



STUDENT, FACULTY, AND STAFF HANDBOOK 2020-2021

MESSAGE FROM THE CEO

Tweed Recording Audio Production School extends you a warm welcome. Your time here will be one of growth, creative exploration, and learning, and within guidelines that protect your rights and those of your fellow students. This student handbook contains important policies and procedures, details on student services and facilities, and academic and career services. The standards described in this handbook lay out the expectations for conduct of students enrolled at Tweed Recording and the procedures to be followed when these expectations are not met. We encourage you to review this handbook and use it to learn more about how you can be successful at Tweed Recording Audio Production School.

Andrew Ratcliffe

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ABOUT THE SCHOOL

Tweed Recording Audio Production School is a private audio production school located in Athens, Georgia, offering immersive, full-time music production programs covering audio and live production. Teaching how to record and produce music, Tweed Recording also teaches students how to make a living in the music industry by understanding how to monetize their rights and opportunities through the operation of federal copyright law.

Mission Statement

Tweed Recording educates and trains emerging music industry professionals in the recording, production, and performing arts for careers in their local and regional creative economies as entrepreneurs or employees, recording artists, audio-visual engineers, technicians, and producers.

Objectives

- Tweed Recording will provide a comprehensive, inclusive, holistic, and state-of-the-art audio engineering and production, live production and sound reinforcement curricula including courses on hearing health, life skills, composition, music theory, music business, legal issues, forensic audio, audio engineering and production, live sound and visual production, streaming, and broadcasting.
- Courses will be taught by industry professionals with teaching experience and reflect a pedagogy consistent with current industry standards and best practices.
- Tweed Recording's programs will have an entrepreneurial emphasis and career development focus.
- Tweed Recording will institute rigorous review and assessments of every program, course, and teacher to provide a mechanism for constant improvement and innovation.
- Classes will be small and students will have extensive access to our recording studios and production facilities; there is an 8 to 1 student to teacher ratio.
- There will be extensive online resources, videos, and other materials to enhance and supplement the classroom experience.
- Tweed Recording will educate incipient professionals to join the creative workforce of the 21st century IP economy and of their local "creative economies" to create culture and commerce.
- Tweed Recording intends to offer effective internship, new business development, and placement opportunities to students and maintain a continually updated alumni network and database to both track the success of our students as well as provide internship and placement opportunities for future graduates.
- Tweed Recording will also offer short-term, topic based workshops involved in live production and audio production.

Institutional Effectiveness

Tweed Recording will measure, assess, and improve its effectiveness in the following ways:

- Students will be given an entering diagnostic test to determine their level of proficiency and grouped accordingly.
- Students will be given a specific diagnostic test for various courses as appropriate to establish a baseline of proficiency from which they can improve as measured by periodic tests and exams throughout the course.

- Students will be asked to complete an online Student Evaluation of the course and the teacher at the conclusion of each course.
- All courses will have extensive and detailed syllabi with specific course goals and granular student learning outcomes with assessments to determine if they were accomplished.
- Exit interviews will be conducted for each student and documented for annual program reviews.
- Annual program reviews will be conducted by the Head of Faculty and faculty within 30 days following the conclusion of the program under review.
- Faculty will be reviewed on an annual basis by the Head of Faculty and the President.
- The Learning Management System will be reviewed on an annual basis as part of the institutional effectiveness program.
- Other indicators of institutional effectiveness include retention and completion rates, job placement, LLCs filed, number of student-owned home studios in operation, all of which will be tracked.
- Alumni engagement and relations will be important to achieve maximum institutional effectiveness creating the necessity for maintaining an up-to-date database of all alumni.
- A Professional Advisory Council will review Tweed's programs, outcomes, and plans for improvement on a semi-annual basis.

Hours of Operation

Tweed Recording Audio Production School is open Monday through Friday from 9:00 am - 5:00 pm. Classes occur from 10:00 am - 1:00 pm and 2:00 pm - 5:00 pm. Additional studio and lab time for Tweed Recording students is available from 5:00 pm - 11:00 pm during the week and from 10:00 am - 10:00 pm on Saturdays.

Academic Calendar for Audio Production Program

Spring 2021

Class Begins	January 11
Martin Luther King, Jr.	January 18
Easter Break	April 2 & 5
Class Ends	May 18

Fall 2021

Class Begins	August 16
Labor Day	September 6
Thanksgiving	November 25-26
Class Ends	December 17

Workshops will be scheduled periodically throughout the year and will be announced on social media and on the school's website.

Location and Facilities

Tweed Recording Audio Production School is located in the heart of downtown Athens. Our facility contains a 100 seat music venue, a mix room, DANTE networked DAW production classroom featuring 24 workstations, and 3 professional recording studios, including live, isolation, and control rooms, as well as offices and meeting areas for faculty, staff, and students.

130 E. Washington Street
Athens, GA 30677
(706) 204-9144

Authorization

Georgia Nonpublic Postsecondary Education Commission
2082 East Exchange Place
Suite 220
Tucker, GA 30084
(770) 414-3300

Faculty and Staff

The staff of Tweed Recording is an experienced group of people, including Grammy award winners, producers, engineers, and business people. Our clients include some of the most famous and successful artists over the past 40 years, including Pink Floyd, James Taylor, David Bowie, Stevie Wonder, Eric Clapton, Buddy Guy, Etta James, Paul Simon, Ornette Coleman, Taylor Swift, Jars of Clay, and Rascal Flatts. We are experienced in blues, jazz, rock, pop, R&B, country, and gospel music. We are the people students will see daily and who will help them find their way in the world of audio engineering and music production.

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Academic Freedom

Tweed Recording defines academic freedom as the belief that the freedom of inquiry by faculty and students is essential to the mission of the school and that both faculty and students must be able to examine ideas in an atmosphere of freedom and confidence without fear of censorship or discipline.

Tweed Recording faculty members may discuss their subjects in the classroom with complete freedom of expression but should not introduce controversial matters unrelated to the subject. Nor should faculty teach their subjects in any way that is contrary to the mission of the School.

Tweed Recording faculty members have complete freedom as citizens to speak in public without the threat of institutional censorship or discipline. However, as representatives of their academic disciplines and of Tweed Recording, faculty members have an obligation to show tolerance and respect for the opinions of others and to be accurate as to the facts. If faculty members make statements contrary to the mission of Tweed Recording, it must be stated clearly they are not speaking for the college. Tweed Recording safeguards and protects these rights of academic freedom by providing faculty and students the right to initiate grievance procedures should they have complaints dealing with the infringement of academic freedom.

CERTIFICATE PROGRAM AND WORKSHOPS

AUDIO PRODUCTION PROGRAM

Program Description

Over the course of 18 weeks, students will work in a professional recording environment of three separate recording, mixing, and ADR studios, and our DANTE networked DAW production lab featuring 24 workstations each with Pro Tools, Ableton, Reason, and Universal Audio software and plugins. For six hours a day, five days a week, students will be instructed in 16 major areas of audio engineering and production. Following the successful completion of this program students will receive a "Certificate of Audio Production".

Objectives

- To provide maximum production time for students. Students will have the use of the facilities for their personal projects from 5 pm to 11 pm during the week and all day on Saturday. The average

student will have access to studio time for at least 8 to 12 hours per week and access to the DAW lab over 50 hours per week in addition to the 30 hours per week they have in classes.

- To provide students with a deep and broad understanding of all things sound including the business and legal implications and entrepreneurial opportunities of producing and engineering sound recordings of songs and compositions.
- To provide experiential learning opportunities through doing, incredible access to studio time and DAWs, and information about how to monetize your skills and creative work.
- To train engineers and technicians for audio recording and audio visual content for the internet.
- To make students aware of the major facets of the music business and the multiple career opportunities they offer, especially to the entrepreneur who understands that creating music comes with the rights of publication, due to the operation of federal copyright statutes. The skills and tools of audio production and engineering are not only very specific but they are fungible as well and lead into many directions in the creative, IP economy of the region and the country.

Course Descriptions

TR101 - Audio Fundamentals

This class focuses on acoustics, the physics of sound and audio terminology, including gain staging principles, signal flow and routing.

TR102 - Pro Tools

Pro Tools is the industry standard digital audio workstation (DAW) used in large format commercial studios, home studios, and laptop music production. In this course, students will learn to record, mix, and edit using this software.

TR103 - Critical Listening

This course concerns how the ear works, hearing health, identification of sound sources, frequency analysis including frequency vs pitch, loudness vs timbre, and frequency masking, properties of sound, and recognizing the sonic differences in use of various sound processing.

TR104- Business of Music

The course is designed to provide the musician, songwriter, producer, engineer, and music industry professional with a basic introduction to the music business, including the legal and business consequences of creative work, the production, publication, marketing and distribution functions related to creative work, and the careers associated with each.

TR105 - Studio Recording I

This course puts to use the concepts learned in Audio Fundamentals including signal flow, basic studio operations and procedures, microphones placement and usage, as well as integrating outboard gear with a large format console. This first level studio class will focus primarily on hands on setup and take-down of a variety of recording environments from a single source to large ensembles. Communication skills and studio etiquette are important to understanding the psychology of artists and musicians in a recording environment.

TR106 - Electronic Music Production

This is an introductory course in MIDI (music instrument digital interface) production and Ableton Live, including how different MIDI controllers can be used to input data to create sounds, compositions, and live performances. Topics include synthesis, sound design, recording, sampling, effects processing and the art of arranging sounds into electronic compositions. Additional topics include the business and legal consequences of creating sound recordings and compositions.

TR107 - Home Studio

This course is designed to provide the audio entrepreneur with the technological and business information necessary to build, develop, and equip a home recording studio.

TR108 - Mixing

Audio mixing is the process of combining recorded tracks into one or more channels using volume, panning, EQ, dynamics, and effects processors. In this process a source's frequency response and dimensional placement are manipulated and enhanced using DAWs, plug-ins, analog consoles, and outboard gear. Various models of analog gear will be analyzed and compared to their digital counterparts.

TR109 - Composition & Sound Design

This course involves using synthesis and the musical skills of composition to create soundscapes to enhance visual images through the use of sample-based instruments, field recordings, and virtual synthesizers. Advanced concepts include additive, subtractive, granular, and wavetable synthesis and sound design techniques such as time stretching, convolution, distortion, and filtering. Upon completion of this course, the student will be able to add film scoring, sound design, and Foley to their repertoire of skills.

TR110 - Audio Electronics

Understanding electronics is a valuable skill set for the audio engineer. The signal flow in audio production has its basis in electronics from microphone to recording to speakers. In this course we will explore basic electronics theory, component identification, maintenance, troubleshooting, and safety. In addition, students will gain hands on experience building projects for use in the audio world.

TR111 - Studio Recording II

This is a project-based course in which students will apply what they have learned to produce and engineer professional recording sessions in multiple genres in both the analog and digital domain.

TR112 - Mastering

Audio mastering is the final step in the production process, following recording and mixing. It is the art of preparing a final master recording for replication, manufacturing, and online distribution. Mastering creates a broadcast-ready recorded performance with its own sonic identity as well as consistency among multiple tracks, whether it be for LP, CD, or streaming. Topics to be discussed include ISRC codes and metadata, album sequencing, manual gain adjustments, noise reduction, dither, and final signal processing.

TR113 - Portfolio

The portfolio is the archive of a student's work throughout the semester, including assignments, recordings, business plans, and related documents. Students will play their productions for an

audience of potential clients, employers, and others and present their business plans, registrations, website and social media to their peers and other invited guests from the professional community. This is the capstone course for the Audio Production Program.

TR114 - Life Skills

This course concerns not just how to function and operate as an audio professional but also as a tax paying, budget-following, organized adult. In this course students will learn about budgeting, saving, borrowing money, compound interest, insurance of various types, taxes, basic business entities, credit scores and reports, wills, buying and selling property, and the structure of local government.

TR115 - Internship

The course allows for 100 hours of internships and aims to provide a professional application of a student's skills and to gauge interest and preparedness by providing three weeks for internships or apprenticeships. Acquiring an internship is part of having one, so students are encouraged to find an internship locally or in the city where they live. Students will have an additional 60 days following the end of the curriculum in which to finish their internship hours and therefore the coursework required for graduation.

Other internship options include:

- Work in a local venue, like the Georgia Theatre or the Classic Center, a local studio, church, or the Lewis Room
- Work in a related music business, like an Agency, Management Company, or Label in Atlanta, where the student is from, or elsewhere
- Corporate AV production (webcasting, streaming)
- Start an entrepreneurial venture (planning, budgets)

Student Outcomes

The following are the student outcomes of the Audio Production program:

- Acquire the communication skills, vocabularies, languages commonly used in the audio world and music business, including written, oral, presentational to be successful
- Understand the business and legal implications of recording and producing sound recordings and the use of songs and the rights of those who play on them, participate in their production, and your legal relationship to the parties involved
- Understand themselves as businesses, who offer services and products, who understand their legal rights and opportunities under U.S. Copyright law, and how to transfer those rights fairly and realistically
- Acquire the ability to work as a team to make something by understanding and respecting the roles of other team members and helping them do their jobs better
- Understand how money works, how to manage time, people, and resources efficiently, and how to complete projects in a timely manner subject to previously agreed upon parameters
- How to define excellence in everything you do and create and implement a plan to achieve it
- The necessity to constantly learn and improve, and perceive yourself as a multi-skilled professional in the creative workforce of the creative economy, in the 21st century IP economy

Possible Occupations

“Audio production” is a very broad category of career opportunities. The legal and business consequences of making sound recordings of songs and compositions can lead to a multiplicity of careers as well. Below is a list of possible careers, employers, and entrepreneurial opportunities. This list is not exhaustive, as the industry is continually growing and changing.

- Audio recording engineer for recording studios, venues, churches, theatres, schools, audio books, podcasts, live recordings
- Assistant engineer - recording studios, et al
- Audio editing for all types of recording
- Equipment manufacturers (consoles, mics, speakers, amplifiers, outboard equipment, etc.)
- Maintenance and repair of equipment
- Broadcast engineer for radio, television, podcasting
- Mastering engineer - the final step in the audio production process
- Sound designer for video games, movies, events, art installations
- Audiologist - hearing health
- Acoustician - designing rooms and other spaces for sound reproduction
- Sound effects and audio for film and TV - music supervision, film scoring, Foley, ADR (automated dialog replacement)
- Archival sound restoration
- Electronic engineering and technicians
- Music technology educator
- Beats producer
- Music publisher

Entrepreneurial Opportunities

- Sound recordings, songs and compositions and other forms of creative expression, like literary or visual works, are protected under federal copyright statutes.
- The rights attach automatically upon the “fixation” of original work. They are the rights of publication.
- If you write a song, you have the rights of a “music publisher.” If you make a sound recording, you have the rights of a “recording company.”
- These are businesses that you could monetize and manage, including aggregating the rights of others.
- Learning how to create these “original works” and how to monetize their rights is entrepreneurship.

WORKSHOPS

Description

Tweed Recording Audio Production School will offer various topic-based workshops on nights and weekends to the local community and others not enrolled in Tweed’s Certificate Programs. These 12-hour workshops will take place in Tweed’s studios and DAW lab and be taught by Tweed instructors and other industry professionals with expertise in the specific area of instruction. Beginner, intermediate, and advanced topics will be offered to accommodate students of all levels of experience. For each workshop, learners will be provided access to the appropriate Google Classroom which contains recommended videos, books, and websites, and other materials that may advance the learner’s knowledge while participating in the workshop.

Objectives

- Provide learners with an expedited balance of theory and practice in respect of various topics that advance their awareness from knowledge, comprehension and application of the topic to analysis, evaluation, and creative expression on the intermediate and advanced levels
- Satisfy the needs of music curiosity seekers, amateur musicians and producers, and other would-be professionals
- Introduce “creatives” to the economic potential of their work and how to monetize the rights that attach to their work through the application of Federal copyright statutes
- Introduce learners to the multiple careers in the music industry and “creative economy”

Workshops (12 hours each)

TRW101 - Building A Home Studio Business

In this introductory workshop learners will gain knowledge, comprehension, and experience in building and managing a home studio. Component topics include:

- Preparing the room
- Budgets and gear
- Monitors and microphones
- Service and products
- Legal and business consequences

TRW102, TRW202, TRW203 - Beat Making - Beginner, Intermediate, Advanced

In these workshops learners will gain knowledge and comprehension of beat making (sound recordings) and be able to analyze and evaluate the work of others as well as create original “beats”.

Component topics include:

- Ableton
- Logic Pro
- FL Studio
- Sampling
- File management
- Legal and business consequences

TRW103, TRW203, TRW303 - Pro Tools - Beginner, Intermediate, Advanced

In these workshops learners will gain knowledge and comprehension of the use of Pro Tools and be able to analyze and evaluate its use as well as create original work using its functionality.

Component topics include:

- Session set-up
- Signal flow and gain staging
- Recording, editing, and mixing
- MIDI
- Plugins
- File management
- Legal and business consequences

TRW104 - Music Business

In this introductory workshop learners will gain an understanding of various industry sectors and functions. Component topics include:

- Economics and finance
- Labels, publishers, management companies, booking agencies, live music
- Internal functions of various industry companies
- Career opportunities
- Copyright and trademark
- Contracts, licenses
- Registrations (LLC, copyright, PROs)
- Marketing and sales
- Production and distribution

TRW105 - Legal Issues

In this introductory workshop learners will gain an understanding of the rights that attach to songs, recordings, videos, and other categories of “creative expression.” Component topics include:

- Copyright
- Contracts and licenses
- Negotiation, terms, and royalties
- Performing rights organizations
- Dealing with lawyers
- Copyright infringement, piracy, and sampling

TRW106, TRW206, TRW306 - Studio Recording - Beginner, Intermediate, Advanced

In these workshops learners will gain knowledge and comprehension of audio engineering. On the intermediate level, learners will be able to analyze and evaluate the work of others, and on the advanced level, be able to record and mix audio recordings in the studio. Component topics of these workshops include:

- Set up, signal flow, and platforms
- Consoles, mics, gear, and cabling
- Recording, tracking, overdubbing, and mixing

TRW107 - Advanced Mixing

In this workshop learners will use analog consoles and digital platforms to advance their skills in mixing multitrack recordings of analog and digital sources to gain skills in balance and panning as well as arranging and instrumentation. Component topics include:

- Developing workflow
- Signal processing
- Using automation
- Consoles, interfaces, and DAWs
- Electronic vs acoustic
- Genre based mixing
- Arranging, song structure, and instrumentation

TRW108 - Mastering

In this introductory workshop learners will gain knowledge, comprehension, and experience analog and digital mastering (the final step on audio recording). Component topics include:

- Room treatment
- Equipment
- Translation, tonal balance, and loudness
- Delivery and file management
- Critical listening
- Medium: vinyl, streaming, CD, YouTube, etc.
- Mastering in the digital and analog domain

TRW109 - Podcasting, Audio Books, and ADR

In this introductory workshop learners will gain knowledge, comprehension, and experience creating voice overs, dialogue substitution, and other forms of voice recordings. Component topics include:

- Room treatment
- Hardware and software
- Narrative and storytelling
- Recording and editing vocals
- File management and delivery

TRW110 - Music Theory

In this workshop learners will be introduced to the basic elements of music theory and how they may apply to the electronic music producer, the recording engineer, and the “front of house” engineer. Component topics include:

- Pitch, harmony, triads, and dissonance
- Scales, intervals, and chords
- Tonality, modality, and timbre
- Musical line and dynamics
- Rhythm, meter, and tempo
- Form, structure, and notation

TRW111 - Live Sound Reinforcement

In this introductory workshop learners will gain knowledge, comprehension, and experience in live sound reinforcement in various sizes of venues, including churches, clubs, and performance halls. Component topics include:

- Audio fundamentals
- Acoustics
- Signal flow
- Input and output devices
- Consoles
- Front of house and monitor mixing
- Sound systems and amplifiers
- RF systems

TRW112 - Songwriting and Composition

In this introductory workshop, learners will gain knowledge, comprehension, and experience in the arts of songwriting (lyrics and melody) as well as electronically derived compositions. Component topics include:

- History, examples, and critical listening
- Lyrics, melody, and compositions
- Beats and rap
- Harmony, tonality, and modulation
- Form and structure
- Legal and business considerations (copyright)

ADMISSIONS POLICY

New Student Orientation

Tweed Recording Audio Production School students will be given an online handbook outlining all policies. All rules, course descriptions, and personnel with contact information will be provided in this handbook. An orientation meeting will occur on the first day of class, in which the key policies in the handbook will be discussed. Students will be asked to sign an Honor Code contract when they enroll; this will be addressed again during orientation.

Program Entrance Requirements

Students must be 18 years of age or older, at time of enrollment. Students should have completed their high school degree or GED. Student suitability for enrollment will be determined through interviews and interest surveys to gauge commitment and informed consent. The next steps for enrollment are:

- Student completes an Enrollment Application and Interests Survey.
- The Director of Admissions schedules a phone or in-person interview with the student.
- Two letters of recommendation are submitted.
- Student provides a copy of the student's high school, college, or GED transcript.
- Student signs the Enrollment Agreement.
- Student pays the seat reservation fee of \$200 to reserve their seat in the designated semester. This reservation fee will be applied to the student's tuition payment and is refundable up until 2 weeks before the program's start date.

These steps should be completed no later than 2 weeks prior to the start of class.

Non-Discrimination Policy

Tweed Recording has a strong institutional commitment to the achievement of diversity within its faculty, staff, and students. Tweed Recording does not discriminate on the basis of race, color, national origin, sex (including pregnancy and gender identity), sexual orientation, disability, age, genetic information, or religion.

CODE OF ETHICS

Recruiting

Tweed Recording does not promise employment to potential students. We promise expertise, commitment and professionalism. We promise to prepare students for the professional world, to run their own business, and to be music producers and audio engineers. We offer placement and

internship opportunities and seek to educate the whole person to the extent possible in an 18 week program. We will not recruit students by promising placement or jobs.

We pledge transparency in every aspect of our attempts to acquire and retain students. Our curriculum and our pricing is posted on our website and in this handbook. Our commitment is to provide a robust and comprehensive program that is designed to not only teach the technique and technology of sound recording and music production but also the business and legal consequences of recording music. We make no promises about employment only about our efforts to help the student become employable.

ACADEMIC POLICY

Attendance Policy

Students should be present during all scheduled classes, sessions, and group project appointments. Missing class time will hinder the student's progress. Students should contact the course instructor if they are unable to attend class. Scheduled absences should be pre-approved by the course instructor. Make-up work should be completed in full within two days of returning to class. If this isn't possible, arrangements should be made within two days for the completion of this work. Any delay in meeting course requirements and standards should be discussed with the course instructor and a plan devised to get the student back on track.

Grading Policy

Instructors will provide rubrics to define expectations for assignments and projects. Evaluations are intended to be diagnostic assessments of the student's depth of understanding and degree of development of a particular skill set or knowledge base. Grades aren't ratings; they are milestones and indicators of focus and further development. Students may appeal a grade to the instructor.

Grade Components

- Assignments
- Quizzes/Exams
- Projects and Productions

Evaluation Rubric

- Distinguished: Exceptional demonstration and application of the required skills and knowledge; work completed exceeds defined requirements, is of high quality, and shows original thought. There is significant evidence of skills and knowledge to solve complex, multi-step problems.
- Proficient: A strong demonstration of the required skills and knowledge and the ability to apply them in different situations. There is no evidence of major errors or omissions.
- Approaching: An emerging demonstration of the required skills and knowledge. Independently completes simple components of the task and needs assistance with more complex ideas and processes. Without assistance, major errors or omissions are evident.
- Developing: Minimal to no independent demonstration of the required skills and knowledge.

This rubric will also be used on the Certificate of Achievement to indicate the student's level of achievement in the overall curriculum.

Transfer Credits

Credits from Tweed Recording Audio Production School do not transfer to other institutions. Credits from other institutions do not transfer to Tweed Recording Audio Production School.

Withdrawal

If a student finds it necessary to withdraw before completing the program, the student should meet with the Head of Faculty and the Director of Admissions to discuss the matter before the student withdraws. If the student chooses to continue with the withdrawal process, they should notify the Head of Faculty and Director of Admissions of this necessity in writing. The appropriate refund and payment will be determined and made within 45 days of withdrawal.

Cancellation and Refund Policy

A seat reservation fee of \$200 must be paid to reserve a student's place in the designated semester. This reservation fee will be applied to the student's tuition payment. The reservation fee is refundable, if the student requests a refund within three (3) business days after signing an enrollment agreement.

In the event of extenuating circumstances, such as student injury, prolonged illness or death, or other circumstances that prohibit completion of the program, Tweed Recording will work to determine a settlement that is reasonable and fair to the student and the school.

- Refunds are determined based on the prorating of tuition and percentage of program completed at withdrawal, up until 50% of the program.
- If a student withdraws after completing 50% of the program, no refund of tuition will be made.
- Refunds will be made to the student within 45 days of the date of withdrawal.

A complete refund will be made if a student requests a full refund within 3 days after signing the Enrollment Agreement.

Instructor Statement Of Intent

At the conclusion of a program, students will be asked to evaluate instructors and instruction with respect to the following criteria.

- Class preparation
- Use time effectively
- Define course objectives clearly
- Present course material in a clear manner consistent with objectives
- Availability to students
- Provide helpful feedback in a timely manner
- Plan and organize clear and useful assignments
- Demonstrate a thorough knowledge of the subject matter
- Conduct class discussions that are useful and productive
- Be receptive to questions, student ideas and opinions
- Stimulate critical, analytical, and creative thinking
- Interact with students in a courteous and professional manner
- Insure that the criteria used in grading are clear and reasonable

- Insure that quizzes, projects, and assessments are relevant to the course material
- The pace at which the material is covered is reasonable
- Praise and criticize students fairly and impartially

INTELLECTUAL PROPERTY POLICY

Tweed Recording is committed to providing a creative atmosphere for students, faculty and staff that is conducive to music production, composition, and recording and other forms of creative expression protected by Federal copyright statutes. We encourage our students to think entrepreneurially with respect to their creative works and the rights of publication provided by copyright protection.

It is the policy of Tweed Recording that students, faculty and staff own the rights to their works of creative expression exclusively and without claim from either Tweed or other students, faculty and staff. Given the nature of Tweed's pedagogy and curricula the works of creative expression will mainly, but not limited to, musical compositions, songs and sound recordings.

This policy is unmitigated by the fact that the works may be created in the facilities and with the equipment of Tweed Recording. The rights of authorship remain exclusively with the student, staff or faculty member who created the original work.

Within the environment of the classroom and studio, a student's work may be altered or changed in mutual discussion and group projects but in the absence of a written joint agreement to the contrary, the student who created the original work remains the sole owner of the work. Students who feel that they are engaging in the production of "joint works", that is, works created by two or more people jointly, should inform the instructor as soon as possible. If the instructor cannot resolve the issue, it should be referred to the President. If the work is in fact deemed and agreed to be a joint work, those involved will be encouraged to enter into a joint work agreement after seeking appropriate legal and parental consultation.

In the event that the faculty or staff member creates a "work" as part of his or her employment, the work shall be considered a "work for hire" (17 U.S.C., Section 201) and therefore the property of Tweed Recording. Examples include, but are not limited to, documents relating to curricula (syllabi, lesson plans) and online courses, and any works by staff within the scope of their employment such as recruiting materials, marketing plans and materials, and accreditation applications and submissions.

Students, staff and faculty are free to enter into agreements for the transfer of their rights if the parties have been advised as to their individual rights by legal representation of their choice.

Intellectual property refers to, but is not limited to, patentable inventions, copyrightable works, trademarks, service marks and trade secrets. Examples of copyrightable works include songs, musical compositions, sound recordings (including "beats"), raps, books, podcasts, videos, plays, and choreography. Given the nature of the instruction and curriculum of Tweed Recording, the intellectual property created will be almost exclusively in the area of copyright. However the IP policy and its overarching intention for the author or inventor to retain the rights to their work applies to all forms of IP as defined above.

Tweed Recording is committed to complying with all applicable laws regarding copyright and intellectual property. Students, faculty and staff must conduct their creative activities within the bounds of copyright law. Those who willfully or negligently disregard Tweed's IP policy or any of the provisions of Federal copyright statutes do so at their own risk and assume all liability. Tweed does not accept legal responsibility for copyright infringement by individual members of the community.

Copyright infringement is the act of exercising, without permission or legal authority, one or more of the exclusive rights granted to the copyright owner under Section 106 of the Copyright Act (Title 17 of the United States Code). These rights include the right to reproduce or distribute a copyrighted work. In the file-sharing context, downloading or uploading substantial parts of a copyrighted work without authority constitutes an infringement. In the context of "sampling", the use of parts of a song or sound recording in another sound recording constitutes infringement. Those who wish to use parts of a song or sound recording owned or controlled by a third party must obtain written permission to do so from the copyright holder.

Penalties for copyright infringement include civil and criminal penalties. In general, anyone found liable for civil copyright infringement may be ordered to pay either actual damages or "statutory" damages affixed at not less than \$750 and not more than \$30,000 per work infringed. For "willful" infringement, a court may award up to \$150,000 per work infringed. A court can, in its discretion, also assess costs and attorneys' fees. For details, see Title 17, United States Code, Sections 504 and 505. Willful copyright infringement can also result in criminal penalties, including imprisonment of up to five years and fines of up to \$250,000 per offense. For more information, please see the website of the U.S. Copyright Office at www.copyright.gov.

Fair Use is a defense in a copyright infringement action. The application of fair use factors is set forth in the Copyright Act of 1976 (17 U.S.C., Section 107) and as interpreted by applicable case law. The fair use statute reads:

"The fair use of a copyrighted work, including such use by reproduction in copies or phonorecords or by any other means specified by that section, for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright. In determining whether the use made of a work in any particular case is a fair use the factors to be considered shall include (a) The purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes; (b) The nature of the copyrighted work; (c) The amount and substantiality of the portion used in relation to the copyrighted work as a whole; and (d) The effect of the use upon the potential market for or value of the copyrighted work. The fact that a work is unpublished shall not itself bar a finding of fair use if such finding is made upon consideration of all the above factors."

None of the factors is determinative or defined by statute, and all are subject to the individual interpretation of users, and of the courts. It is highly unlikely that the concept of fair use would apply to the work of Tweed students, faculty or staff except in the classroom setting and as governed by the Teach Act (17 U.S.C., Section 110), although the Teach Act only applies to nonprofit educational institutions. In the case of a for profit institution, Section 107 would apply. Students, faculty and staff are discouraged from claiming fair use in respect of the use of the work

of a third party in their own work. It is important to note that no amount of another's work may be "sampled" or otherwise used without written permission.

In respect of the "personality" rights of students, faculty, and staff, Tweed has the right to photograph or videotape courses, lectures and studio work that may include the image and work of those present and to use these audio visual images and sound recordings in marketing, online courses, and all other educational uses, without permission and without remuneration as long as the uses allowed are not specifically monetized or otherwise negatively affect the commercial rights of the works involved.

Any disputes about ownership of works shall be directed to the President, COO, or CEO of Tweed Recording.

FINANCIAL INFORMATION

Tuition and Fees

The tuition cost of \$18,000 for the 18-week Audio Production Program includes all fees and necessary lab and studio supplies.

The tuition cost is \$450 for each 12-hour workshop.

Financial Aid

Please contact the Director of Admissions with any questions regarding financial aid. As a new and non-accredited school, we are unable to offer federal and state aid options at this time. We are exploring scholarship options for our students.

STUDENT INFORMATION

Career Planning and Employment Assistance

The Certificate Programs at Tweed Recording are designed to assist students to develop necessary production, engineering, communication, and people skills to create a career in the music industry. This includes resume writing, business planning, and "life skills." Students have the opportunity to meet with faculty, staff, and guest lecturers individually. Students will be offered a variety of internship and networking opportunities as well.

Communication

Faculty and staff may use multiple methods to communicate with students, including emails, text messaging, and phone calls. Students or parents who wish to meet with a member of the faculty or staff schedule an appointment via phone or email. Tweed Recording will not provide contact or other information to other schools, persons, or employers without the permission of the student or parent. Students are expected to maintain and update their cell phone numbers with the Director of Admissions.

Description of Learning Resource System

Google Classroom will be used by instructors to manage each course and workshop, including distributing and collecting assignments, course materials, and student work, as well as providing

assessments and feedback. The LMS will be reviewed on an annual basis as part of Tweed's institutional improvement program.

Complaint Policy

We at Tweed Recording intend to create a friendly and positive learning environment. However, concerns and complaints sometimes arise. The process for resolving these is as follows.

1. Students who have a concern or complaint should attempt to resolve the matter with the other party involved.
2. If the concern or complaint cannot be resolved between the parties within 3-5 business days, the matter should be referred to the Head of Faculty.
3. If the concern or complaint cannot be resolved within 3-5 business days or is related to the Head of Faculty, the concern or complaint should be referred to the Director of Admissions.
4. If the concern cannot be resolved by the Director of Admissions within 3-5 business days, it should be referred to the President.
5. If the concern can not be resolved with the President within 3-5 business days, it should be referred to the CEO.
6. If the complaint can not be resolved by the CEO within 3-5 business days, students may contact the Georgia Nonpublic Postsecondary Education Commission as this is designated as the state agency responsible for receiving complaints made by students enrolled in private postsecondary institutions. Complaints or concerns should be addressed to the GNPEC, 2082 East Exchange Place Suite 220, Tucker, GA 30084-5305. (770-414-3300) www.gnpec.org/consumer-resources

Community Values

Tweed Recording encourages a creative community atmosphere and values the worth and dignity of every individual and their potential to affect the lives of others in a positive way. We treat people with kindness, generosity and respect. We value honesty and integrity in ourselves and in each other. We respect each other's property and work and we share a presumption of trust.

Behavior That Contradicts Community Values

- Sexual Harassment is any unwelcomed sexual advance, unwanted sexual statements, unwanted personal attention, request for sexual favors, and other verbal or physical conduct of a sexual nature.
- The use of language and/or physical acts of any form which degrade, insult, taunt, challenge, or harm another person.
- Cheating, plagiarising, aiding and abetting academic dishonesty, falsifying records or official documents.
- Stealing, damaging, neglecting, or misusing property belonging to Tweed Recording or any faculty, staff, or other student.
- Unauthorized access or unacceptable use of technology resources, computerized academic or administrative records or systems.

Any faculty, staff, or student who engages in any of the above behaviors will be subject to disciplinary actions and penalties, up to and including expulsion from Tweed Recording, termination of employment, and referral to the appropriate state, federal, or local authorities for prosecution in the courts.

Anyone who is affected by the behaviors above should report the incident to the President or CEO of Tweed for immediate attention.

Tweed Recording is committed to creating and sustaining an educational and working environment free of sex discrimination, sexual harassment, sexual violence, domestic violence, and stalking. The safety and well-being of our community is a priority for the school.

General Policies and Procedures

- Faculty, staff, and students enrolled in the Certificate Programs are given key fobs enabling them to enter the building and access to certain secure rooms. Entry into the building during unauthorized hours or to personal offices and other secured rooms will result in disciplinary action.
- Weapons or explosives of any kind are not allowed on Tweed Recording property.
- Tweed Recording is a smoke-free and tobacco-free facility. All students, faculty, staff, and visitors are prohibited from smoking and using, selling, free distributing, and advertising tobacco products and electronic smoking devices in all facilities.
- The sale, distribution, possession, and consumption of alcoholic beverages and illegal drugs by students on Tweed Recording property are prohibited.
- Tweed Recording expects all of its faculty, staff, and students to comply with applicable state, federal, or local laws.

Disciplinary Action

A student who violates the Community Values and General Policies and Procedures may be subject to the following disciplinary actions.

- Expulsion - Permanent separation of the student and the school.
- Suspension - Temporary severance of the student's relationship with the school.
- Limited Suspension - Denial of certain privileges and access for a specified time period.
- Probation - Notification that any further disciplinary violations may result in suspension.
- Reprimand - A written warning to discontinue the behavior involved.
- Counseling - Student may be asked to participate in counseling sessions.
- Restitution - Student may be required to make restitution or reimbursement for damage or misappropriation of property.

Disciplinary cases and action will be handled by a Committee consisting of the Head of Faculty, Director of Admissions, and President, among others.

Readmission Policy

In the event of expulsion or suspension, the student may appeal for readmission by applying to the Committee. The Committee, in its discretion, may choose to readmit the student in light of evidence that the behavior that led to the expulsion or suspension has been resolved and that the student will not pose a threat to the safety and welfare of others. The Committee may further qualify readmission on conditions determined to be appropriate.

Counseling

The faculty and staff of Tweed Recording seek to provide a safe atmosphere for all students and are available to assist and counsel students as needed. In some circumstances, the student may be referred

to more qualified professional counselors and organizations. One such organization is Nuci's Space Resource Center for Musicians, 396 Oconee Street, Athens, GA 30601. (706) 227-1515

Disability Support

Tweed Recording will make every effort to schedule classes and activities in locations fully accessible to students with disabilities. Students requesting accommodations for a diagnosed physical, medical, psychological, or learning disability must first self-identify by notifying the Director of Admissions, who will speak with their instructors and other staff to arrange for appropriate and reasonable accommodations. Official documentation is accepted only from licensed health-care professionals and any accommodation provided is based upon individual need and pre-existing academic accommodations.

Graduation Requirements and Transcripts

Students who complete the requirements of published Certificate curricula will be eligible for graduation from Tweed Recording if they achieve the level of Proficient or Distinguished and will receive a Certificate of Achievement indicating their level of achievement. Students who fall below the levels of Proficiency and Distinguished will be given the opportunity to improve their work to achieve a level of proficiency necessary for graduation. The curriculum is structured to provide experiential learning weeks (weeks 5, 10 and 15), which may also be used for remedial purposes as needed. Questions concerning graduation requirements should be addressed to the Head of Faculty or the Director of Admissions.

The Director of Admissions maintains student and financial records for current and past students. Administrators, instructors, and students may have access to these materials for educational and employment purposes. Upon request by the student, Tweed Recording will provide transcripts to potential employers and educational institutions in which the student intends to enroll.

Health Services

Tweed Recording does not offer a facility for health services. The following options are available in the vicinity of Tweed Recording:

Athens Neighborhood Health Center
675 College Avenue
Athens, GA
(706) 546-5526

Piedmont Athens Regional Medical Center
1199 Prince Avenue
Athens, GA
(706) 475-7000

FACULTY POLICY

Selection

Tweed Recording is an equal opportunity employer. Full time employment opportunities at Tweed will be publicly advertised and open to all qualified individuals, either academically or professionally. Full time faculty will be employed according to the term of the program and part time faculty will be employed by the course.

Qualifications

To be Academically Qualified, an applicant must have a Bachelor's degree or better from an accredited college or university plus four years of professional experience and a minimum of two

years teaching experience at the high school level or above. To be Professionally Qualified, an applicant must have had a minimum of seven years of professional experience with commensurate indicators of professional success (awards, certified sales numbers, Internet presence).

Other qualification considerations: extent of Internet presence as indicated by numbers of followers, visitors, subscribers, and media posts; musicianship; memberships in professional organizations; publications, reviews and blog posts; letters of reference, transcripts and commendations.

Performance Evaluations

Full time faculty members will be reviewed on an annual basis by the Head of Faculty, who will also observe the faculty member's teaching and classroom performance quarterly as well as meet with the faculty member following these observations to discuss the findings and recommendations of the Director of Faculty. Part time faculty members will be observed no less than twice during the duration of the course or courses they are teaching. The Head of Faculty will meet with the part time faculty member to discuss the findings and recommendations from the observations.

Professional Engagement

Tweed Recording expects full time and part time faculty members to maintain a professional presence and remain professionally active in their areas of expertise without jeopardizing their work with students or compromising their employment at Tweed. Tweed will accommodate faculty requests in this respect according to the needs and responsibilities of students and the program itself. Faculty members shall declare outside work and employment, equal to no more than 10% of their scope of work at Tweed, in writing to the Director of Faculty in advance of undertaking the work.

SAFETY INFORMATION

Emergency Contact

In the presence of immediate danger, students and others should call 911 or seek assistance from the police substation on the corner of Washington and College Streets, 285 College Ave., (706) 613-3705.

In the event of any other emergency, faculty or staff will contact students and parents using emails, text messaging, or phone calls using the emergency contact information on file with the Director of Admissions.

First Aid

First aid instructions and supplies are available in the kitchen on the second floor of the building.

Weather Related Emergencies

In the event of a weather emergency or other imminent danger, the President and Faculty of Tweed Recording will decide whether to dismiss, delay, or cancel classes no later than 7:00 A.M. the day of.

Fire

Fire extinguishers are located in the Lewis Room and the IT closet, near the exits on Washington Street, and upstairs in the common area. Pull down fire alarms are located upstairs in the common area and near each exit of the building. The building security system is programmed to notify the Fire Department and Athens-Clarke County Police Department.

In the event of fire, the following steps may be taken:

- Discharge fire extinguishers as appropriate.
- Activate the fire alarm.
- Call 911 if possible.
- Evacuate the building immediately.
- Close all doors to contain the fire.
- Help those who are injured as possible.
- In the event of heavy smoke, crawl to the nearest exit covering your nose and mouth with a cloth to avoid inhaling smoke.
- If your clothing catches on fire, drop and roll to extinguish the fire.
- Do not open a door if smoke is pouring in or around the bottom or if it feels hot.
- If you are trapped, shout your location to alert emergency personnel.
- Notify emergency personnel on the scene if you suspect someone is trapped inside. **DO NOT RETURN TO THE BUILDING** unless instructed to do so.

Earthquake

If you are inside a building, stay where you are until the shaking stops.

- Drop onto your hands and knees so the earthquake doesn't knock you down.
- Cover your head and neck with your arms to protect yourself from falling debris. If you can move safely, crawl for cover under a sturdy desk or table.
- Stay away from glass, windows, outside doors and walls, and anything that could fall, such as light fixtures or furniture.
- When the shaking stops, look for a clear path to safety, leave the building, and go to an open space away from damaged areas.
- If you are trapped, do not move about. Use your cell phone to call or text for help. Tap on a pipe/wall or make noise, so that rescuers can locate you.

If you are outside, move away from buildings, streetlights, and utility wires.

- Drop onto your hands and knees so the earthquake doesn't knock you down.
- Cover your head and neck with your arms to protect your head from falling debris.

Tornado

- In the event of a tornado "watch", the school will continue to operate and as we continue to monitor the situation.
- When a tornado "warning" signal has been received, students, faculty, and staff will be advised to move quickly to internal spaces, including the studios or the classroom.

Lock-Down and Shelter-in-Place

A lock-down is used to protect building occupants in the case of an emergency that requires them to remain in place. During a lock-down, police and emergency personnel respond to the emergency.

A lock-down may be declared by appropriate staff or faculty, unless the threat requires immediate action.

In the event of a lock-down situation, any of the following actions may be taken:

- Appropriate staff or faculty will lock all exterior entrances.
- Faculty will move students to a secure space in the building and remain in the space with the door barricaded. Staff will remain in their offices or a secure area, preferably without windows with the door locked.
- All students, faculty, and staff will be notified of the lock-down by text message.
- Access by non-emergency personnel will be denied during the emergency.
- All students, faculty and staff must remain in the building until the lock-down status is removed. Notification of an "all-clear" will be transmitted by text message.

Weapon Threat, Armed Intruder, or Active Shooter

Every situation is different and the threatened individual will have to rely on their best judgment as to the best course of action. **NO FACULTY, STAFF, OR STUDENT SHOULD CONFRONT AN ARMED INTRUDER.**

Upon hearing shots or being notified that an active shooter or armed intruder is in the building, the following steps could be taken:

- Immediately clear all students and staff from hallways.
- Close and lock all office and classroom doors.
- Shut off all lights and cover any windows, if possible.
- Get down on the floor and up against a solid interior wall.
- Stay out of sight and out of the line of fire of any windows.
- Place yourself and others behind a solid object (desks, file cabinets, chairs, and tables) and between you and any doors or windows.
- After securing the room, maintain absolute silence. Turn off radios, computer monitors, and silence all cell phones. Allow no one to leave the secured area.
- If you are in an open area and unable to find a secure room to lock-down in, run away from the sounds of gunfire. If running away may somehow put you in danger, try to get behind a solid barrier in a location that is out of sight.
- Follow law enforcement's instructions.
- Remain in your secure location and do not come out until the all-clear has been given by law enforcement or an administrator known to you. Do not respond to any voice commands until you can verify that the commands are being issued by a police officer or faculty or staff member whose voice you recognize.
- Once you are aware an active shooter is in the building, ignore any fire or other alarms. The alarm may be a trick to draw you out into the open.