

UNIVERSITY LEARNING & TEACHING AWARD HOLDERS PROFILE

[Rowan Oliver](#), **Creative Music Technology, School of Arts & New Media, Faculty of Arts and Social Sciences**

Rowan Oliver's Innovations in Student Learning funded project revolves around the creation of a University record label. The project is primarily intended to act as a tool for teaching and learning in order to deal with practical aspects of the music industry which are not covered elsewhere within the University's undergraduate programmes. These aspects complement the knowledge and skills which students in the Creative Music Technology (CMT) subject area acquire as part of their formal studies, but are also relevant to the extracurricular musical activity which forms a key part of the student experience. A secondary aim of the project is to act as a conduit for the excellent music produced by students at the University and it is intended that this should also have a positive effect on recruitment.

At the heart of the project is the idea that it should be students who make all key artistic and business decisions, with guidance and support from academic staff as and when required. Effectively they have the opportunity to set up and operate a record label without risking their own financial ruin! Their sensitivity to the musical zeitgeist is a useful feedback mechanism in terms of maintaining relevant teaching within the CMT subject area.

'Folkwood' is the label identity created by the current group of CMT students, with music released by several recording artists and a website in development. Another key aspect of the project is that the current students can take this corporate identity with them when they graduate, so clearing the way for the next intake to implement their preferred artistic direction and business model. It is the framework and the opportunities created thereby which are ongoing.

www.myspace.com/folkwood

Keywords: [popular music](#), [student-led production](#)