

POPAKADEMIE

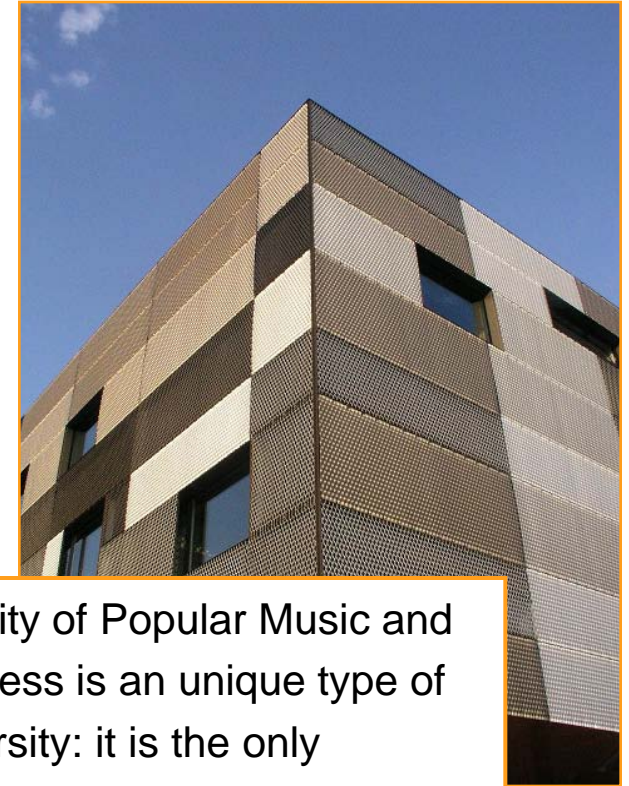
B A D E N - W Ü R T T E M B E R G | UNIVERSITY OF
POPULAR MUSIC AND
MUSIC BUSINESS



Karlsruhe, November 11th, 2010

Popakademie & Creativity

Prof. Udo Dahmen
Karlsruhe, November 11th, 2010



The University of Popular Music and Music Business is an unique type of public university: it is the only **competence center for popular culture and music business in Germany. Creativity takes a major part in education in the Popakademie.**

University of Popular Music and Music Business

Qualifications – Projects - Research

| Qualification | Projects | Exploitation Regional Development Research |
|--|--|--|
| Program of study: Pop Music Design & Music Business | School of Rock InPop | Label Publishing Company Booking |
| Advanced Training Bandpool Inhouse-Seminars Musical Education | International Summer Camp European Band- & Businesscamp International Songwriter Week Express Yourself | SMIX.LAB |
| Internationalisation & EuroNetwork (mu:zone) | Project Factory Music Business 20 projects per year | Regional Development Start-Ups |
| | Club Award | Agency for Music Education |
| | Congress „Future Pop“ | |
| | Future Music Camp | |

Curriculum

Facts

Duration of study: 6 terms (3 years)

Examinations: 2nd term (pre-bachelor examination)

6th term (bachelor examination)

Degree: Bachelor of Arts

Work Experience: 3rd and 5th term (min. 12 weeks)

Number of students: app. 60 per year

(Music Business: max. 30, Pop Music Design: max. 35)

2003 – 2009 ø 650 applicants

Tuition fee: 500 Euro per term

Deadline

for applications: April 30



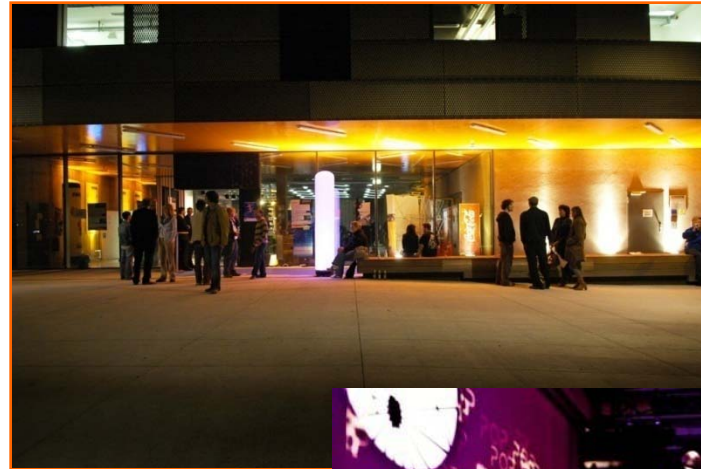
Creativity – Definition

- Creativity refers to the ability to find solution to new problems with playful curiosity and by drawing on acquired skills
- Creativity is characterized by an ingenious connecting and reordering of known elements resulting in something new
- New problems cannot be solved with old solutions
- Creativity is the basis for innovation

Creativity

The building blocks of creativity according to Mel Rhodes

- the creative person
- the creative process
- the creative product
- the creative environment



Creativity

The creative person

- Self-motivation
- Self-fulfilling prophecy
- Abilities
- Initiating the process



Creativity

The creative process
(according to Holm-Hadulla)

The process:

- Preparation
- Incubation
- Illumination
- Realization
- Verification



Creativity

The creative process

„Flow“ (according to Mihaly Csikszentmihalyi)

- We are prepared for the activity
- We are able to concentrate on our activities
- The activity has set goals
- The activity contains a direct feedback
- We feel that we are in control
- Our worries regarding ourselves disappear
- Our feeling for temporal progressions has changed
- The goal is contained within the activity itself
- Not all of the above points have to be present



Creativity

The creative process

„Flow“ (according to Mihaly Csikszentmihalyi)

- The working memory's capacity is limited in its processing capabilities. In other words, only a limited amount of impressions can be processed at any given moment
- The selective perception enabled through the flow makes it possible for a person to focus on certain aspects of his/her surrounding/knowledge structures
- This is called “awareness”.
- A person who knows what and how something is to be done and whose skills match the task's requirements can completely focus on the task.

Creativity

The creative environment

Preconditions



- optimal, critical, creative amount of participants
- certain locational and temporal conditions
- A mix of “lunatics”, “rulebreakers“, craftspeople” and “communicators”
- Bringing handpicked creative professionals together on suitable platforms (Studios, Workspace etc.)
- Raising the thematic tension in networks (“Keep the pot boiling”), preconditions, guideline, deadlines, limiting the resources etc.

Creativity

The creative environment

Thematic conditions

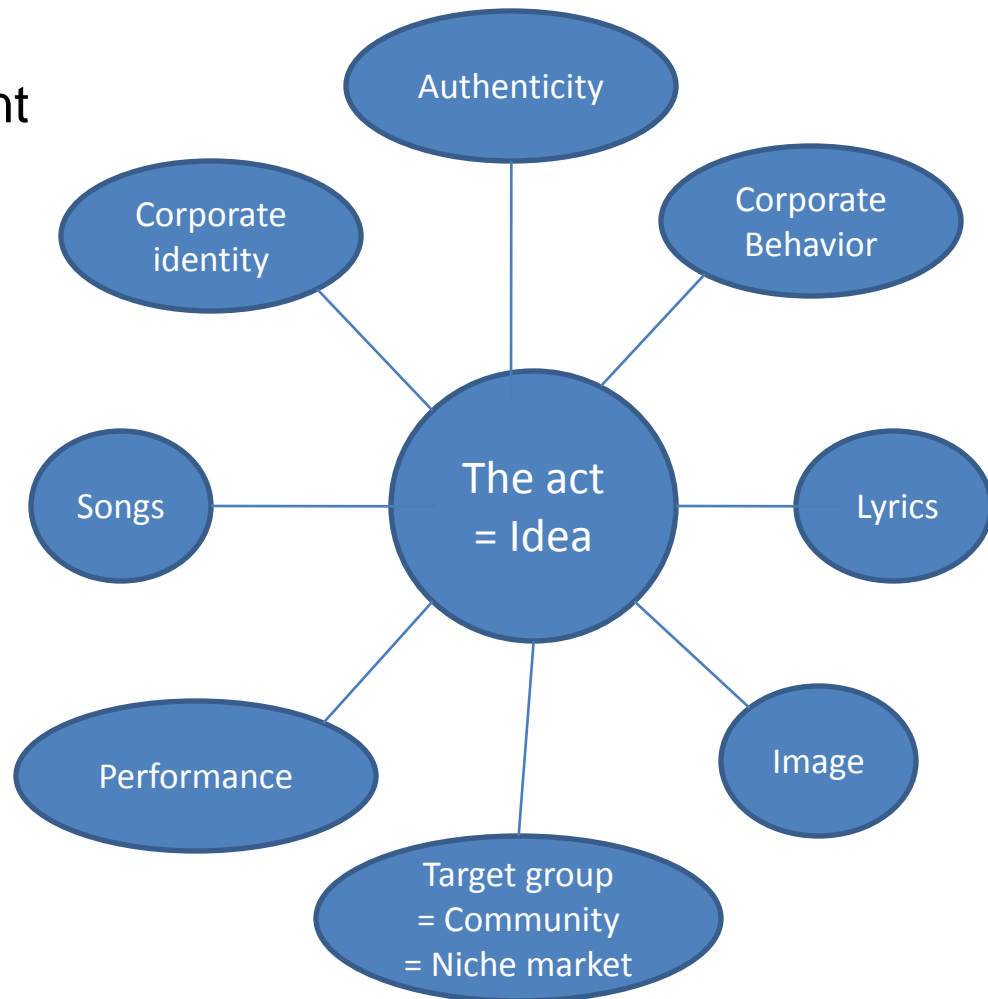


- Use of the correct methodology (The “how” of the creative process)
- Enabling spaces for new ideas and action (temporal, spatial and personal)
- Access to specific networking structures (e.g. jours fixes, meetings, presentations, listening sessions, concerts etc.)
- Facilitating model (mentors, coaching, identification, role model)
- Compact, “just-in-time”-work, e.g. keeping the process close to the deadlines

Creativity

The creative environment

The „Idea“



Corporate Reputation

University of Popular Music and Music Business

Impressions



Popmusik Design

Studio – perfect surrounding for creative work



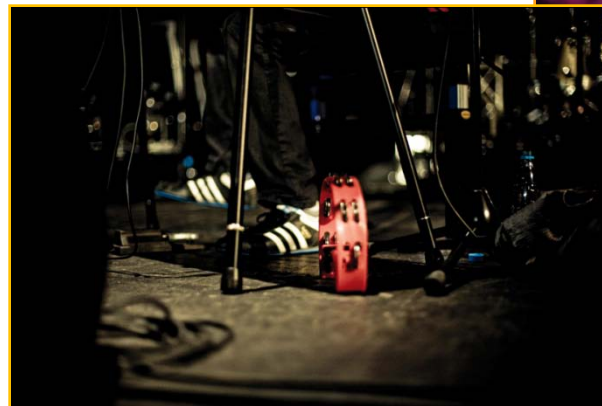
Curriculum

Pop Music Design

Basic concept

Creativity, artistic expression and the will to develop as an artist are the focus of attention.

Border Areas of Pop Music Avantgarde with new impulses are considered.



Curriculum

Pop Music Design

Educational goal/Types of artists

Instrumentalist, singer, performer

Songwriter, composer, producer

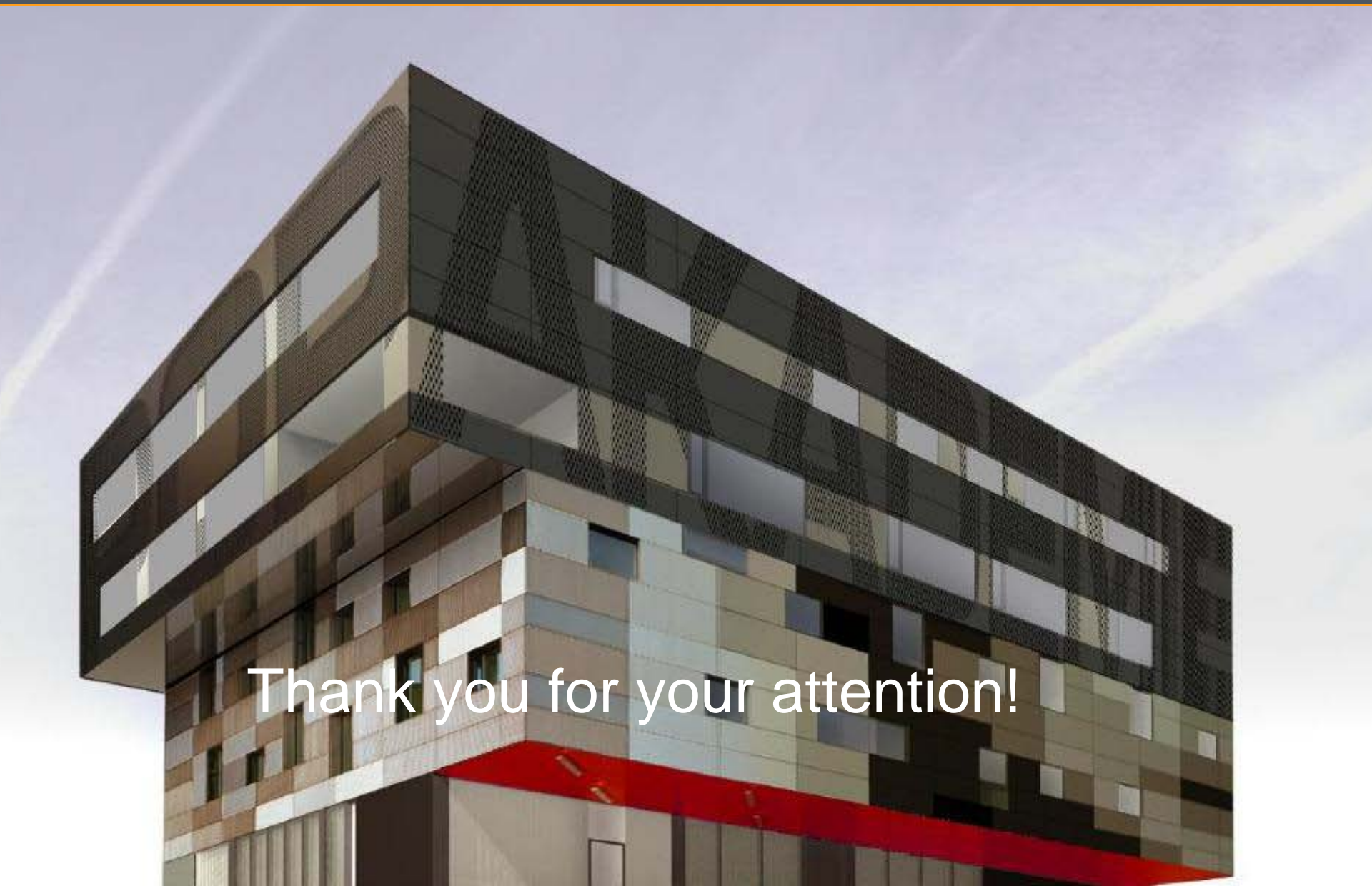


Internationalization

Further activities

- European Band & Business Camp (February 2010)
- International Summer Camp (August 21-29, 2009)
- International Songwriter Week (November 23-29, 2009)
- School of Rock International
in cooperation with PASCH-Goethe-Institut
(France, Italy, Spain, Portugal, Russia, Croatia)





Thank you for your attention!