

CREATION

CRAFTING

PRODUCTION (Realization)

BUSINESS (Proliferation)

THE CONCEPT

THE FOCUS: "What do I want to say?"

THE VEHICLE: "How do I want to say it?"

THE TARGET: "To Whom do I want to say it?"

Do I Want to Express or Communicate?
How Important is it that I be Understood?

What kind of music will best resonate with this audience?

CONSISTENCY AND CLARITY (Make it easy for your listeners. They can't read your mind)

PRESENTATION FORMAT

- A list
- A story
- Raw Emotion or Attitude
- Vignettes of Situations

Over-Arching Metaphor = Conceit

Semantic Field (No Mixed Metaphors, Tone Constancy)

CORE MUSIC ELEMENTS

CINEMA

LANGUAGE

SONIC ACTIVITY (Phonetic Elements)

STRUCTURE

MELODY	HARMONY	RHYTHM	DYNAMICS	TIMBRE
<ul style="list-style-type: none"> • Distance Between Successive Notes • Range? • For voice or Instrument • Tonal Center? 	<ul style="list-style-type: none"> • Chord Progression • Surprises or Expected? 	<ul style="list-style-type: none"> • Duple/Tuple • Articulation • Syncopation 	<ul style="list-style-type: none"> • Loud/Soft • Accents • Crescendo • Dynamic Range? 	<ul style="list-style-type: none"> • Coloration (What Instrument is playing?) • EQ • Acoustic or Synthesized?

WRITING IN THE KEY OF "W"

WHO	WHAT	WHEN	WHERE	WHY	HOW
Who is singing to Whom?	What is the situation?	• Time Frame • Time Flow	What is the Setting?	Motivations and Attitudes of Characters	Actions and Resolutions

Sensory/Intuitive See-Saw
Balance Between Abstract and Concrete

TONE
• Humorous
• Serious
• Happy
• Sad
etc.....

ASSONANCE
• Alliteration
• Rhyme
• Consistent?
• Interesting?
• Simple?
• Intricate?

RHYME SCHEME

FLOW OF LOGIC

DISTINCT STRUCTURAL IDENTITY OF VERSE, CHORUS AND BRIDGE

POINT OF VIEW
I/You
He/She

VERB TENSE
• Past
• Present
• Future

IRONY

TONE CONSTANCY

MAPS of SONIC ACTIVITY and PHONETIC FOCAL POINTS (Ping-Points) (verse-to-verse consistency?)

MUSIC (Total interaction of all musical parameters)

LYRICS (Total interaction of all Semantic, Prosodic, and Phonetic Parameters)

MOOD
FEEL
STYLE
GENRE

ARRANGEMENT
TEMPO
KEY

METRICS/PROSODY
• Music Accents
• Syllable Accents
• Natural Conversational Cadence
• Rhetorical Accents
• White Space

Distinct Identity for Each Section?

MARRIAGE
Do the music and lyrics work together in terms of mood, feel, style?
Is this a Vocal Performance with Music Support, or a Music Performance with Vocal Support?

FORM (Overall structure must match lyrical structure)
A-B-A-B-C-B
A-B-A-B-C-A-B
A-A-B-A-B
A-A-A
A-A-C-A
B-A-B-A-B
....etc

FORM (Overall structure must match musical structure)
A-B-A-B-C-B
A-B-A-B-C-A-B
A-A-B-A-B
A-A-A
A-A-C-A
B-A-B-A-B
....etc

SONG

PERFORM IT PITCH IT PROMOTE IT

ANATOMY OF A SONG

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