# CC4G and the Music Industry



Music town where it all happens



Girls use database management to create a band

Musicbiz is the latest addition to the CC4G courseware. Girls gain an insight into the technology opportunities within the music industry through a fun and interactive interface.

Musicbiz consists of three projects for the club members with a final super challenge to bring it all together:

> **Reel Deal** – working to a client brief the girls produce a show reel of music to win the client. The girls learn how to create a play list, burn it to CD and package it

> **Video Star** – introduces the girls to the world of video production, including adding special effects and transitions

> **Talent Search** – the girls search for new acts in music town then create and maintain a database of potential musicians

> **SuperChallenge** – girls find a real life act to test their new IT skills on, ultimately promoting and producing their own song using the software package O-Generator kindly donated by O-Music

## What can Musicbiz do for you?

> Build links and support schools in your area - raising your company's profile

> Influence a population of 10 to 14 year old girls – potential future employees and customers

> Enhance staff professional development and support Corporate Social Responsibility

> Generate interest in your industry



Girls learn how to market the music



Girls choose which music should feature on their show reel

## What can you do for Musicbiz?

Here are just a few of our examples…

> Host or sponsor a competition for the best SuperChallenge entry

> Visit a CC4G Club to talk to the girls about 'A day in your life' in your industry

> Arrange a tour of a production studio at your offices

## What next?

Are you interested in learning more about the Musicbiz topic and how you can get involved with CC4G?  If so, contact the CC4G helpdesk on 0800 328 5161 and ask for the Employer Engagement Team, or email cc4ghelpdesk@e-skills.com.