

Kevin McKenna

Student Number:

1909923

Commercial Music

Producer MA

Module Title:

Development

Element 1- Pre

Production Portfolio

Total Music 15

minutes 9 seconds

RedRum - 2 minutes 5 seconds.

Brief: Writing To Brief week 2. Write a short piece of music (around 2 minutes) that evokes the emotion of Anger.

I decided on a very upbeat driving composition that would reflect the often chaotic nature of anger and its explosion into violence or confrontation.

The brief document is shown below.

Writing to Brief - Week 2

Glen Matlock

Glen Matlock is best known as the original (and occasionally returning) bass player in the [Sex Pistols](#), where he is credited as co-author on 10 of the 12 tracks on "[Never Mind the Bollocks, Here's the Sex Pistols](#)".

Glen has worked with Martyn Ware several times, including playing with the [British Electric Foundation](#).

In this interview, Martyn talks to Glen about his experiences in the industry, playing in bands, and maintaining the Rock 'n Roll Attitude when writing to brief.

Interview - Glen Matlock



Week 2 Task

- Write a short piece of music (around 2 minutes), that evokes the emotion of Anger.
- Post a link to the music on the Beebop channel.
- Listen to the compositions by your fellow students, and give feedback.

Out Of The Wind Into The Sun - 3 minutes 23 seconds.

Brief: Writing To Brief week 3. Write an Instrumental piece evoking the excitement and majesty of nature at sea. For example on an historic liner like the QE2.

I decided to write about the power of the ocean from the perspective of those on board a pirate ship. As her crew journey through the storms and expansive vistas on the high seas. The piece is written to show different moods and elements that could also be extracted and used as sections for scenes in a film, audio book or documentary.

The brief document is shown below.

WRITING TO BRIEF – WEEK 3

In this session, [Sister Bliss](https://thesisterbliss.com) talks about her approach to production and composition.

Sister Bliss (or "Blissy" as she's known around Tileyard) is best known as the other half of Faithless, as well as a producer and radio presenter.

<https://thesisterbliss.com>

Talk - Sister Bliss



Week 3 Task

Choose one of the following Briefs:

- Write an instrumental piece evoking the excitement and majesty of nature at sea, for example on an historic liner like the QE2 (*The Crossing*) – 3-5 mins
- Write a piece creating the sense of the happiness you felt on one of your favourite past holidays – incorporate voices (*What Does the Sea Say?*) – 3-5 mins

Post a link to the music on the Beebop channel.

Listen to the compositions by your fellow students, and give feedback.

Attached Files

This Article has no attached files

The Space Battle - 1 minutes 20 seconds.

Brief: Writing To Brief week 4. Create a piece evoking the atmosphere of a sci-fi battle scene. For use in a game such as the one in our Sound Design and Creative Media Technology project.

This was a first person shooter against flying sentry robots. So it was decided to create plenty of drama and tension to keep the adrenaline flowing. The piece was kept short and written to work as a loop. This consideration was to optimise valuable memory space in a gaming program environment. The brief document is shown below.

Ben Langmaid

In this session, Martyn talks to Ben Langmaid

Ben is another constant presence at Tileyard (in fact, we have his old Audient Zen desk in our latest studio!), as his his previous collaborator, Elly "La Roux" Jackson.

In this interview, he discusses how he got started in the business, how he got his break, and dealing with management:

Interview - Ben Langmaid



Week 3 Task

- Create a piece evoking the atmosphere of a sci-fi battle scene.
(you will be able to re-arrange and implement this in your Sound Design & Creative Media Technology project)

Post a link to the music on the Beebop channel.

Listen to the compositions by your fellow students, and give feedback.

Attached Files

This Article has no attached files

4 Walls and Locked Doors - 2 minutes 9 seconds

Vocals written and performed by Troi Parker-Roth

Brief: Online Writing Camp April 2020. Day 1. Celina Sharma is one of the priority artists signed to the Mugal venture. She's also signed to Virgin EMI on the label side.

Looking for Urban Pop songs like Ariana Grande, Kehlani as well as Indian fusion records like Urban Pop mixed with Punjab instrumentation.

We were advised to write an intro, verse and chorus to demonstrate all the elements of the song.

The verse is about the teen torments of living under lock down without a social life. And is quite reflective. While the chorus celebrates the party she would have once lock down was lifted.

Celina is 17 so we were trying to write a track she would empathise with (to make a stronger pitch).

The brief document is shown below.

ONLINE WRITING CAMP APRIL 2020 DAY 1 – APRIL 22ND 2020

Celina is one of the priority artists signed to the Mugal venture, she's also signed to Virgin EMI on the label side. Please see below some info on her. Looking for Urban Pop songs like Ariana Grande, Kehlani as well as Indian fusion records like Urban Pop mixed with Punjab instrumentation.

As for Nana please don't do a spam email to the roster I would prefer a select few to work on an exclusive basis on these tracks as Kehlani has them and is working on some song ideas so no social media clips on IG etc.. Maybe just give the writers a brief to write songs for Ella Mai and Kehlani as a target.

NANA ROGUES

Kehlani

- <https://drive.google.com/open?id=1F7EJMKSm4cenGeFtUJle3NNqFygzDwyr>

CELINA SHARMA

Celina Sharma is a 17 years old artist of Indian, Maltese and English descent, whose a multi-talented triple threat, her vocal ability has been compared to the likes of Ariana Grande and Beyonce with her powerful vocals. This year BBC Radio 1 in recognition of her talent announced Celina as the BBC Radio 1 Asian Network Future Sound 2019 and has tipped her as an artist to watch for 2020. CELINA has been regarded as one of the hottest singer-songwriter pop talents from a very early age, she was chosen by Guy Sebastian to perform as his prestigious annual Christmas show to thousands in Sydney aged only 12, becoming the youngest solo artist to ever perform at this showpiece calendar event. She has created a real buzz in a short space of time having released 'Say Yes' in collaboration with Indian electronic producer, SHAAN, this song was A listed by BBC Asian Network and heavily supported across Sirius XM stations across North America. She has since gone on to perform at Sunburn City Festival Mumbai in front of 80,000 fans and supporting latin boy sensations CNCO at the American Airlines Arena, Miami in front of packed 30,000 capacity arena and closed the tour at the iconic 02 Shepherd's Bush Empire, London. Celina's debut release called "**We Are One**" was chosen to be the ICC Indian Team's Cricket World cup Anthem which is playlists on Radio 1, Red FM as well as being synched as the official theme tune for the Live TV broadcast of

this years Cricket World Cup campaign in conjunction with the Bharat Army. **Celina** has recently released her debut single “**Lean On**” which features man of the moment and India’s number 1 rapper **Emiway Bantai** and followed up with her second release on Virgin EMI Universal called **Chalo**.

FOLLOW CELINA

[INSTAGRAM \(104K\)](#) – [TIK TOK \(675K\)](#) – [SPOTIFY](#) – [YOUTUBE \(275K\)](#) - [VEVO](#)

RELEASES (MUSIC VIDEOS)

CHALO (Single 2)

<https://www.youtube.com/watch?v=EaKq1ALhKQM>

Lean On ft. Emiway (Debut Single)

<https://www.youtube.com/watch?v=1ADnTiQ8Pko>

Must Be Love

https://www.youtube.com/watch?v=yCNKPmAxV_0

ACCREDITATIONS & AWARDS

2019 BBC Radio Future Sounds Winner

2019 Brit Asia Nomination - Best Artist

2019 Brit Asia Nomination - Best Newcomer

CELEBRITY SHOUT OUTS

Ne-Yo Shoutout

<https://www.instagram.com/p/BxW0dWRndua/>

Snoop Dogg Shotout

<https://www.instagram.com/p/BxZPLm4BRz0/>

My Beautiful Freak -1 minutes 40 seconds.

Brief: Music Marketing. Week 3. Exercise 3B. What are your Freak Powers? The difficulties you have overcome. The challenges you have faced. The hardships you have struggle through. The struggle of being different. Write a piece of spoken word to deliver your beautiful freak. Backing music or visuals can accompany your prose.

I chose to create an ambient background with an arpeggio. This accompanied the spoken word vocal. The intensity increased to develop the gravity of the narrative as the monologue progressed. The brief document is shown below.

.3B

THE BEAUTIFUL FREAK - WHAT ARE YOUR FREAK POWERS?

- ▶ The difficulties you have overcome
- ▶ The challenges you have faced
- ▶ The hardships you have struggled through
- ▶ The struggles of being different

EXERCISE:

Write a piece of spoken word to deliver and celebrate your beautiful freak.

Backing music or visuals can accompany your prose.



Attached Files

[Mapping sheets.pdf](#)

The Vision - 2 minutes 14 seconds

Independently sourced

Brief: Independently sourced from Syncrmusic.com

For an up and coming sci-fi action movie where the protagonist experiences visions.

Can be a range of styles within the pop/rock/electronic spectrum as well as emotive

Singer-songwriter tracks and cinematic instrumentals.

I chose electronic instrumental as the genre.

The glitchy and restless movement of the percussion combine with detuned synth oscillators to echo the 'surreal' visions the main character might experience in a sci fi setting.

A CS-80 classic lead sound gives the piece a captivating hook.

The brief document is shown below.

SYNCR Pro
Surreal Sci Fi Movie
Pop | Rock | Electronic | Instrumental

Share This Brief
f t w a l
Apply Now

Deadline TBA Production delayed	Media Usage Film	Fee Placement dependent	Location Worldwide	Licence Period Perpetuity
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Brief Description

We're looking for tracks to feature in an upcoming sci-fi action movie where the protagonist experiences visions.

We're looking for a range of styles, but mostly within the pop/rock/electronic spectrum as well as emotive singer-songwriter tracks and cinematic instrumentals.

Please include writer information (**full names and %s of ownership**) in your tracks! You can read our posts about **metadata** and **split sheets** to become a sync expert.



Apply for this opportunity

Apply Now

Before The Storm - 2 minutes 18 seconds

Brief: Independently sourced from Syncrmusic.com

To feature on forthcoming crime movie with tense, action packed scenes.

Tracks should be bold, punchy and energetic, or create a strong level of tension suitable for high drama scenes.

I chose to create a track with a high level of emotive tension. It could work in a suspense, chase or stealth scene. And is also fitting to act as a theme for opening and closing credits.

The brief document is shown below.



SYNCR Pro
Crime Thriller
Pop | Rock | Electronic | Instrumental | Alternative

Share This Brief
f t w p g

Apply Now

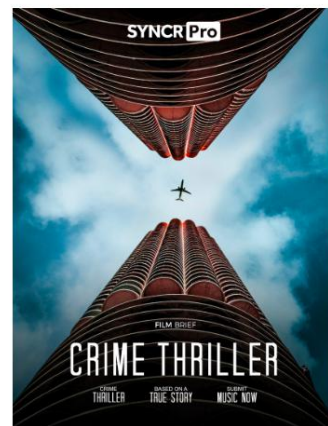
Deadline	Media Usage	Fee	Location	Licence Period
TBC (Late 2020)	Film	Dependent on placement	Worldwide	Perpetuity

Brief Description

We're looking for tracks to feature on forthcoming crime movie with tense, action packed scenes.

Tracks should be bold, punchy and energetic, *or* create a strong level of tension suitable for high drama scenes. Lyrics, while not necessary for placement, should express this, with other placements for triumphant tracks also available.

This is a big one, so please submit your most appropriate tracks, along with writer information (**full names and %s of ownership**). You can read our posts about **metadata** and **split sheets** to become a sync expert.



Apply for this opportunity

Apply Now