

# Incorporating Music Video Creation into the Curriculum: Informal Music Learning and Technology

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**Research Question:** How can music video creation inspire musicians to create music in contemporary ways through using video recording, software, and optional publication?

## Participants:

- Project assigned to two sections of an introduction to music education and technology course for freshman music education students (N=36).
- 10 participants interviewed
- 20 participants took an online survey

## Project procedure (Similar to Cayari, 2013)

- 4 weeks to complete project
- Included Spring Break
- Read Cayari (2011) case study
- Previous work in Audacity and Garage Band
- Could work alone or with partner
- Grading was determined by students and agreed upon by instructor
- Optional publication online
- Turn in 30 second MP4 clip
- 250-400 word reflection
- Encouraged to use the internet for help



## Video types that emerged

- Playing music with others
- Humorous collaborations
- Instrumental explorations
- Activism & awareness
- Musical statements
- Original compositions

## Challenges that arose

- **Technical**
  - Audio and multi-tracking
  - Transitioning between takes
  - Finding the right software
  - File formatting
- **Musical**
  - Song choice
  - Perfectionism
  - Focus and balance of music
- **Pedagogical**
  - Collaboration
  - Resources and expectations



**Informal Music Learning** (Inspired by Lucy Green, 2002, 2005, 2008)

- Student selected songs
- Students formed groups or worked as individuals
- Teacher as facilitator
- Loose but high expectations
- Students “thrown in the deep end”

While **sharing videos** in class students felt:

- Safe
- Nervous or awkward
- Inspired
- Entertained
- Accomplished
- Like it was normal
- Approval
- Self-conscious

Being **thrown into the deep end** led to:

- Feeling overwhelmed
- Sense of freedom
- Difficulty with decisions
- Confusion with expectations
- Peer sharing
- Self-discovery
- New experiences

How **intimidated** were you about making a music video?

	Before the project	After the project
<b>A great deal</b>	5% (1)	5% (1)
<b>A lot</b>	30% (6)	0% (0)
<b>A moderate amount</b>	25% (5)	11% (2)
<b>A little</b>	25% (5)	32% (6)
<b>Not at all</b>	15% (3)	53% (10)

16 out of 18 participants responded positively when they were asked about how **satisfied** they were with their video creation. The other two participants noted how they were limited by their access to or ability to use audio and visual technologies