

Composition & Arranging

Week 10: Aims of the session

By the end of the session, a successful participant will be able to:

- *Present an original score for a television advertisement that satisfies the requirements of the given brief.*
- *Discuss any successes and areas of improvement for their advert with the group.*

Composing for Narrative Film & TV

Composing to a Brief (TV Adverts)

1. M&S Food

M&S are looking for upbeat, modern music for this advert. The production should be contemporary, clean and potentially simple. There should be an air of sophistication and at the same time, accessibility, making the brand seem high quality, but everyday.