Just a thought...

*A great musical group performance will sound pretty good recorded anywhere;

*A bad musical group performance will not be enhanced much with all the best equipment.
AIDA
AIDA

• Attention
AIDA

- Attention
- Interest
AIDA

- Attention
- Interest
- Desire
AIDA

- Attention
- Interest
- Desire
- Action
AIDA

- Attention
- Interest
- Desire
- Action
- CAN A PIECE OF MUSIC DO ALL THIS?
It’s time to sing jingles...
WRITING COPY OR LYRICS

- Mention the sponsor's name as often as you dare;
- Be economical with words—Radio = music/lyrics; TV = pictures;
- Use simple language;
- Express one idea—again & again.


Scoring Music and Lyrics

- Think about spoken accents/musical accents;
- Consonants at end of phrase require tones of short duration;
- Vowels at end of phrase can have tones of long duration;
Scoring music for commercial entities

- Melody should be simple, singable and memorable;
- Harmony should progress, draw the music forward;
- Rhythm is conceived in the style the producer ordered;
- Instrumentation is largely determined by budget constraints.
- Cardinal rule for working with singers: Stay out of their way;
- When in doubt, simplify.