because music is your life
DO YOU EVER FIND YOURSELF SAYING “MUSIC IS MY LIFE”? I do. It’s through music that I’m able to think and feel. In fact, I would be more comfortable performing an epic three-minute song with a crushing groove—instead of using these liner notes—to tell you about our new majors, Popular Music and Music Industry.

The School of Music, in collaboration with Sweetwater, created these new majors for you, the 21st-century music student. While we cherish the rich tradition of classical music, we also know that you and your fellow musicians are slugging it out on electric guitars and moving audiences with laptops. Our new majors can enhance this talent you have, whether you want to learn more about performing or working in the industry.

BE TRANSFORMED BY POPULAR MUSIC AND MUSIC TECHNOLOGY
In Popular Music, you will learn how to create, perform, and produce. You will study how music works—its history, influences, and styles. You will develop your own style. You will learn about technology, both in music and surrounding it.

Popular music is complex in its simplicity. There is so much going on—physics, psychology, psychoacoustics, signal flow, and surround. In our new major, you will learn how to listen, which will benefit your artistry. The songwriting and performance concentration focuses on music creation, while the recording and production concentration transforms ideas and performances into tangible and listenable things.

MUSIC INDUSTRY—WHERE ART AND COMMERCE MEET
Learn about the business side of music through our Music Industry major (no audition required). All musicians function as artist-producer-director-engineer-promoter-manager-actor-designer-bartender. And there’s a corner out there where the avenues of art, technology, and commerce intersect, where the music industry lives. You will learn how to navigate these avenues from professionals in these areas. What an opportunity to collaborate with the expert talent at Sweetwater on the same campus!

Music requires a team of people with artistic and business sensibility who understand the important concepts in popular music, like marketing, promotion, and entrepreneurship. Music Industry will teach you these things, and more, as you will experience for yourself how to run a modern record label, how to put on a show, and how to build a career.

MUSIC IS YOUR LIFE
You can find your path toward living what you love, and we will help you. Why? Because music is your life!

John C. Fishell
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I’d like to give a special and sincere thank-you to Sweetwater, the best and most successful single-store retailer of pro audio, instruments, and music technology in the world, and the home of our new facility to support our new majors. We simply wouldn’t be able to do any of this without our excellent partnership with Sweetwater.

BECAUSE MUSIC IS YOUR LIFE, APPLY TODAY AT IPFW.EDU/APPLY
YOUR NAME HERE
Produced at the Sweetwater Music Center

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in classrooms and rehearsal rooms that are just steps away from the studio.

// EXPERIENCE
the brand-new Sweetwater Music Center, designed by Russ Berger Design Group.

Admission to the Purdue Fort Wayne School of Music starts with your application APPLY NOW AT IPFW.EDU/APPLY.

Auditions are required for the Popular Music major. SEE DETAILS AT IPFW.EDU/AUDITIONS. The Music Industry major does not require an audition.