

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.

flute, cello, sax, clarinet, drums, strings, Bass



Sounds

My song is going to be flexible and tough like the phone.

flexible sound: ^{Lots} different instruments, DYNAMICS!



Sequences

melody + harmony
A A B A B sharp ending
minor melody



Textures

light, airy at times and tough, Jabby



Timbres

Cello and SAX; Drums/Bang...BangBang...
different



Dynamic Shapes

A slowly getting louder with climax where B
B
vacuum time

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:

$\downarrow = 120$ so its 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 change at same time, because its a big change

Timbre:

I chose the instruments because they sounded like what the buttons on a smart phone 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:

fast, like phone.
Strong dynamics
because phone is
strong.
used guitar because
its easy to use.

oboe, because its
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.

its appropriate, because
its shows the quality's
of the phones, well.

Smartphone Jingle

♩ = 120

Musical score for the first system of 'Smartphone Jingle'. The score is in 4/4 time and features five staves: Tambora, Celeste (treble and bass clefs), Cowbell, Cello, and Glockenspiel. The tempo is marked as ♩ = 120. The first two measures show the initial rhythmic patterns for each instrument.

Musical score for the second system of 'Smartphone Jingle'. The score continues with five staves: Tmbr, Cel (treble and bass clefs), Cwb, Clo, and Glck. The first measure is marked with a '3' above it, and the second measure is marked with a '2' above it. The instruments continue their rhythmic patterns.

Musical score for the first system, measures 1-2. The score includes five staves: Tmbr (Timpani), Cel (Cello), Cwb (Cymbal), Clo (Clarinete), and Glck (Glockenspiel). The Tmbr part starts with a double bar line and a half note. The Cel part has a complex rhythmic pattern in the first measure. The Cwb part has a half note. The Clo part has a half note. The Glck part has a half note.

7

3

Musical score for the second system, measures 3-6. The score includes five staves: Tmbr (Timpani), Cel (Cello), Cwb (Cymbal), Clo (Clarinete), and Glck (Glockenspiel). The Tmbr part has a half note in measure 3 and quarter notes in measures 4-6. The Cel part has a complex rhythmic pattern in measure 3 and quarter notes in measures 4-6. The Cwb part has a half note in measure 3 and quarter notes in measures 4-6. The Clo part has a half note in measure 3 and quarter notes in measures 4-6. The Glck part has a half note in measure 3 and quarter notes in measures 4-6.