



Commercial Jingle ©

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Intent

Students create thirty-second commercials to specifications given by local business owners, who “hire them.” The commercials must reflect the information and mood requested, and must include a sung “jingle,” background music and spoken text, all notated and recorded. Commercials are given on disk or tape to business owner who gives feedback to the composer. This project provides the young composers with experience writing music for a commercial purpose, according to guidelines given them by an employer

Example (s) of Student Work: (posted at <http://www.vtmidi.org/AtoC.html>)
See Delabruere’s Auto Sales for example of finished work, posted as an MP3 file.

Standards Addressed:

National Standards for Arts Education (1994) *all below paraphrased*

Standard #4, Composing and arranging music within specified guidelines

- a. compose short pieces within specified guidelines (from grade 4-8)
- b. compose and arrange music for voices and various acoustic and electronic instruments.....(from 9-12)

Standard # 5: Reading and notating music

- a. use standard symbols to record their musical ideas ...(from 4-8 and 9-12))

Vermont Framework of Standards and Learning Opportunities (2000)

1.16 and 5.23 Reflection and critique

Students critique their own and others’ works in progress, both individually and in groups, to improve upon intent.

Prior Experiences and Knowledge:

Knowledge of musical notation, familiarity with music notation software, and prior composition experience..

Procedure:

- ♪ Students select a local business for which to write a commercial. They interview the owner to find out the following:
 - Is there a company slogan?
 - What critical information would they like included in the commercial?
 - What sort of mood would they like conveyed?
 - Would they like the music to be in a particular style?This interview is written up and kept for future reference.
- ♪ Students decide on a form for the commercial. There must be exactly thirty seconds of music, with a sung jingle included. The background music for the voice-over should reflect the mood requested by the business owner.
- ♪ Students create a short “jingle” with lyrics in notation software, using the company slogan, if appropriate.
- ♪ Students then compose background music for the thirty second commercial, built around the jingle, using the guidelines given by their “employers.” They use several timbres and put the music in notation software.
- ♪ The students write the spoken portion of the commercial, and practice reading it with the music so that it is understandable and fits into the time allotted. They may ask other members of the class to read or sing for the recording. The voice-over text is written into boxes above the music in the notation software.
- ♪ If a multi-track recording device is available, the background music is recorded first, followed by the spoken text and the singing of the jingle. If not, the entire commercial can be recorded at once using a microphone.
- ♪ After making the recording, students deliver a tape or CD to the business owner. A thank you letter from the teacher to the employer is included with a request for feedback.

Assessment:

Checklist of criteria from original interview of client, including the thirty-second requirement, inclusion of critical information, notation of lyrics and text in score, recording and completion of interview and follow-up.

Critique:

As the students compose their commercials, they share their work with each other and the class critiques their work in progress.

Comments and Extension:

If time allows, the commercial can be given to the business owner in stages of development for ongoing feedback, and revised.

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- Students can work with various school and community organizations creating public service announcements for airing on local radio stations.

Checklist for Commercial Jingle Assignment

Criteria	Yes	No
Original interview completed and written up		
Critical information included as requested		
Short sung jingle is notated, with lyrics in the score for the singer		
Text is notated in score for “voice-over”		
At least three instrument sounds of timbres included		
Commercial is recorded with background music, sung jingle and voice-over		
Commercial is thirty seconds long		
Recording of commercial delivered with thank-you note		
Feedback received from employer		