

COMMERCIAL MUSIC

FACULTY AND FACILITIES

The program's 12 full-time and supporting part-time faculty are professional musicians in their own right. Dedicated to teaching, these instructors possess extensive experience as commercial music performers and all enjoy national notoriety. All are multi-instrumentalists.

Teaching facilities for SPC's commercial music program are housed in the modern Creative Arts Building, which also houses the Tom T. Hall Production Studio, a state-of-the-art performance venue. The building is equipped with rehearsal halls, classrooms, recording studios and practice rooms. At the heart of the facilities are two state-of-the-art digital 24-track, multi-track recording studios and a fully-equipped television studio with audio and video control areas. Other instructional areas include a 16-track digital studio, as well as a 15 station Pro Tools and MIDI lab.

Students enrolled in the program also utilize state-of-the-art sound reinforcement equipment, an extensive music library and resource center, mini-sound studios and video equipment.

In addition to studies in commercial music, students gain additional insight into the entertainment industry by their close association with the college's sound technology program, video production technology program, and design communication program.

CURRICULUM PATTERN

The course of study in commercial music at South Plains College is designed to provide the basic skills to equip the student to work in commercial music fields. After successful completion of the 60-semester hour program, students are awarded an Associate of Applied Arts degree. A 30-semester hour certificate of proficiency option in commercial music performance is also offered.

The curriculum combines traditional music courses with specialized courses in all commercial music styles and applications. This course work includes:

- Music Theory, Ear Training and Arranging
- Private Lessons on Main and Secondary Instruments or Vocals
- Professional Musicianship
- Introduction to the Studio
- Introduction to Video Production
- Computer Applications in Commercial Music
- Music Publishing
- Piano
- Songwriting
- Performance Ensembles

More than 25 commercial music ensembles are formed each semester, allowing students to perform a variety of music styles that include:

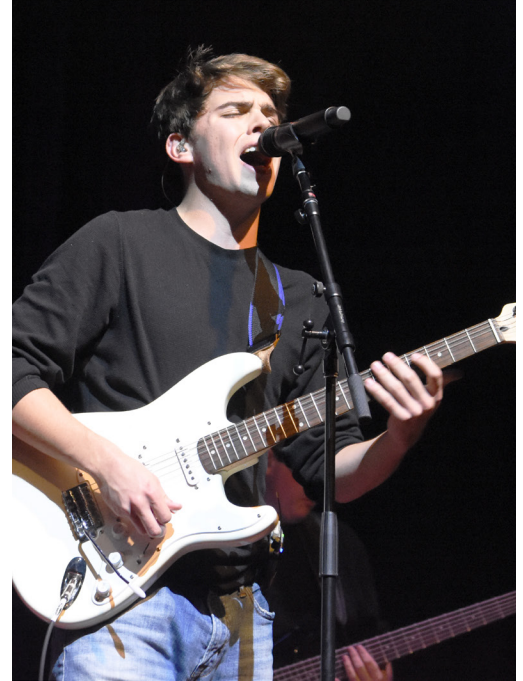
- Rock
- Country
- Rhythm and Blues
- Bluegrass
- Jazz
- Western Swing
- Contemporary Christian
- Praise and Worship
- Real Book Standards
- Thursday Night Live TV Ensemble
- ALTERNATV Rock TV Ensemble
- Touring Ensemble
- Country Jukebox TV Ensemble
- Pickin' On The Plains TV Ensemble

Through private lessons, individual instruction is given on a variety of instruments, including:

- Acoustic Guitar
- Electric Guitar
- Banjo
- Fiddle Dobro
- Mandolin
- Upright Bass
- Drums
- Electric Bass Guitar
- Voice
- Pedal Steel Guitar
- Piano
- Electronic Keyboards

ENTERTAINMENT BUSINESS DEGREE

The entertainment business degree provides a comprehensive survey of all aspects of the entertainment industry including music publishing and copyrighting, legal aspects, live talent and band management, concert and venue management, music marketing, merchandising and other subjects designed to give students the necessary experience and skills to create independent music entrepreneurship opportunities and find employment in the entertainment industry.



OPPORTUNITIES TO PERFORM

Talented students have many opportunities to perform. Each semester during "Fest Week," students from all ensemble classes are given the opportunity to showcase their talents on stage before a live audience with live TV broadcast of the performances. Students also showcase their skills and talents at campus-wide events.

Many of the program's 30-minute country music and bluegrass shows are aired weekly over local cable television. Thursday Nite Live ensemble is a professional level music variety show that airs before a live studio audience.

Numerous other ensembles offer performance opportunities. The Touring Ensemble regularly performs at area high schools. Also, the Alterna TV ensemble features a one hour televised rock performance by students.

CAREERS IN COMMERCIAL MUSIC

The rapid growth of the music industry in recent years has created new career opportunities for talented musicians in performance and entertainment areas, as well as other commercial music ventures. Skilled musicians can apply formal training to recording careers, studio performance, arranging or producing, and live performance.

Careers can also be made in vocal and instrumental arranging, songwriting, music promotion, bookings and music publishing. In addition, persons who can teach music lessons are always in demand.

COMMERCIAL MUSIC AT SPC

South Plains College in Levelland was the first of its kind for offering a degree in commercial music. Established in 1975, the Creative Arts Department is still unique in its close interaction of all of its programs, commercial music, sound technology, video production, and design communication.

SPC's two-year Associate of Applied Arts and one-year certificate programs in commercial music are designed to help students develop the basic performing, writing, recording and music business skills necessary for a professional music career. Students study a variety of music topics from music theory to arranging to songwriting. At the same time, they develop their individual instrumental and/or vocal skills.

Commercial music students receive training in all styles of contemporary music including-country, bluegrass, rock, rhythm and blues, and jazz.

In addition to individual instruction in electric guitar and bass, keyboard, drums and contemporary vocal styles, students also participate in any of more than 25 different commercial music ensembles that perform music ranging from western swing to rock and roll.

Performances are recorded with state-of-the-art video equipment, resulting in an excellent video product for resumé or audition purposes.

Former students of SPC's unique program have gone on to achieve national success, including Lee Ann Womack, award-winning country vocalist; Jeremy Moyers, former pedal steel guitarist for the group "Lonestar;" Natalie Maines, lead singer for the "Dixie Chicks;" Heath Wright, lead singer guitarist for "Ricochet;" Stuart Duncan, studio fiddler; Ron Block, banjo/guitarist for Allison Krauss; and respected musicians Jedd Hughes, Michael Tarabay, Clayton Ryder and Mike Bub. The program has attracted students from across the United States and around the world.

Music industry notables who have visited and contributed to the program include Waylon Jennings and Tom T. Hall, Bill Bay, Dave Stroud, Tom Jackson, Mike and Corey Christiansen, Clif Magness, Richie McDonald, Trent Willmon, Todd Caldwell, Amanda Shires, Susan Gibson and Lloyd Maines.

SCHOLARSHIPS

Through the generosity of many music enthusiasts, including Tom T. Hall, the program has developed an extensive scholarship offering. Scholarships are available to talented students to help offset the cost of tuition, fees and books. Scholarships are awarded on the basis of auditions by the student to program faculty.

FOR MORE INFO:

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Prospective Students: You may view SPC's Annual Security Report and Fire Safety Report online at https://myspc.southplainscollege.edu/ICS/Safety_and_Health/Annual_Security_Report.jnz. Printed copies are available upon request from the Vice President of Student Affairs, 806.716.2360. This contact information should only be used to obtain these reports.

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs • South Plains College • 1401 College Avenue, Box 5 • Levelland, TX 79336 • 806.716.2360