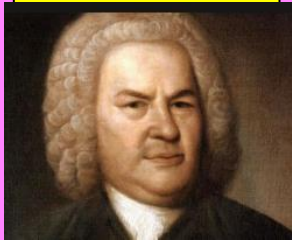


BTEC MUSIC TECH AWARDS
KNOWLEDGE ORGANISER

COMPONENT 3 – RESPONDING TO A COMMERCIAL BRIEF

1) CHOOSE AN AREA
OF THE INDUSTRY
THAT EXCITES YOU!

COMPOSER



PRODUCER



PERFORMER



2) EXPLORE THE BRIEF AND
COME UP WITH POSSIBLE
RESPONSES AND IDEAS

3) USE RELEVANT
RESOURCES, SKILLS AND
TECHNIQUES TO DEVELOP AND
REFINE MUSICAL MATERIAL

4) PRESENT THEIR FINAL
RESPONSE
(SOLO OR IN A GROUP)

5) REVIEW AND REFLECT
THEIR APPROACH TO THE BRIEF
AND THEIR FINAL OUTCOME

TARGET AUDIENCE?

EXPERIMENTAL?

A01 Understand how to respond to a
commercial brief

COLLABORATIVE?

COMMERCIAL?



BTEC MUSIC TECH AWARDS
KNOWLEDGE ORGANISER

COMPONENT 3 – RESPONDING TO A COMMERCIAL BRIEF

2) EXPLORE THE BREIF AND
COME UP WITH POSSIBLE
RESPONSES AND IDEAS

TIMELINE OF
DEVELOPMENT

INVESTIGATING AND
EXPLORING A MUSIC BRIEF

STRUCTURE, VERSION AND
ARRANGEMENT

A02 Select and apply musical skills in response
to a commercial brief

UNDERSTANDING THE MEANING
BEHIND THE MUSICAL MATERIAL

INVESTIGATING MUSICAL STYLES

1) CHOOSE AN AREA OF
THE INDUSTRY THAT
EXCITES YOU!

3) USE RELEVANT
RESOURCES, SKILLS AND
TECHNIQUES TO DEVELOP AND
REFINE MUSICAL MATERIAL

4) PRESENT THEIR FINAL
RESPONSE
(SOLO OR IN A GROUP)

5) REVIEW AMD REFLECT
THEIR APPROACH TO THE BRIEF
AND THEIR FINAL OUTCOME



BTEC MUSIC TECH AWARDS
KNOWLEDGE ORGANISER

COMPONENT 3 – RESPONDING TO A COMMERCIAL BRIEF
CONSIDERING CONSTRAINTS AND INTENTIONS

3) USE RELEVANT RESOURCES, SKILLS AND TECHNIQUES TO DEVELOP AND REFINE MUSICAL MATERIAL

TECHNICAL REQUIRMENTS OF THE FINAL RESPONSE –
FORMAT, MATERIAL AND PURPOSE

1) CHOOSE AN AREA OF THE INDUSTRY THAT EXCITES YOU!

2) EXPLORE THE BREIF AND COME UP WITH POSSIBLE RESPONSES AND IDEAS

4) PRESENT THEIR FINAL RESPONSE (SOLO OR IN A GROUP)

5) REVIEW AMD REFLECT THEIR APPROACH TO THE BRIEF AND THEIR FINAL OUTCOME

AVAILABLE RESOURCES

PERSONAL SKILLS DEVELOPMENT AUDIT

STUDENT NAME:		PERSONAL RATING				EVIDENCE
MUSIC PERFORMANCE, COMPOSITION AND PRODUCTION SKILLS		NONE	BASIC	COMPETENT	CONFIDENT	
COMPONENT 1						
Understanding of major and minor triads						
Understanding of major and minor sevenths						
Identify Sonic Features of a song						
Demonstrate the structure of a song						
Demonstrating instrumentation within a song						
Creating a song using an piano/guitar						
Writing a song with lyrics						
Demonstrating looping						

STANDING OUT FROM SIMILAR WORK



BTEC MUSIC TECH AWARDS KNOWLEDGE ORGANISER

COMPONENT 3 – RESPONDING TO A COMMERCIAL BRIEF

4) PRESENT THEIR FINAL
RESPONSE
(SOLO OR IN A GROUP)

CONFIDENT?

ORIGINAL STYLISTIC QUALITIES?

1) CHOOSE AN AREA OF
THE INDUSTRY THAT
EXCITES YOU!

2) EXPLORE THE BREIF AND
COME UP WITH POSSIBLE
RESPONSES AND IDEAS

3) USE RELEVANT
RESOURCES, SKILLS AND
TECHNIQUES TO DEVELOP AND
REFINE MUSICAL MATERIAL

5) REVIEW AMD REFLECT
THEIR APPROACH TO THE BRIEF
AND THEIR FINAL OUTCOME



Activity 1

You must complete ALL activities in the Set Task.

Activity 1: Preparatory work

This is an individual task, which must be completed in four hours of informal supervision.

You are to write up an A4 page of bullet-pointed notes in font size 10, of your initial response to the music brief for Activity 1.

Activity 1: Initial response to the music brief

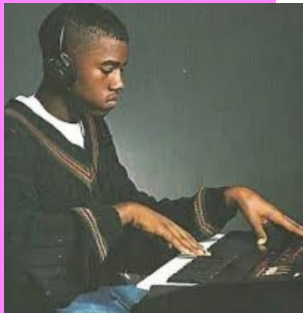
This is an individual task, which must be completed in two hours of formal supervision.

Using the page of A4 bullet-pointed notes you prepared in your preparatory work for Activity 1, you need to write your response to the music brief on the digital template provided.

You will be assessed on:

- your proposal in response to the music brief
- how your proposed response address the aims of the brief
- your consideration of how musical elements, genres, styles and playing/producing techniques will be used
- your consideration of the resources and skills development needed to produce a final piece of music

CREATIVE



ORGANISED?

