

ELEMENT 1 – PRE-PRODUCTION PORTFOLIO – BRIEF #2

FORM: PODCAST THEME

SOURCE: CHARLOTTE BROWN ('CUT THE CORD' PRODUCTION COMPANY)

TITLE: 'CONNECTING BEYOND BORDERS'

TIME FRAME: 1 WEEK

BRIEF STATEMENT

I've recently finished composing a theme for a Spotify Podcast 'Connecting Beyond Borders'. The brief was sent to me by the podcast producer Charlotte Brown who I met at a networking event. I had 1 week to create the theme & a host of shorter transitional sounds that could be used between sections and interviews on the podcast.

The client said they wanted something that fitted with their 'Nordic branding' that was also 'cheerful and upbeat'. As well as some other listening, I used Fearne Cotton's 'Happy Place' podcast theme as inspiration. After some feedback from the first demo I sent them, they wanted something a 'more corporate', 'a bit more up tempo'/ less 'romantic' and sent me over new reference tracks. They then picked a new theme from three new demos I sent them.

Brief 2a: First demo sent. Had no reference tracks at this point, just 'cheerful and Nordic' as brief. Used Fearne Cotton Happy Place podcast theme as inspiration.

***See Client Brief Document**

Brief 2b: First new demo following 'more up-tempo'/ 'less romantic'/ 'more corporate' feedback & the new reference tracks.

***See Client Brief Document**

Brief 2c: Second New Demo

***See Client Brief Document**

Brief 2d: Third New Demo & chosen final track. Created shorter clips from this for use as transitions.

***See Client Brief Document & Finished First Podcast**

REFERENCE TRACKS

- <https://open.spotify.com/episode/1rTc4ybpBgGlrTFHYmCClq?si=ULk9AzgOQSCmKEX2Ko-eDQ> Personally sourced following brief email 1
- <https://podcasts.apple.com/gb/podcast/philosophy-for-our-times/id1151965239> Sourced by client brief email 2
- <https://podcasts.apple.com/gb/podcast/another-actors-podcast/id1503981419?i=1000474135191> Sourced by client brief email 2
- <https://podcasts.apple.com/gb/podcast/what-donors-want/id1252602370?i=1000406529574> Sourced by client brief email 2

BRIEF DOCUMENT & REFERENCES

- Brief Document: Can be found in Brief 2 folder.
 - **carton_s_development_element1_brief2_ClientBriefDocument**
- Finished First Podcast:
 - <https://open.spotify.com/episode/69MWL2ymaJVPHP3tLKEgwg?si=r9f2atUpS6CPZWjvR4v6lw>