

SmartPhone Jingle Imagination Sheet



Student Name: _____

Use this sheet to brainstorm and describe ideas: e.g., sounds, sequences, textures, timbres, dynamic shapes, melodic/harmonic ideas that could be used for your music composition (SmartPhone Jingle). These ideas should relate to the SmartPhone product, and will be used in the planning and making of your jingle. In your jingle, the elements of music (pitch, rhythm, harmony, dynamics, timbre, texture, form, and/or style/ articulation) are to be used to portray the characteristics of the new SmartPhone product, and should combine to create memorable music to promote the SmartPhone product.



Sounds

Quiet → louder → Quieter } Show technical sides
 Calming } but also how easy the
 phone is to use



Sequences

Piano melody → Sounds somewhat like a ringtone



Textures

many piano/synthesizer layers → Harmonization
 ↳ Sounds somewhat technical



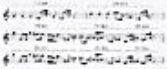
Timbres

Deep tones, soothing → The phone is easy to use so the user
 should feel calm about it.



Dynamic Shapes

Quiet → Loud → Quiet
 Shows different sides
 of the phone



Melodic/Harmonic Ideas

Piano Harmonies in one single melody
 ↳ Simple like the phone

SmartPhone Jingle Analysis Form



Student Name:

Identify and describe the various ways you might use the musical elements to portray the characteristics of the new SmartPhone in your jingle:

Tempo:



Not too fast → No overwhelming the listener

Not too slow → so it's not too boring and people are still intrigued

Rhythm:

Chords held w/ a melody over the top

Whole Notes : Quarter Notes

w/ a solid drum beat

Dynamics:

Gets louder → durability

Quieter → Thinness

Less Layers → Flexible

↑
how does this connect?

Timbre:

Music is calming → shows ease of use

major key → user should be happy about the phone

Teacher Feedback:

This isn't really timbre - more sound.
Not all of your elements are tied to the characteristics of the phone itself.

Peer Evaluation Form

Composer's Name: _____

Listener's Name: _____



This section to be complete by the listener

<p>What works well? <i>tempo, rhythm, dynamics, and timbre</i></p>	<p>The tempo is consistent and is at a good speed. Good rhythm. Everything connects and fits together. Some instruments were louder than others. Not all are at the same level. I like some of the sounds like the synthesizers. The qualities of the phone can be recognized with the sounds of the instruments.</p>
<p>What could improve the composition?</p>	<p>The piano speed could slow down a little bit. Sometimes the piano seemed a little bit off but only for a small amount of time. Also try raising the volume on the piano a little bit.</p>

What did you learn from the peer and teacher feedback that will help you make to the composition more effective?

This section to be complete by the composer

<p>I raised the volume of my piano melody so you can hear it better.</p> <p>I also made sure the rhythm of the piano lined in with everything else.</p>

Describe how the elements of music (pitch, rhythm, harmony, dynamics, timbre, texture, form, and/or style/articulation) are used to promote the new SmartPhone, and portray its characteristics:

Simple melody ease of use

Represents phone

Evaluate the composition citing specific examples of how the composition is or isn't appropriate in style, mood, and/or performance quality for the advertisement of the SmartPhone.

Very good. Composition works well to advertise for phone

Final Project

In C Major

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