

Songwritingcamp – nov 2024

Linnéuniversitetet 



TALENTCOACH⁺

***Nedan följer 3 "Asiatiska" leads där allting beskrivs minutiöst. ;-)

LEAD 1

Artist: ITZY (Korea Release)

• Style

#Bass House/Hyper-Pop/Dance

BRIEF FOR PRODUCTION

1. A dance track that blends elements of **house** and **hyper-pop** to showcase a concept **different** from ITZY's previous works.
2. Need a **uniquely** fresh sound at the **intro** of the song that captivates the listener's heart with its innovative impact.
3. Need a catchy **main riff** that can lead the overall concept of the song while maintaining **ITZY**'s brightness without being too dark.
4. Please **avoid** overly intense approaches and sexual mood.

BRIEF FOR TOP-LINE

1. Need a catchy and **memorable** hook.
2. Need **fewer** rap parts and **more** melody lines.
3. A top-line that maintains **ITZY**'s brightness and coolness while bringing out the individuality of each of the four members.

REFERENCE

- Charli XCX - Von dutch ([Youtube](#) / [Spotify](#))
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LEAD 2

Artist: TRAVIS JAPAN

PREVIOUS RELEASE

Travis Japan : Road to A : [LINK](#)

STYLE01(ALBUM SONG): Ballad/Sing-along/POP

BRIEF

1. A **large-scale** mid-tempo POP/Ballad song with anticipated **sing-along** moments, suitable for concerts and events.
2. Need a **melodic** and emotional top-line along with a **rap section**.
3. Please **avoid** ballads with excessively slow tempos focused primarily on vocals.

REFERENCE

- See You Again ([Youtube](#) / [Spotify](#))
- Good Life ([Youtube](#) / [Spotify](#))

STYLE02(ALBUM SONG): R&B/Y2K/Sexy mood

BRIEF

1. A mid-tempo, mellow, **sexy** vibe R&B/Dance track.
2. Need a groovy and **melodic** top-line over stylish chord progressions evoking y2k vibes.
3. Please **avoid** overly slow-paced songs that are impractical for dance performances.

REFERENCE

- Ne-Yo - Miss Independent ([Youtube](#) / [Spotify](#))
- usher - U Remind Me ([Youtube](#) / [Spotify](#))
- Ne-Yo - Because Of You ([Youtube](#) / [Spotify](#))

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STYLE03(ALBUM SONG): Jazzy-POP/Easy-listening/Calm mood

BRIEF

1. A mid-tempo, calm, **easy-listening** pop tune with a **jazzy vibe**.
2. A composition featuring **live instruments** like guitar, piano, etc., along with **minimal** layers and a simple beat.
3. Need a **simple** and memorable melodic topline.

REFERENCE

- Jon McLaughlin - A Break Up Song ([Youtube](#) / [Spotify](#))
- Jordy Searcy - all night ([Youtube](#) / [Spotify](#))
- Jacquelyn George - Every Part ([Youtube](#) / [Spotify](#))

STYLE04(ALBUM SONG): PUNK-ROCK

BRIEF

1. An energetic **PUNK-ROCK** song that gets the crowd going at live venues.
2. Teen vibes in the top-line would be good, but there's also room for a melodious and emo approach.

REFERENCE

- KYOKA JIRO Starring Chrissy Costanza - Hero too ([Youtube](#) / [Spotify](#))
(*Please refer to the overall mood and a J-pop approach for the topline.)
- Green Day - American Idiot ([Youtube](#) / [Spotify](#))
- Bowling For Soup - 1985 ([Youtube](#) / [Spotify](#))
- The Cab - Angel With a Shotgun ([Youtube](#) / [Spotify](#))
(*Please refer to an emotional and **melodious top-line**, along with a **bass-line** inspired by hardcore rock vibes.)

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STYLE05(ALBUM SONG): UP-TEMPO EDM/Sing-along/Festival like

BRIEF

1. A **bright**, up-tempo EDM track with an **expansive scale**, perfect for easy **sing-alongs** with.
2. A **simple** top-line with a message conveying hope and inspiration.
3. Please **avoid** flashy and overly upbeat EDM typically heard in clubs.

REFERENCE

- Kis-My-Ft2 - Yes! I Scream ([Youtube](#) / No Spotify)
(*Please refer to percussion and strings with a **grand atmosphere**, along with a top-line reminiscent of **J-POP**.)
- BANNERS - Someone To You ([Youtube](#) / [Spotify](#))
- David Guetta & OneRepublic - I Don't Wanna Wait ([Youtube](#) / [Spotify](#))

STYLE06(ALBUM SONG): DANCE/POP/Funky

BRIEF

1. A pop track with a catchy, **groovy bassline** that's perfect for dance performances.
2. Need a **simple** top-line that's refreshing and has a touch of **charm**.

REFERENCE

- Justin Timberlake - can't stop the feeling! ([Youtube](#) / [Spotify](#))
(*Please refer to the **overall mood** and top-line. We need something **even more** trendy and upgraded than this.)
- BTS - Dynamite ([Youtube](#) / [Spotify](#))
- NiziU - SWEET NONFICTION ([Youtube](#) / [Spotify](#))
(*Please refer **ONLY** to the track production and a **CUTE** atmosphere.)

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LEAD 3

• **Style** (TITLE SONG): DANCE/R&B/FUNKY-POP

BRIEF

1. A **stylish** dance track characterized by up-tempo, groovy drum and bass riffs.
2. Need a song that takes the reference track '[Travis Japan - Candy Kiss](#)' to the next level, making it even more appealing to the **listeners**.
3. Need a **catchy** and **memorable** top-line for the chorus.
4. Please **avoid** songs with a retro approach and focus on something with a sound that's more in line with current **trends**.
5. Please **avoid** top-lines that are overly soulful and too skillful.

REFERENCE

- Michael Jackson, Justin Timberlake - Love Never Felt So Good ([Youtube](#) / [Spotify](#))
(#Please refer to the **overall mood**.)
 - Michael Jackson - Rock With You ([Youtube](#) / [Spotify](#))
 - Travis Japan - Candy Kiss ([Youtube](#) / [Spotify](#))
(#Please refer to the **overall mood** and **Top-line**.)
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ALLMÄNNA LEADS

- efterfrågas alltid och är ständigt aktuellt

1. JUL-LÅT

I vilken stil som helst.

2. HIT-LISTAN!

Kolla in topplistan och se vad ni gillar själva och gör något som skulle kunna passa den utvalda artisten, som hens nästa singel.

Om det är svenska topplistan eller amerikanska eller UK spelar ingen roll.