SmartPhone Jingle Imagination Sheet

Student Name:

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.

Sounds:
- A full, fast-paced son
- A sound that resonates electronically, not acoustic

Sequences:
- Something that sounds like a ringtone because cell phone melody that grows

Textures:
- Thick and warm background so it doesn’t feel empty
- Fast moving notes to represent our fast-paced technological society
- A melody and slower sound

Timbres:
- Piccolo: the clear, soft tones of the flute will sound modern
- The high ping of the piccolo will make it happy
- Electronic sounds: to fill out the sound and give a modern sound

Dynamic Shapes:
- Start off simple and get better

Melodic/Harmonic Ideas:
- Syncopation, to grab attention graphically and sporadically
- Important is said
### Smartphone Jingle Analysis Form

**Rhythm, Articulation:**
- Staccato articulation/crisp to show the simplicity of a fast rhythm with sixteenth notes (synophasia would make it less simple)
- Fast rhythm would portray the new hardware

**Melody, Harmony, Texture, Timbre:**
- Linear to show clear direct sound to show clean modern design
- Use simple harmonies to make it sound nice
- Simplicity of the phone

**Dynamics:**
- Dynamic phrasing can be used to add direction to the music and keep it interesting

**Form, Style:**
- Delicate and graceful sound/style to portray the flexibility of the phone
**SmartPhone Jingle Rehearsal Plan Sheet**

<table>
<thead>
<tr>
<th><strong>Student Name:</strong></th>
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<thead>
<tr>
<th><strong>1. Analyze</strong></th>
<th>What parts of the music are difficult for me to perform? (e.g., rhythm, notes, breathing, phrasing, dynamics...)</th>
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</thead>
<tbody>
<tr>
<td>Does the music sound as I had planned? (e.g., melody, harmony, compositional devices, texture...)</td>
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<tr>
<th><strong>2. Interpret</strong></th>
<th>How can I expressively use elements of music to portray the Smartphone, and serve as memorable music to promote the Smartphone product? (e.g., dynamic contrast, phrasing/text painting, tempo variety, tonal manipulation...)</th>
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| **3. Rehearsal Plan** | How will I learn the music and address musical problems to achieve an accurate and expressive performance? (e.g., rhythmic accuracy, diction, meaning of text, defining terms, technical and expressive skills...) |

| **4. Evaluate & Refine** | Do I perform this selection more accurately/expressively than I did when I began? Can I make more improvements? |

**Analyze:**

I don't really sound like what I figured it would, but I like it. Playing it on the piano would be hard but luckily I can just press the play button.

**Interpret:**

I can use dynamics to surprise people. A fast tempo will get stuck in peoples heads and help them remember the phone message. Using a techno sounding tone would represent the technology of the phone.

**Rehearsal Plan: goals/strategies/processes for improvement across rehearsals**

Create an initial melodic idea.

Make a simple and more complex version of the melody.

Add harmonies.

Put in a percussion beat and chords.

**Evaluate and Refine: Checking results – How have I improved and what can I do better?**

I've improved my melodic idea, but I can refine the phrasing of the music and the overall flow of the melody.
**SmartPhone Jingle Responding Form**

**Composer's Name**

**Listener's Name**

<table>
<thead>
<tr>
<th>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:</th>
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</thead>
<tbody>
<tr>
<td>The modern timbre of the electronic instrument shows the modern new phone. The starting melody is simple and repeats for ease of use. It crescendos into a stronger and louder sound/texture that shows its durability.</td>
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<th>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.</th>
</tr>
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<td>This was very fitting for a jingle, its very upbeat and exciting which is good for a commercial. The crescendo and cut off creates an urgency to buy.</td>
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</table>
Phone Jingle

Oboe

Piano

Drums

Ob

Piano

Dr