

Crowd Control Collective: NEW PROJECT

Genre considerations

- Crowd Control Collective has a number of key genres that they work within, however, exploring new genres is acceptable where fitting.
- Key genres and conventions to adhere to are (Hip-Hop, RnB, Alt-Pop, UK Rap, Underground, Experimental)
- As this project is the collective's second project, we want a slight change in direction, while still connecting with themes and attributes from the first project 'Sunny Funeral'.

Reference Artists

- These are a selection of artists which have been key in influencing CCC's previous project and should be used to inform this newest project also.
- Brockhampton
- Slim Guerrilla
- Death Grips
- \$uicideboy\$
- JPEGmafia

Additional Notes

- Referencing and drawing inspiration from the first project is advised. But this project should be an evolution not a continuation. Hot words for this project are, Melodic, Layered, Sonically advanced.
- Sampling is a key part of the collective's musical identity so use of samples is necessary but should not be over used.
- Drums are an integral part of the tracks, these should have variations between each track, as well as rhythm, style and sample selection.
- ALL tracks must be created with the live performance aspect in mind. While drums and samples are important. Space must be left to allow for live elements to be added whilst not overcrowding the tracks.
- The use of featured artists is encouraged where appropriate, however, these must be finally approved by the members and may not reach the final project.
- The project must feature 2-3 instrumental tracks; these tracks will likely not make the recorded project release. However, will be a vital part of the live show, which vocalists will use for 'freestyles'

MX BRIEF – INDIE SKATE FILM

WHAT – what are we looking for?

We are making a track to accompany a trailer which is being made to promote a film. The film is a coming-of-age piece following a snapshot in a young man's life as he tries to balance his ambitions of becoming a pro-skater with his school life, relationships and the conflict of making decisions that his dad doesn't always agree with as he tries to become his own person.

Set against the sun-drenched, but gritty backdrop of LA, the music should take influence from Americana and Skate-culture's rich musical heritage. Call outs to old school 80's hip hop and Motown should be an essential part of the sound. Lo-fi sampled beats, horns and a male-led rap vocal are some of the key components of tracks we have been considering. Please research the music of these subcultures however and interpret it any way you see fit.

The pacing of the edit is going to be fairly swift and so for this we're looking for something up-tempo and exciting.

SUMMARY – the headlines

MOOD: Irreverent, Rebellious, Celebratory, Energetic

INSTRUMENTATION*: Drums, Horns, Vintage Synths, Vocals, Bass, can be sample/loop based but avoid anything that might fall into sounding too modern or electronica.

TEMPO / FEEL: Up-tempo, halftime, vintage, strong groove

PURPOSE: To enrich and enhance the mood and feel of the character's surroundings and journey. To serve as a backdrop to a promotional trailer for the film.

AVOID: Feeling cheesy or corporate, overly-modern sounding production, Electronic feel

**Please feel free to deviate from these instruments if you feel your idea has a strong case. These are just guidelines.*

REFERENCES – where to look for inspiration

<https://www.youtube.com/watch?v=w9Rx6-GaSIE>

https://www.youtube.com/watch?v=IEla_WhQox4