

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 • 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?
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WRITING IN THE KEY OF "W"

WHO Who is singing to Whom?	WHAT What is the situation?	WHEN • Time Frame • Time Flow	WHERE What is the Setting?	WHY Motivations and Attitudes of Characters	HOW Actions and Resolutions
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Sensory/Intuitive See-Saw
Balance Between Abstract and Concrete

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

ASSONANCE
• Alliteration
• Rhyme

RHYME SCHEME
• Consistent?
• Interesting?
• Simple?
• Intricate?

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
• Rhetorical Accents
• White Space
• Natural Conversational Cadence

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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