CREATIVITY

STUDY GUIDE

MAKING THE CONNECTION:

- One of the most important qualities for a new artist is the ability to be creative and unique. While not every artist is unique, most strive to bring something new or fresh to the music world. Here are some ways to get the creative juices flowing.

- Don't try and reinvent the wheel.
  - Trying to come up with a completely new idea for a song or vibe is extremely difficult. Instead, try and start with a typical foundation of a song or something you feel comfortable with. Once you have the basics of the song in order, then begin to experiment.

- Take Risks
  - One commonality between breakthrough artists is that they typically are not afraid to take risks. The risks can come in various forms:
    - Lyrics – writing unique interesting lyrics can push a song to another level
    - Sonics – the way the overall song sounds. The way it was recorded, or the specific sounds used on the recording. These types of risks can come from the music producer, however it is ultimately the artist’s decision on what the record sounds like.
    - Melodic or harmonic ideas. Writing and creating “out-of-the-box” melodies can make a listener pause and listen to a song. Interesting harmony can add unique textures.

- The saying goes, “surround yourself with people smarter than you.” This is true in music as well. Try and find members of your team (i.e. music producer, songwriters, musicians, etc…) who you feel are amazing at what they do and can bring something fresh to the music.
  - Don't be afraid to let your team take chances. They should feel comfortable sending you experimental ideas.
  - If your team sends you an idea or challenges you, work with the idea and accept the challenge. The song may not work out, however, the concept may be there and could potentially be the start of a unique sound.

- Think about the genre that your music tends to be in and try and combine ideas and concepts from other unlikely genres. A great example would be a song like Pitbull’s song Timbre featuring Kesha. This is a hip hop song mixed with country flavors and sounds, with the hook sung by a pop singer.

SAMPLE HOMEWORK ASSIGNMENTS:

- How can some of the above ideas help people in professions that are non-music related?
  - It is out-of-the-box thinking that helped create Apple’s iphone, or the invention of the computer, or even indoor plumbing.

- Remember, most music creator’s build a team to help them with their music as well as their brand. How would this relate to other professions?
• Give examples of major artists that have combined musical genres to create a sound.
  
  o Avicii ft Aloe Black – Wake Me Up – Dance with Country influences
  o Imagine Dragons – Radioactive – Rock with Pop
  o Old Town Road – Lil Nas X ft Billy Ray Cyrus – Hip hop/Rap with Country
  o Taylor Swift – Trouble – Pop with Dubstep
  o Fun – We Are Young – Indie Pop with Hip Hop drums