Use this sheet to brainstorm and describe ideas: e.g., sounds, sequences, textures, timbres, dynamic shapes, melodic/harmonic ideas that could be used for your music composition (SmartPhone Jingle). These ideas should relate to the SmartPhone product and will be used in the planning and making of your jingle. In your jingle, the elements of music (pitch, rhythm, harmony, dynamics, timbre, texture, form, and/or style/articulation) are to be used to portray the characteristics of the new SmartPhone product, and should combine to create memorable music to promote the SmartPhone product.

My song is going to be flexible and tough like the phone.
Lots flexible sound, different instruments, DYNAMICS!

Sequences

Textures

light, airy at times and tough, jazzy

Timbres

Cello and Sax, Drums/slap...Bang...Bang Bang...&

Dynamic Shapes

A slowly getting louder until climax, shape B

A &
SmartPhone Jingle Analysis Form

Student Name:

Identify and describe the various ways you might use the musical elements to portray the characteristics of the new SmartPhone in your jingle:

Tempo:
- \( \frac{1}{3} \) so it's fast like the new smartphone

Rhythm:
- Syncopation, lots of 8th notes because the phone processes all types of stuff

Dynamics:
- All dynamics have large range of contrast, because the phone can do lots of different things all at same time, because it's able change fast.

Timbre:
- I chose the instruments because they sounded like what the buttons on a smartphone would sound like
Describe how the elements of music (pitch, rhythm, harmony, dynamics, timbre, texture, form, and/or style/articulation) are used to promote the new Smartphone, and portray its characteristics:

I like the phone. Strong dynamics because phone is strong. I used guitar because it's easy to use.

Once because it's weird that phone can bend.

Evaluate the composition citing specific examples of how the composition is or isn't appropriate in style, mood, and/or performance quality for the advertisement of the Smartphone.

Very good! Strong rhythm, up beat. I really liked the timbre of her instruments.

It's appropriate because it shows the qualities of the phones.