

Composition & Arranging



TILEYARD EDUCATION - PHIL BAXTER (OCT' 2020)

Composition & Arranging

- Module Aims -

The Composing & Arranging discipline focuses on the use and application of musical concepts and techniques. Designed to embed music composition skills for technical professionals from the production idiom, the study includes critical analysis of commercial composition techniques, case studies, genres and the practical evaluation of your own original works. Alongside this, you will begin to examine the theoretical framework of composition and explore its relationship to practice, including;

- *Chords,*
- *Melody/Counter melodies*
- *Harmony*
- *Musical hooks*
- *Harmonic and Melodic Rhythm*

Composition & Arranging

- SEMESTER 1 2020/21 -

Week 1: (Intro to Module/Assessment brief) *Chord Movements* - Diatonic & Parallel Keys

Week 2: *Advanced Chord Movements* - Negative Harmony & Modal Interchange

Week 3: No Lesson

Week 4: No Lesson (SW Camp)

Week 5: No Lesson (SW Camp)

Week 6: No Lesson (Reading Week)

Week 7: *Tension & Release* - Secondary Dominants & b5 Substitutions (Thursday)
Structure - Song Structure, Melodic Structure & Development (Friday)

Week 8: *Transitions* - Arranging Theory & Dynamic Punctuation

Week 9: Composing for Narrative Film & TV I

Week 10: **Composing for Narrative Film & TV II**



FINAL TASK

Week 9 Contd... Choose 1 of 3 adverts and using the brief as guidance, write a score that compliments what you see on screen.



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.

Composing for Narrative Film & TV

Composing to a Brief (TV Adverts)

2. Visit Wales

The music for this ad must reflect the attraction and scenery of Wales as a family holiday destination and allude to the celtic history of the country, making it obvious that we are looking at Wales. You will need to try to make the location clear through the music. The music should reflect the joy and natural beauty of the open countryside and the intimacy one feels with it when getting away from it all with the family.

Composing for Narrative Film & TV

Composing to a Brief (TV Adverts)

3. BMW i8

The music needs to be instrumental, both modern and organic; reflecting the car itself. The car is being presented as a breakthrough technologically speaking, yet it has one foot in the old and one foot in the new. The music should also reflect the scenery, the idea of the open road and the car's place in this scenario. A script has been provided so you can voiceover the man talking in the video. There is a crescendo in his delivery over the course of the ad culminating in a bold, declarative speaking style.

Composing for Narrative Film & TV

Composing to a Brief (TV Adverts)

3. BMW i8 (Script)

*I am the impossible
I am the idea too bold to be chained
Too powerful to be tamed
I am the big bang
I'm changing the game for all you worriers, doubters, preventers,
I am the idea that has to be born
The revolution that has to be won
The story that has just begun
I am unstoppable
A rocket, a cannonball, a carbon fibre body lighter than wind
Stronger than a storm
I am born electric
I am sheer energy, the force of tomorrow
I am the possible... I am i8.*

Composition & Arranging

- Aims of the Session (Recap) -

- *To present an original score for a television advertisement that satisfies the requirements of the given brief.*
- *To be able to discuss any successes and areas of improvement for their advert with the group.*

Have we achieved our aims? Any further questions?

Columbia Briefs:

BTS:

Pop songs with an R&B feel. Positive lyrics. Not straightforward, up the middle pop. Also open to Motown-esque Jackson 5 type songs

The Chainsmokers:

Huge singles only, as their favorite songs have mostly been written and produced on their own. The brief they gave is Empire of the Sun meets Miiike Snow, with production along the lines of Kanye/Daft Punk/The Weeknd. The 1975 is also a great reference.

Diplo:

Working on "California 2" and wants hooks and songs from artists like 24k Goldn, Ian Dorr, Trippie Redd, Kid Laroi, Arizona Zervas, MGK, Blackbear, etc.

Kid Laroi – A+ producer sessions – more pop leaning

Kina:

Moody songs/hooks with deep emotion. Also looking for big artist features.

Lil Nas X:

BEATS!! Looking for versatile, experienced urban/pop songwriters that have an amazing rapport with artists. Producers would have to be able to make Nas feel comfortable in the room (once quarantine is over) so they can get the best out of him. Looking for unique sounds with lots of energy (can have pop appeal). We need another big mainstream song. This is a MASSIVE priority.

Lil TJay – A+ producer sessions. Melodic hook ideas.

Jawsh 685:

Flips of popular records in an uptempo Caribbean/Island style vein

Kid Laroi:

Looking to take the next logical step to becoming a big pop star. Big, tasteful rap/pop hooks

Noah Cyrus:

sincere, emotional pop records with acoustic elements. With some tempo is good. Avoid sarcastic or bratty lyrics and songs about being sad.

Powfu:

Influences ranging from XXXtentacion to Blink 182. Needs lo-fi. hip-hop, alternative beats and is open to hook ideas as well.

Polo G – A+ producer sessions. Producers need personality & high energy. Sessions in ATL/LA. Beat packs as well.

Tyga:

105 BPM club banger beats! Can do club records or pop songs. Need session ideas (once quarantine is over) or outside hook ideas. Big crossover club records.

StaySolidRocky (beats):

Song references:

Kodak Black - No flockin

King Von - Crazy Story

Lil Zay Osama - Ambitionz as a Rider

J Green - influence

Artist references:

MoneyMan

Roddy Rich

J Green

Swedish House Mafia & Gesaffelstein: amazing songs from credible artists for them to produce

SYD - Zoom sessions

Raissa - tasteful alt pop ideas. Looking mainly to collaborate with tasteful producers and artists who can deliver singles or interesting features.

Riley Lanez:

R&B ballads or R&B/Hip Hop tracks with attitude. Think Mary J, Keyshia Cole.

Always looking for beat packs for 645AR, Fivio Foreign, Lil TJay, Polo G

Clinton Kane:

Feature/collaboration ideas with credible artists of different genres

Zhavia Ward:

Full songs. Rhythmic/pop-R&B leaning. Big melodic choruses. Clever/Swagged-out lyrics. No sad love songs. Think Rihanna - "Needed Me" and Halsey - "Without Me". Think of her as a female Post Malone.

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POLYDOR/UNIVERSAL

Wretch 32

(<https://open.spotify.com/artist/0T2sGLJKge2eaFmZlxX7sq?si=UYPdeom4QdakwMe9jFiuMA>)

Clavish

-
-

(<https://open.spotify.com/artist/4ygR3mAG9AsBRVKllmFYP1?si=lZrP32RQR9ans8ljiXjbBQ>)

-

Shane Codd

(<https://open.spotify.com/artist/2s7Oijd4mFGgEkYJtf3sJ?si=QFVUU0MvQgym3XdffLZhWg>)

-

RAYE

(<https://open.spotify.com/artist/5KKpBU5eC2tJDzf0wmlRp2?si=D5NFMFrTR3SmMxhQJ45rmw>)

-

GRACEY

(https://open.spotify.com/artist/7xBGi7Eign0fX7jGQj5KlJ?si=xoquaSMiSpOj6_tbW4rWhA)

-

220 KID

(<https://open.spotify.com/artist/4Euia7UzdRshy1DJOSMTcs?si=MfUJW7AwSNyBU4L0dAwawg>)

-

Nathan Evans

(<https://open.spotify.com/artist/1PKErrAhYFdrDymGHRQRo?si=oM716oSRTsWYBKylfVPmA>)

-

Spencer Ramsay

(https://open.spotify.com/artist/1lgLSPF7mCbDA9rJmDzqji?si=acM_JI5vRC2LjFj-uU7fog)

Writing To Commercial Brief Week 7 – Corporate Audio Branding

Briefs for the 3 ads from lesson 24/02/21 – CHOOSE ONE

1 BALLS Create a composition to accompany the clip

Analyse what mood it engenders in you, and match the music to it

Doesn't have to be one continuous piece – could be dipping in and out for instance

End with a musical conclusion (i.e. not silence)

2 DUMB Create a composition to accompany the clip

Analyse what mood it engenders in you, and match the music to it

Should be one continuous piece

Could try to match lipsync chorus – or not, as you wish – the mood of the piece is most important

This animation should be accompanied by playful music -to counterpoint the potential horror of danger

End with a musical conclusion (i.e. not silence)

3 PAPER Create a composition to accompany the clip

Analyse what mood it engenders in you, and match the music to it

Doesn't have to be one continuous piece – could be dipping in and out for instance

Could try to 'enhance' the action musically in places?

End with a musical conclusion (i.e. not silence)

Responses can be sent to me at martyn.ware@mac.com via wetransfer
no later than 1700 Tuesday 9 March

Brief of the Week - Cloud 9, Ben Gold, Hive (artists only), Float & more....

Jamie Searls <jamie@tileyardeducation.co.uk>

Tue 15/06/2021 13:05

To: Jamie Searls <jamie@tileyardeducation.co.uk>

Hi all

Please see news on what we have been up to and what our A&R teams are looking for.

NEWS

- Due to the success of the Tileyard Education X BMG collaboration, congrats to [Jordan Round](#) and [Emma Horan](#) who will shortly start working on separate artist EPs with BMG!
- If you have music that fits a brief, submit it [HERE](#)

CLOUD 9

Just off a call with our A&R contact this afternoon.

DANA WINNER

They are looking for ballads for Dana Winner. See attached powerpoint.

In the attachment you will find an artist profile of Dana Winner, the top female artist with a phenomenal voice from Belgium who also does very well in a number of other territories in Europe. The label of Dana (CNR Records) is looking for a strong power ballad kind of song, for her to record as one of the next singles

Think of : "It's Coming Back to Me " - Celine Dion , or "Beautiful " – Christina Aguilera.

INSTRUMENTALS

Cloud 9 really keen for songwriter/vocalists to give these instrumentals a go!

<https://s.disco.ac/nkkzbnunvpxn>

ARMADA MUSIC

[Ben Gold](#),

one of our main trance guys. He's in full album mode and would love to work on a record which has a similar vibe to that Gladiator theme song from Lisa Gerrad.

- Looking for a female vocalist who can sign in a non Anglo-Saxon language
- Think about Gaelic, Folk, Latin, Hebrew – kinda Gladiator style, Lisa Gerrad.
- Arabic/Persian/Indian would be of interest.
- We're really looking for a foreign/old language, almost ancient/mystical. Something that sounds extremely foreign. It should just have a very unique & fairytale-like vibe

HIVE

Looking for ARTISTS

POP/Fun/upbeat/lyrics/tagline

KOYOTIE

That sound sample libraries

Danger Twins

Summer Kennedy

FLOAT

Library Tracks wanted. Think along the lines of:

Future bass

Gaszia

Awoltalk

Hotline - Fierce

SPINNING

Vinai: <https://www.dropbox.com/s/68dzbr1tdc1ufj8/VINAI%20-%20new%20melody%20.wav?dl=0>

These boys are blowing up on streaming and they have this beautiful melody that needs a killer topline.

Timmy Trumpet: <https://s.disco.ac/wrwxfbvncui>

The name Timmy speaks for itself nowadays! Let me know if you need a download to any of these.

Tungevaag: <https://soundcloud.com/tungevaag/ecuador-v3/s-dYeejExAxtD>

Tungevaag is already in touch with Sash about a new version and they're now looking for a new vocal.

Le Shuuk: <https://www.dropbox.com/s/bg1k6teh7b5c1xl/Teenage%20Dirtbag%20%28Original%20Instrumental%20unmastered%29.wav?dl=0>

Le Shuuk is one of the biggest German DJs with a very cool sound. He is looking for a female topline on this one.

Besides that we also have a list of instrumentals from MAS producers. Most of them already have a label involved:

<https://airtable.com/shrE1vf2xNgkHONIU>

Chinese Briefs

Artist: Tifa Chen

Label: Universal China

Deadline: 2021/06/04

No. songs: 3

Tifa Chen is a very versatile artist, singer, rapper and dancer. She is good at writing her own songs as well, so beats and fully produced demos are both welcomed! This brief is beats/production oriented and it's important that they are "danceable."

Style 1: Poppy Hip-Hop / R&B (Korean style)

References:

[Red Velvet - Bad Boy.](#)

[Baekyun - Candy](#)

[Justin Bieber / Summer Walker - Yummy_\(Summer Walker Remix\)](#)

[JAMIE - Apollo 11 ft. Jay_park](#)

Notes:

Looking for a poppy hip-hop/R&B style song/beat that has a chill and playful vibe. Very important that it's danceable. The vibe we are looking for here should be "sweet-cool" and youthful. (Please make sure it's not too cute/girly).

Style 2: Cool/Dark R&B

References:

[Halsey - Don't Play.](#)

[Billie Eilish - you should see me in a crown](#)

Notes:

A cool and slightly dark vibe song/beat. Looking for some interesting arrangement / sound fx in the beats.

Style 3: Electro Pop

References:

[WayV - Dream Launch](#)

[Kang Daniel - 2U](#)

[Elohim - She Talks Too Much_\(Become Remix\)](#)

Notes:

A warm and sweet electro pop song with light but groovy beats.

**Artist biography:**

Tifa Chen is a true versatile artist with a wide range of experience in the industry. She was a trainee in Korea for 2 years and made a quiet debut in 2014. She has also participated in The Voice of China and Rap of China, nailing both shows with top rankings. All of these experiences led her to the signing with Universal Music as well as appearing on the major TV show Sisters Who Make Waves with top tier artists including Bibi Zhou, Na Ying, Rainie Yang etc.

Tifa Chen has a sweet, cheerful and pure personality, but is also badass and cool when she raps and dances. Although she doesn't have a big fan base at the moment, she is called a "treasure girl" by people. We all look forward to her future development!

Artist website/wikipedia: [Youtube Channel](#)

Recent singles / performances:

[Tifa Chen - D.O.Y.O.U](#)

[Tifa Chen solo stage performance on Sisters Who Make Waves](#)

[Tifa Chen performance on Sisters Who Make Waves - Just Dance](#) (rap section 3:19-3:35)

Production Essentials

Songwriter/producers, in order for your music to compete in today's market, it must be professionally presented at all times. Please submit tracks that are tuned and mixed to professional standard. If you're unsure, check out the tutorials below!

WavesTune: <https://vimeo.com/392505580/961ebd7e79>

Melodyne 1: <https://vimeo.com/394438757/8784fbe3ba>

Melodyne 2: <https://vimeo.com/394438466/5e5eb61f4c>

Logic: <https://vimeo.com/394438149/6ba410fcba>

Sean Hargrieves: <https://vimeo.com/394451692/5507089857>

SUBMIT YOUR SONG

- Submissions are for Tileyard Education students and alumni only.
- Any sharing of these briefs will result in your immediate removal from the list.
- Remember to be specific in your submission. Don't just put anjuna or a random tenuous link to the original brief. Copy and paste the full brief.
- [SUBMIT HERE](#)