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Co-Write week in The Academy of Popular Culture in the Netherlands

9.1.2024 — Anna-Maria Balk



Petri Helin, Michelle Vletter and Xander van der Jeugt.

Recently, TAMK Music production students took part to a Blended Intensive Learning program organised by Academy of Pop Culture/Hanze University that aims to enhance the learning experience of students by combining online and offline learning. The program was designed for a group of 28 students from multicultural backgrounds, including Belgium, Finland, and the Netherlands, with diverse musical backgrounds.

The Blended Intensive Learning program consists of two parts: online and offline learning. The online component includes interactive modules that cover various aspects of music production, songwriting, and networking.

The offline component of the program is called a co-write week that takes place over a period of one week. During the week, students work closely with groups of three people with different songwriting assignments to develop their skills and knowledge. The assignments are designed to be close to real-life situations, allowing students to collaborate with each other and receive feedback from their instructors and coaches. At the end of the week, the best work is pitched to a panel of industry professionals. Over the years, the impact of the program has been proven successful among the participating student with over 400 million plays on Spotify.

TAMK Music production students and PXL Music production students also took part in the program, which provided them with a unique opportunity to learn from and collaborate with students from

different parts of the world. The Blended Intensive Learning program has been a huge success at the Academy of Popular Culture, providing students with a unique and engaging learning experience that has helped them develop their skills and knowledge in music production.

The program has also been praised for its ability to foster a multicultural environment that celebrates diversity and promotes collaboration. By bringing together students from different parts of the world and different musical backgrounds, the program has created a vibrant community of learners who are passionate about music and eager to learn from each other.

In conclusion, the Blended Intensive Learning program at the Academy of Popular Culture is a great example of how innovative approaches to education can enhance the learning experience of students. By combining online and offline learning, the program has provided students with a unique and engaging learning experience that has helped them develop their skills and knowledge in song writing and music production. The program has also fostered a multicultural environment that celebrates diversity and promotes collaboration, which is essential for success in the music industry.

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