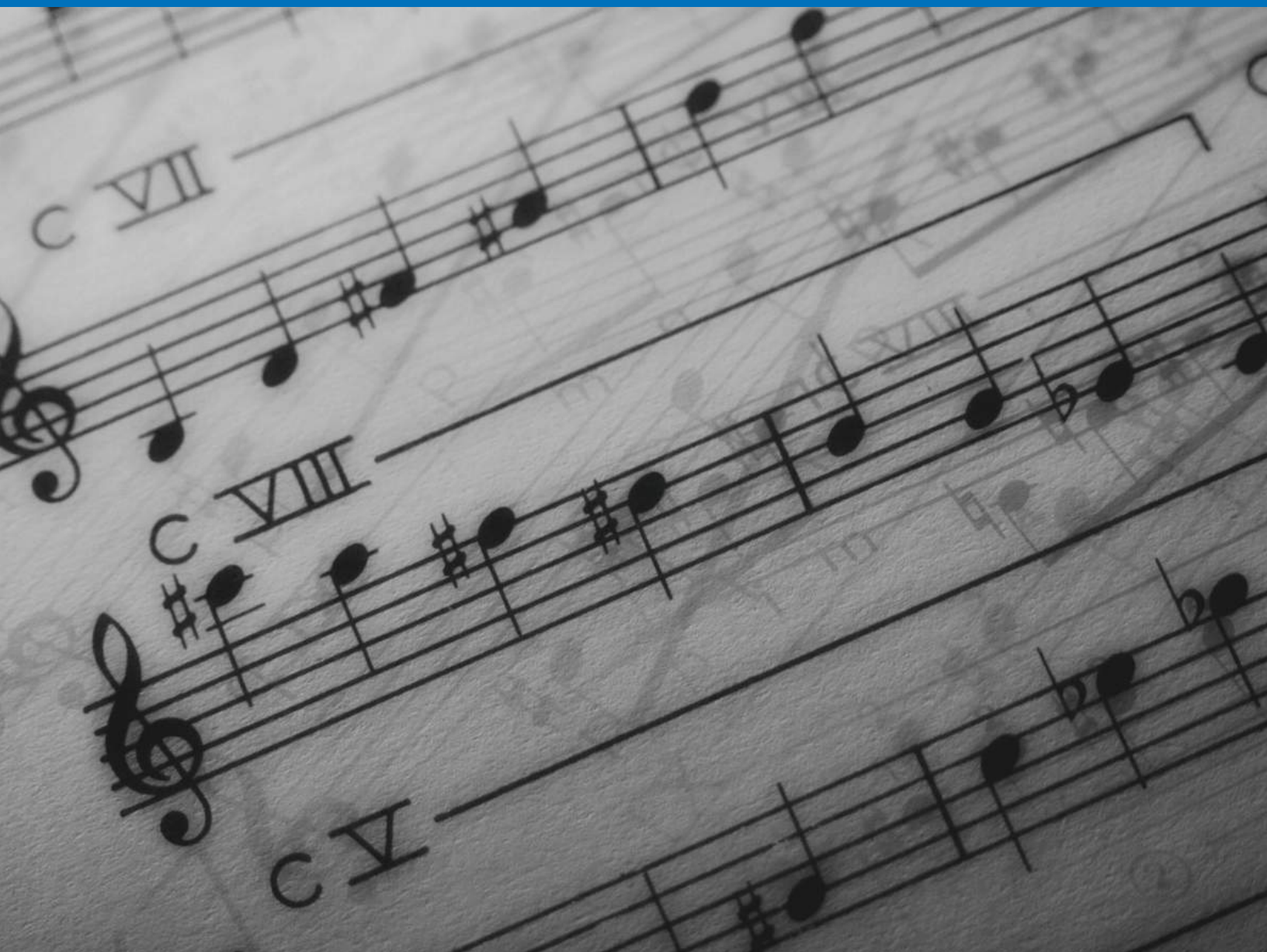


Juilliard | Extension

# Songwriting Across Genres





The “song” is how we transmit most music today, a condensed piece of composition that can carry incredible power and connection across cultures and centuries. From the outside, writing a great song can feel like magic or luck, but there is a deep craft that goes into writing songs that will stand the test of time. Furthermore, songs in different times and genres often feel like they have little connection to each other, but that’s not true. Great songs can transcend genres and era, and often rely on the similar concepts of musicianship and theory.

A great songwriter can make music for themselves, or they can create work for other artists; they can be a master of a specific musical instrument, or barely be able to bang out a few notes. Songwriting is a skill that allows a musician to communicate their ideas out to the world, and allow other musicians to interpret their craft in their own unique ways. *Songwriting Across Genres* is a comprehensive guide on how to craft songs that stand on core music concepts, regardless of the genre you want to focus on.

Led by core faculty from The Juilliard School, artists who have written for Broadway, Hollywood, and the biggest recording stars in the world, you will learn the essential building blocks of any song, whether it’s from 1930s Tin Pan Alley or contemporary hip-hop or country. Instead of a deep dive into music theory, we highlight the major areas of music composition, identify the subtle concepts that undergird most songs, and figure out how to build our own.

Along the way, Juilliard faculty will break down famous songs into their basic shapes, and project-based exercises will guide you in using those concepts to write your own songs, whether you’re sitting at a piano, strumming a guitar, or using a computer to create your music.



Writers, musicians, and producers share their experiences on building great songs and collaborating with other artists while students workshop their own song ideas into concepts they can record and build on.

*Songwriting Across Genres* is a focused learning experience on music making from one of the premiere music training grounds in the world. If you're interested in improving your songwriting skills – regardless of the genre you're working in – this course will help you get there.

*Songwriting Across Genres* consists of five course modules:

- Melody
- Harmony
- Lyrics
- Rhythm
- Process

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

**Student Benefits:**

1. Certificate of Completion (non-credit) from The Juilliard School (Juilliard Extension)
2. A basic to intermediate study of songwriting
3. Insights & guidance from leading academic and industry experts
4. Real industry-scenario assignments
5. 100% online and self-paced



## MODULE 1

### Melody

A song's melody – the music lines that you'll hum to yourself even centuries after its creation – is the DNA of a song. It's often the first thing a writer dreams up, and is the spine that supports everything else. How does one create a melody that's not only catchy, but supports the rest of the music?

In this module, we cover every aspect of melodic construction: steps vs jumps, repetition, tension and release, balance, and so much more. Juilliard faculty Ed Barnes will also begin to break down iconic songs to see how they work, and in the process, inform our own melodic composition skills. In Module 1, we will look at artists like Irving Berlin, Dolly Parton, Lady Gaga, and Bruno Mars for melodic inspiration.

#### Key Concepts

- Creating Melody From Pitch
- Steps vs. Jumps
- Using Repetition Skillfully
- Creating Hooks
- Balancing the Melodic Line
- Active Learning: Breaking Down Melody



## MODULE 2

### Harmony

If melody is about horizontal music composition, harmony creates a vertical component. By learning how to support the harmony with additional notes, we create color and depth in the original composition.

It's here where chords are first created, and the interplay between the melodic and harmonic can be pure and simple or dizzyingly complex. Module 2 focuses on building harmonies that will bring out the most from its melodic foundation. Meanwhile, Prof. Barnes will look at musicians like Ed Sheeran, Timbaland, and the Police to track their expansive use of harmony.

#### Key Concepts

- Supporting Melody & Writing Vertically
- Chords & Chord Progressions
- Harmonic Movement & Change
- Implied & Explicit Harmony
- Active Learning: Highlighting Diverse Uses of Harmony



### MODULE 3 Lyrics

While most songs stand on solid melody and harmony, a song usually doesn't become iconic unless people can sing the lyrics. Often understood as the "poetry" that's placed on top of a piece of music, lyrical composition is deeply integrated with the other parts of the song.

In Module 3, we dive into the world of lyrics and how to think about them. From developing a point of view to rhyming schemes to storytelling, we isolate lyrics as a distinct element of songwriting, and then work back to the melodies and harmonies that support them. At the same time, we'll look at stand-out work from artists like Chuck Berry, Adele, and Lin Manuel-Miranda.

#### Key Concepts

- Lyrics vs. Poetry
- Lyrical Point of View
- Abstract vs. Concrete Lyrics
- Rhyming Schemes
- Active Learning: Lyrical Approaches From Iconic Songs



## MODULE 4

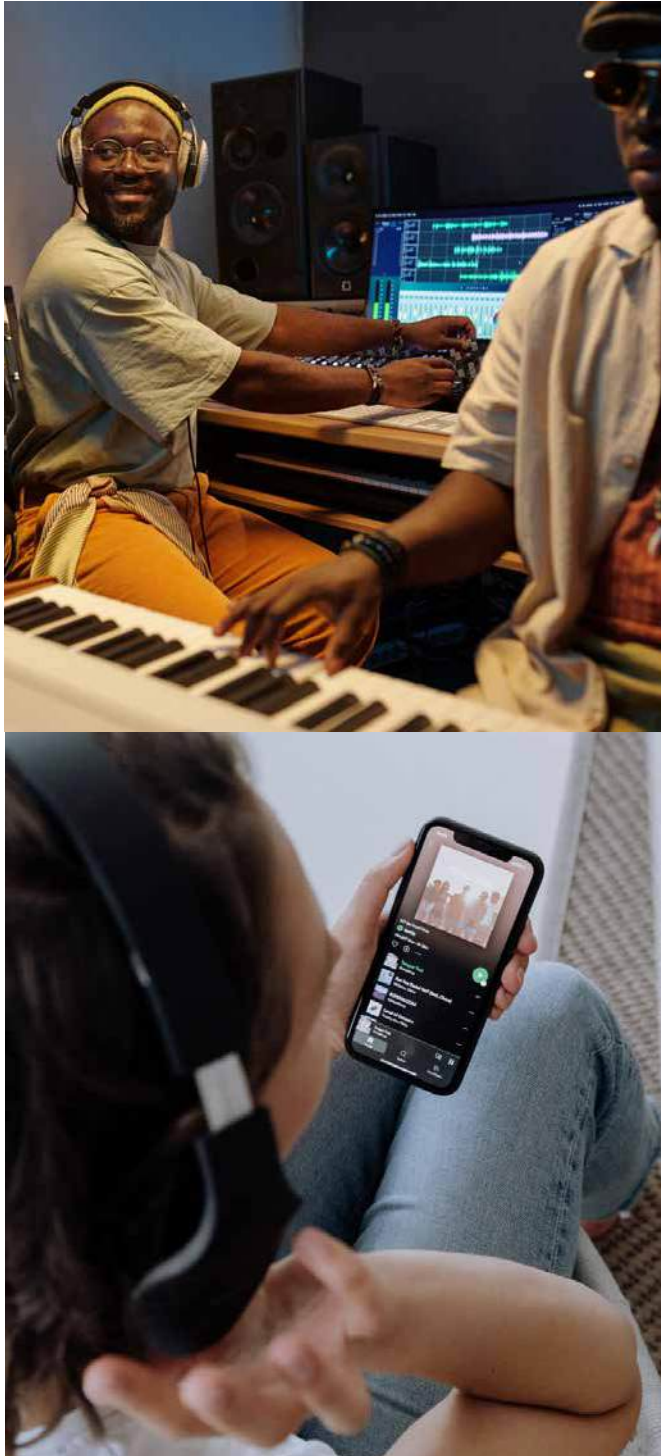
### Rhythm

At its core, music is played across time. And that's where rhythm comes in: time signature, beat, groove, speed...all of these speak to rhythm. And essential building blocks of song – melody, harmony, and lyrics – all have their own rhythm, sometimes working together and sometimes creating contrast.

Module 4 introduces the many elements of rhythm to songwriting. How is rhythm more than just the drum beat? How does it govern the other concepts of music? Maybe the most malleable and expansive of the building blocks, we'll learn how to introduce rhythmic concepts to work within a given genre or stand out from the pack. Meanwhile, Prof. Barnes will look at the rhythmic innovations of artists like Stevie Wonder, George Gershwin, and Taylor Swift to see how it is applied to very different songs.

#### Key Concepts

- Patterns, Beats & Grooves
- How Rhythm Affects Mood & Tone
- Prosody & Speaking Rhythms
- Harmonic Motion
- Active Learning: Breaking Apart Rhythm



## MODULE 5

### Process

There is no one true way to write a song or create a hit. Some artists noodle on the keyboard, some start with a story, others experiment with beats in ProTools. However an artist approaches their songwriting, they should have a process by which they create and iterate on their craft.

It will never be smooth sailing, so songwriters will have to get unstuck, collaborate with a writing partner, and troubleshoot when something's just not working. Module 5 highlights the various tactics that songwriters can use to apply songwriting concepts to their music. Furthermore, we'll look at the business of music: rights, licensing, royalties, publishing, and the other need-to-know issues required to make songwriting a career.

#### Key Concepts

- Getting Started: Melody, Harmony or Lyrics?
- Figuring Out the Theme
- Creative Blocks & Troubleshooting
- Collaborating With Others
- Songwriting Business Essentials

## Enrollment Details

### 1 **How do I apply for *Songwriting Across Genres*?**

The application is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=songwriting>

### 2 **How much does the course cost?**

The cost for all five course modules, related materials, and the Certificate of Completion from Juilliard Extension is \$1,499 USD. Payment plans are available starting as low as \$139 per month. All payment options will be sent upon course acceptance.

In order to receive the Certificate of Completion, all course requirements must be completed and all fees paid in full.

### 3 **What payment methods and currencies do you accept?**

We accept most major credit and debit cards, including Visa, MasterCard, American Express, Discover, and JCB. Students who enroll outside the United States will be charged in the local currency at the prevailing currency exchange rate.

### 4 **Do you offer financial aid or financing plans?**

This course is not eligible for federal financial aid, but payment plans and scholarships are available through Yellowbrick, which operates the course. Once accepted, complete details on pricing will be emailed.

More information about our scholarship program can be found here: <https://www.yellowbrick.co/scholarship-application/>

### 5 **What is your cancellation policy?**

Students can withdraw from the course for a full refund within 24 hours of enrollment. Students have up to 7 days to withdraw to get a partial refund, minus a \$100 cancellation fee. After 7 days, no refunds will be issued. Extension plan subscriptions may be canceled prior to your renewal date by emailing [hello@yellowbrick.co](mailto:hello@yellowbrick.co).

### 6 **How do I begin the course?**

Once we have received the payment, a spot is secured and emails will go out within 24 hours with next steps on how to access your account. The course is 100% online, self-paced, and on-demand so you can complete it on your own schedule.

## The Program

### 1 **Are there any prerequisites, age requirements, or restrictions?**

Students must be at least 13 to apply. There are no academic prerequisites as the course is open for beginners and students with some experience in acting/performing arts looking to grow. All you need is a passion for learning.

### 2 **What do I get when I complete the course?**

*Songwriting Across Genres is a non-credit course. Students who complete the course will earn a Certificate of Completion from Juilliard Extension.*

### 3 **How long do I have to complete the course?**

Students have unlimited access to the course for one year, starting on the date of enrollment.

### 4 **What if I need more time?**

If after one year an extension is needed to complete the course, students will have the option to pay a monthly subscription fee to continue access to the course materials.

### 5 **Can I download course videos or materials?**

Class videos and materials are not downloadable. However, enrolled students will have unlimited access to all videos and materials for one year.

### 6 **What can I expect to accomplish by the end of this course?**

After completing the course, students will have a significantly greater understanding of songwriting and composition. In addition, students will receive a Certificate of Completion from Juilliard Extension that they can proudly add to their LinkedIn profile and resume. This credential can help open doors to a future in music.

### 7 **Who are my fellow students?**

Students of all experience levels and in any career stage will benefit from enrolling in *Songwriting Across Genres*. All students do have one thing in common — a passion for music and a desire to improve their craft. Some students might be heading to college, are in college, or just graduated and want to build skills and gain valuable experience. Your fellow students may become part of your current or future network.

## The Program

### 8 **Where do I find the course materials?**

All course materials are available online. You can access and review the materials whenever you like through the course login page, which you'll receive access to once you enroll.

### 9 **Which devices can I use to watch the class videos and access other course materials?**

The course and all course materials can be accessed via an internet-connected computer, tablet, or smartphone device. A computer or tablet is suggested for the best user experience.

### 10 **When and where do the classes meet?**

The course is offered 100% online and is entirely self-paced and on-demand — so students can access the course video lessons, assignments and other materials whenever and wherever they like.

### 11 **How much time do I need to dedicate to the course?**

It varies from person to person, but be prepared to work hard and dedicate about 30-40 hours in total.

### 12 **After I earn the Certificate of Completion in *Songwriting Across Genres*, what comes next?**

This certificate will lay the groundwork for you to pursue your goals in any direction you choose. If you'd like to deepen your knowledge further, Yellowbrick offers numerous online certificate courses. Visit [yellowbrick.co](http://yellowbrick.co) to explore all available courses.

### 13 **Who is Yellowbrick and why are they involved?**

Yellowbrick is the online learning company that powers the *Songwriting Across Genres* course, in addition to numerous other online university courses. Our mission at Yellowbrick is to empower dreamers to achieve their calling by inspiring learners to pursue a career that aligns with their talents and passions. That's why we partner with top universities and brands to create educational experiences that tap into learners' passion points, spark success, fuel personal advancement, and unlock doors to fulfilling paths and careers. Tap [here](#) to learn more about Yellowbrick and our mission.