流行音乐与创作
Pop Music and Composing
(POPMC)

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2 年课程
Years Course

◤ 80%实践训练
80% Practical Skills

◤ 20%理论
20% Theory

◤ 教学媒介语以中文为主，
英文为辅
Medium of Instruction:
Chinese & Simple English

◤ 16岁以上即可报读，
无需入学资格
Entry Requirement:
16 Years Old & Above

本课程为因应资讯科技的迅猛发展及有以下意愿的学生而设：
This qualification was developed to keep pace with the fast changing information technology sector and for candidates who want:

- 了解流行音乐行业的音乐创作、制作和表演的理论和实践。
  To understand the theoretical and practical aspects of music composition, production, and performing within the pop music industry.

- 了解音乐创作、歌曲创作、音乐制作流程并累积舞台表演经验，同时整合数字技术进行创新音乐制作。
  To gain knowledge of music composing, songwriting, music production processes and experience in stage performing while integrating digital technologies for innovative music production.

为期两年的课程探索并专注于创作和制作流行音乐所需的技能、知识、乐器和工具。学生将学习歌曲创作、音乐编排和音乐技术的关键概念，并培养舞台表演技能。通过理论课程和实践练习，学生将获得创作和制作原创流行音乐的实践经验。该课程强调创造力、协作和对不断发展的音乐行业的适应性。

This two years programme explores and focuses on skills, knowledge, instruments, and tools necessary for composing and producing pop music. Students will learn the key concepts of songwriting, music arrangement, and music technology, as well as develop stage performing skills. Through theoretical lessons and practical exercises, students will gain hands-on experience in composing and producing original pop music. The course emphasises creativity, collaboration, and adaptability to the evolving music industry.

学生将学习 / Students will learn and be able to:

◤ 音乐创作关键理论和技巧。
Understand the key theories and techniques of music composition.

◤ 分析和应用歌曲创作原则，包括旋律、和声、节奏和结构。
Analyse and apply principles of songwriting, including melody, harmony, rhythm, and structure.

◤ 整合数码仪器和软件进行音乐创作、编曲和制作。
Integrate digital tools and software for music composition, arrangement, and production.

◤ 创作符合行业标准和艺术目标的原创流行歌曲。
Compose original pop songs that meet industry standards and artistic goals.

◤ 管理录音、编辑、播放和音乐制作技术。
Manage recording, editing, playback, and music production technologies.

◤ 在创意环境中与其他音乐家、制作人和艺术家有效合作。
Collaborate effectively with other musicians, producers, and artists in a creative environment.

课程内容 | COURSE OUTLINE

- 音乐产业概论
  Introduction to Music Industry

- 音乐理论
  Music Theory

- 作词
  Lyric Writing

- 作曲
  Music Composing

- 编曲技巧
  Music Arrangement Technique

- 音频录制、混音与母带处理
  Audio Recording, Mixing & Mastering

- 音乐制作
  Music Production

- 流行音乐演唱 I
  Pop Music Singing I

- 流行音乐演唱 II
  Pop Music Singing II

- 流行音乐器乐演奏 I
  Pop Music Instrumental Performance I

- 流行音乐器乐演奏 II
  Pop Music Instrumental Performance II

- 流行音乐器乐演奏 III
  Pop Music Instrumental Performance III

- 乐队组建与呈现
  Band Formation and Performance

- 舞台口语演绎与主持
  Stage Speech Performance & Hosting

- 语音
  Phonics

- 摄影技巧与数码视觉编辑
  Photography Techniques & Digital Visual Editing

- 音乐视频制作
  Music Video Production

- 音乐人工智能配乐
  AI Music Scoring

- 形象管理
  Image Management

- 音乐营销与个人IP打造
  Music Marketing and Personal Branding

- 品牌音乐
  Brand Music

- 音乐企划与创意
  Artists & Repertoire (A&R) Creative Planning in Music

- 活动、演唱会与巡回演出管理
  Event, Concert & Touring Management

- 音乐出版与版权
  Music Publishing & Copyright

- 职场英语交流 I
  Workplace English Communication I

- 职场英语 II
  Workplace English Communication II

- 毕业制作
  Final Project

* Please note that the modules listed are indicative and may be subject to change.

评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供流行音乐与创作的理论20%与实践80%，聚焦于工作场所的实际应用。

鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of pop music and composing skills, with a focus on the practical application of these skills in the workplace.

Teamwork is encouraged and students learn to work in groups to complete their projects.

考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭
Diploma awarded by West College Scotland, UK

英国国立西苏格兰学院高级专业文凭
Advanced Diploma awarded by West College Scotland, UK

就业前景 | CAREER PATHWAYS

音乐制作人、词曲创作人、表演艺术家、主持人、音响工程师、音乐教育者、艺人经纪人、音乐会或演唱会策划员、活动策划员等。

Music Producer, Songwriter and Composer, Performing Artist, Host, Sound Engineer, Music Educator, Artist Manager, Music Concert Planner, Event Planner, etc.

学习歌曲创作、音乐编排和音乐技术，并培养舞台表演技能。
Learn the key concepts of songwriting, music arrangement, and music technology, as well as develop stage performing skills.