

Year 7 Summer 1 Adverts

THE BIG QUESTION - How important is the music to an advert?

Music helps to create the context for the product

Music sets the mood, links a product with famous musicians or celebrities which helps to sell the product

What Will I learn?

- To select loops from Cubase that create a particular mood
- To record sound effects or additional material to enhance the track
- To edit the track using the fade tool for smoother transitions
- To adjust timings of musical ideas to fit with visual cues

Supporting my learning

- Watch or listen to a variety of adverts on television, cinema or radio. Think how the different medium affects the music.
- Radio adverts often use the product name in the catchy jingle
Television may use action to support or dominate the music
- Cinema may have adverts on a grand scale to match the situation
- Notice when famous songs or pieces of music are used, adding importance to the product, linking with a favourite musician
- Hook lines or jingles stay in your mind,

Key Vocabulary

Loop short recorded musical idea which can be looped / repeated

Sound effect fx

Additional sound material that often highlights action

Transition changing from one to another

Visual cue something that is visible / seen

Hook catchy musical phrase in popular music

Jingle catchy rhythmic verse, especially in adverts