

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

- artificial sounds; high pitch
- laid back (easy to use phone)



Sequences

repeating rhythm - catchy
↳ simple, easy to follow (easy to use phone)



Textures

heavy beat
high sounds } modern



Timbres

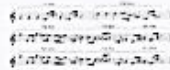
g bass drum
electric piano } techno sound



Dynamic Shapes

LOWD - (exciting)

softer overlaying



Melodic/Harmonic Ideas

quick rhythms
major key (happy)

SmartPhone Jingle Analysis Form



Student Name: _____

Identify and describe the various ways you might use the elements of music to serve as memorable music to promote the SmartPhone product, and portray the characteristics of the new SmartPhone in your jingle: elements of music (pitch, rhythm, harmony, dynamics, timbre, texture, form, and/or style/ articulation)

Rhythm, Articulation:

Steady drums - strong/durable
short, high melodic notes - "technological", thin vibe

Melody, Harmony, Texture, Timbre:

light, major key - happy vibe
repeating, underling bass + drum part - steady

Dynamics:

bright, loud melody

Form, Style:

techno/modern
↳ "new" phone

Teacher Feedback:

You have not tied everything directly to each element of music. Flexibility? Ease of use? (cell phone characteristics)

Smart Phone

that no one is going to buy

♩ = 120

Piano

Drums

4

Pno

Dr

7

Pno

Dr

10 2

Peer Evaluation Form

Composer's Name: _____

Listener's Name: _____



This section to be complete by the listener

<p>What works well? tempo, rhythm, dynamics, and timbre</p>	<p>The contrast of some works great, you can hear how the different aspects of the phone. the rhythm is great and compliments aspects of the phone as well.</p>
<p>What could improve the composition?</p>	<p>add dynamics as well as something to express the flexibility of the phone.</p>

What did you learn from the peer and teacher feedback that will help you make to the composition more effective?

This section to be complete by the composer

- work more on the musicality of the piece (dynamics)
- expand on ideas

SmartPhone Jingle Responding Form



Composer's Name: _____

Listener's Name: _____

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:

- Guitar: good for melody & light feel

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.

- isn't always together
- cool use of jazz style

Smart Phone

$\text{♩} = 120$

Piano

Drums

The first system of the musical score is in 4/4 time with a tempo of 120 beats per minute. It consists of three measures. The piano part is mostly silent, with a few notes appearing in the third measure. The drum part features a consistent pattern of eighth notes with 'x' marks above them, indicating cymbal hits.

4

Pno

Dr

The second system, starting at measure 4, shows the piano part becoming more active with eighth-note patterns in both the treble and bass clefs. The drum part continues with its established eighth-note pattern.

7

Pno

Dr

The third system, starting at measure 7, continues the piano and drum parts. The piano part has a more complex rhythmic structure, including some rests and longer note values. The drum part remains consistent with the previous systems.

10 2

Piano (Pno) and Drums (Dr) score for measures 10-12. The piano part consists of a treble and bass staff. The bass line features a steady eighth-note pattern. The treble part has sparse notes, including a quarter rest in measure 10 and a dotted quarter note in measure 12. The drum part is on a single staff with a consistent eighth-note pattern, marked with 'x' for cymbal hits.

Pno

Dr

13

Piano (Pno) and Drums (Dr) score for measures 13-15. The piano part continues with the same bass line. The treble part has more active eighth-note patterns. The drum part remains consistent with the eighth-note pattern and cymbal hits.

Pno

Dr