world music business, pushing creative boundaries and understanding what it means to be a music industry professional today. They bring the most up to date knowledge and rarest of opportunities from the outside world back into ACM classrooms for our students. They are expert educators who inform and inspire.

ACM's tutors are leaders in their chosen field, be that performance, songwriting, production or music business. Whether you aspire to make a career from your own music or manage people who do, ACM's world-class teaching faculty will be on hand to help. Their careers have been spent working in and earning money from the music industry, so they are best placed to guide you in making the dreams you have of a sustainable career in the business a reality.

PERFORMANCE



Mike Dunn
Performance School Manager
 Career Credits: Barry Melton, The Platters, Stanley Turrentine, Memo Acevedo and John Davidson.



Pete Friesen
Guitar Fellow of ACM
 Career Credits: Alice Cooper, Bruce Dickinson (Iron Maiden) and The Almighty.



Pete Riley
Drum Fellow of ACM
 Career Credits: Guthrie Govan, Republica and Phil Hilborne.



Giorgio Serci
Guitar Fellow of ACM
 Career Credits: Jools Holland, Andy Sheppard, Martin Taylor, Shirley Bassey, Dr John, TM Stevens, Harvie S, Julian Lloyd Webber, BBC Concert Orchestra, Neue Philharmonie Frankfurt



Paul Geary
Bass Senior Lecturer
 Career Credits: Mary J Blige, Westlife, Dire Straits, Paul Turner, Lisa Stansfield, George Michael, The Lighthouse Family, Dane Bowers, Liberty X, Simply Red, Rachel Stevens.



Jono McNeil
Vocal Fellow Of ACM
 Career Credits: George Ezra, Nelly, Lemar, Michael Bublé, Leon Ware, Jocelyn Brown, The Reel People, The Layabouts and Imaani (Incognito).



Frank Tontoh
Drum Senior Lecturer
 Career Credits: Craig David, Tanita Tikaram, Aztec Camera, Edwyn Collins, Jason Donovan, Al Green, Level 42, Tasmin Archer, Zucchero, George Michael on MTV unplugged, Gary Barlow, Conner Reeves, Paul Young, BB Mak, Des'ree, Lewis Taylor, Damage, Andrew Roachford, Frank McComb, Lamont Dozier, Don Blackman, Mis-teeq and Gabrielle.



Mark Taylor
Keyboard Tutor
 Career Credits: Simple Minds, Elton John, Marti Pellow, Lulu, Jimmy Cliff, Echo and the Bunnymen, Dave Stewart, Chris Difford, The Alarm, Sinéad O'Connor, Belinda Carlisle, William Topley (formerly The Blessing), Mark Knopfler.



AUDIO PRODUCTION



Antony Greaves
Head of Audio Production
 Career Credits: Technical Manager Mayfair Recording Studios, Amy Winehouse, Britney Spears, Kylie Minogue, Travis, Supergrass, Coldplay and Robbie Williams.



John Gallen
Audio Production Fellow of ACM
 Career Credits: Queen, Simply Red, George Benson, Aswad, Rick Astley, Boy George, Billy Ocean, Motorhead, Incognito and The Damned.



Adi Winman
Audio Production Senior Lecturer
 Career Credits: Pink Floyd, Pulp, Suede, MOTO GP06/07 (XBOX 360) and Juiced Eliminator (PSP).



Chad Jackson
Audio Production Lecturer
 Career Credits: Technics / DMC World DJ Mixing Champion, De La Soul, Norman Cook, Prince, Grace Jones, Run DMC and Public Enemy.

INDUSTRY LINK



Martin 'Ace' Kent
Head of Creative Industry Development
 Career Credits: Multi-platinum album sales with Skunk Anansie (Guitarist), has toured with Lenny Kravitz, Killing Joke, Rammstein, Muse, Stereophonics, headlined Glastonbury, and has been a session musician for artists such as Tony Iommi (Black Sabbath), Chris Cornell (Soundgarden/Audioslave) and Bastille.

MUSIC BUSINESS



Helen Gammons (MBA / PGCE)
Dean of the Business School and Vice Principal ACM
 Career credits: 30 years as a music and creative industries executive. Successful multi award winning business owner. Author of 'The Art of Music Publishing', an entrepreneur's guide. Programme Director - Henley Business School. 'First Women Awards' CBI. Real Business, 2015.



Patrick Rackow
Music Business Lecturer
 Career Credits: UK Music, BASCA, ECSA, Music Business Angels, Edmonds Bowen Solicitors, Yoshiko Records, Deloitte, Kleinwort Benson Investment.



Oli Sussat
Music Business Senior Lecturer
 Career credits: Clear Channel Entertainment (now Live Nation), 1.5 million units sold for children's entertainment FUNtastic! which included links with BBC, EMI Music Publishing, Shine TV and the Universal Music Group.



Connecting Students to Today's Music Industry

In a business that can feel very inaccessible, Industry Link is here to give ACM's students the direct access they need. The department is dedicated to supporting the professional development of students, helping them take their first steps into the music industry as it exists today. Through regular networking events, work placements, performance showcases and audition opportunities, students are able to showcase their knowledge and talent to music industry executives (including representatives from labels, publishers and management companies), gaining first-hand feedback from those at the top of their specialist area. The department connects students to a network of top-tier industry partners in the music and wider creative industries, and also offers regular tutorial and masterclass opportunities with visiting guests.

"ACM continues to grow and encourage new talent in the area of music. Artist Development is sorely lacking now in the UK, and the more organisations and people that encourage this, the better."

Tony Moss BMG Music Rights / Modest / Relentless

Headed by Martin 'Ace' Kent from multi-award winning Skunk Anansie, the department is formed of a team of resident experts, who support education delivery and student experience at ACM, while providing real opportunities to turn a passion into a sustainable career via the industry contacts they have built over a lifetime.

Industry Link offers every ACM student this guidance and support through creating bespoke programmes of work for each one. Programmes are tailored to an individual's needs, enhancing the personal and professional development of our student body.

Industry Link also curates numerous competitions across the year. These are real performance platforms celebrating ACM's most promising and hardest working students. They include songwriting contests and audio production events, where a vast roster of professionals give lectures and private tutorials to students across an intensive week of activity.

Whether you are a performing artist, songwriter, producer or aspiring businessperson and innovator, Industry Link offers constructive advice, helping you achieve your goals and ambitions through the most relevant industry connections and opportunities.

Again, you don't have to wait until you become an ACM student to benefit from our Industry Link department. You can book a tutorial with the team right now by using your Access All Areas pass. To find out more, see page 26.

This support is offered on a life-long basis. Even after you have graduated, you will be welcome to book an appointment with Industry Link. You will become part of our alumni network of over 10,000 graduates. We call this network Nexus. For more information, see page 33.



"Industry Link provides great opportunities within the creative music business for all ACM students. Ranging from masterclasses by top artists to playing local gigs and festivals, advice from industry figureheads to job opportunities and placements, and in-house one-to-one tutorials, it's an industry centred hive of activity on your doorstep."

Ace Head of Creative Industry Development / Skunk Anansie



Metropolis Studios

ACM enjoys a unique partnership with Europe's largest independent recording facility, Metropolis Studios.

Celebrating 25 years as the powerhouse of the music industry, the legendary Metropolis Studios, situated in Chiswick, London, offers exclusive student access to its iconic facilities to ACM students.

Metropolis services, on average, 50% of the UK Top 40 Chart material. Its prestigious client list includes Royal Blood, Clean Bandit, Lorde, Lana Del Rey, Elton John, Ed Sheeran, Madonna, Kylie, Amy Winehouse, The Rolling Stones, Usher, Adele, Led Zeppelin, Beyonce, The Clash, Jimmy Page, Rihanna, Queen and Michael Jackson.

"We are delighted to throw open the doors of Metropolis to a new generation of budding music professionals. It gives us great pride to be able to pass on over 25 years of professional experience at the forefront of the business. Building on ACM's 20 years of music industry education we believe we have an incredibly compelling formula to equip students for a sustainable career."

Ian Brenchley,
CEO Metropolis Studios

Exclusive ACM Student Access To Events, Facilities & Internships

Only ACM students are invited to once-in-a-lifetime Masterclasses delivered by the studio's visiting artists, performers, producers and executives. Previous Masterclasses include: Dave Kushner (Velvet Revolver), Eddie Kramer (Jimi Hendrix), George Clinton and Soul II Soul.

Student access is also limited exclusively to ACM students for tickets to private intimate gigs by international A-listers. Previous performances include: Kelis, Public Enemy and Roni Size.

Students are also welcomed into Metropolis' studio environment to watch live recording, mixing and mastering sessions run by our resident Grammy-award-winning producers and engineers. These are the teams who have contributed to the success of British music talent such as Ed Sheeran, Sam Smith and Clean Bandit.

We also offer a merit-based pathway to the use of Metropolis Studios facilities in downtime including our biggest studios, the iconic Studios A and B.

Metropolis runs an internship programme, offering unique opportunities in Music Recording and Mastering, Event Management and Production, Labels, Music Marketing and Publishing, not only in the UK, but in the soon-to-be opened Metropolis audio-visual facility in Qatar.

Join us at ACM and join the roster of world-renowned recording artists, performers, producers and industry executives who have created award-winning material inside the powerhouse of the industry for a quarter of a century.





Songwriting at ACM

The £15 billion that music contributes to the world economy involves hundreds of thousands of people engaged in a myriad of activities. What is often forgotten, however, is that all this economic and human activity is based on songwriting; without songwriters and the songs they create, the music industry would simply not exist.

But the importance and significance of songwriting goes far beyond the economic. From ancient times, songs have been a vehicle for storytelling, for religious sentiment and for political expression. They form part of the fabric of people's lives and provide the soundtrack for life's most important moments. They bring people together, give hope and comfort, and give a voice to the oppressed. They say the things we don't dare to say, make us laugh and cry, influence our choices and keep the history and culture of countless communities vibrant and alive. They help children learn, inspire teams to work together and give the world a common language.

And that is why at ACM we place songwriting at the heart of what we do. Our Industry Qualification, Certificate of Higher Education and Degree level songwriting programmes are designed to help songwriters find and develop their own unique creative voice in a vibrant, supportive, learning-by-doing environment.

From day one, we encourage our students to define themselves as professional songwriters working within the music business, and we provide unparalleled contact and engagement with the real-world music industry to ensure that our songwriters have meaningful pathways into the world of work.

By accepting and valuing students working in all genres, and by seeing the development of production and business skills as integral to the life of a songwriter, we have created a vibrant musical community that sees the whole of the entertainment industry (including film, television advertising, games and new media) as its field of action.

By showcasing the talent of our songwriters to the industry on a weekly basis, we ensure that fulfilling real-world opportunity becomes part of the learning experience, and that our graduates can be found working successfully in all different areas of the music business.

So if music means everything to you, and your ambition is to develop your passion for songwriting into a way of life as well as a career, join us and be part of creating tomorrow's music industry.



Nic Rowley
Head of Strategic Development, ACM

Masterclasses

Learn from the biggest names in the music industry with ACM masterclasses.

Adam Wakeman (Ozzy Osbourne, Black Sabbath)
Andrea Leonelli (Digital Music Trends)
Andy Pountain & Kris Tomkinson (Industry Music Group)
Anjali Dutt (Oasis - *Definitely, Maybe*)
Annabel Williams (Katy Perry, Amy Winehouse, Ellie Goulding)
Anthony Leung (Skunk Anansie, The Magic Numbers)
Audio Production Event: Mark Ayres (BBC Radiophonic Workshop), **Sam Wheat** (Metropolis Producer), **Larry Hibbitt**, **Ian Wallman**, **Maz Murad**, **Brad Ellis**, **Duncan 'Pixie' Mills**, **Alex Metric**, **Scott Lawrence & Mustaq**
Ben Scott (Ed Sheeran, Alex Winston)
Bob Knight (Industry Fixer)
Chad Smith (Red Hot Chili Peppers)
Chris Sheldon (Foo Fighters, Biffy Clyro, Feeder)
Dan Le Sac (Producer/Remixer/DJ)
Dan Weller (Sikth, Enter Shikari)
Danny Bowes (Thunder)
Darrin Woodford (Utah Saints, BRMC, Iam Kloot)
Dave Vitty (aka Comedy Dave Radio 1)
David Abrahams (Head of Legal - ISM)
Dylan Vadamoootoo (SONY Sound Designer)
Echo Boom Generation
Eddie Kramer (Jimi Hendrix)
Eric Appapoulay (Plan B)
Fraser T Smith (Adele, James Morrison)
Gary Langan (Mick Jagger, Paul McCartney, Michael Jackson)
Gemma Hill (Editor of *Drummer Magazine*, Cee Lo Green, Cyndi Lauper)
Greg Haver (Manic Street Preachers, Catatonia, Lostprophets)
Guthrie Govan (Asia, Dizzee Rascal, Hans Zimmer)
Hamish Stuart (Aretha Franklin, Chaka Khan, Paul McCartney)
Harry Shotta (UK top MC - DnB)
Hyroglifics (DJ/Producer)

Ian Ramage (SONY BMG)
Icicle (Producer)
James 'JHart' Abrahart (Songwriter for Usher, Justin Bieber, Rita Ora and more)
Jay Postones (Tesseract, Heights)
Jon Furst (World DMC Champion)
Karl Brazil (Robbie Williams, Elton John, Girls Aloud)
Kate Wilkinson (The Ramonas)
Kim Chandler (Bee Gees, Bjork)
Kris Tomkinson (Industry Music Group)
Lemar (Fame Academy)
Linda Burrato / Emma Hughes
Mark De Lisser (The Voice)
Mark James (Devil PR)
Mark Lettieri (Snarky Puppy)
Mark Richardson (Skunk Anansie, Little Angels, Feeder)
Matt McGinn (Coldplay)
Mike Stern (Billy Cobham, Miles Davis)
Mike Williams (Editor, NME)
Mo Pleasure (Earth, Wind & Fire, Michael Jackson)
Nick Gatfield (Sony)
Ollie Wood (Black Butter: Clean Bandit/Rudimental)
Paloma Faith
Paul Booth (Steve Winwood, Eric Clapton)
Paul Turner (Jamiroquai)
Phil Brown (Jimi Hendrix, Led Zeppelin)
Rich Walker (Head of Comms, Beggars Group)
Rodney Alejandro (The Script)
Roger Taylor (Queen)
Romesh Dodangoda (Motorhead, Funeral for a Friend, Twin Atlantic)
Roni Size
Russell Gilbrook (Van Morrison, Tony Iommi)
Sean Devine (Vice-President, ASCAP)
Sharleen Linton (Westlife, John Legend)
Steve Vai
The Kylie Minogue Band
Tim Van Der Kuil (Adele)
Toby Jepson (Little Angels, Producer)



An Enriched Student Experience

At ACM, we are hugely proud of our more than 10,000 graduates who are constantly breaking boundaries and making waves within the music and creative industries. They **know** more and **work** more in sustainable music careers.

Our unique blend of online, in-class and real-world enrichment programmes, included with all ACM Courses and Programmes, has helped our graduates to get to where they are now.

Our expert staff work closely with our student body to ensure that they get the absolute most out of their time at ACM. This could mean working on technique as a performer, honing presentation skills as an aspiring industry executive, or working in a world-class recording studio with an award-winning engineer to polish a production skill.

“Going to MIDEM was a really memorable experience! It coupled ACM’s educational and social values perfectly. I also got some great information from the talks.”

Henry Crew Second Year Music Business & Innovation Student at ACM

We strongly encourage collaboration amongst our students as this is where some of the best creative results are born and lifelong working relationships are formed. Our songwriting course is a perfect example of this. We cast the net wide and send our students to places as far as LA to take part in Songwriting Circles to work with the very best professionals, such as James Abrahart, award-winning writer for artists, including Usher, Justin Bieber and Rita Ora.

Networking and collaboration opportunities are equally open to our business students. In addition to the study of real-time, real-world industry examples brought into the classroom by our staff of industry professionals, we also take our students to the most relevant industry events. In June 2015, we took 35 of our Music Business & Innovation students to MIDEM, an international music industry conference which takes place every year in Cannes on the Cote D’Azur. There, they were able to network with the thousands of music and creative industry professionals in attendance, as well as debate the latest industry happenings at the various conf-labs and presentations hosted by some of the biggest names in our business.

And so this is our pledge to you. We will enrich your music education experience with genuine exposure and connection to today’s industry. And you will go further because of it.

Wellbeing & Mindfulness

The Holistic Approach To Creative Education.

At ACM we are always conscious of our responsibilities to the holistic wellbeing of our students. Our nurturing, supportive environment goes beyond delivering academic excellence. We recognise that we must take care of the wellbeing of our students during their formative years of study and development into the professionals they will become.

There are certain elements of physical healthcare particularly pertinent to musicians. For example, we work with specialist vocal coaches and surgeons to encourage our students to look after their voices to preserve and hone their instrument. We offer Tai Chi, which shows students how to avoid the health-related risks of prolonged screen time, which may specifically affect our production students.

“Support from Education Guidance is great, it’s comforting to know that the help is there if you need it. Words cannot explain how good they’ve been to me.”

Rob Potter



We also take the mental health of our students extremely seriously. We understand that graduates entering the music and wider creative industries must be prepared for the constant critiquing and judgement that will exist all around and about them. By addressing performance anxiety, crises of confidence and other issues with a proactive approach through workshops and seminar series, delivered by professional therapists, our students begin to develop the tools to deal with these concerns should they arise in their career.

Each of our students is coached in **Mindfulness**, the intentional focus of attention on the emotions, thoughts and sensations occurring in the present moment, achieved through meditational practices. We do this not only because connecting body and mind is an essential part of the creative process that can result in unlocking further mental, physical and creative potential, but also because understanding emotional thought, its effect on the body and how you may at times control it can help you lead a happier, more balanced life.

We encourage our students to develop personally, not just academically. This will best equip them to face the music industry as it exists today in the real world.



Technology @ACM

Access All Areas (AAA)

ACM's world-class teaching and facilities are matched with an unparalleled student experience in which technology plays a big part. From contactless to QR, and Mobile Apps, we're always innovating new ways for our students to interact with us. As the vanguard of progressive music education, in an industry first, we are proud to announce the arrival of the Access All Areas Pass.

The pass gives applicants to our full-time programmes an unprecedented level of access to ACM and its facilities right from the get-go. The pass is completely personalised to best suit the needs of every student.

The contactless pass in combination with the QR code on the front of the card, enables you to tap and scan against an array of interaction points when you next visit us. Used in conjunction with our brand new Web and Mobile app (myACM), the Access All Areas Pass gives you immediate access to all sorts of ACM-only benefits and resources 24 hours a day, 365 days a year, including:

Access to Industry Link

Here you can ask for feedback on demos or access to music industry work experience. The Industry Link team offer advice and information on all things industry-related. You can contact them in person, via phone or Skype.

Access to ACM Masterclasses

ACM students benefit from an impressive roster of visiting guests. And now you can, too. The Access All Areas Pass gives you immediate access to Masterclasses available, via the myACM mobile app. You can join us in person, or online.

Access to ACM Academic Tutorials

To talk about your specialist subject or ask a question about one of our courses, you can use your Access All Areas Pass to log into our myACM mobile app and book in for a tutorial with one of our academic team.

Access to ACM Room Bookings

ACM provides students with access to world-class equipment, performance, rehearsal and recording facilities. You can also access these facilities by using your Pass to log into the myACM mobile app and book in some time with us.

Access to Exclusive Online Content

ACM makes huge amounts of content available online to its students, from recordings of previous Masterclasses to exclusive online learning resources. These too are immediately accessible through the myACM mobile app.

Access to ACM's Student Union

Your Pass provides you with Guest Entry to our brand new ACM Student Union. From here, we serve great, affordable food and drink, and naturally there is always fantastic music being performed. The Union is the perfect place to meet other students and start some brilliant creative collaborations.

Access to ACM Student Benefits

ACM Students enjoy an enviable suite of benefits and discounts on everything from Apple Macs to Xylophones from suppliers including Apple and Andertons Music Store. Use your Pass to log into the myACM mobile app and find out more.

When you enrol at ACM, we'll swap your AAA Pass for a fully-fledged Student ID Card, so that you can enjoy full access and benefits throughout your time here.

To receive your Access All Areas Pass, register your interest in a full-time course with us to get started.



Accommodation



Not just a great place to study but a great place to live, too.

“Over the past year we have worked hard to strengthen our accommodation offering for ACM students by developing close partnerships with Guildford’s YMCA and the private accommodations provider Scape Living. We are proud to now be able to provide the full university ‘halls’ experience through these partners in addition to a brand new host family network, while maintaining our relationships with private landlords who provide shared accommodation options in the local area.”

Mairi-Clare Murphy
Applicant Experience

We recognise the importance of our students being able to make a home in Guildford. Our Accommodation team is on hand to help students source accommodation that is right for them.

Freshers relocating to Guildford to start studying with us can choose from the following:

1. Student Halls with Half-Board Catering and brand new Gym access, just a 30 second walk away from ACM.
2. Brand New Self-Catering Student Halls, less than a 10 minute walk away from ACM, door-to-door.
3. Shared Housing, located around Guildford.
4. A network of host families across Guildford and the wider Surrey area.

“It’s great living in a community with thousands of other students and meeting new people all the time that share my passion for music.”

Joe Turner Guitar Degree Alumnus

Student Union

“Amazing place to meet up with your student friends and make the most of your experience at ACM!”

Grace Cruz Bar Manager



Sitting on the bank of the River Wey, the Student Union is the heart of the ACM student community.

The Student Union represents all students at ACM. It’s a place to meet new people, relax and recharge. But it’s also a place where we put on all kinds of social events and activities, complementing the work of ACM itself to provide a truly immersive University / College experience where ACM students have plenty to do, day and night, seven days per week, if that’s what they want.

Each year, the Student Body elects four students to help run the SU in roles of President, Education and Welfare Officer, Events Officer and Societies Officer. These four people work hard to ensure that students are getting the most out of their Student Union and that the thoughts and feedback of the Student Body at ACM are welcomed, heard and acted upon.

“A nice place to hang out with other like minded people.”

David Querzola Drums Diploma

“This is an awesome place for students to network, build friendships and meet band members in the most purest of forms... socialising. The environment is musically infectious, you can’t help but want to come back.”

Jamie Jooste Student Union Sabbatical Officer

As part of our continuous investment into the student experience, we are pleased to announce the appointment of a dedicated Chef to the ACM Student Union. In addition to the great drinks, music and welcome our team already serves up, our new Chef creates a special menu of delicious and nutritious food, just for ACM Students. All of our food and drinks are subsidised by ACM, meaning that ACM Students can live well for less.

Your ACM Access All Areas pass provides you with guest entry to our Union and we hope that you will stop by and say hello if ever you’re nearby. We can’t wait to welcome you!



About Guildford

A home for creative talent and a gateway to so much more.

With a long-standing rich arts and educational heritage, the Surrey market town of Guildford is fast becoming a cultural, commercial and learning destination. With a buzzing live music scene, large student population and just a short 30 minute journey from central London, it is the ideal location for beginning your music industry education.

A variety of highly regarded independent education providers (such as the Guildford School of Acting, Performance Preparation Academy and Italia Conti) are based in the town as well as the University of Surrey with 15,000 students of its own, making Guildford the perfect environment for study, but also for finding creative inspiration and meeting like-minded people.

Combining the security and charm of a small town with all the vibrancy of a city, Guildford is very well serviced with a huge selection of shops, restaurants, live music venues and sports facilities.

Guildford has a vibrant nightlife scene catering to the town's large student community. The town is bustling with clubs, bars, pubs and dedicated music venues of all sizes from The Boilerroom, a 200 capacity live events space, to G-Live, a 1,700 capacity venue.

"Guildford and the surrounding area has a rich creative heritage that is going strong to this day. The Stranglers, Jimmy Page, The Jam, and in more recent times Reuben, Hundred Reasons, and Vex Red, have all come from this area. As an independent, grassroots venue we continue to support new, upcoming artists on their journey."

Lydia Stockbridge The Boilerroom

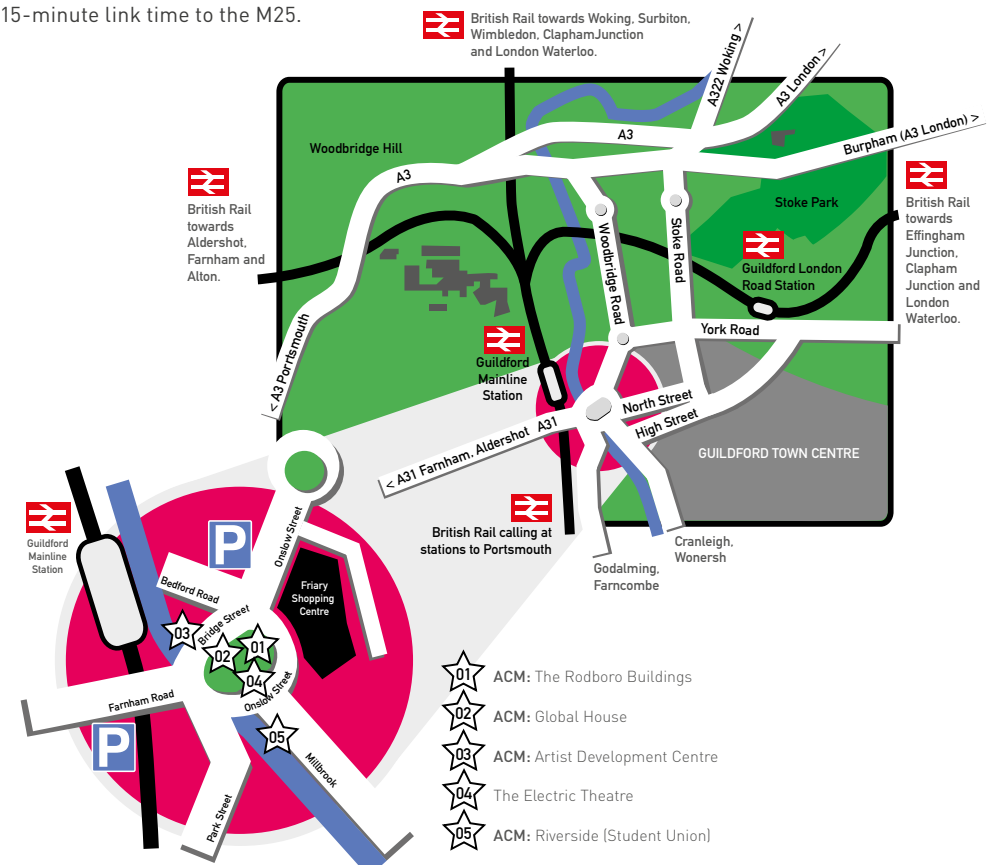
"There's so much to do and so much music variety around the town, with lots of great venues to check out."

Caitlin McAllister Music Business Degree Alumna

ACM's immersive education experience extends into those spaces in the evenings and weekends, providing performance, production, technical and business opportunities for students at more than 60 live events that we are involved with every month. In fact, it's hard to find a night in Guildford that doesn't involve ACM in some form.

Despite its vibrant nightlife and the urban benefits of such a well-served town, Guildford has one of the lowest crime rates in the United Kingdom.

Being only a 30-minute train journey from London, students regularly travel for performance and work opportunities. With trains running every 15 minutes throughout the day, Guildford is also well connected for travel by road, benefitting from a 15-minute link time to the M25.



The Full University Experience



As a specialist provider of music industry education, we offer our students a slightly different College / University experience, but it really is a full collegiate one.

Our Diploma and Degree students graduate with qualifications that are internationally recognised. We are a proud partner institution of Middlesex University. They regard ACM as “the undisputed world leader in its field” and our recent quality inspections mirror that confidence in our education provision. Our quality inspectorates testify that ACM doesn’t just meet their expectations, it exceeds them.

It’s not all work and no play, though. Our dedicated Student Union team has recently moved into new riverside premises, where it serves great food and drink, all at very affordable prices, with regular live music performances on the Union’s stage.

ACM students graduate at ceremonies complete with gowns, mortarboards and an audience of friends and family. This is a celebratory end to all their hard work, collaborations with their fellow students and the opportunity for their friends and family to proudly watch students graduate.



ACM nexus

ACM’s Graduate Network: Lifelong Access to ACM

To mark ACM’s 20th anniversary, we’re launching a brand new initiative called ACM Nexus. This is our graduate network, open to all our talented alumni and the place for you to network, attend industry events and benefit from all ACM has to offer long after you graduate.

ACM Nexus provides an online connection to approximately 10,000 graduates from the past 20 Years of ACM’s pioneering Music Industry Education programmes. The network gives you an interactive, online profile to share with future employers that details your learning journey at ACM, differentiates you from other candidates and evidences the time you’ve dedicated to core and extra-curricular learning.

Some other Universities / Colleges call these HEAR (Higher Education Achievement Reports) and FEAR (Further Education Achievement Reports). ACM’s equivalent has some added extras and is completely digital. Nexus also provides our students access to two ACM Nexus Events every year between Alumni and Industry to allow you to build your network. Through Nexus, we deliver life-long access to ACM Masterclasses, Industry Link, Practice and Production Facilities on an ongoing basis with a dedicated resource allocation for ACM Nexus members.

On graduation, we gift all Nexus members with a 1 Year Music Week Subscription to ensure that you keep up with all the latest Music Industry news and developments and get access to all the latest Music Industry Job Vacancies. Additionally, a continued myACM and myACM Email provision gives access to all the ACM Resources, News, Opportunities, Discounts and Benefits you are used to as an ACM Student.

ACM on Radio

A real-world Radio Playlisting Platform for ACM Students.

ACM has a partnership with the highly acclaimed independent radio group, UKRD and their Eagle Radio brand. Eagle is a real-world radio broadcast platform with a full DAB license that reaches 2.7 million people across Surrey and Hampshire, and beyond via its online live-stream. Eagle3, the network’s station that specialises in new music, provides playlisting, radio presentation, media training and broadcast production opportunities to ACM students.

To be playlisted on any commercial radio station in today’s market is extremely difficult. It involves radio pluggers and huge budgets. We are hugely proud of the relationship we have with Eagle, giving our students an instant route to real radio playlisting. This encourages students to fully focus on the quality of their recorded material, so that it is of an acceptable quality to be played live on air as many as 14 times in one week on a popular commercial station.

Playing unsigned music alongside signed artists, the station plays the musical output of current ACM students and ACM alumni who have already achieved great success, such as Ed Sheeran and Newton Faulkner, on one broadcast platform.

Eagle Radio also runs regular outside broadcasts from ACM, involving students live on-air via interviews and performances. Eagle3 will soon have its own studio inside ACM itself, giving much greater access to students to learn broadcast skills, as well as the art of live on-air interviews and performances.



Zomboy Music Production

Zomboy has found success in the UK's thriving dubstep scene, releasing acclaimed EPs on Never Say Die Records. He has toured extensively, performing at SXSW, Ultra Music Festival and TomorrowWorld, and playing alongside giants of electronic music such as Moby and Skrillex.

"ACM opened my eyes to the other genres that I might not have discovered had I not studied here. It also gave me the opportunities to network and build my career. I am now touring all around the world in front of tens of thousands but I will always remember my roots at ACM."

Josh Mellody aka Zomboy



Student Successes

An Inspiring Roster of ACM Alumni.

ACM is dedicated to preparing the next generation of musicians, producers, songwriters, technicians and music business executives for real careers in music and the creative industries. We are extremely proud of our students, past and present, who can be found working in all kinds of roles as musicians, artists and songwriters, producers, DJs, engineers and sound designers, industry executives, innovators and entrepreneurs. They are proof that a sustainable career in today's music industry is attainable with hard work, self-belief, passion, commitment and dedication.



Ebony Day
Musician, Songwriter and Digital Entrepreneur

Ebony Day is a singer, songwriter and YouTube personality. She has performed alongside Rizzle Kicks and The Saturdays, and in 2013 was crowned the winner of MTV's Brand New Artist award, even beating artists signed to Major Labels thanks to the support of her then-manager, fellow ACM graduate Lucy Tallant, and her swathes of dedicated online fans. Ebony continues to perform and write for audiences the world over.



Ed Sheeran
Musician and Songwriter

Ed Sheeran is a platinum-selling, global A-lister who needs little introduction. Since studying at ACM, Ed has experienced huge success in a remarkably short space of time, touring the world as a singer-songwriter and guitarist with his own unique fusion of folk, hip-hop, pop and soul.



Lawson
RCA Records Platinum selling artists

After two hit singles, including a number four UK hit single with *When She Was Mine*, and the much anticipated debut album *Chapman Square*, it's now Lawson's turn to take their bow. Lawson's rise is especially prevalent as band members Joel Peat and Ryan Fletcher both studied and completed the Higher Diploma Performance programme at ACM – Joel was also the proud recipient of the ACM's Guitarist of the Year Award in 2009.



Molly Smitten-Downes
Musician and Songwriter

Molly Smitten-Downes has had great success in both performance and composition. After graduating from ACM, Molly stormed the UK charts with her dance music project Stunt. She represented the UK in Eurovision and signed with East West/Warner Music Group in 2014.



Kriss Baird
Business Executive

ACM Music Business graduate Kriss Baird has gone on to achieve great success as a digital consultant, working with the likes of Universal, Warner-Chappell, BBC, Ministry of Sound, Beggars Group, Spotify, Deezer, Samsung, MTV, YouTube and many more. Kriss now works for the UK Government and their IC Tomorrow project to award funding to people with new, creative ideas businesses. He is helping the next generation of digital entrepreneurs find their feet.



Newton Faulkner
Musician and Songwriter

ACM Graduate Newton's debut album *Hand Built by Robots* reached #1, going double-platinum in the UK and winning multiple awards internationally. He was nominated for Best British Male Solo Artist at the 2008 Brits due to its success.



Rachel Coomber
Music Manager, Event Producer and A&R Manager

Since graduating from ACM, Rachel has gone from strength to strength in music management. She landed her first job as artist-manager to artists including Jamie Cullum and fellow ACM graduate Newton Faulkner. Rachel then joined the BBC as part of their Radio Events Team before being promoted to the prestigious role of Producer at BBC Introducing.



Jon Furst DJ

As a recent World DMC Champion and an increasingly established club DJ, Jon has recorded mixes for Ninja Tune, SolidSteel, Serato, and DJ Mag. He has opened for MF Doom, Alix Perez, Grandmaster Flash, Badbadnotgood and Om Unit.



Lucy Tallant
Digital Marketeer

Just two years after graduating from ACM, Lucy Tallant appeared on *Music Week's* coveted '30 Under 30'. She now works at Turn First Artists as Head of Digital Marketing and an Artist Manager, having represented stars such as Iggy Azalea, Rita Ora and fellow ACMer, Ebony Day.



Joe Yoshida
Performance

Joe is a studio, television and live touring drummer for artists like Katie Melua, Jessie J, Robin Thicke and DJ Cassidy. He can be found regularly at ACM, sharing his newest techniques and knowledge with our current ACM Drum students.



Crissie Rhodes (The Shires)
Musician and Songwriter

Since graduating, Crissie Rhodes went on to find great success with The Shires, a country music duo with Ben Earle. Now signed to Universal Music Group Nashville, The Shires are the first ever British country act to reach the Top 10 of the UK album charts.



Nick Tsang
Musician

After graduating ACM, Guitarist Nick Tsang has supported Mr Hudson, The Ting Tings, G: Audio, The Saturdays and the Backstreet Boys. He also works on live and recording sessions with ModeStep.



Amelle Berrabah (Sugababes)
During her time at ACM, Amelle won the co-sponsored ACM and *Top Of The Pops* Search for a Star Competition. As a result

she met top songwriting / production team Jiant, who were based at ACM. Through Jiant she came to the attention of the Sugababes' management and record company. This led to a chart-topping career with one of the most successful girl groups the UK has produced.



Ted Dwane (Mumford & Sons)

ACM Bass graduate Ted Dwane collected a Brit Award when Mumford & Sons debut album *Sigh No More* was awarded

Mastercard Best British Album Of The Year. The band was nominated for three Brit Awards in total as well as a critically acclaimed live performance at the US Grammys where the band earned two Grammy Award nominations for Best New Artist and Best Rock Song.



Nathan C

Since leaving ACM, producer to the stars and DJ, Nathan C, has worked with established pop acts including Lilly Allen, Example,

Sugababes, Lady Sovereign as well as touring the underground House scene, and remixing tracks with Cr2, Stealth, Ministry of Sound and Audio Damage.



Linda Buratto, Emma Hughes and Fern Ford
Session Musicians

In 2011, Kate Nash approached ACM to host auditions for a new all-female live band. ACM Alumni Linda, Emma and Fern were selected for this incredible opportunity. The girls have been touring the world for the past few years, playing festivals including Reading, Leeds, Glastonbury, Coachella and Bestival.

Apply

Once you've chosen a course that interests you by using this Prospectus, browsing our Website, visiting us and/or speaking to our teams over the telephone, all applicants should visit the Apply Now page at acm.ac.uk/apply-now and follow the instructions. Some of our courses accept direct applications and others require you to apply through UCAS, so start your journey at our Apply Now page for relevant information pertaining to **your** chosen course.

ACM follows a two-way matching principle throughout its Admissions processes. We give you plenty of opportunity to show us the best of what you have, and we allow you to discover and explore the best of what we have, in return.

Every ACM applicant will have their suitability assessed in a variety of ways and will be asked to attend an on-site audition / interview, as appropriate. Full preparatory materials will be sent to you upon confirmation of your audition.

Your audition / interview will be an enjoyable experience. We know you'll be nervous, but we are here to recognise your potential; we don't expect perfection, so please relax as much as you can. We are looking for students with **passion, potential and commitment**, who are **ready to learn**.

We can help and guide you with specific areas of concern, such as sight reading for musicians or presentation skills for business students. We are the professionals here to facilitate you becoming the best you can be at what you feel passionately about and the opportunity to turn that into a sustainable career.

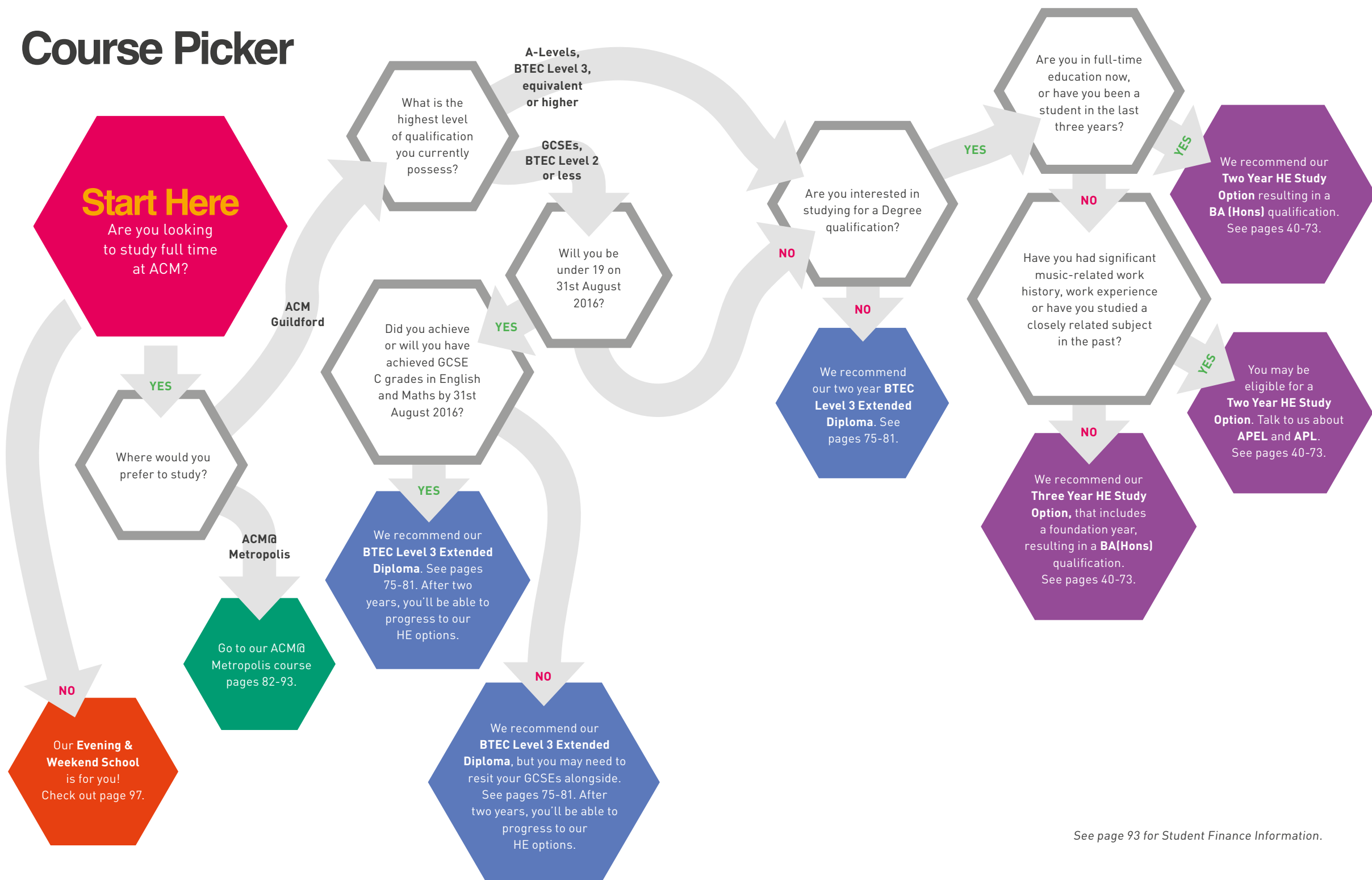
Your audition day will also serve as an opportunity to discover and experience ACM's facilities. Your Access All Areas Pass will enable you to explore the campus and its professional practice and recording facilities, meet some of the world-class teaching faculty, and visit the brand new Student Union and dedicated Industry Link department.



In a group setting, you'll meet other candidates, experience what learning in our unique environment is like through a taster lecture and, depending on your chosen study discipline, you will be asked to perform a musical piece, play us some of your best work and/or speak to us about your career aspirations. Musician candidates will also complete a short multiple-choice music theory assessment involving analysis of a simple musical score. This will help demonstrate your understanding of musical notation including note names, pitches, intervals, rhythms, key signatures, chords, dynamics and other performance markings. We'll provide plenty more information to candidates at the appropriate time. Reasonable adjustments to our admissions processes are available to those students who require them for reasons of accessibility.

If you have any further questions, don't hesitate to contact us.

Course Picker



See page 93 for Student Finance Information.

BA(Hons) Music Industry Practice (MIP)

The study of the Industry as it operates today.

ACM is introducing a brand new curriculum for 2016. Our genuine **learning by doing** ethos better serves our students and our industry alike.

We treat our students as **individuals**. We build bespoke programmes of study for each of our students, based on their own educational and performance background and personal goals for the future. Our completely unique new Higher Education programme framework therefore features over 100 different modules and 160,000 unique module combinations that can be tailored to suit every music industry ambition and career destination. We actively publish a certain number of career destinations that are commonly stated as aspirational by our applicants and desirable by our industry, advising you as to which module combinations you might want to consider in pursuit of those particular career goals. If you'd like to pursue something different, however, it's also completely possible to build and personalise your own programmes, as you see fit.

Of course, we also understand that not everybody has a specific career destination yet, and so for those of you who haven't quite made up your mind, the first thing we ask you to think about and choose from is **one** of four broad **study routes**. These study routes are described as Musician, Creative Artist, Producer, Technical Services or Business & Innovation. Choosing a route will dictate a selection of **route-specific modules** that you will study. Further into your course, in addition to the route-specific modules, you can then select from a suite of **zero-credit elective modules** and **credit-bearing elective modules** as you start to formulate your ambitions for the future more clearly.

There are some things that **every** music industry professional needs to learn and understand. Things such as copyright, who the key players are and how the various sectors of artist management, records, publishing and live work are changing. That's why our Music Industry Practice qualification also includes a small number of **mandatory** modules that we believe **everybody** should study.



"I loved coming back to ACM, I have so many awesome memories from when I studied here. I enjoyed being surrounded by so many like-minded people studying the same thing; ACM taught me so much about the industry."

Joel Peat Lawson Guitarist & ACM Alumnus



The programme is delivered by default in an accelerated format, meaning that you can work towards and obtain a BA(Hons) Degree qualification in just two years. Most applicants considering this accelerated two year study option will have A-Levels, BTEC Level 3, equivalent qualifications or some form of relevant work history, but for those people who haven't taken a traditional route through education or the working world, a three year study option is also available, which includes a **foundation year**. Additionally, the three year study option can be particularly useful for those people who don't feel they are ready to select a particular **study route** yet as the foundation year allows you to choose freely from our suite of relevant modules covering **all** disciplines of music performance, artistry, songwriting, production, technical services and business management.

Our course picker (on page 38) will give you more of an idea as to which study options may be right for you.

"ACM is the most sincere and industry relevant music school and I am proud to be part of the strategic team building post-graduate and incubation programmes by creating Twin Music Inc."

Nick Gatfield Former Head of Sony & Founder of Twin Music Inc.

"If I didn't come here (ACM) I wouldn't be doing what I'm doing today. It's as simple as that."

Ben Kennedy

DRUMMER
DEGREE (DRUMS) ALUMNUS 2006

Upon completion of the accelerated Degree Programme at ACM, Ben went straight into session work. He has since toured the world with a variety of singer-songwriters and artists including Ladyhawke, Clare Maguire, Girls Aloud, Foxes, Adam Lambert and Shayne Ward and continues to do so.

benkennedydrums.com

The Foundation Year (Level 0)

Music Industry Overview: MIP-012
Foundation Year Modules

Musical Improvisation	Ear Training and Sight Reading
Music Theory	Introduction to Band Skills
Sound Creation and Synthesis	Music Culture
Artist Relations	Tour Planning
Instrumental and Vocal Studies	Studio Skills
Introduction to Marketing	Online Presence
Songwriting	Basic Sequencing and Software
Live Sound	Introduction to Intellectual Property
Introduction to Branding	

Our Foundation Year is for those people who haven't taken a traditional route through education or the working world and, having used our course picker on page 38 or spoken with our teams, determine that they would benefit from an additional year of study with us at the start of their programme. The three year study option can also be particularly useful for those students who don't feel they are ready to select one particular study route yet (from our choice of Musician, Creative Artist, Producer, Technical Services or Business & Innovation). Students can choose from relevant modules covering all disciplines of music performance, artistry, songwriting, production, technical services and business management, as the module list here, shows.

Use our Course Picker on page 38 and / or speak to a member of our team to determine whether or not you should consider studying a Foundation Year at the beginning of your Music Industry Practice qualification.

Ability to Personalise: It is mandatory for all Foundation Year students to study MIP-012 (Music Industry Overview). Students must then choose any other seven modules from those in the matrix marked green.

Entry Criteria: The Foundation Year entry (Level 0) seeks to widen participation in Higher Education by providing stepped access to the BA(Hons) Music Industry Practice programme for students who either have not met the specific entry requirements required for direct entry onto Level 4 of the programme or those who have not yet decided on an appropriate career pathway within the Music Industry.

For full details of each module, please see overleaf or visit the ACM website acm.ac.uk



The Foundation Year Modules



"ACM tries to change every year.

When the year is finished, instead of being content with that, we think how we can make it better next year."

Pete Friesen Fellow of ACM, Alice Cooper, The Almighty, Bruce Dickinson (Iron Maiden)

Music Industry Overview MIP-012

Mandatory for all Students

This module gives you a foundational understanding of the music industry and its key players, in turn giving you one of the best starts imaginable for a career as a music industry professional.

Songwriting MIP-001

From ballads to anthems, learn how to craft the lyrics and melodies that will emote and captivate. This module introduces you to the essentials of successful songwriting.

Musical Improvisation MIP-002

This module develops the art of musical improvisation, teaching you the necessary skills to perform solos and accompany other musicians freely and spontaneously.

Ear Training and Sight Reading MIP-003

Unlock the language of music. This module provides you with the ability to recognise and understand intervals, harmony, time and key signatures, rhythmic and dynamic notation.

Instrumental and Vocal Studies MIP-004

This module delivers the core skills required to master your instrument to a professional level. Through study, you will come to understand the common elements of every good vocal and instrumental technique.

Basic Sequencing and Software MIP-005

This module gives you the knowledge and skills required to realise musical ideas using MIDI sequencing techniques. You can create incredible music at the click of a button.

Music Theory MIP-006

This module provides you with a solid foundation of music theory. Master the language and science of music.



Music Culture MIP-007

This module gives you the opportunity to learn and discuss the ways in which contemporary music affects, reflects and entertains society.

Studio Skills MIP-008

One studio recording can make or break an artist. Discover how. This module provides the opportunity to learn how to manage a studio recording session and communicate effectively with artists and musicians.

Live Sound MIP-009

Whenever and wherever you're capturing music, learn how to do it well. This module provides you with multiple methodologies for capturing and engineering live sound.

Sound Creation and Synthesis MIP-010

This module teaches you how to use electronic hardware and software in live performance environments, as well as how to create a piece of music using a wide variety of software synthesisers and samplers.

Introduction to Band Skills MIP-011

This module shows you the techniques and methods that professional musicians use to create outstanding live performances. You will be able to identify, understand and discuss crucial elements of professional performance preparation and stagecraft.

Introduction to Marketing MIP-013

Help great music find an audience and stay ahead of the competition. Once you've got the product, this introduction to marketing helps you identify how to sell it to a consumer.

Introduction to Intellectual Property MIP-014

Own your art and help protect the art of others. This module explores how the music industry survives through the monetisation of Intellectual Property Rights. Learn how to get our industry's talented creators the credit and financial remuneration they deserve.

Artist Relations MIP-015

Be the bridge between music and commerce. This module explores artist relations through understanding promotional cycles, release timelines and sales campaigns. Help manage the relationships between artists and companies.

Tour Planning MIP-016

In an industry that is moving away from product in favour of selling experiences, this module provides you with foundational knowledge as to how you may deliver a series of live music productions, performances and concerts.

Online Presence MIP-017

This module introduces the ways in which you can harness various platforms, including social media. Stay ahead of the curve and make your audience work for you.

Introduction to Branding MIP-018

This module provides you with an overview of the principles of branding. You will be able to understand the representation of artists as brands in today's market and start to think about how you yourself may like to be perceived.

Music Industry Practice (MIP) Structure



THE BA(HONS) PROGRAMME (LEVELS 4, 5 & 6)

Those who are not required to study a Foundation Year at Level 0 are able to apply for direct entry onto Level 4 of our programme.

Ability to personalise:

There are some mandatory modules to note (coloured in **Dark Grey** on the module matrix) which all students on this programme will study.

Choose from **one** of our five broad **study routes** (marked in colours as follows). These study routes are described as **Musician**, **Creative Artist**, **Producer**, **Technical Services** and **Business & Innovation**.

Choosing a route will dictate a further selection of **route-specific modules** that you must study as part of that route. You must commit to all modules in a given study route and can not swap-out individual route-specific modules between columns.

In addition, students can then select any two **zero-credit elective modules** (coloured **Light Grey**) at Level 4 and a further two **credit-bearing elective modules** at Level 5.

Zero-credit elective modules are not a requirement of, and do not have a bearing on, the outcome of your qualification but are subjects that ACM nonetheless believes important to lots of students and music industry professionals.

Credit-bearing elective modules are a requirement of and have bearing on the qualification (and the classification - 1st, 2.1, 2.2 etc) of the degree you will achieve.

** Some modules are subject to approval by Middlesex University.*

Personal & Professional Development: MIP-401 Mandatory for all students.					
Cultural Perspectives: MIP-402 Mandatory for all students.					
Music Industry Studies: MIP-403 Mandatory for all students.					
LEVEL 4 MODULES	Musician Route	Creative Artist Route	Producer Route	Technical Services Route *	Business & Innovation Route
		» General Musicianship » Technical Studies » Band Skills » Songcraft » Music Information Technology	» Songcraft » Technology and Performance » Technical Studies » Stagecraft and Presentation » Music Information Technology	» Audio Fundamentals » Studio Recording Technique » Acoustics » Media Composition Skills » Music Information Technology	» Live Events Overview » Technical Stagecraft » Brand and Audience Studies » Stage Sound » Stage Lighting
ZERO-CREDIT ELECTIVES (LEVEL 4)	Second Instrument	Keyboard Skills	Web and App Design	Movement and Dance	
	Remixing	Self-Employment	Creative Writing	Ensemble Singing	
	Radio Presentation	Radio Production	Sound to Picture	Pro Tools	
	Ableton	Experimental Sound & Music	Presentation and Media Skills	Audio Technical Support	
	Location Recording	Live Recording			
LEVEL 5 MODULES	» Advanced Technical Studies » Advanced Band Skills » Improvisation & Professional Session Skills	» Advanced Songcraft » Advanced Stagecraft and Presentation » Creative Audio Technology	» Creative Software Skills » Creative Audio Technology » Production Analysis	» Live Event Management » Health and Safety » Practical Technical Services	» Future Marketing » The Creative Industry Entrepreneur » Live Event Management
	CREDIT-BEARING ELECTIVES (LEVEL 5)	Music Therapy	Mix Preparation and Mastering	Composition for Audiovisual Media	Experimental Music and Sound
Music Journalism		Broadcast Studies	Education and Training	Interactive Audio	
Musical Direction and Theatre Studies		Audience and Consumer Psychology	Advanced Music Theory and Analysis	Music in the Community	
LEVEL 6 MODULES	Exit Specialism: MIP-601 Mandatory for all students.				
	Portfolio: MIP-602 Mandatory for all students.				
	Research Project: MIP-603 Mandatory for all students.				
	» The Elite Performer	» Advanced Creative Artist Studies	» Advanced Music Production Studies	» Advanced Technical Services	» Advanced Business Strategy

"I saw a vision for the future in musical education today. ACM lives in the real world too. The talent of the student body reflects the open minded, forward thinking brains behind the whole machine."

Dorian Holley Musical Director, *American Idol*

The BA(Hons) Years

MANDATORY MODULES

There are some things that every music industry professional needs to know about. Things such as copyright, the pseudo-currency of the music industry, who the key players are and how the various sectors of artist management, records, publishing and live work and are changing. That's why our Music Industry Practice programme includes a small number mandatory modules that we believe everybody should study.

Personal and Professional

Development MIP-401

Unlock your full potential. This module helps you to become the best industry professional you can be, developing the necessary combination of passion, potential, character and commitment required to achieve your career goals.

Cultural Perspectives MIP-402

Getting to the roots of music. This module helps you to understand the broader social context of music. Link happenings in the wider-world with the development of music and analyse the cultural associations of specific musical genres. Learn where the music came from.

Music Industry Studies MIP-403

This module gives you a thorough understanding of the music industry and its key players, as well as exploring our industry's pseudo-currency; copyright in artistic works. Music Industry Studies gives you the best start imaginable for a career as a music industry professional.

Exit Specialism MIP-601

This module asks you to consolidate all the skills and experience gained during the course of your studies to deliver a substantial practical project associated with your chosen specialism. A songwriter might deliver an album and songbook. A sound designer may work on an interactive game soundtrack. Entrepreneurial students might launch a real business venture. There are so many options, and the choice is all yours!

Portfolio MIP-602

This module requires that you professionally present you and your work to the music marketplace, making you ready to compete successfully with other industry professionals upon graduation.

Research Project MIP-603

Deliver a research-based dissertation in a field related to the music or wider creative industries in order to drive understanding in a particular area, forward.



"From the moment you cross the threshold, you can feel the creativity throughout the building. It is wonderful to see the enthusiasm exuding from both the staff and the students."

Nigel Elderton ACM Patron

President (Europe) & Managing Director, Peermusic UK

Sarah Martin 19

PROFESSIONAL MUSIC PERFORMANCE (VOCALS)
BMUS(HONS) DEGREE, 2015-16

ASPIRATIONS

- » Touring as a Backing Vocalist
- » Working as a Session Singer
- » Freelance Vocal Coach

"ACM has shown me there is so much more to being a singer than just singing. I feel like I have already gained a huge insight into the industry and how to build a sustainable career efficiently and independently once I graduate. The opportunities on offer, and what you can get from the tutors, is more than I ever expected, as well as the other musicians on my course what I have learnt from networking with them is most valuable of all."

The Musician Study Route

ENTRY REQUIREMENTS

Academic Qualifications: All candidates should hold at least two Cs at A-Level (or an equivalent Level 3 qualification), possessing a minimum of 160 UCAS points.

English language and expression: All candidates should be capable of using the English language fluently, as well as able to structure arguments and present evidence to a standard appropriate to study at Level 4. Applicants for whom English is a second language are required to have achieved IELTS Level 6.0 or an equivalent qualification.

Normally we expect students to have the entry qualifications listed above. However, we welcome applications from those who might have completed alternative qualifications, and/or have prior experience. All applications will be considered on a case-by-case basis.

Minimum age 17

FHEQ Credits
Degree 360

UCAS Codes
Institution A48

BA (Hons)
Music Industry Practice

Study Towards a Sustainable Career as a Professional Musician.

The Musician study route provides its students with the skills and experience necessary to become a professional musician with a sustainable stage and studio career. Choose a primary study instrument (Bass, Drums, Guitar, Keyboards or Vocals) and master it.

"I think that ACM is such a great place to learn and get into a band... or anything in the music business. This is the facility to do it."

Chad Smith Red Hot Chili Peppers



"Having been involved with the ACM showcases for a number of years now, I can honestly say that the standard and level of professionalism that was on display at the latest showcase was simply outstanding."

Cary Caldwell SWSX / Lovebox / The Great Escape

Musician Modules

General Musicianship MIP-404

Essential topic coverage for anybody serious about music performance. General Musicianship provides students with knowledge of the language of music through exploration of rhythm, melody and harmony.

Technical Studies MIP-405 and

Advanced Technical Studies MIP-502

These modules provide you with the discipline, knowledge and technical skills required to master their chosen instrument, whether that be Bass, Drums, Guitar, Keys or Vocals. Whichever you choose, become the best.



"It was energising to be around so many creative people."

Ben Scott Drums 2010
(Ed Sheeran, Rae Morris, Charlie Hugall, Kojo Samuel)

Band Skills MIP-406 and

Advanced Band Skills MIP-503

These modules show you the techniques and methodologies required to create world-class group performances.

Songcraft MIP-407

Songcraft gives you unique insight and perspective as to the nature of the creative songwriting process.

Music Information Technology MIP-408

Become a consummate technician of sound. Music Information Technology enables you to develop your understanding and skill in using various music software packages covering MIDI sequencing, sound synthesis, recording and editing techniques.

Improvisation and Professional

Session Skills MIP-501

This module helps you develop your improvisation skills. You will learn how to react and perform music on the spot, wowing audiences and musicians alike.

The Elite Performer MIP-604

Demonstrate excellence. This module unlocks the concepts and principles associated with virtuoso performance. Be at the top of your game.



Destinations: Singer

Musician Route +

- » Self-Employment
- » Keyboard Skills
- » Advanced Music Theory and Analysis
- » PLUS a further elective of your choice

Discover more Destinations on page 72 or acm.ac.uk/destinations



Joe Clegg

MUSICAL DIRECTOR & SESSION DRUMMER
CertHE (DRUMS) ALUMNUS 2002

Joe has been Musical Director & Drummer for Ellie Goulding since 2009, leading her worldwide arena tours, festivals, international TV and radio appearances and the prestigious Royal Wedding of Kate and Wills. He was Creative Director for her 2012 UK Tour as well as her appearances on Britain's Got Talent (2013) and her mini-film entitled *Paper Planes & Playground Games*. He can be heard as drummer on her Multi Platinum records 'Lights' and 'Halcyon'. Elsewhere, he has worked as Musical Director with Years & Years, DJ Fresh feat. Ella Eyre, Alunageorge and Ben Khan and as Creative Director for the Gretsch Drums 'Be Renowned' European print campaign.

joeclegg.com

Ollie Wade

CONTEMPORARY SONGWRITING
& ARTIST DEVELOPMENT
CertHE / DEGREE 2015-17

ASPIRATIONS

- » Release an album and tour the world
- » Write a Top 40 hit single
- » Make music a full-time career

"My ACM experience has been amazing. I have met so many talented like minded people in every department from production to vocals to management. I have improved considerably in various aspects due to the amazing tutors and very practical based course. I can now call myself a musician, not just a singer."

→ OllieWade.com

The Creative Artist Study Route

ENTRY REQUIREMENTS

Academic Qualifications:
All candidates should hold at least two Cs at A-Level (or an equivalent Level 3 qualification), possessing a minimum of 160 UCAS points.

English language and expression: All candidates should be capable of using the English language fluently, as well as able to structure arguments and present evidence to a standard appropriate to study at Level 4. Applicants for whom English is a second language are required to have achieved IELTS Level 6.0 or an equivalent qualification.

Normally we expect students to have the entry qualifications listed above. However, we welcome applications from those who might have completed alternative qualifications, and/or have prior experience. All applications will be considered on a case-by-case basis.

Minimum age 17

FHEQ Credits
Degree 360

UCAS Codes
Institution A48

BA (Hons)
Music Industry Practice

The Creative Pathway with Real-World Practical Industry Connections.

The Creative Artist study route provides its students with the knowledge, skills and experience necessary to develop and hone their skills as an artist. The programme covers a combination of songwriting, performance, production and business modules. Students on this route also learn and are exposed to the real-world industry they are studying to be a part of.



"This facility is amazing, if I was beginning my career I would definitely start here, if my children decide music is the path that they would like to take, then I want them to enrol in ACM."

Lemar Singer / Songwriter

Creative Artist Modules

"If you don't dream big, what's the use of dreaming? If you don't have faith, there's nothing worth believing."
Ebony Day Singer / Songwriter



Songcraft MIP-407 and Advanced Songcraft MIP-504

Songcraft gives you unique insight and perspective as to the nature of the creative songwriting process.

Technology and Performance MIP-409

This module will challenge your understanding of musical performance through exposure to novel creative ideas and work processes. Exploring the creative application of technology in musical performance, MIP-409 is an essential module for every budding Creative Artist.

Technical Studies MIP-410

This module provides you with the discipline, knowledge and technical skills required to master your chosen instrument, whether that be Bass, Drums, Guitar, Keys or Vocals. Whichever you choose, become the best.

Stagecraft and Presentation MIP-411 and Advanced Stagecraft and Presentation MIP-506

Discover and develop your artistic persona in Stagecraft and Presentation, while remaining true to your ideas and vision.

Music Information Technology MIP-412

Become a consummate technician of sound. Music Information Technology enables you to develop your understanding and skill in using various music software packages covering MIDI sequencing, sound synthesis, recording and editing techniques.

Creative Audio Technology MIP-505

This module provides you with knowledge of advanced recording, mixing, and other creative production techniques used by world-famous producers, artists and sound engineers of the last 30 years.

Advanced Creative Artist Studies MIP-605

Turn your vision into reality. This module facilitates your transition from learner to professional, becoming the creative artist you aspire to be, properly equipped to enter the contemporary music and creative industries.

Destinations: Artist

Creative Artist Route +

- » Movement and Dance
- » Media Presence & Web Design
- » Experimental Music & Sound
- » Audience and Consumer Psychology

Discover more Destinations on page 72 or acm.ac.uk/destinations

EMMA STEVENS

SINGER / SONGWRITER /
MULTI-INSTRUMENTALIST

Cer tHE (GUITAR)

ALUMNA 2007

ACM singer-songwriter, Emma Stevens, has achieved no less than four consecutive play-listed tracks on the UK's most listened to radio station, BBC Radio 2. Terry Wogan and Chris Evans championed Emma's career with regular live sessions, as well as inviting her to headline the Introducing stage at Festival in a Day in Hyde Park, playing to a crowd of 40,000. Emma's debut album *Enchanted* reached No.1 on the Amazon Movers and Shakers CD chart. The album achieved top 5 in the Singer-Songwriter chart and her third single, 'Riptide', was selected for iTunes Single of the Week. Country superstar Trace Adkins asked Emma to provide guest vocals for two songs on his new Christmas album, *The King's Gift*. With two national headline tours now completed, more live sessions for national radio in Holland, live TV in Ireland and the release of her second album *Waves*, the future is brighter than ever for this ACM alumna.

emmastevensmusic.com





Ed Stokes ¹⁹

CONTEMPORARY MUSIC PRODUCTION
DEGREE, 2014-16

ASPIRATIONS

- » Music Producer and Songwriter
- » Work for major labels
- » Produce well known artists
- » Have a number one hit record
- » Be the next Max Martin

"My experience at ACM has been amazing! John Gallen and Steve Wilkinson are the two main guys I go to for help and advice. Without them I wouldn't be doing what I do today. ACM has given me the knowledge that has enabled me to be a step closer to achieving my goals. I hope one day I will achieve the dream of becoming a successful music producer and songwriter with the backing of ACM pointing me in the right direction!"

→ edstoksmusic.com

The Producer Study Route

ENTRY REQUIREMENTS

Academic Qualifications: All candidates should hold at least two Cs at A-Level (or an equivalent Level 3 qualification), possessing a minimum of 160 UCAS points.

English language and expression: All candidates should be capable of using the English language fluently, as well as able to structure arguments and present evidence to a standard appropriate to study at Level 4. Applicants for whom English is a second language are required to have achieved IELTS Level 6.0 or an equivalent qualification.

Normally we expect students to have the entry qualifications listed above. However, we welcome applications from those who might have completed alternative qualifications, and/or have prior experience. All applications will be considered on a case-by-case basis.

Minimum age 17

FHEQ Credits
Degree 360

UCAS Codes
Institution A48

BA (Hons)
Music Industry Practice

Study the Art of Production.

The Producer study route provides its students with the skills, knowledge and experience necessary to produce, mix and master music, whether you want to help realise another artist's vision or create your own. Covering the fundamentals of studio recording, the science of acoustics, the art of composition and a vast array of music technology, students on this producer study route can specialise in contemporary music production, electronic music production, audio engineering and/or creative sound design for new media by adding in the elective modules most relevant to their interests and career aspirations. All students on the Producer Study Route must study the following modules in **addition** to the **mandatory** modules of the Music Industry Practice programme.

"Progressive, holistic, conscientious. Quite honestly a truly magical place to learn. A wealth of highly skilled professionals ready to impart their knowledge on to future generations."

Gary Langan Queen, Yes, ABC, Spandau Ballet,
Co-founder of ZTT Records



Producer Modules



Audio Fundamentals MIP-413

Hear the difference. This module introduces you to the fundamental technical aspects of audio engineering and music production, with an emphasis on the concept of fidelity and the development of listening skills.

Studio Recording Technique MIP-414

Get the best results from a recording. This module provides you with a thorough understanding of the theories and concepts of recording practice. Welcome to the studio!

Acoustics MIP-415

Learn the science of space and sound. This module gives you a broad contextual understanding of the physics of sound. Great performances and recordings are never produced in a vacuum.

Media Composition Skills MIP-416

This module delivers a solid grounding in musical composition and arrangement in order to develop and enhance your overall musicianship.

Music Information Technology MIP-412

Become a consummate technician of sound. Music Information Technology enables you to develop your understanding and skill in using various music software packages covering MIDI sequencing, sound synthesis, recording and editing techniques.

Creative Software Skills MIP-507

This module builds on earlier software-based modules by developing your knowledge of Digital Audio Workstations, focusing particularly on the creative use of software in the field of professional audio production.

Creative Audio Technology MIP-505

This module provides you with knowledge of advanced recording, mixing, and other creative production techniques used by world-famous producers, artists and sound engineers of the last 30 years.

Production Analysis MIP-508

Understand what makes Producers tick. This module builds on the skills and knowledge you have acquired at Level 4 by engaging you in a detailed analysis of some of the music and sound industry's most successful producers and writers.

Advanced Music Production Studies MIP-606

Become the acclaimed Producer. This module facilitates your transition from learner to professional producer, properly equipped to enter the contemporary music and creative industries.



Destinations: Sound Designer

Producer Route +

- » Location Recording
- » Sound To Picture
- » Interactive Audio
- » Experimental Music & Sound

Discover more Destinations on page 72 or acm.ac.uk/destinations

"ACM has been a part of getting me to where I am – it's got great facilities to get you off the ground and it's given me the confidence to work in bigger studio environments."

Marco Giuliani (Last Japan)
Production Alumnus

Marco Giuliani aka Last Japan

PRODUCER / SONGWRITER / DJ
DEGREE (MUSIC PRODUCTION) ALUMNUS 2010

ACM alumnus Marco Giuliani (aka Last Japan) has gone on to achieve great success as a composer, producer and DJ. Signed to Sony RCA, the Music Production graduate has made a considerable impact on the dance scene. As Last Japan, Giuliani tours worldwide, has released numerous singles, fronts the radio show and label Circadian Rhythms, and has been a *Mixmag* Album of the Month winner. He has also composed and produced music for Nokia, Kenzo and Evian. Despite being signed to a major label, Giuliani exudes an independent spirit. He is extremely entrepreneurial, does not have a manager and handles his own bookings.

lastjapan.com

The Technical Services Study Route

ENTRY REQUIREMENTS

Academic Qualifications: All candidates should hold at least two Cs at A-Level (or an equivalent Level 3 qualification), possessing a minimum of 160 UCAS points.

English language and expression: All candidates should be capable of using the English language fluently, as well as able to structure arguments and present evidence to a standard appropriate to study at Level 4. Applicants for whom English is a second language are required to have achieved IELTS Level 6.0 or an equivalent qualification.

Normally we expect students to have the entry qualifications listed above. However, we welcome applications from those who might have completed alternative qualifications, and/or have prior experience. All applications will be considered on a case-by-case basis.

Minimum age 17

FHEQ Credits
Degree 360

UCAS Codes
Institution A48

BA (Hons)
Music Industry Practice

The Practical Study Route for Music Technicians.

Whether you're hoping to build a career as a live events promoter, stage manager, sound/light technician or a general roadie in music, theatre or wider entertainment sectors, the Technical Services study route will provide you with the practical skills and theoretical knowledge required to kickstart your journey. The route will give you a comprehensive understanding of stage management, touring and tour production as well as live events management and promotion. Taught by music industry specialists and touring professionals, it is designed to offer the most real-world learning experience available in this subject area. Learn by completing projects based on real-world situations and get regular hands-on experience, working within real music, theatre and entertainment spaces, with the latest equipment at your disposal alongside the most pioneering people in their fields. All students on the Technical Services Study Route must study the following modules in **addition** to the **mandatory** modules of the Music Industry Practice programme.

"The band would make a record to go on tour. Now they have to go on tour to make a record - the whole idea has flipped on its head. Touring has never been busier."

Matt Russell Technical & Logistics Expert



Technical Services Modules*

Live Events Overview

This module introduces the fundamentals of events planning and production. You will learn about the roles of the various professionals involved, interactions necessary with the venue and local crew, relationships with artists, logistics and audience liaison.

Technical Stagecraft

Technical Stagecraft teaches you how to get the best out of a variety of backline and audio-visual equipment as well as non-technical on-stage items such as scenery and props. Students will also learn the art of professional load-in and load-out routines as well as operating and communication procedures while working on-stage, side of stage and backstage.

Brand and Audience Studies

This module introduces you to concepts of brand, audience, consumer and media within the creative industries. You will learn how to analyse and predict consumer and audience responses, as well as how to produce commercial product and brand strategies that work.

Stage Sound

Stage Sound considers the work of technicians as they work to ensure good on-stage, front-of-house and monitor sound, microphone technique, the controlled use of volume and equalisation, venue acoustics and sound checks.

Stage Lighting

This module teaches you how to create and operate stimulating lighting designs for stage and screen, as well as lighting for architectural and commercial spaces. Learn all about the various lighting options available for a variety of art and utility applications as well as how to operate plotting and focus sessions as part of a pre-show setup.

Live Event Management

From Product to Experience. As our creative industries see value shift away from recorded product in favour of selling 'experiences' such as live events, this module helps you develop an in-depth understanding of the economics and logistics of the Live Events sector, from the local gig to the international arena tour.

Health and Safety

This module focuses on the health and safety legislation that governs live event productions. You'll learn how to create risk assessments, how to deal with high-risk stage effects such as strobe lighting, pyrotechnics and theatrical smoke, how to work safely at heights and what to do in times of emergency.

Practical Technical Services and Advanced Technical Services

This module allows you to put theory into practice through working, under supervised conditions, as part of a real production team running a real music or theatrical event. It exemplifies ACM's signature learning by doing ethos.

** Indicative Modules. Subject to University Approval.*

Destinations: Stage Manager

Technical Services Route +

- » Self-Employment
- » Audio Technical Support
- » Musical Direction & Theatre Studies
- » Broadcast Studies

Discover more Destinations on page 72 or acm.ac.uk/destinations



Megan Hitchcock ¹⁹

MUSIC BUSINESS & INNOVATION
BA(HONS) DEGREE, 2014-16

ASPIRATIONS

- » Music Business Executive and Academic
- » Working for Humanitarian focused NGO

"ACM has thrown opportunity after opportunity at the Business School. Some of my favourites being: our MasterClasses with the likes of Nick Gatfield; presenting our Discovery and Development projects to industry professionals at Metropolis; and our amazing trip to Cannes for MIDEM. As for next year, I'm hopefully going to the ACM sister school in Cape Town for a six week exchange programme! The good thing about ACM is that you have so many options. You can get involved with the things that interest you most and make your own experience here unique."

The Business & Innovation Study Route

ENTRY REQUIREMENTS

Academic Qualifications:
All candidates should hold at least two Cs at A-Level (or an equivalent Level 3 qualification), possessing a minimum of 160 UCAS points.

English language and expression: All candidates should be capable of using the English language fluently, as well as able to structure arguments and present evidence to a standard appropriate to study at Level 4. Applicants for whom English is a second language are required to have achieved IELTS Level 6.0 or an equivalent qualification.

Normally we expect students to have the entry qualifications listed above. However, we welcome applications from those who might have completed alternative qualifications, and/or have prior experience. All applications will be considered on a case-by-case basis.

Minimum age 17

FHEQ Credits
Degree 360

UCAS Codes
Institution A48

BA (Hons)
Music Industry Practice

The Innovative Study Route for Entrepreneurs.

The Business & Innovation study route provides its students with the skills, knowledge and experience necessary to embark on sustainable careers on the business side of the real music industry as it exists today - as managers, label executives and entrepreneurs. Covering a broad range of content relevant to the wider creative industries, too, students can supplement foundational knowledge in the areas of Artist & Repertoire, Business Management, Marketing, Law & Contracts, Live Events Management and Entrepreneurship with topics such as Consumer Psychology and/or Music Journalism depending on their interests and career aspirations.



"ACM is an amazing place... After 20 years in the music industry, to find a fertile ground of training, ideas and talent is incredibly exciting. ACM can't be matched for their commitment and attention to detail. My recent guest lecture proved that theory and practice can easily co-exist creatively and successfully."

David Rowell Autonomy / Communion (Mumford & Sons, Ben Howard, Laura Marling)

Business & Innovation Modules

Brand and Audience Studies MIP-417

This module introduces you to concepts of brand, audience, consumer and media within the creative industries. You will learn how to analyse and predict consumer and audience responses, as well as how to produce commercial product and brand strategies that work.

Creative Industry Trends MIP-418

This module demonstrates the role of the wider creative industries and their relationship with music. Covering Film, Television, Gaming, Fashion, Radio and Tech, this module will set out the economic contribution of these industries to the global economy, as well as their relationship to the music ecosystem.

Artist & Repertoire MIP-419

This module presents the A&R process in detail and will explore what it takes for an artist to find commercial and critical success in today's fast-moving music industry. Tell the world about the next big thing.

Business and Artist Management MIP-420

This module investigates the relationship between the artist, artist manager and the wider music business. You will learn how to create, shape and administer the variety of income streams relevant today, as well as how to interact effectively with artists and other industry personnel.

Intellectual Property Rights MIP-421

Protecting your art and helping to protect the art of others. This module explores the issues and challenges faced by owners of copyrighted works. You will study copyright and other intellectual property rights concentrating particularly on registering and asserting rights, commercial exploitation and infringement.

Future Marketing MIP-509

Selling to tomorrow's consumer, today. This module details the rapid changes taking place in the world of marketing because of a fast-changing trading environment and an even faster changing consumer. You will explore and analyse a variety of sales and marketing techniques and methodologies, developing and articulating creative and future-proof commercial strategies as you do so.

The Creative Industry Entrepreneur MIP-510

Innovate and Inspire. This module demonstrates that successful businesses require careful research, planning, management and monitoring in order to meet stakeholders' expectations in a competitive business environment. Students will be given the knowledge, skills and confidence to run their own business, or to find, fix and stabilise somebody else's business, as if it were their own.

Live Event Management MIP-511

From Product to Experience. As our music industry sees value shift away from recorded product in favour of selling 'experiences' such as live events, this module helps you develop an in-depth understanding of the economics and logistics of the Live Events sector, from the local gig to the international arena tour.

Advanced Business Strategy MIP-607

This module facilitates your transition from learner to professional, becoming the business executive you aspire to be, properly equipped with all the appropriate management, leadership and business techniques and strategies required to enter the contemporary music and creative industries.



Duncan Hearn

**MUSIC BUSINESS PROFESSIONAL
DEGREE (MUSIC BUSINESS) ALUMNUS 2013**

ACM Alumnus Duncan Hearn has gone on to have great success in the music industry. A graduate of the Music Business school, Duncan has been proactive in making a career for himself from the very start, gaining valuable experience as an intern at Cooking Vinyl during his studies, and as manager of ACM group The Greasy Slicks. After graduating, Duncan was a campaign assistant at Universal Music Group in London, and worked on major campaigns for big-name artists. This year, Duncan moved to the USA, and now works in Digital Marketing for the publisher Musicnotes. We are naturally thrilled by Duncan's success, and wish him continuing good fortune in his career as he goes from strength to strength in the music business.

Elective Modules

In addition to **Mandatory** and **Study Route Specific modules**, students can select from a suite of **zero-credit elective modules** and **credit-bearing elective modules** in order to personalise their programme of study, as they start to get a better idea of their specific career aspirations.

ZERO CREDIT ELECTIVE MODULES

Zero-credit elective modules have no bearing on or requirement in your qualification but are provided as part of ACM's enrichment initiative. We recommend that students study two of these modules, but there is no minimum or maximum stipulation.

Second Instrument

This module gives you the opportunity to learn and master a second instrument, thus improving your versatility, creativity and employability.

Keyboard Skills

This module provides you with further technical proficiency in playing piano/keys, arguably the starting-point for so many of those who love music.

Web and App Design

This module teaches you about web and app design - knowledge and skills that are very useful in a multitude of situations in today's digital world, whether for building your own artistic presence online or building a presence for others.

Movement and Dance

Learn how to enhance live performance with movement and dance. Whether choreographing your own movement or the movement of others, learn how to link music and body in this elective module.

Presentation and Media Skills

This module prepares you for effectively presenting your talent to the wider world. Learn how to work the camera, from both behind and in front of the lens. Explore what to say to journalists, and also what not to say!

Creative Writing

Bring your ideas to life in writing. This module gives you the opportunity to become an accomplished storyteller, whether your intended output be media journalism or the lyrics of a song. Master the written word.

Radio Presentation

Speak to your audience. This module explores the art of voice presentation within the broadcast and programming industries. Whether you'd like to become a radio presenter or commercial voice artist, learn how to use your voice to maximum effect.

Self-Employment

As you build towards the dream portfolio, where you yourself are in charge of your own career destiny, it is extremely likely that you will at some point find yourself working in a self-employed manner. This module teaches you how to manage your business affairs as a self-employed individual, including how to handle taxation and other finance-related necessities. It'll help you work smarter and faster, saving you both time and money in the future.

Ensemble Singing

Discover the power of group singing, verse and chorus. This module introduces you to the essential techniques and skills required to arrange and perform in vocal ensembles. Whether you are a singer, bandleader, conductor or composer, learn how to bring together a group of voices together for maximum effect.

Radio Production

You'll learn all about the technologies involved in the broadcast and programming industries and how some of your favourite radio programming is made in this elective module. Master the art of Radio Production.

Remixing

Turn tracks on their head. This module gives students the required skills and knowledge to understand the art of remixing.

Audio Technical Support

Give good technical support. Enable production and performance sessions to run smoothly and professionally through study of this module.

Experimental Sound & Music

Create in a different way. In this module, students are shown how to utilise a variety of software, hardware and performance techniques to enhance and improve originality in composition and production.

Pro Tools

Master the de facto production package, Pro Tools. This module gives practitioners of audio production the opportunity to improve their skills and knowledge of the world's most favoured Digital Audio Workstation software.

Ableton

As a sequencer, experimental sound creation tool and live performance device in one neat and intuitive package, Ableton is the choice of many top artists, record producers and remixers, particularly within the many Electronic music genres. Become an Ableton guru.

Sound to Picture

Moving picture mediums such as Television, Video, Film and Games are commonly matched with sound, but the ability to match the medium, type and style of the moving picture with the right sound is not an easy task. This module shows students how to get it right every time.

Location Recording

Create viable and interesting sound designs. From equipment choice to capture technique, become proficient in Location Recording, Foley and ADR.

Live Recording

Whether at Wembley Stadium or the local pub, equipment choice and capture technique in a live setting is very different to that in a studio environment. Learn the intricacies of a perfect live recording set-up in this module.



"ACM is a great facility for unearthing and developing new talent."

Rob Wells President: Global Digital Business, Universal Music Group

Elective Modules

Music Therapy MIP-520

Live a better life with music. This module delivers a detailed understanding of music therapy in health and education settings. Now you, too, can understand the importance of music, not only as art and entertainment, but as a positive force in the lives of others.

Mix Preparation and Mastering MIP-521

Gain a thorough understanding of the theories and concepts that underpin mix preparation and mastering, the final polishing exercises involved in a recorded product's route to market.

Composition for Audio-visual Media MIP-522

Make music for all kinds of arts and entertainment platforms, from film and television to gaming. Learn the theory, psychology, commerce and practicalities of musical composition taking place outside of our home industry.

Music Journalism MIP-523

This explores the development, role and future of music journalism as a form of critique, commentary, tastemaking, and promotion. You will come to understand the role that writers have in shaping and appraising music culture, as well as learning about the key players and platforms involved in the commerce of journalism today. Pick up a pen and put your thoughts on paper.

Experimental Music and Sound MIP-524

Raise the bar of the avant-garde. This module explores the non-traditional creation of music and sound using a variety of experimental techniques. Challenge the norm and be at the cutting edge of music making.

Broadcast Studies MIP-525

Discover both medium and message. This module provides you with a core understanding of the fundamentals of television, radio and internet broadcasting technology, production, programming and presentation technique.

CREDIT-BEARING MODULES

Credit-bearing elective modules are a requirement of your qualification. Students **must** choose two from the list below.

Education and Training MIP-526

Inform and inspire. This module introduces you to theories, principles and models of education necessary for you to impart your wisdom to others. Be the best music teacher you can be.

Interactive Audio MIP-527

Bring sound and story to life. This module teaches how music and sound can be integrated into all kinds of interactive media such as theatre, art-installations, e-books and computer games for the purpose of entertainment and education. Augmented Reality. The world as you might see and hear it.

Musical Direction and Theatre Studies MIP-528

This module examines musical direction in the popular music and theatrical environment. Learn all about the commerce of theatre and how to get the absolute best out of every musical phrase, person and performance environment.

Audience and Consumer Psychology MIP-529

Understand what moves a crowd and makes them spend their money. This module explores the relationship between music and psychology from commercial, emotional and academic perspectives.

Advanced Music Theory and Analysis MIP-530

This module provides you with an advanced understanding of music theory. Become a sensei in the science of music.

Music in the Community MIP-531

Learn the role of music in bringing communities together. This module explores the context and function of music in the community, covering historical, social and economical areas of study.

"I met so many talented tutors who taught me about all different aspects of the industry."

Atlanta Cobb Music Business Alumna 2014

(Four To The Floor Management, Metropolis Studios, Sony Music)



Destinations

Whatever your talent and whatever you aspire to be within the music industry, your chosen course at ACM will equip you to get there. Here are some ideas of the kinds of sustainable career paths you can enter once you have completed your studies at ACM. See UCAS for our course options.



Guitarist

- Musician Route +**
- » Self-Employment
 - » Keyboard Skills
 - » Advanced Music Theory and Analysis
 - » PLUS a further elective of your choice

Bassist / Drummer / Keyboard Player

- Musician Route +**
- » Self-Employment
 - » Keyboard Skills
 - » Advanced Music Theory and Analysis
 - » PLUS a further elective of your choice

Marketeer

- Business & Innovation Route +**
- » Self-Employment
 - » Creative Writing
 - » Music Journalism
 - » Audience & Consumer Psychology

Electronic Music Producer

- Producer Route +**
- » Ableton
 - » Remixing
 - » Mix Preparation & Mastering
 - » Experimental Music & Sound

Live Sound Engineer

- Technical Services Route +**
- » Pro Tools
 - » Audio Technical Support
 - » Live Sound Recording
 - » Mix Preparation & Mastering

Sound Designer

- Producer Route +**
- » Location Recording
 - » Sound To Picture
 - » Interactive Audio
 - » Experimental Music & Sound



Singer

- Musician Route +**
- » Self-Employment
 - » Keyboard Skills
 - » Advanced Music Theory and Analysis
 - » PLUS a further elective of your choice

whoever YOU want to be...



Music Teacher

- Musician Route +**
- » Self-Employment
 - » 2nd Instrument
 - » Education & Training
 - » Music Therapy

Music Manager

- Business & Innovation Route +**
- » Self-Employment
 - » Media Presence & Web Design
 - » Audience and Consumer Psychology
 - » Broadcast Studies



Event Manager

- Business & Innovation Route +**
- » Self-Employment
 - » Media Presence & Web Design
 - » Music In The Community
 - » Musical Direction & Theatre Studies



Music Journalist

- Business & Innovation Route +**
- » Self-Employment
 - » Creative Writing
 - » Music Journalism
 - » Audience & Consumer Psychology



Artist

- Creative Artist Route +**
- » Movement and Dance
 - » Media Presence & Web Design
 - » Experimental Music & Sound
 - » Audience and Consumer Psychology

Stage Manager

- Technical Services Route +**
- » Self-Employment
 - » Audio Technical Support
 - » Musical Direction & Theatre Studies
 - » Broadcast Studies

Entrepreneur

- Business & Innovation Route +**
- » Self-Employment
 - » Media Presence & Web Design
 - » Audience & Consumer Psychology
 - » PLUS a further elective of your choice

Radio Producer

- Producer Route +**
- » Radio Presenting
 - » Radio Production
 - » Broadcast Studies
 - » Music in the Community / Music Journalism (as preferred)

Record Producer

- Producer Route +**
- » Pro Tools
 - » Audio Technical Support
 - » Mix Preparation & Mastering
 - » Experimental Music & Sound

Songwriter

- Creative Artist Route +**
- » Keyboard Skills
 - » Creative Writing
 - » Composition for Audio-visual Media
 - » Musical Direction and Theatre Studies

BTEC Level 3 Extended Diploma Study

If you are considering sixth form college as an option, you may find that ACM offers the kind of music qualification that you're looking for, in a far more creative environment.

Written by worldwide leaders in education, Pearson (formerly Edexcel), our BTEC Level 3 Extended Diploma is delivered over two years and is recommended for those aged 16 and over. The course leads to a Level 3 qualification, giving students an opportunity to gain the equivalent to three A grades at A-Level. Choose from a **Music Performance** course (in **Guitar, Drums, Bass** or **Vocals**), **Music Production** or **Business** and study English, Maths and Employability alongside.

The Music, Music Technology and Business syllabuses provided by Pearson and delivered here at ACM are the same quality syllabuses you'll find at other institutions in the UK offering these subjects at this study level. On top of the Pearson specification, ACM lays its highest quality of teaching and learning matched with an unparalleled student experience, offering world-class facilities, a highly regarded teaching faculty made up of working music professionals and Masterclasses from music industry legends. The ACM Extended Diploma provides specialist knowledge, understanding, skills and qualifications to learners planning to progress through to higher education study or employment, thereafter.

What University / Higher Education options are available to students upon completion of their Diploma at ACM?

Giving you the opportunity to obtain 420 UCAS points, which is the equivalent of three A* grades at A-Level, the internationally recognised BTEC Level 3 qualification opens doors to studying all kinds of subjects (not just limited to music) at all kinds of universities, from a Russell Group University in the UK through to specialist institutions anywhere in the world. The Further

Education Achievement Report we provide each of our students (serving as a record of their extra-curricular achievement and activity, as well as an academic reference) differentiates ACM graduates even further. Of course, as a specialist provider of music industry education, we hope that our Diploma students choose to continue their studies with us here and progress onto our Music Industry Practice Higher Education programme.

Language, Literacy and Life Skills

ACM is an esteemed provider of music industry education and we put great effort into ensuring we shape well-rounded students who are suited to continuing education or entering employment, according to their preference. Aside from the academic, personal and professional skills taught as part of the BTEC programme itself, we support our students by delivering **further** tuition in language/literacy, mathematics and business studies throughout their time with us.

Required qualifications for the BTEC Level 3 Extended Diploma courses

Applicants need five GCSEs at A-C grade including Maths and English, or equivalent qualifications (i.e. International Baccalaureate). If you're unable to evidence completion of your GCSEs to these standards, you may be asked to study those subjects again **alongside** your Diploma at ACM. Students must also demonstrate a basic understanding of the specific discipline they wish to study through our application and audition/interview process.



Music Performance

ENTRY REQUIREMENTS

Five GCSE @ A-C grade including Maths and English, or equivalent qualifications (i.e. International Baccalaureate) preferred.

Students may be able to access these courses without the above qualifications based on prior relevant experience, quality of application and audition / interview. Exception is also given in certain circumstances based on successful completion of a relevant intensive course.

Minimum age 16

Progression routes on completion

Students can enrol directly onto a two year Degree programme.

UCAS Points

Up to 420 (equivalent to three A-Levels at A*)

Award

BTEC Level 3 Extended Diploma in Music (QCF) 180 Credits

Start your journey as a professional musician, here with us.

ACM's BTEC Level 3 course in Music Performance is designed to give its students a focused learning experience, providing the skills and knowledge necessary for continuing study at Higher Education level or building a career as a Musician.

Students can choose from Bass, Drums, Guitar and Vocals disciplines and are given access to a host of lectures, tutorials, workshops and masterclasses led by the same world-class music industry professionals that teach on our Higher Education programme offerings. An abundant amount of solo and ensemble performance opportunities are embedded into the course, delivered from our Roger Taylor Demo Theatre and Electric Theatre auditoriums. Units of Study include:

The Sound and Music Industry

This series of lectures examines various professional areas of the music industry including the study of marketing, copyright, contracts and career opportunities.

Live Music Workshop

This unit equips students for professional performance situations through practical rehearsal in a professional environment, with development feedback and encouragement from working music industry professionals.

Music and Society

Through analysis of various social, cultural, historical, economic and political and musical influences, students develop the ability to understand, discuss and analyse different musical genres through the decades.

Music Project

A natural progression of the Band Skills unit, this unit prepares students for a final live performance in a professional environment in front of an audience of family, friends, peers and industry professionals.



Composing Music

This unit enables students to develop their compositional skills through the practical study of various compositional techniques in fun, collaborative workshop-style lectures.

Pop Music in Practice

Primarily a listening unit, these lectures study the various musical components of a wide range of styles while enabling students to develop the ability to recreate and reinterpret musical sounds.

Aural Perception Skills

Students are encouraged to develop their sense of aural perception through practical and theoretical exercises.

Music Performance Techniques

Through the development of formalised practice routines, students will develop the necessary technical skills required to become a working musician.

Improvising Music

Building on the skills and knowledge gained in Music Performance Techniques, students will now develop a more advanced application of these skills.

Music Performance Session Styles

This unit provides students with the opportunity to learn a variety of repertoire in a same discipline environment. Various arrangements and techniques will be discussed in order to prepare for band rehearsal and performance in Live Music Workshop.

Working and Developing as a Musical Ensemble

Continuing on from Music Performance Session Styles, students develop more accurate and artistic performance techniques, while expanding on their performance repertoire.

Music Theory and Harmony

Through practical and theoretical study techniques, students begin to acquire a basic understanding of music theory and its applications.

As well as developing their general musicality, students will also develop the analytical, time management, rehearsal and interpersonal skills necessary to become a well-rounded and employable music professional. After all, studying Music Performance at ACM is not just about learning how to play, it's about learning how to make your love, your profession.

Music Technology

ENTRY REQUIREMENTS

Five GCSE @ A-C grade including Maths and English, or equivalent qualifications (i.e. International Baccalaureate) preferred.

Students may be able to access these courses without the above qualifications based on prior relevant experience, quality of application and interview. Exception is also given in certain circumstances based on successful completion of a relevant intensive course.

Minimum age 16

Progression routes on completion

Students can enrol directly onto a two year degree programme.

UCAS Points Up to 420 (equivalent to three A-Levels at A*)

Award
BTEC Level 3 Extended Diploma in Music Technology (QCF) 180 Credits

Start your journey as a professional producer.

ACM's BTEC Level 3 course in Music Technology is designed to give its students a focused learning experience, providing the skills and knowledge necessary for continuing study at Higher Education level or building a career as a Music Producer.

Students are given access to a host of world-class Music Technology facilities, including our Apple MIT suites and state-of-the-art recording studios. Lectures, tutorials, workshops and masterclasses are led by the same world-class music industry professionals that teach on our Higher Education programme offerings and our unique relationship with Metropolis, Europe's largest creative complex, means that students of this course share their time at ACM with the grammy award-winning producers and engineers resident at the Studios. Modules include;

The Sound & Music Industry

This series of lectures examines various professional areas of the music industry including the study of marketing, copyright, contracts and career opportunities.

Delivering a Music Product

In this unit, students learn how to prepare for a studio recording session and the variety of set up procedures required to operate in a commercial studio.

Sequencing Systems and Techniques

Students learn how to set up and operate MIDI computer systems. They use sequencing software for creating music and learn to edit, store and retrieve music using Reason, Ableton Live and Logic Pro software.

Music Production Techniques

Students learn the practical skills involved in producing a multi-track recording, along with the appropriate skills for mix-down and editing, leading to the finished product.

Music Technology in Performance

Students explore different areas of composition in particular relation to various aspects of technology.

Darcy J Cole 16

MUSIC PRODUCTION
DIPLOMA 2015-16

ASPIRATION

» To become a successful music producer and songwriter.

"Going to ACM has been something I've very much enjoyed and learnt a lot from when doing their part time courses, so I'm really excited and can't wait to see what's to come from starting a full time course!"

→ youtube.com/DarcyJCole



Concert Production & Staging

This unit is designed to equip students with the skills needed for the production of live performances in a controlled studio environment. Students are given the opportunity to develop the critical skills and knowledge necessary to analyse and reproduce aspects of contemporary music performance and recording.

The Music Freelance World

Students look at the financial and contractual issues of self-employment and develop an awareness of what it means to work in the music industry. This involves an in-depth look at various aspects of the music industry market.

Listening Skills for Music Technologists

This unit enables students to understand the interaction between key elements in music theory and applied harmony. It also gives students the confidence to make informed comments on compositions by other writers.

Music & Society

Students look at the different ways in which social, cultural and historical conditions have affected music. They look at the way economic and political factors affect music and learn to identify the

different features and characteristics of various music genres.

The Functional Music Keyboard

This specialist unit is designed to develop musical skills and knowledge by means of the keyboard.

Audio Engineering Principles

Students look at all issues relating to Digital Audio and its use in Music Production. The unit also focuses on the fundamentals of using modern software and hardware to make music using Ableton, Logic Pro and other software.

Music Project

This unit gives students an introduction to using music technology in a live environment, both solo and with other musicians.

As well as developing their general musicality and technological competencies, students will also develop the analytical, time management, presentational and interpersonal skills necessary to become a well-rounded and employable music professional. After all, studying Music Technology at ACM is not just about learning how to produce music, it's about learning how to make your love, your profession.

Music Business

ENTRY REQUIREMENTS

Five GCSE @ A-C grade including Maths and English, or equivalent qualifications (i.e. International Baccalaureate) preferred.

Students may be able to access these courses without the above qualifications based on prior relevant experience, quality of application and interview. Exception is also given in certain circumstances based on successful completion of a relevant intensive course.

Minimum age 16

Progression routes on completion

Students can enrol directly onto a two year degree programme.

UCAS Points Up to 420 (equivalent to three A-Levels at A*)

Award

BTEC Level 3 Extended Diploma in Business (QCF) 180 Credits

Start your journey as a Music and Creative Industries Business Executive.

ACM's BTEC Level 3 course in Business is designed to give its students a focused learning experience, providing the skills and knowledge necessary for continuing study at Higher Education level or building a career as a Business Executive, especially geared towards the Music and Creative Industries.

Students are given access to a host of lectures, tutorials, workshops and masterclasses led by the same world-class music industry professionals that teach on our Higher Education programme offerings. Skills and Knowledge acquired are highly transferrable to other industries should a student's business ambitions change in the future. Units of Study include:

The Business Environment

This series of lectures examines the fundamentals of doing business. Learn to walk in the shoes of various business stakeholders and understand the effects of wider issues on a business' operation. Get to know more about the various entities involved in music such as record labels, music managers and music publishers.

Introduction to Marketing

This unit equips students with a foundational knowledge of marketing principles. Whether you regard Marketing as art or science, Introduction to Marketing will show you how to communicate your product / service idea to your audience in a way that makes your commercial message compelling. Learn how to sell the music product that you create.

Development Planning for a Career in Business

Covering elements of personal and professional development, this unit of study promises to equip you with the resources necessary to make yourself employable; from CVs to good interview technique.



Managing a Business Event

As much of the music and creative industries move away from selling products to selling experiences, learning how to plan and safely produce high quality live events is valuable. This unit of study will provide you with the opportunity to put theory into practice by managing a real-world live event.

Managing Business Information

Thanks to technology, almost every interaction we are a part of creates a trail of data along with it. Whether we follow an artist on Twitter or watch a video on YouTube, everything is tracked and analysed to learn more about us and the things we like in an effort to improve commerce. This unit examines the importance of data in today's business environment.

Business Accountings

Understanding numbers in Business is important. This unit of study teaches students how to manage business accounting, in general, and also the finances of various Music and Creative Industries' ventures.

Starting a Small Business

For those entrepreneurial in spirit or nature, this unit of study unlocks the confidence to start your own small business venture. Covering company incorporation, taxation and a variety of other important subject areas, this is your opportunity to put everything you've learnt throughout the course into practice.

As well as developing their general business acumen, students will also develop the analytical, time management, negotiation and interpersonal skills necessary to become a well-rounded and employable business professional.

ACM@Metropolis: Our London Location

Study Inside Metropolis Studios, Europe's Largest Independent Recording Facility.

ACM@Metropolis is our satellite academy for those students who wish to work within Europe's largest recording facility, where 50% of the UK's Top 40 Chart material is serviced.

With an impressive roster of resident award-winning engineers and a 25-year A-list client legacy, Metropolis is a production destination for recording, mixing, mastering and artist development projects. ACM's Academy represents an opportunity for students to learn, create and be inspired in the working powerhouse of the UK's music industry.

Established in 1989, Metropolis has recorded, mixed or mastered material for Queen, Michael Jackson, Lady Gaga, Amy Winehouse, U2, will.i.am, The Stone Roses, Rihanna, The Verve, Mark Ronson, One Direction, Adele, The Clash, Royal Blood, Lorde, Maroon 5, The Cure, Madonna, and Lana Del Rey.

Celebrating its 25th birthday, Metropolis now opens its doors to the **next** generation of music industry talent. There are two main study offerings to choose from in **Music Production** and **Songwriting & Artist Development**. The IQ courses also welcome international applicants (including those from outside the European Union).

In addition to the on-site study in Chiswick, ACM@Metropolis students benefit from access to all the facilities available at our main Guildford Campus.

"There's so much to do and so much music variety around the town, with lots of great venues to check out."

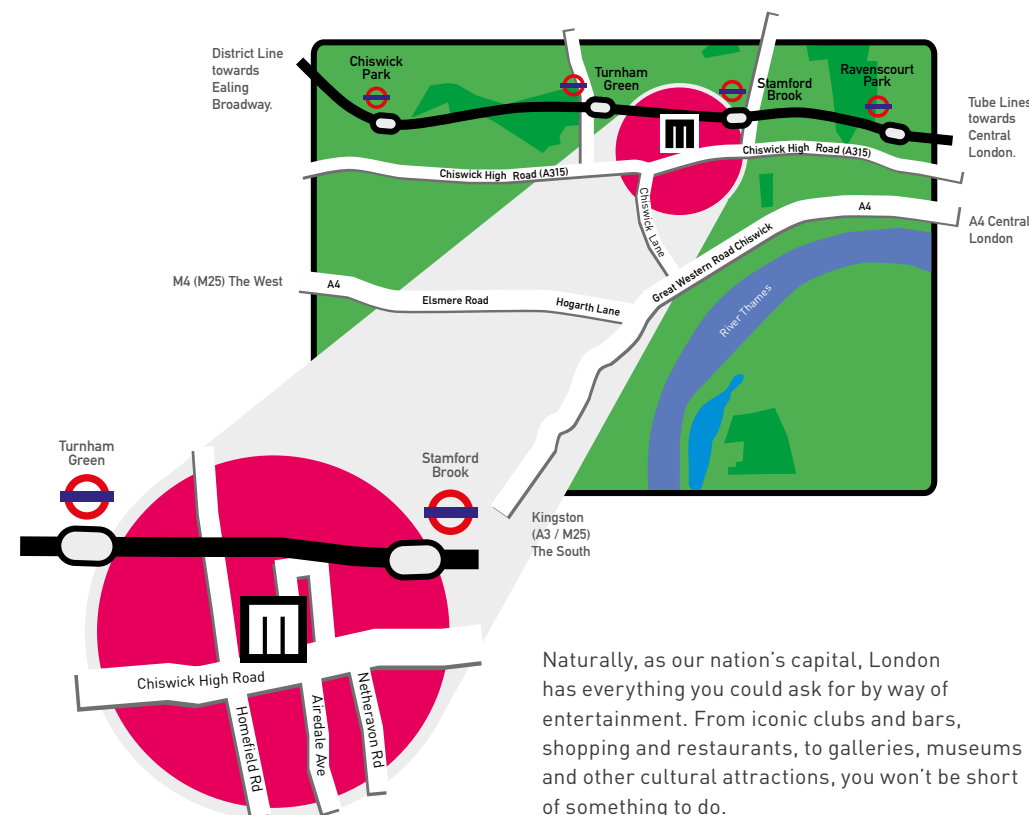
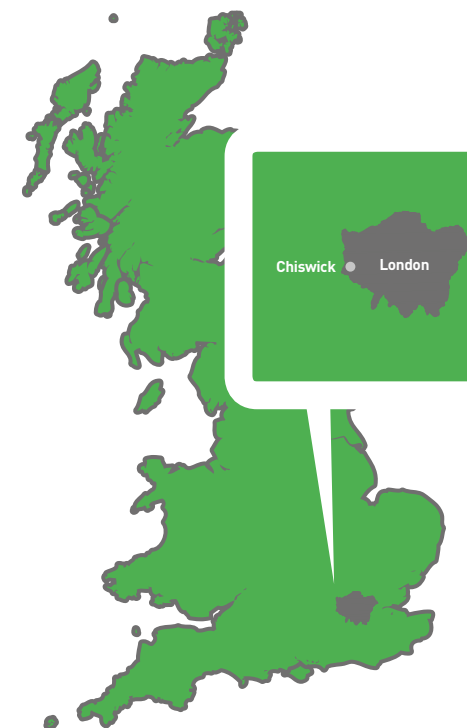
Caitlin McAllister Music Business Degree Alumna

London Life

Live in one of the world's most vibrant cities.

London has always been the heart of the UK music industry. With major record labels, music publishers, artist management companies, live promoters and agencies of all kinds. There are plenty of performance and employment opportunities to be found.

ACM@Metropolis is located in Chiswick, a small district of West London that retains a picturesque, small-town feel. Just 20 minutes from the city-centre, you can enjoy a leafy, relaxed environment to work and study in, while never being too far from the action.



Naturally, as our nation's capital, London has everything you could ask for by way of entertainment. From iconic clubs and bars, shopping and restaurants, to galleries, museums and other cultural attractions, you won't be short of something to do.

BA(Hons) MIP

The Creative Artist Study Route

ENTRY REQUIREMENTS

Academic Qualifications:
All candidates should hold at least two Cs at A-Level (or an equivalent Level 3 qualification), possessing a minimum of 160 UCAS points.

English language and expression: All candidates should be capable of using the English language fluently, as well as able to structure arguments and present evidence to a standard appropriate to study at Level 4. Applicants for whom English is a second language are required to have achieved IELTS Level 6.0 or an equivalent qualification.

Normally we expect students to have the entry qualifications listed above. However, we welcome applications from those who might have completed alternative qualifications, and/or have prior experience. All applications will be considered on a case-by-case basis.

Minimum age 17

FHEQ Credits
Degree 360

UCAS Codes
Institution A48

BA (Hons)
Music Industry Practice

The Creative Pathway with Real-World Practical Industry Connections.

The Creative Artist study route provides its students with the knowledge, skills and experience necessary to develop and hone their skills as an artist. The programme covers a combination of songwriting, performance, production and business modules. Students on this route also learn and are exposed to the real-world industry they are studying to be a part of.



"This facility is amazing, if I was beginning my career I would definitely start here, if my children decide music is the path that they would like to take, then I want them to enrol in ACM."

Lemar Singer / Songwriter

Creative Artist Modules

"If you don't dream big, what's the use of dreaming? If you don't have faith, there's nothing worth believing."

Ebony Day Singer / Songwriter

Songcraft MIP-407 and Advanced Songcraft MIP-504

Songcraft gives you unique insight and perspective as to the nature of the creative songwriting process.

Technology and Performance MIP-409

This module will challenge your understanding of musical performance through exposure to novel creative ideas and work processes. Exploring the creative application of technology in musical performance, MIP-409 is an essential module for every budding Creative Artist.

Technical Studies MIP-410

This module provides you with the discipline, knowledge and technical skills required to master your chosen instrument, whether that be Bass, Drums, Guitar, Keys or Vocals. Whichever you choose, become the best.

Stagecraft and Presentation MIP-411 and Advanced Stagecraft and Presentation MIP-506

Discover and develop your artistic persona in Stagecraft and Presentation, while remaining true to your ideas and vision.

Music Information Technology MIP-412

Become a consummate technician of sound. Music Information Technology enables you to develop your understanding and skill in using various music software packages covering MIDI sequencing, sound synthesis, recording and editing techniques.

Creative Audio Technology MIP-505

This module provides you with knowledge of advanced recording, mixing, and other creative production techniques used by world-famous producers, artists and sound engineers of the last 30 years.

Advanced Creative Artist Studies MIP-605

Turn your vision into reality. This module facilitates your transition from learner to professional, becoming the creative artist you aspire to be, properly equipped to enter the contemporary music and creative industries.

See page 46-49 for details of core modules and electives.

Destinations: Artist

Creative Artist Route +

- » Movement and Dance
- » Media Presence & Web Design
- » Experimental Music & Sound
- » Audience and Consumer Psychology

Discover more Destinations on page 72 or acm.ac.uk/destinations



ACM Industry Qualification (IQ) Programmes

Real-world industry experience. Real-world education.

ACM's Industry Qualification Programmes are entirely based on our signature learning by doing approach to education.

Taking full advantage of the music industry microcosm present at ACM (created by the professional and student Performers, Producers, Artists, Songwriters, Roadies, Business Executives and Entrepreneurs who share our spaces), students of our IQ courses work on real projects in a real, dynamic working environment.

"These courses really gear you up for the music industry!"

Colin Doran Hundred Reasons

The courses offer British and international students the chance to gain skills, knowledge and experience from Metropolis' Grammy Award-winning team and ACM's illustrious teaching faculty. The courses are practical in nature and students are not subject to traditional assessment models.



Contemporary Songwriting & Artist Development

ENTRY REQUIREMENTS

Confident performers and emerging songwriters with existing and proven ability in their field or discipline.

Minimum age 18

Qualification

This is an ACM Accredited Course aimed at training students in a vocational pathway direct to industry. On successful completion students will receive an ACM Certificate of Achievement. This qualification has no formal recognition as an entry qualification for Higher Education study.

Become who you are.

ACM's Songwriting & Artist Development IQ is designed to provide aspiring Songwriters and Artists with an intensive full-time study-option that is spread over six months. Delivered within Europe's largest independently owned creative complex at Metropolis, the programme serves as a unique opportunity to develop your artistry in the same creative environments as so many world-famous Songwriters and Artists have done over Metropolis' 25 year history, from Elton John and Freddie Mercury to Adele and Jessie J. Learn from our industry's most talented songwriters and artists, as well as from ACM's world-class music industry lecturers.

"I've learned all about Labels, A&R, Songwriting, Vocal Health, and much more from my time at ACM... (it) helped keep my mind open to new ideas."

Annabel Allum Songwriting & Artist Development 2014

The programme will introduce students to a range of foundational topics and principles that will set them up for a career as a Songwriter or Artist including Songcraft, Composition and Arrangement, Lyric Writing, Stagecraft, Music Production, Branding, Intellectual Property and Marketing.

Whether you're the next Ed Sheeran, Katie Melua, Lady Gaga or Bruno Mars, ACM@Metropolis' Songwriting & Artist Development IQ will help get you started.

"An impressive state-of-the-art facility, that has been well designed to incorporate all the latest technologies to create a dynamic learning environment."

Julian Cox Composer and Producer
(2 Fast 2 Furious, Location Location Location, Risking It All)



All Students of the Songwriting & Artist Development IQ will study modules including:

Songwriting

How do you craft the perfect song? This module will teach you the tips, tricks and musical creativity behind the art of songwriting, covering melody, harmony, lyrics and everything inbetween.

Production

You might have the perfect song, but how do you turn that into a unique, attention-grabbing demo and ultimately, a finished product? This module teaches you studiocraft and an understanding of the recording, mixing and mastering process in order to use audio technology and professionals to create a product that represents you as an artist in a competitive industry.

Stagecraft

What makes a great performer? This module will prepare you for the stage; equipping you with professional knowledge, skills and techniques to deliver a show-stopping live performance. Negotiating the complexities of live sound, touring and performing can be a baptism of fire.

This module helps to dispel those myths and teach you not only how to deliver a phenomenal show but, most importantly, professionalism when dealing with the complex network of technology, personnel and fans.

Intellectual Property

The music industry can be a complex network to navigate. This module introduces you to the structure of the music industry including its key players and how to work with them. It concentrates on how to create, protect and exploit all kinds of Intellectual Property Rights (from copyrights in songs, recordings and performances to industrial rights in name, image and likeness) for your commercial gain.

Future Marketing

The Music Industry is now a fast-paced, digitally driven marketplace. Artists have to be more visible and more accessible than ever before. This module helps you understand how to best present yourself across multiple platforms and channels using a range of industry marketing tools and techniques.

Music Production

ENTRY REQUIREMENTS

Motivated aspiring producers with experience of music production at home or in project studios.

Minimum age 18

Qualification

This is an ACM Accredited Course aimed at training students in a vocational pathway direct to industry. On successful completion students will receive an ACM Certificate of Achievement. This qualification has no formal recognition as an entry qualification for Higher Education study.

Visit acm.ac.uk/metropolis for more details or call 0208 987 7559 email enquiries@acm.ac.uk

Discover the secrets of the studio in Europe's most legendary recording complex.

ACM's Music Production IQ provides its students with an intensive full-time study-option that is spread over six months. Delivered within Europe's largest independently-owned creative complex at Metropolis, where the likes of Led Zeppelin, Queen and Amy Winehouse have all made musical history, the programme serves as a unique opportunity to learn in a professional studio environment, where students are supported by Metropolis' Grammy award-winning producers and engineers, as well as ACM's world-class music industry lecturers.

"The great thing about ACM is that there are loads of musicians and creative people. It's really good for auditions and people coming in who are looking for a singer, a bassist or a producer... There's always a high standard."

Ellie Fletcher Audio Production Alumna, The Crystal Fighters, Singer / Songwriter

Giving access to our unique production facilities, vintage equipment that has a real story and the most up-to-date technology, the programme will introduce students to a range of foundational topics and principles that will set them up for a career in Music Production including Studio Recording, Music Technology, Music Business Studies, Post-Production, Electronic Music Production, Sound Design, Composition and Arrangement.

Whether you're the next Quincy Jones, William Orbit, RedOne or David Guetta, ACM@Metropolis' Music Production IQ will help get you started.

"You wouldn't wanna miss out. Being around amazing performers and producers is definitely a highlight. It's an amazing feeling to be around people that want you to succeed and are there to join you on your mission."

Emily Jezeph Music Production Student



All Students of the Music Production IQ will study:

Studio Recording

Develop the advanced skills and knowledge required to operate in a professional studio environment. Use mixing desks, multi-track recorders and monitoring systems. Get to grips with acoustics, live recording, outboard FX and mastering.

Music Technology

Become a guru of Apple Logic, controller interfaces, audio interfaces, MIDI, keyboard skills, sequencing, sampling, synthesis, sound editing and score writing.

Music Business

Discover how being business-savvy and knowledge of marketing can help you realise your full commercial potential. Gain an overview of the music industry and how to succeed in this highly competitive environment.

"Had a wonderful time doing a Production Masterclass at ACM. It was a pleasure to show and explain how I work and take questions from the students. An excellent facility and great students who I'm sure will have a successful future ahead of them."

Romesh Dodangoda Producer (Twin Atlantic, Motorhead, Bullet For My Valentine, Funeral For A Friend)

OPTIONAL MODULES

(Students must choose three of these):

Composition and Arrangement

Students will develop an understanding of how music is structured and created. Master the art of composition and arrangement, from the heart and to brief, examining a wide range of media including chart music, film/television music, music for gaming and radio as you do so.

Sound Design

Expertise in creating and combining non-song sound with image, whether in programming, theatre or interactive experiences like gaming, is something craved all over the creative industries. Learn both the theory and the practical skills in this module.

Electronic Music Production

Electronic Music is experiencing a renaissance all around the world. Based predominantly around Ableton Live, this module will start with the fundamentals of EMP before moving on to newer topics and techniques that will encourage you to push creative boundaries and discover your trademark sound.

Digital Production Technique

This module will appeal to those who, more than anything, aspire to be the next big Studio Producer. Digital Production Technique further develops your recording, editing and mixing capabilities.

Education Guidance

Here to support you all, every step of the way.

The Student Body at ACM is rich and diverse in so many ways. With a large population of creative minds, it's important to understand the complexities that can sometimes present themselves.

For this reason, ACM has a dedicated Education Guidance team. For students with specific learning requirements (whether that be dyslexia, dyspraxia, dyscalculia or something different), our trained team can offer guidance and support, while students remain fully integrated with their peers and immersed in their music industry education.

Students arriving with medical conditions and varying abilities will also find a safe environment, here.

The ACM Education Guidance Team supports students, parents and guardians in a variety of areas such as Individual Academic study skills, Coursework and application for the Disabled Students Allowance (DSA).

We can provide support with reading, research and writing skills, as well as organisation of written work, spelling, grammar, note-taking, time management, revision and examination approaches curated particularly for those with specific learning requirements.



If you'd like our assistance, please contact one of our team via the details below:

Fiona Lambie

Senior Education Guidance Specialist
Email: fiona@acm.ac.uk | Tel: 01483 501 211

Helen Hosker

Education Guidance Specialist
Email: hhosker@acm.ac.uk | Tel: 01483 500 856

"I really think without their support and advice I wouldn't be enjoying it much and I would really struggle. I really enjoyed one to one sessions with Abi who also takes notes for me in lessons, I learn a lot faster and understand quickly. They also give me the confidence to stay at ACM as it's very new for me as I was previously taught at a boarding school for the deaf. Without them I probably wouldn't carry on or be excited to stay on at ACM and learn more."

Iain Botting

Student Finance

ACM has designed its course offerings to make studying with us great value for money. Through our accelerated programmes of study where term times are extended to represent the UK School model rather than traditional Colleges / Universities (where some students are only taught for 24 weeks of the year), you will receive a more intensive, content-enriched and genuinely industry-based music education in a shorter amount of time than traditional programmes at other institutions.

Where we identify passion, potential, character, commitment and therefore issue an offer to study at ACM, we pledge to do all we can to make sure that our immersive music industry education is affordable for you.

Our programmes are accredited and designated (as appropriate), so that ACM students are able to access Student Loans, just as they would through a traditional College / University.

But where there are personal contributions required for some programmes, ACM provides all students on all courses and programmes with flexible payment plan options, allowing you to spread the cost of your studies over the academic year.

Student Loans

For latest details about student loan availability for ACM Higher Education programmes please check the ACM website.

acm.ac.uk/course-fees

Details regarding current course eligibility for student loans can be found on the HEFCE website.

hefce.ac.uk/reg/register/search/Provider/10013357



We are committed to providing students from all backgrounds the chance to learn at ACM, so we operate a Bursary Scheme to make music education as affordable and accessible as possible. We also offer Scholarships which reduce the cost of studying to especially gifted students, regardless of their financial situation.

Depending on whether you'd like to study on a FE, HE or IQ programme, separate funding regimes apply.

If you require further information, however, please reach out to our Student Finance Team on 01483 500 804 or email studentfinance@acm.ac.uk.

Useful Websites

Loan Application
gov.uk/apply-online-for-student-finance

Student Finance Calculator
gov.uk/student-finance-calculator

Funding
turn2us.org.uk/Find-Benefits-Grants
helpmusicians.org.uk
music.britishcouncil.org/resources/uk-music-funding-and-support

International Opportunities

ACM has built an **international network** of other schools with which to collaborate.

We actively participate in knowledge exchange programmes that allow our students to benefit from a global music industry perspective.

Our partner school in South Africa delivers programmes covering Music Performance, Production and Business, mirroring the offering at ACM, from bases in **Cape Town, Johannesburg, Pretoria** and **Durban**. Our American partner school in the South Central State of **Oklahoma**, also delivers the same breadth of courses.

"In 2014 I was lucky enough to be a part of the first study abroad group to travel to ACM@UK from ACM@UCO with my band, Ripple Green. The knowledge gained, personalised mentoring, and connections made in our time in the UK all helped facilitate the sound on our latest project, Timepiece."

Lucas Gillette ACM@UCO Performance
Alumnus / Ripple Green

Through such international partnerships, we are able to welcome exchange students to the UK and send our own students abroad in return. It's a great opportunity to learn more, not just about music, but by gaining valuable international life experience too.

"We have been delighted to work closely with the ACM team both here in the UK and more recently internationally. We have collaborated on a range of projects involving international artists and leading industry practitioners."

Felicity Gregory Yamaha Artist Relations and
Promotions Manager



"The ACM Part Time School is the ideal place to rock out in a band or get busy in the studio. It's the perfect introduction to the full time programmes and the possibility of a career in music. Get inspired!"

Roger Davis
Head of Part Time School



Evening & Weekend Classes

Full time ACM students can study any of the ACM Part Time courses at a 50% discount

Expand your love of music with our range of evening & weekend classes for young people and adults.

ACM's range of evening and weekend classes gives you access to study within our world-class facilities alongside other creative people, who are discovering or re-discovering their passion for music.

With options for young people and adults, alike, ACM offers these study options in Music Performance (Bass, Drums, Guitar, Vocals), Music Production (including our popular Bedroom Recording offering) and Songwriting.

Some students use our evening and weekend classes as a pathway to full-time study at ACM, while others enjoy them purely as a hobby activity.

For more information on class availability and pricing, please see our website at acm.ac.uk or our separate Evening & Weekend Classes mini-brochure.

Summer School & Bootcamps

Whether you're a newcomer to your chosen discipline or already well versed in music, our ACM Summer School & Bootcamps help you to become a better musician in a relaxed, fun and inspirational environment.

ACM offers summertime courses in Music Performance (Bass, Drums, Guitar, Vocals), Music Production (including our popular Bedroom Recording offering), Music Theory, Ear Training, Sight Reading and Notation, Technique and Improvisation. Scheduling is such that it should

be possible to study multiple classes across different weeks in the holiday period.

Some students use our Summer School & Bootcamp classes as a pathway to full-time study at ACM, whilst others enjoy them purely as a hobby activity.

For more information on class availability and pricing, please see our website at acm.ac.uk or our separate Summer School & Bootcamps mini-brochure.

Open Days & Campus Tours

"My son came to one of the ACM open days last year. He enrolled for the part time band camp course and now the summer school in August. He now knows what he wants to do, where he wants to be and what he needs to achieve to get there! Thank you Roger and the team for offering the insight into your world. We have a very focused 15-year-old grade 6 guitarist who knows EXACTLY where he wants to be!"

Suzanne Booth

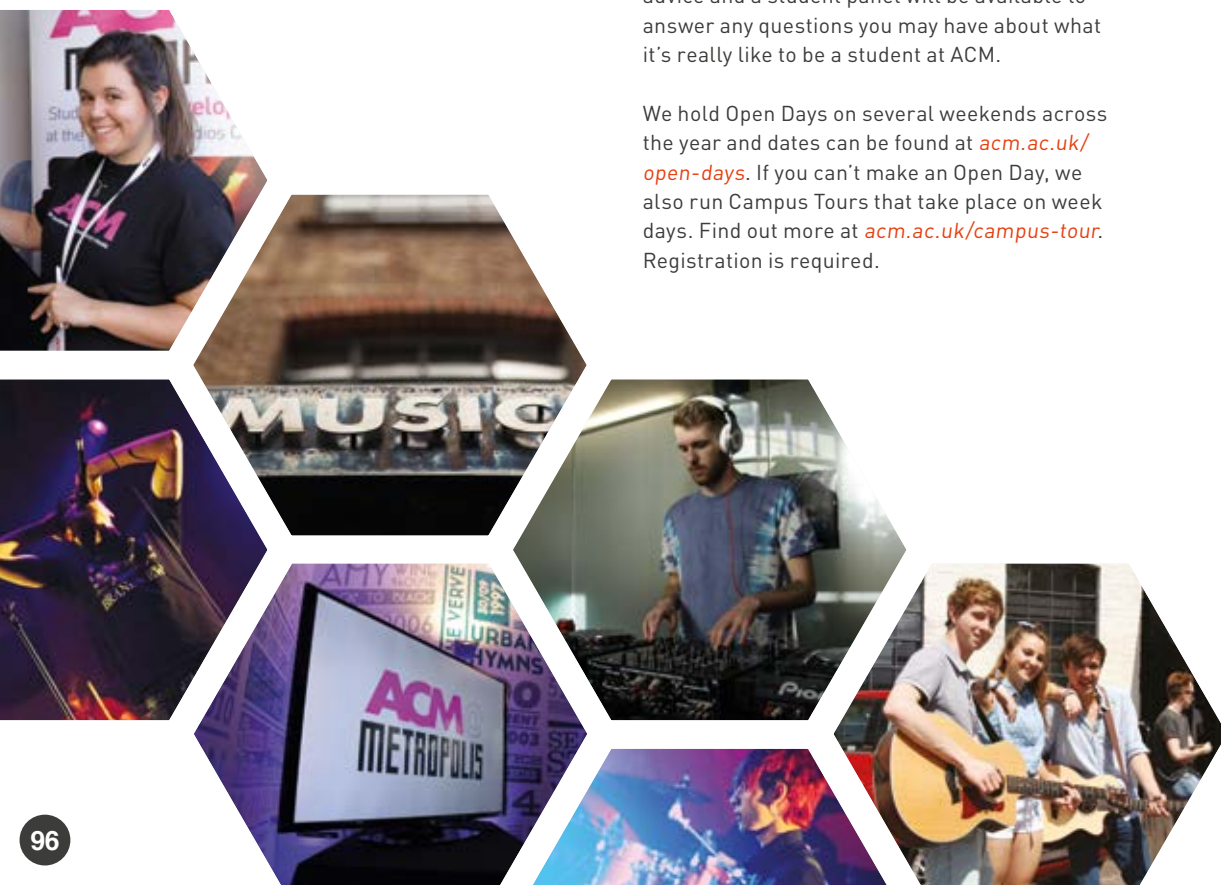
Experience ACM in Person

ACM holds Open Days throughout the year for visitors to tour our campus, talk to our world-class teaching faculty, experience our state-of-the-art facilities and discover where our unique approach to music industry education could take them.

At Open Days, you'll also be able to visit our Student Halls, check out our recording studio complex including the flagship SSL Duality Studio, try our brand new rehearsal pods and visit our Student Union, all located on our Guildford town-centre campus.

Our Admissions, Student Finance, Education and Senior Management teams will be on hand to give advice and a student panel will be available to answer any questions you may have about what it's really like to be a student at ACM.

We hold Open Days on several weekends across the year and dates can be found at acm.ac.uk/open-days. If you can't make an Open Day, we also run Campus Tours that take place on week days. Find out more at acm.ac.uk/campus-tour. Registration is required.



FAQ

For application related questions, see page 37.

For finance related questions including scholarships / bursaries, see page 93.

For accommodation related questions, see page 28.

For education support related questions, see page 92.

Can international students study at ACM?

Without exception ACM can accept applications from those residing within the European Union. We can also accept applications from those outside the European Union who are already in possession of a Tier 4 Visa or have some other right to reside in the UK. In this case, we will ask you to provide proof of your entitlement during the application process. Due to the lengths of our courses and current UK legislation, if you live outside the EU and do not already have a Tier 4 Visa or some other right to reside in the UK, you can apply for ACM IQ courses at Metropolis, **only**.

What resources / equipment will I need for my programme / course?

ACM prides itself on its world-class facilities and an unparalleled equipment offering. For day to day study, however, students will need to bring some of their own items with them. We recommend that all students bring some form of note-taking equipment to all lectures (whether that be pen and paper, a dictaphone, smart-device, laptop or something else you'll find useful). In addition, we ask students to bring the following items for discipline-specific lectures:

Guitar/Bass Lectures: Bring your instrument and lead.

Drums Lectures: Bring drumsticks and headphones (you'll often use electronic drum kits)

Keyboards Lectures: Bring headphones.

Vocals Lectures: Bring a microphone and lead.

Production Lectures: Bring headphones and USB Sticks.

Songwriting Lectures: If you play Guitar or some other instrument that you can carry, please bring it.

Technical Studies Lectures: Wear suitable footwear for practical sessions.

Can I study more than one discipline / instrument?

At ACM we actively encourage all students to study further instruments/subjects in addition to the tutoring being received in their primary area of focus. Our curriculum framework encourages students to become well-rounded graduates and the options for further study are therefore numerous. ACM students benefit from a mixture of elective modules, masterclasses, guest lectures, one-to-one tutorials with industry professionals and evening / weekend / summer study programmes to broaden their knowledge, skills and horizons. Those particularly interested in multi-discipline study should consider the Music Industry Practice programme on pages 40-73.

How much live performance / practical / career opportunity is there?

ACM adopts a learning by doing ethos. This means that there is plenty of opportunity for live performance, practical work and career development not just within our curriculum, but throughout everyday life at ACM, the ACM Student Union and all the extra-curricular activities organised by the ACM Industry Link team. Between us, for example, we put on over 60 live performance events every month. Please see page 16 for more information.

music.
industry.
education.

acm.ac.uk | 01483 500 800
enquiries@acm.ac.uk

THE RODBORO BUILDINGS | BRIDGE STREET | GUILDFORD | SURREY | GU1 4SB