

Digital Music Career Program Proposal

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Program Title : Digital Music Career Program
Responsible Unit : Center for General Education
Collaborating Units : Department of Commercial Design, College of Humanities and Education, Avix Studio, Voice of Hsinchu Broadcasting Co., Ltd., Yucheng Theater Studio, Strong Recording Studio, Kiwi Music Production Co., Ltd., Pulse FM Broadcasting Co., Ltd.
Program Director : Professor Chen Wen-wan

I. Objective

The "Digital Music Program" at Chung Yuan Christian University, established in the 2005 academic year through the collaboration of the Center for General Education and the Department of Commercial Design, has trained over 500 students. One of the university's most popular interdisciplinary programs, it was restructured into the "Digital Music Career Program" in 2013, expanding collaboration with companies such as Yifan International Co., Ltd., and Avix Creative Technology Co., Ltd., among others. New courses, such as "Music Program Production" and "Broadcast Recording Engineering", were introduced. Emphasizing both humanities and professional skills, the program builds an industry-academia-research platform that fosters the creation of new cultural and business opportunities, producing talent aligned with the needs of the digital content industry.

II. Partner Company Overview

Awei Creative Technology Co., Ltd. (Jack Recording Studio) became the first authorized dealer for Digidesign in Taiwan, successfully promoting Pro Tools in the local music industry. Awei Recording Studio is also Taiwan's first fully Pro Tools-designed digital recording studio, known for its close collaboration with Magic Stone Records. With its professional recording and production experience, as well as its support for independent music, Awei Recording Studio contributes to enhancing the quality of Taiwanese music and serves as a valuable resource for passionate music creators.

Speaking about Yucheng Theatre Studio in Taiwan, award-winning American recording engineer Andy Baker, who has invested millions investing in the studio says, "As a recording engineer, my main objective is to capture excellent sound and evoke the right emotions." Designed as the nation's flagship professional recording studio for live and synchronized recordings, the studio was converted from an old theater, featuring a spacious, high-ceiling design with incredible acoustics, bringing international-level sound quality to Taiwan. The Gold Hall is optimized for ensemble recordings, while the Silver Hall is dedicated to vocal recordings.

Founded in 1991, Power Studio is a large commercial recording studio. In 1997, the company invited renowned studio designer Andy Munro to create an international-standard recording and mixing studio in Taiwan. The construction adhered strictly to Munro's specifications, including building materials and acoustics, making it the only studio in Taiwan constructed according to European and American acoustic engineering standards. The studio is comprised of two large mixing rooms and three tracking rooms, capable of handling vocal dubbing, instrument dubbing, large-scale live recordings, mixing; all processes required for a complete studio album.

Kiwi Music Production Co., Ltd. was established in 1999 and specializes in sound recording and music publishing. Their services include producing original audio masters (such as tapes and CDs), owning copyrights, and distributing audio products to wholesalers, retailers, or the public. They also provide sound recording services in studios or other locations. In 2015, they launched exclusive in-store licensed broadcasting, including the production and distribution of pre-recorded broadcast programs (non-live).

Pulse Broadcasting Co., Ltd. (Pulse FM 89.9) allows you to "hear the heartbeat of music." Officially rebranded on January 1, 2014, as an urban-pop music station, it primarily covers areas such as Taoyuan, Hsinchu, and Miaoli, with a reach of over 4 million people. The station carefully selects popular Chinese, Western, Japanese, and Asian music, combining hits with classics. Its blend of taste and quality makes it the hottest pop music radio station in the region.

Four Key Market Niches

1. Rapid Development of Digital Music Software and Digitalization
2. New Opportunities in Digital Music Creation Education
3. Transformation of Traditional Music Education to Meet Modern Trends
4. Rising Demand for Digital Content and Talent

● The Great Leap in Digital Music Technology: New Possibilities and Opportunities for Music Education

Since 2000, the substantial improvement in computer processing speeds and advancements in digital music production software have made it possible to produce studio-quality music from home. This innovation has created an accessible foundation for music creation and expanded its market niche. The Digital Music Career Program capitalizes on this new opportunity, enabling the popularization of music composition education. The program connects with partner companies to offer cutting-edge courses aligned with popular music trends, helping students understand market demands and employment models.

● The Need for Transformation and Reform in Traditional Education: The Rapid Development of the Digital Content Industry

Traditional methods of music and instrument teacher have faced a significant decline due to the challenges that music learners encounter with these methods. In the U.S., for example, high school music classes transitioned to computer labs years ago, signaling a shift towards digital music education. Likewise, many music departments in Taiwanese universities have begun integrating digital music courses, further demonstrating digital music education is the present and future. This approach aligns with the digital learning preferences of today's youth and opens the door for a shift from performance-based to composition-based music education.

Since 2010, the rise of cloud storage, faster computing, and advancements in mobile communication technology have transformed the digital content industry into a mature, viable market. Through industry-academia partnerships with companies like Awei Creative Technology Co., Ltd., Hsinchu Labor Voice Broadcasting Co., Yucheng Theatre Studio, Power Studio, Kiwi Music Production Co., Ltd., and Pulse Broadcasting Co., Ltd., this program captures market opportunities and drives industry value.

III. Course Planning

1. Credit Requirements for Completing the Program:

The program’s course structure integrates and utilizes the existing resources of the University’s General Education Center and the Department of Commercial Design. It is designed to develop a Digital Music Program that balances theory and practice. The program incorporates industry-leading digital music professionals as instructors to enhance students’ professional knowledge and practical skills, thus improving their overall future competitiveness in the industry. The curriculum consists of fifteen courses divided into foundational, specialized, and integrative categories. Students must complete 12 credits of required courses and at least 4 credits of elective courses. Additionally, they must participate in related lectures, internships, or site visits organized by the Digital Music Career Program to receive program certification.

2. Program Features:

The program fosters collaboration opportunities within the university, as well as with external professionals and educators, aiming to inspire students through diverse learning methods and drive innovation in industry-academia partnerships. With access to the university’s professional-grade recording studios, students engage in relevant activities and projects, including language instruction and music creation, to develop, enhance, and produce digital content. Through partnerships with companies such as Awei Creative Technology Co., Ltd., Hsinchu Labor Voice Broadcasting Co., Yucheng Theatre Studio, Power Studio, Kiwi Music Production Co., Ltd., and Pulse Broadcasting Co., Ltd., the program offers lectures, access to system networks, and platform support to create new cultural and business opportunities. The Digital Music Career Program emphasizes hands-on production, performance, and product development of digital content as its key outcome indicators.

3. Course Structure and Content Planning:

Course Code	Required Course Name	Course Type	Credits	Notes
GE985	Musicianship	Basic Skills	2	English course title updated in Academic Year 103
GE625	Digital Music Composing & Sound Design I	Specialized Course	2	
GE766	Basic Recording Technology		2	
GE626	Introduction of Audio Postproduction		2	Prerequisite: Digital Music Composing & Sound Design
GE627	Advanced Recording Technology		2	(1) Course title updated to "Recording Technology Practicum" in Academic Year 103 (2) Prerequisite: Basic Recording Technology (3) Replaces the original "Recording Technology Practicum"
GE899	Music Master Series	Master Class	2	(1) Previously Digital Music Seminar (2) Replaces "Digital Music Seminar and Creative Arts Lecture"
Total Required Credits			12	

Notes:

1. According to the Cross-Disciplinary/Employment Credit Program guidelines of Chung Yuan Christian University, students must complete a minimum of 16 credits for program completion, which includes 12 required credits and 4 elective credits. Students from any grade level and department may apply to enroll in this program as per the guidelines.
2. Credits earned in this program may count toward graduation credits. Incomplete credits in this program cannot be used to delay graduation. The program duration is limited to the student's enrollment period at the university. Students may apply for credit exemption for courses in relevant fields previously completed at the bachelor's level or above.
3. Students approved for the program through selection will have priority enrollment in required courses. If necessary, relevant courses may be offered during winter or summer breaks, with students paying the required tuition.
4. It is recommended to follow the course sequence suggested in the course map for optimal learning outcomes. If the class does not meet the minimum number of students required, it may be combined with other classes.
5. Courses designated as [Specialized Course] or [Integrated Presentation] may incur additional fees due to the use of specialized classrooms and professional equipment. Students must complete payment to enroll (see specific regulations).
6. Elective courses under [Cross-Disciplinary Development] and [Career Planning] are only approved for credit as part of this program and are not directly offered. Non-major students interested in these courses must apply through the offering department as per university course selection rules and comply with department and instructor requirements.
7. The course structure may be adjusted according to actual program needs, subject to approval by the curriculum committee.

Course Code	Elective Course Name	Course Type	Credits	Notes
GE893	Music Structure	Basic Skills	2	
GE817	Introductory Study of Singing Skill		2	
GE940	Music Concept Writing		2	
GE948	Music Promotion		2	
DM041 MU041R	Performance Arts I		1	
DM042 MU042R	Performance Arts II		1	Prerequisite: Performance Arts I
HE230D	Pop Music Production (1)		2	Prerequisite: Digital Music Composing & Sound Design, up to 2 credits
HE219D	Pop Music Production (2)		2	Prerequisite: Pop Music Production (1), up to 2 credits
GE831	Classical Music Made Famous in Films	Music Literacy	2	
GE004	Romantic Period Music Appreciation		2	
GE003	String Music Appreciation		2	
GE947	The Beauty of Jazz		2	
GE016	History of Rock Music		2	
GE939	Creative Music Planning & Production		2	
GE027	Appreciation of Pop Music songs		2	

GE234	Sacred Music Appreciation		2	
GE847	The Golden Years of Opera		2	Asynchronous distance learning
GE937	Appreciation of Symphony Music		2	Asynchronous distance learning
GE938	Introduction to European Music and Culture		2	Asynchronous distance learning
GE983	Music and dramatic		2	
GE020	Let's Play Musical		2	
GE021	Let's Play Musical Performance		1	
GE024	Literature and art song		2	
GE295	Drama and lyric		2	
GE882	Performing Arts		2	
GE898	Creative Colloquial Expression		2	Renamed in 103, formerly "Colloquial Expression"
GE040	Music is Life		2	
GE785	Introduction to Audio Engineering		2	Formerly "Broadcast Recording Engineering"
GE784	Audio Communication: From Broadcast to Podcast		2	Formerly "Music Program Production"
CD391	Narrative Film Production 101		2	Department of Commercial Design
CD498	TV Commercial Production		2	Department of Commercial Design
CD388	Film Technique Workshop		2	Department of Commercial Design
CD019	Creative Strategy		2	Department of Commercial Design
GE038	Emotion Soft Skills for Workplace		2	Asynchronous distance learning
GE100	Career competition ability of Chu-Han battle		2	Asynchronous distance learning
GE131	Communication Soft Power for Workplace		2	Asynchronous distance learning

HE304G MU304R	Internship Behind the Scene		2	Humanistic Education Program; must also take Practical component
HE307G MU307R	Internship Behind the Scene (Observation and participation)		1	Humanistic Education Program; must also take Theoretical component

IV. Selection Criteria

1. Students applying to enroll in this program must log into the designated application portal on the Office of Academic Affairs' cross-disciplinary program site during specified periods each semester.
2. Applicants must refer to relevant announcements from the General Education Center and submit their application materials by the specified deadline. The General Education Center will review applications, and qualified candidates will be announced on the Office of Academic Affairs' latest announcements.
3. If the number of applicants exceeds the limit, priority will be given to students who have completed the General Education Center's "Musicianship" and "Music Master Series" courses, as well as to those in lower academic years.
4. Course offerings for this program are contingent on meeting the minimum enrollment as stipulated by the university. If minimum enrollment is not met, the course will not be offered. Students' credit limits per semester are subject to university regulations.
5. For certain courses that require special classroom facilities, enrollment limits will be announced separately.

V. Credit Waiver Policy

1. General Education courses completed within this program may count toward general education credit requirements.
2. Other credit waivers will be processed according to university regulations.

VI. Expected Outcomes

1. This program emphasizes industry collaboration, utilizing the university's professional-grade recording studios for digital content production, leading to potential publishing and licensing agreements with relevant industry partners. Through participation and internships with companies like Awei Creative Technology, Hsinchu Labor Voice Broadcasting Co., Yucheng Theater Recording Studio, Power Studio, Kiwifruit Music Production, and Heartbeat Broadcasting Co., students can gain valuable experience that enhances post-graduation employment opportunities.
2. Students who complete the program should possess fundamental professional skills in digital music production. Additionally, industry collaboration with the mentioned companies provides opportunities for in-study internships with professional mentorship, spanning various fields: music for advertising, video game scores, 3D animation soundtracks, multimedia web scores, interactive media music, electronic dance music production and distribution, sound effects, audio post-production, record production and arrangement, electronic music composition, song and instrumental composition, DJ remixing, music library creation, corporate theme music, film and television scoring, video production scoring, freelance arrangement, electronic music production education,

audiobook and e-textbook background music, mobile music creation, digital education music, radio program production and planning, broadcast production and editing, broadcast hosting, broadcast advertising production, and sound effects.

3. Companies like Awei Creative Technology, Hsinchu Labor Voice Broadcasting Co., Yucheng Theater Recording Studio, Power Studio, Kiwifruit Music Production, and Heartbeat Broadcasting Co. will offer priority internships or employment opportunities to students of this program.
4. The Digital Music Career Program equips students with industry-oriented digital music skills, aligning with trends in the popular music industry and increases their competitiveness in the job market.