

Course Title: Music (Jingles and BG Score)

Course Code: BFAGD-311

Credit Hours: 2 (1+1)

Course Outline:

This course introduces students to the principles and techniques of composing music and jingles specifically for television commercials and animated content. Students will learn to create engaging and memorable audio that enhances visual media and communicates brand messages effectively.

Course Objectives

- Understand the Role of Music and Jingles: Learn how music and jingles contribute to the effectiveness of TV commercials and animations.
- Develop Compositional Skills: Gain skills in creating memorable and effective jingles and music for various types of commercials and animations.
- Explore Production Techniques: Understand the technical aspects of recording, mixing, and producing jingles and music.
- Analyze Successful Examples: Study and analyze successful jingles and music in TV commercials and animations to identify best practices.

Course Outcomes:

- To make students able to develop original ideation process.
- To build skill set for infographics animation, based on hands on experience.
- To enable students with aesthetic and technical aspects relating animation.

Course Contents:

- Introduction to Jingles and Music for TVC and Animation
- The role of music in TV commercials and animations.
- How jingles and music enhance brand recall and engagement.
- Evolution of jingles and their impact on advertising.
- Notable examples of successful TVC and animation jingles.
- Lyric writing: Connecting with the audience and reinforcing the brand message.
- Rhythm and tempo considerations.
- Matching music to animation style and mood.
- Creating thematic scores for animated characters and scenes.
- Working with copywriters and marketing teams.
- Aligning music with visual elements.

- Basic recording techniques for jingles.
- Instrumentation and arrangement considerations.
- Use of synthesizers and digital audio workstations (DAWs).
- Mixing and Mastering
- Understanding copyright and licensing issues.
- Ensuring the proper use of sampled or borrowed music.
- Case Studies and Analysis

Project Work

- Creating a jingle for a fictional brand.
- Developing a musical score for an animated short clip.

Recommended Books

1. "The Complete Singer-Songwriter: A Troubadour's Guide to Writing, Performing, Recording, and Business" by Jeffrey Pepper Rodgers
2. Provides insights into songwriting and recording which are essential for jingle creation.
3. "Writing Music for Hit Songs" by Jai Josefs
4. A guide to songwriting techniques that can be applied to creating catchy jingles.
5. "How to Write Songs on Guitar" by Rikky Rooksby
6. "The Complete Guide to Film Scoring: Techniques and Tempos for Writing Music for Movies and TV" by David Stevenson and Deke Sharon
7. Offers a comprehensive look at scoring for visual media, including techniques applicable to animation.