

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 song
its going to sound rather electronic, 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 life
a melody and slower counter melody



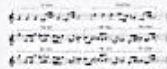
Timbres

piccolo - the clear bell tones of the flute will sound modern
flute - the high ping of the piccolo will make it happy
electronic sounds: to fill out the sound and give a modern sounding background



Dynamic Shapes

start off simple and get better
crescendos and accents when something important is said



Melodic/Harmonic Ideas

syncopation, its attention grabbing and spunky like technology

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:

staccato articulation/crisp to show the simplicity
a fast rhythm with sixteenth notes (syncopation) could use
portray the new hardware ease of use

Melody, Harmony, Texture, Timbre:

a pure bell tone instrument
clear direct sound to show
clean modern design
repetitive melody to show ease of use
nice simple harmonies to make it sound nice
a thin texture to show the 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

Phone Jingle



SmartPhone Jingle Rehearsal Plan Sheet



Student Name:

1. **Analyze**
Does the music sound as I had planned? (e.g., melody, harmony, compositional devices, texture...) *What parts of the music are difficult for me to perform? (e.g., rhythm, notes, breathing, phrasing, dynamics...)*
2. **Interpret**
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...)
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:
 It doesn'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 people's head and help them remember the phone message. Using a techno sounding tone would represent the

Rehearsal Plan: goals/strategies/processes for improvement across rehearsals *technology of the phone*
 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 growth/flow of the melody

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:

The modern timbre of the electronic instrument shows the modern new phone
The starting melody is simple and repetitive for ease of use
It crescendos into a stronger and louder sound/texture that shows the durability

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.

This was very fitting for a jingle, it's very upbeat and exciting which is good for a commercial. The crescendo and cut off creates an urgency to buy

Phone Jingle

Oboe $\text{♩} = 120$ $\text{♩} = 118$ $\text{♩} = 114$ $\text{♩} = 110$

Piano

Drums $\text{♩} = 120$

This system contains the first four measures of the score. The Oboe part starts with a quarter rest, followed by a quarter note G4, an eighth note A4, and a quarter note B4. The Piano part features a half note chord of G2 and B2, followed by a half note chord of B2 and D3, and then a quarter note chord of G2 and B2. The Drums part has a steady quarter-note bass drum pattern. Measure 4 ends with a double bar line and a fermata over the final notes.

5 $\text{♩} = 124$

Ob

Piano

Dr $\text{♩} = 124$

This system contains measures 5 through 8. The Oboe part continues with eighth-note runs. The Piano part has a steady accompaniment of chords. The Drums part features a pattern of quarter notes with occasional cymbal hits (marked with 'x'). Measure 8 ends with a double bar line and a fermata.

9 $\text{♩} = 124$ $\text{♩} = 112$

Ob

Piano

Dr $\text{♩} = 112$

This system contains measures 9 through 12. The Oboe part has a quarter rest in measure 9, followed by eighth-note runs. The Piano part continues with chords. The Drums part has a steady quarter-note bass drum pattern with cymbal hits in measure 11. Measure 12 ends with a double bar line and a fermata.

14 2

Ob
Piano
Dr

This system contains measures 14, 15, and 16. The Oboe (Ob) part is in treble clef and features a melodic line with eighth and sixteenth notes, including a trill in measure 15. The Piano part is in treble clef and provides harmonic support with chords and moving lines. The Drum (Dr) part is in a simplified notation, showing a steady eighth-note pulse.

17

Ob
Piano
Dr

This system contains measures 17, 18, and 19. The Oboe (Ob) part is in treble clef and is mostly silent, with a few notes in measure 17. The Piano part is in treble clef and features a dense, rapid sixteenth-note passage in measure 17, followed by a few notes in measure 18. The Drum (Dr) part is in a simplified notation, showing a steady eighth-note pulse.