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

Over-Arching Metaphor = Conceit

Semantic Field (No Mixed Metaphors, Tone Constancy)

CORE MUSIC ELEMENTS

MELODY
- Distance Between Successive Notes
- Range ?
- For voice or Instrument
- Tonal Center?

HARMONY
- Chord Progression
- Surprises or Expected?

RHYTHM
- Duple/Tuple
- Articulation
- Syncopation

DYNAMICS
- Loud/Soft
- Accents
- Crescendo
- Dynamic Range?

TIMBRE
- Coloration (What Instrument is playing?)
- EQ
- Acoustic or Synthesized ?

CINEMA

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

POINT OF VIEW
I/You
He/She

VERB TENSE
- Past
- Present
- Future

IRONY

LANGUAGE

Sensory/Intuitive See-Saw
Balance Between Abstract and Concrete

TONE
- Humorous
- Serious
- Happy
- Sad
- etc.....

TONE CONSTANCY

SONIC ACTIVITY (Phonetic Elements)

- Assonance
- Alliteration
- Rhyme
-

RHYME SCHEME
- Consistent ?
- Interesting ?
- Simple ?
- Intricate ?

STRUCTURE

FLOW OF LOGIC

DISTINCT STRUCTURAL IDENTITY OF VERSE,CHORUS AND BRIDGE

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

MUSIC (Total interaction of all musical parameters)

- MOOD
- FEEL
- STYLE
- GENRE

- ARRANGEMENT
- TEMPO
- KEY

Distinct Identity for Each Section ?

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

METRICS/PROSODY

- MusicAccents
- Syllable Accents
- Natural Conversational Cadence
- Rhetorical Accents
- White Space

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)

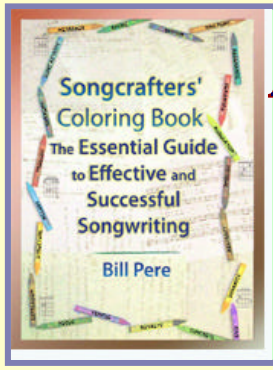
A-B-A-B-C-B
A-B-A-B-C-A-B
A-A-B-A-B
A-A-A
A-A-C-A
B-A--B-A-B
....etc

S O N G

PERFORM IT

PITCH IT

PROMOTE IT



ANATOMY OF A SONG

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