



# Music Year 11 Cycle 1



## What is a brief?

*A brief is a written document that provides a scenario and instructions to find or create a product for a target audience. It gives a brief overview of the background and objectives.*

## Target audience

*This is a group of people identified as likely customers. People in the target audience share similarities such as age or location. This makes it easier to target your product.*

## Activity 1 - Responding to a brief

- ☐ Investigate the musical styles in the brief
- ☐ Carry out **research** of relevant material eg listen to **cover versions**, find **sheet music**
- ☐ What **resources** are required?
- ☐ What **changes** will you make?
- ☐ **Timeline** of development

## Activity 1 - Responding to a brief

### What are the creative constraints?

*What resources are available?*

*Will your own ideas be effective within the timeframe?*

*How can you make your music stand out from other work?*

*How can you develop your own skills?*

*How can you build on your strengths?*



Instruments, iPad/Garageband, sheet music, amp, microphone, practice room

Use the QR codes to watch cover versions of different songs.



Working out individual parts, establishing a practice routine, learning/memorising new material

## Activity 2 - Applying musical skills

### Organisation Skills

- Identify priorities - what will you do and when?
- Set targets - what do you need to do each lesson? How will you monitor this?
- Use of technology - do you need to use Garageband?

### Preparing for the project

- Health and Safety - correct and safe use of equipment, manual handling
- Checking resources and facilities - what instruments are available? Do you need sheet music and/or lyrics?
- Plan for alternatives - have a back up plan in case things go wrong

### Consider the constraints

- Ensure you are working within the aims of the brief - keep in mind your target audience, the finished product and the deadline
- Use suitable materials and techniques
- Address any quality issues



# Music Year 11 Cycle 2



**Step One:** Plan to meet the demands of the brief and research relevant material.



**Step Two:** Choose one song and one style of music and prepare a proposal of your idea.



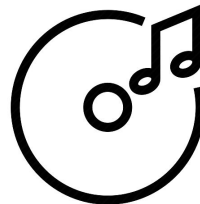
**Step Three:** Sit a 2 hour written exam on the development of your ideas and the rehearsal process.



**Step Four:** Select and apply musical skills and techniques to create your music product.



**Step Five:** Present a final musical product in response to a commercial music brief.



**Step Six:** One hour written exam to evaluate your performance and comment on the creative process.

