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Element 3.1 – Production Portfolio

Weekly Brief

The Brief from Songwriting camp Day 1.

Weekly from Play M Entertainment is now looking for a title song for their third album.

Weekly is a 7-piece K-pop girl band who made its debut on June 30, 2020 with its debut EP, We Are. The group consists of both teenage members and members in early 20s and tries to portray a bright and

cheerful image. The group also wishes to be differentiated from other K-pop girl bands by not wearing short skirts or heels on stage.

-lively, energetic song that reminds listeners of images like house party,

school field trips, etc

-not limited to particular music genre

-looking for tracks with no emphasis on guitar riff (two previous releases had guitar riffs)

-songs that doesn't depict any sexual appeal/innocent or cute image/tough-girl image

*The band has a member who can rap, but she is not a full-time rapper.

All seven members are basically vocalists.

[REFERENCE TRACKS]

Anne Marie – BIRTHDAY

Eden xo – The Weekend

Taylor Swift – ME!

Feedback from first submission

Brief 1 – Rainbow

The brief was generally followed as per the given instructions, however the band in question have an emphasis on vocals & harmony, and your submission lacked the stylistic properties of that style and genre. The emphasis was on the rap with vocals delivering the chorus. The slight dissonance in the music production was interesting, although you could afford to create more melody & harmony with backing vocals as well as in the overall composition. Lyrics had all the radio friendly references expected from a contemporary K-pop style composition.