

WHAT IS IT?

This chapter is about creating music in different 'genres'.

Genres are different styles of music, such as pop and rock music, urban music, world music or jazz, music to picture, like advertising, TV or film music...

You can also include 'Commercial Music', such as music to picture (for advertising, TV or films) and music for computer games, mobile phones and any other commercial uses.

WHY DO I NEED TO KNOW ABOUT THIS?

We all create music because we love to, but we also make it to earn money. If you are aware of your potential market, then you have a clear direction. Your music will have a target audience who will buy from shops and websites which stock product of a particular genre.

There are plenty of successful artists who are not household names, but have a big fan base in a particular genre and sell directly to them.

Your music needs to respond as much to market demands as your own creative instinct.

If you are interested in writing for film, TV or video games, you'll have to work to strict deadlines and budgets. Most composers for media have their own recording set-up, capable of producing good quality recordings.