

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?