

HIP-HOP 4 FRESHMEN

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SONGWRITING

The 1st skill of being an independent artist is Songwriting. In this chapter you will learn the fundamentals of writing a song, and how to apply these fundamentals to write your own song. Gain an understanding for the importance of songwriting, and establish a foundation for writing songs as an independent artist.

Chapter Highlights:

Song Parts

Song Structure

Verse Structure

Wordplay

Rhyming

Being a Songwriter

Intellectual Property

Copyrights

Songwriting Guilds

Songwriting Jargon list

Songwriting How-To Tutorial

I. Introduction to Songwriting

Composition

A **composition** is a completed piece of written work. A composition can be an essay, poem, script, song, etc. A **song** is a composition of **lyrics**. A song is put together with the following parts: Song Title, Verses, Chorus, Bridge, Intro, and Outro.

Parts of a Song

The **song title** is the name of the song. A song title is typically 1 to 5 words in length. The **verses** contain the message of the song. A song typically contains 3 verses. . A standard verse is made up of 16 lines of lyrics, or 16 **bars**. A **couplet** is two bars. So, a standard verse is made up of 16 bars or 8 couplets.

The **chorus** is the reoccurring lyrics after each verse that summarizes and repeats the overall message of the song. A chorus typically consists of 4 to 8 bars.

The **bridge** of a song is between the 2nd verse and 3rd verse, and is 4 to 8 bars. The **song intro** is the lyrics before the first verse. The **song outro** is the lyrics before the song ends.

A complete song contains a title, 3 verses, a chorus, bridge, intro, and outro. At its bare minimum, a song must contain at least a title, 2 verses, and a chorus. The intro, outro, and bridge are common but optional sections of a song.

Song Arrangement

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II. Song Content

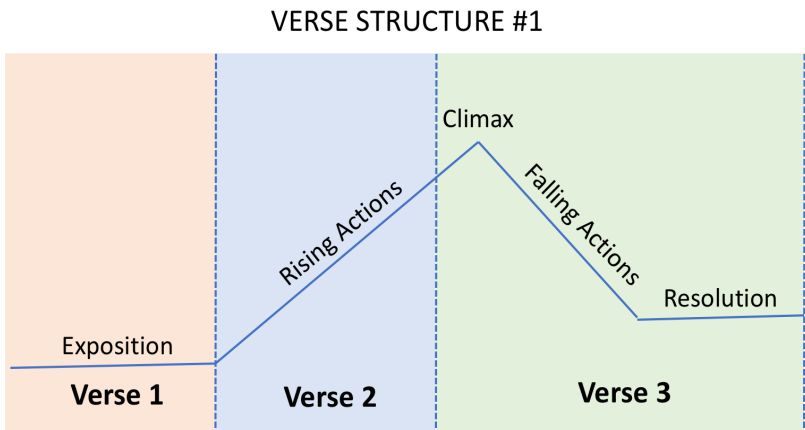
Verse Structure

Every song tells a story. The story tells *who, what, when, where, why, and how* of the song's topic. A story has 5 elements to address: the Exposition, Rising Actions, Climax, Falling Actions, and Resolution.

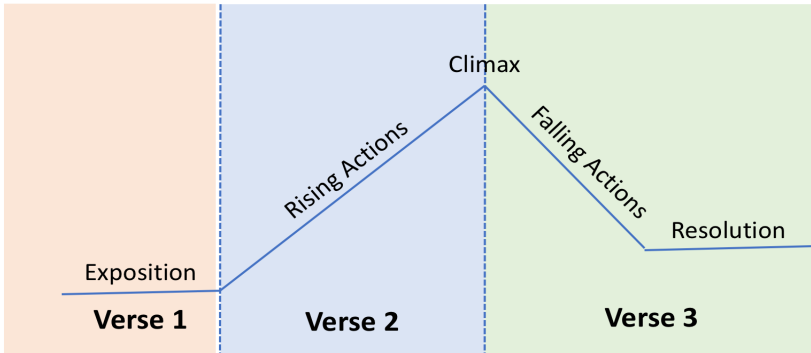
The **Exposition** is the beginning of a story where the characters, setting, and topic are introduced. **Rising Actions** are the acts and events that build and develop a story. Rising actions typically lead to an issue, problem, or conflict.

The **Climax** is the turning point and peak of a story. This is where the conflict is at its worst. **Falling Actions** are the acts and events that lead to resolving the conflict. The **Resolution** is where the conflict is resolved, lessons learned are shared, and the story ends.

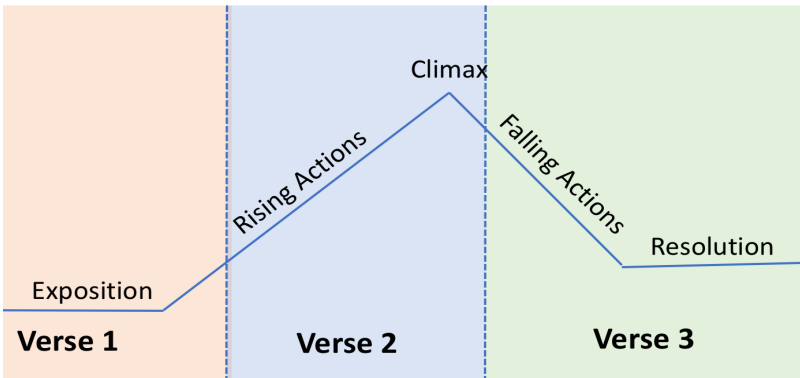
The 5 elements of a story are structured in the verses of a song. Below are popular **verse structures**:



VERSE STRUCTURE #2



VERSE STRUCTURE #3



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BRAND DEVELOPMENT

The 2nd skill of being an independent artist is Brand Development. In this chapter you will learn the fundamentals of developing a brand, and how to apply these fundamentals to develop your own music brand. Gain an understanding for the importance of creating a brand identity, and establish a foundation for building a brand as an independent artist.

Chapter Highlights:

Building a Brand

Attributes of a Brand

Color Characteristics

Logos

Catch-Phrases

Brand Identity

Brand Development Jargon List

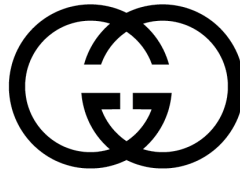
Brand Development How-To Tutorial

I. Introduction to Brands

A **brand** is a word, name, mark, symbol, or design that identifies a **product**. A brand is displayed, or printed on the package of a product to distinguish it from other products. Examples of brand products are: *Pepsi*, *Gucci*, *Def Jam*, *BMW*



GUCCI



In the music industry, the artist is the brand. The **artist name** is the brand name that identifies products. The artist name is displayed with or printed on the package of their products to distinguish it from other artist and their music products. Music products can be CDs, DVDs, T-Shirts etc. Examples of artist names on music products are: Nas' name in his unique typeface on a CD, and a Young Jeezy Snowman T-shirt



II. Building a Brand

A brand starts with a name. A brand name must be distinct, short & simple, personalized, and/or have shock value.

Distinctiveness

A brand name must be **distinct** - meaning original and different from others. The distinctiveness of a brand name distinguishes it from other brand names. There are three levels of distinctiveness: *Fanciful*, *Suggestive*, and *Arbitrary*.

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Colors Characteristics

After choosing a font, colors are added. There are 8 basic colors in branding: White, Black, Blue, Purple, Red, Orange, Yellow, and Green. Each color is associated with traits, feelings, and emotional trigger words. Each color has **color characteristics**.

White represents purity, clarity, and innocence. Black emits luxury, elegance, and sophistication. Blue stands for leadership, strength, and loyalty. Purple means royalty, prestige, and respect. Red is for strength, love, danger and conflict. Orange implies energy, youth, and life. Yellow suggests happiness and joy. Green signifies nature, environment, health, wealth, and power.

PURITY	LUXURY	LEADERSHIP	ROYALTY	LOVE	ENERGY	HAPPINESS	HEALTH
INNOCENCE	SOPHISTICATED	LOYALTY	PRESTIGE	CONFLICT	LIFE	JOY	WEALTH
C O L O R C H A R A C T E R I S T I C S							

HOW TO CREATE A BRAND NAME

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COPYRIGHT LAW

The 3rd skill of being an independent artist is Copyright Law. In this chapter you will learn the fundamentals of copyrighting music, and how to apply these fundamentals to copyright your own music. Gain an understanding for the importance of copyrighting music, and establish a foundation for exercising copyright law as an independent artist.

Chapter Highlights:

Requirements for Copyrightable Work

Types of Copyright Ownership

Copyright Infringement

Exceptions to Copyright Infringement

Copyright Protection

Types of Copyrights

Copyright Jargon List

Copyright How-To Tutorial

I. Introduction to Copyrights

Copyright refers to the rights to copy creative work. Authors of creative work, like artists who create their own music, are granted copyrights to their work. These rights are the right to: reproduce, create **derivatives**, distribute, display, perform, and sell their creative work.

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II. Copyrights in Use

The moment a song has tangibility, the artist becomes the **copyright holder**. The copyright holder has the rights to copy, reproduce, create derivatives, distribute, perform, display, and sell the music. These rights last for the lifespan of the artist plus an additional 70 years. The Copyright Term Extension Act of 1998 governs the lifespan of copyright ownership by a copyright holder.

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HOW TO COPYRIGHT A SONG RECORDING

There are several ways to register a copyright claim with the U.S. Copyright Office. The fastest, inexpensive, protective, and most convenient way to register copyright claims is ..

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MUSIC PUBLISHING

The 9th skill of being an independent artist is Music Publishing. In this chapter you will learn the fundamentals of publishing music, and how to apply these fundamentals to publish your own music. Gain an understanding for the importance of publishing, and establish a foundation for publishing music as an independent artist.

Chapter Highlights:

Music Publishing Process

Music Licensing

Royalty-Collection Organizations

Music Publishing Jargon List

Music Publishing How-To Tutorial

IV. Review

Music publishing is the business of making music available to the public for use, distribution, or sale. Music is published by way of licensing. Licensing creates an opportunity for artists to earn royalties for their music. This chapter identified 7 royalty opportunities for artists through the publishing process:

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HOW TO REGISTER MUSIC FOR DIGITAL PERFORMANCE ROYALTIES

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Hip-Hop 4 Freshmen

VOCAB LIST

SONGWRITING JARGON LIST

1. **1st Person Narration** - a story told from the point of view of the writer using “I”, “Me”, “My”, “We”, “Us”, “Our”, and “Ours”
2. **2nd Person Narration** - a story told from the point of view addressing the reader or listener using “You”, “You’re”, “Your”, and “Yours”
3. **3rd Person Narration** - a story told from the perspective using “He”, “Him”, “She”, “Her”, “They”, and “Their”
4. **Alliteration** - words with the same beginning letter used together
5. **Allusion** - a phrase or statement that makes reference to a person, place, or event
6. **Analogy** - a comparison between two or more things
7. **Antonyms** - words with opposite definitions
8. **Bar** - a line of lyrics
9. **Brainstorm** - to create and list new ideas without judgment
10. **Bridge** - the section of lyrics in a song between 2nd verse and 3rd verse
11. **Chorus** - the reoccurring and repetitive lyrics of a song; refrain; hook

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BRAND DEVELOPMENT JARGON LIST

1. **Artist Name** - the brand name of an artist
2. **Artist Tag** - a mark, symbol, design, or logo that identifies and represents an artist
3. **Brand** - a word, name, mark, symbol, or design that identifies a product
4. **Brand Identity** - specific attributes of a brand i.e. font, color, logo, etc.
5. **Catch-Phrase** - a word or phrase that identifies and associates with a person
6. **Color Characteristic** - the traits, feelings, and emotional trigger words associated to a color
7. **Distinct** - different from others; unique in kind
8. **Font** - the typeface of letters
9. **Generic** - unoriginal; a product without a brand name

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MUSIC PUBLISHING JARGON LIST

1. **America Society of Composer, Artists, and Performers (ASCAP)** - an organization that collects licensing fees and distributes royalties for music published in live performance formats
2. **Audiovisual Work** - creative work that contains both sound and visual components
3. **Broadcast Music Incorporated (BMI)** - an organization that collects licensing fees and distributes royalties for music published in live performance formats
4. **Copyright Holder** - the legal owner of copyrights; someone who has the right and permission to copy, reproduce, distribute, display, perform, and/or sell creative work

5. **Digital Performance License** - a license that grants permission to publish an artists' music in digital and wireless formats

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