

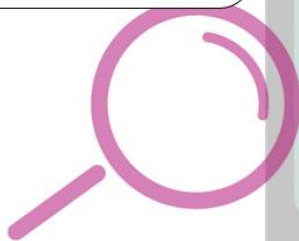
# Year 9 - Music

## Worksheet 1

### Describe – What do Music Advertisers do?

**Task**

1. What is music advertising?
2. Give three examples of things Music Advertisers create.



1. What is Music Advertising?
2. Give three examples of things Music Advertisers create.



# Year 9 - Music

## Worksheet 1

### Understand – Listen

#### Task

1. Write down the top 3 things that make this a catchy song and why



#### Consider:

- Melody
- Harmony
- Lyrics
- Rhythm
- Instrumentation
- Tonality
- Structure

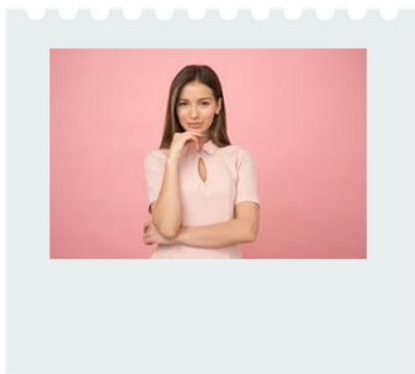
Musical Element	Why is this catchy?



# Year 9 - Music

## Worksheet 1

### Apply



#### Task 1 – 10 minutes

In pairs plan out your 30 second jingle on a piece of paper.

- What instruments are you using if any at all?
- Are you using lyrics? If so, when do they come in?
- Think about the elements in the previous discussion – include these within your jingle (eg. repetition, melodic hooks etc).

#### Task 2 – 20 minutes

Get creating!

- Must be 30 seconds long
- Must use repetition
- It can be instrumental or use lyrics



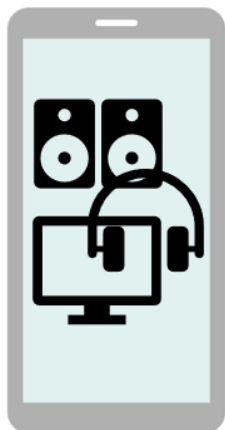
1. Are you going to use instruments? Give details of the instruments you'll use.
2. Are you going to use lyrics?
3. What is going to be the focus of your jingle? Melody? Rhythm? Lyrics? How are you going to use these to make it catchy?
4. How are you going to create this? Are you both working together on each element, or are you each taking an element to think about and come together to discuss? (eg. one taking lyrics, the other accompaniment)



# Year 9 - Music

## Worksheet 1

### Sound Engineer



#### Sound Engineers

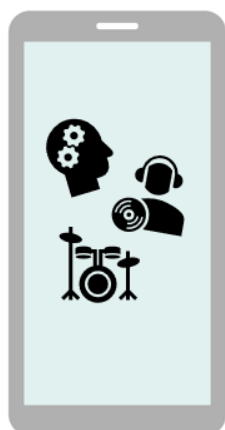
**Live:** are responsible for setting up and testing equipment; conducting sound checks and live mixing the various instruments and microphones during a concert or show.

**In the studio:** are responsible for planning and recording sessions with an artist or musician, setting up required equipment, recording each instrument separately then editing and mixing the recorded tracks, enhancing the sound to achieve a high quality recording.

#### Key Skills

- Understanding of Music Software (Logik etc)
- Good ear for pitch, rhythm and musical sound
- Strong interpersonal skills
- Problem solving
- Budgeting and negotiating skills
- Good time management
- Creativity and imagination
- Patience

### Music Producer



**Music Producers** oversee all aspects of the creation of songs, albums, film music, adverts and other creative projects. They are essentially a project manager and they work with artists and groups in the studio assisting with their recording. They take the raw material of an artist's song and transform it into a finished product.

#### Key Skills

- Understanding of Music Software (Logik etc)
- Project management
- Relationship building
- Creative flair
- Organisation
- Adaptability and flexibility
- Good time management
- Patience



# Year 9 - Music

## Worksheet 1

### Creative Marketing Executive/Digital marketing Officer



**Marketing Executives** contribute to and develop marketing campaigns to promote a product, service or idea. They are responsible for creating or maintaining a brand and target and communicate with audiences.

#### Key Skills

- Communication and interpersonal skills
- Commercial awareness
- Analytical and strategic thinking
- Creativity and imagination
- Copywriting and design skills
- Teamwork
- Drive and self motivation

### Talent Agent



**Talent agents** apply expert communication and negotiation skills to represent and source work for talented people in the entertainment industry.

You'll secure work and fair contracts for those in the entertainment industry alongside promoting the talent they represent. You may also scout for new talent in the hope of representing them and raising their profile.

#### Key Skills

- Excellent Communication and interpersonal skills
- Confident decision maker
- Determination and Resilience
- Persuasive and a good salesperson
- Exceptional organization
- Creative thinker
- Problem solving
- Attention to detail



# Year 9 - Music

## Worksheet 1

### Music Supervisor



#### Task

##### Look at the roles and discuss:

1. Which role would be most useful to collaborate with? Explain
2. How would they be involved?
3. Why would it help for them to know about musical elements, hooks and advertising?

