

Song Critique Report



Songwriter	James Alderman
Song	Near You
<p>Hey James – nice work. I really loved this song. Your grooves really suit the vibe, and are interesting and creative while sitting comfortably within what works as a funk song.</p> <p>I have three things I think you should think about if you want to make improvements to the song. Here goes.</p> <p>1 – Structure & Pre-Choruses</p> <p>Your structure is a really clear verse-chorus and I think you do a great job of making the sections make sense together and giving the song an overall arc / journey.</p> <p>BUT – I'd encourage you to think a bit more about playing with tension and release. I know TONS of pop songs overdo this, so you don't have to go crazy – but I think you could definitely amp things up in the pre-chorus a bit more to get us excited for the moment the chorus drops. This might mean adding a string line or something, or just making sure the intensity of the drum track increases (more hits per bar) as it gets closer to the chorus.</p> <p>Play around – these might not be your solutions, but I'd try something. You might then find having changed the overall arc of the song you want to hold back more in the bridge, or even at the start of the chorus. See what you think.</p> <p>2 – Lyric – Images and Details</p> <p>Overall the lyric really works. Bravo. I just want to encourage you to think about specific images or details. 'That beat up car' could be 'That beat up Ford' or 'happy' could be 'buzzing' or 'smiling'. I don't know. Maybe they're not good solutions. But try something – I think they might just help your lyric zing off the page that extra bit. And yeah, I know tons of music in this genre is really general and unspecific, but try the 10% rule – throw in some specific details like 10% of the time, and you'll see how it makes your lyric seem MUCH more distinctive.</p> <p>3 – Mix</p> <p>I know this was just a demo, but I mention this because the sound is so good it's like 95% toward being something you could share online and I'm sure people would love it. A couple of places the kit seemed a bit high for me – especially where the vocals are softer, like the verse around 0:12 onwards.</p> <p>I also wondered about that moment your strings come in, like half way through the verse. What you do now, for me at least, is kind of tame. Like, mezzoforte when I think it'll be so much more interesting if it's forte or piano – in other words, you could either bring it in subtly and quietly and have it grow somewhere until the end of the chorus OR you could make a feature of it coming in with an accent or stab. It's up to you, but I just think that's a really fun detail you could make more of.</p> <p>But again, nice work. Thanks for submitting this, and good luck with everything.</p> <p style="text-align: right;">Prepared on 26 November 2018</p>	

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