

## Singer/ Pianist Carol Welsman Master Class Details

### Jazz Melody Embellishment & Vocal Treatment

Explore innovative jazz vocal phrasing and melody embellishment techniques covering many styles including Swing, Samba, R & B, and Ballads. Objective is to reach audience with your vocal message.

Students are singled out to perform a jazz standard with either a trio accompaniment or being accompanied just by Carol at the piano – school choice

We will work on a variety of feels so students are exposed to swing, samba, funk, jazz waltz and ballad feels in a jazz setting

Carol will provide constructive criticism on the vocal delivery, and suggest the following ways to improve **phrasing**:

- 1) establish that student understands the accents in swing phrasing if they are more from a Classical or Pop background
- 2) if the swing or samba or funk feel is not “**in the pocket**”, student should click on 2 and 4 and try the melody with just “Va da” and no lyrics – to zero in on phrasing
- 3) if **technique** can be improved to enhance the performance, Carol will suggest ways to open vowels, to emphasize most important words/**meaning** in lyrics etc. to bring the story alive
- 4) suggest shortening length of certain notes to enhance accents in phrasing

Students then re-sing the entire song concentrating on aspects of 1 through 4.

**The Art of Vocal Improvisation** - Explore innovative jazz vocal phrasing and improvisation techniques, covering many styles including 12 bar Blues, Swing, Samba, R & B/funk, and Ballads. Carol demonstrates how to shape a vocal solo from song melody and motifs. Students participate in dynamic improvisation exercises.

### Improvisation Techniques

All students should learn standards either Autumn Leaves, How High the Moon and/or Cheek to Cheek prior to the master class

Carol applies the following techniques:

- 1) melody embellishment using simple syllables –determine target notes in melody
- 2) chromatic passing notes on intervals around melody target notes – all in keeping with the passing harmony
- 3) Motif development – in keeping with flavor of song: i.e. sad song, sad/dark motif
- 4) trade 4s and 8s scatting with students to start implementing all techniques.
- 5) Extensive study of the **Blues**- scales and improv.

### **Arranging and Re-harmonization Techniques**

This master class can be done with multiple pianists.

Carol takes examples of her own arrangements she has re-harmonized and treated for analysis like:

**"Garota De Ipanema"** - listen at [www.carolwelsman.com/albums](http://www.carolwelsman.com/albums)  
Click *Lucky to be me* CD

**"My Favorite Things"** - Up Swing/Samba - good example of melody motif on intro and counterpoint in the harmony

**"Don't get around much anymore"** - on same album *Lucky to be me*. See music video on YouTube

Areas of Study:

- Techniques for intros and extros- taking pieces of melody and doubling time
- Turnarounds- changing harmony
- Key Modulation techniques
- Inverted chord progressions

### **Piano Accompaniment for Vocalists**

Key points in supporting the vocal lead - this should be done if possible with a live situation of a trio accompanying a vocalist.

Carol suggests improvements and ideas on intros, counting band in for vocalists, chord movement and embellishment.

### **4 ways to play an arrangement**

Have band and singer play song as ballad,  $\frac{3}{4}$  waltz, or samba, swing - observation of effective variations.

## Music Business Workshop – with Carol Welsman

### Being an Artist/ Being a Business Person

- Music is an art form and a business. The music business says it in its title, music, and business
- Whether singing, playing or writing, or any combination of these, it's important to recognize that we need to work on our craft, and also be mindful of the ways in which we can eventually make a living.

### Set Goals

- What do I really want to do with my career?
- Am I a performer, a writer, arranger?
- Am I a leader type and want to form a band?
- Am I more of a soloist and want to join a band?

### Study

- I strongly encourage all singers to learn how to play piano, even just at a rudimentary level – this allows you to accompany yourself, and you will also learn chording, harmony which will help you either in song writing, or writing out your own lead sheets

### Workplace

- **Establish a steady form of income** – look for an “anchor” job – preferably in the music business. This may not be your ultimate job, but think of jobs related to what you would like to do, and go after them. It provides a sense of stability, and allows you to save for what you really want to do.
- Eventually, doors will open in the areas in which you want to concentrate, because your energy will move you in those directions.

### Be a Networker

- The music business seldom comes knocking on your door. You have to go out, meet people, spread the word, make new contacts all the time and follow them up. This is time consuming, so you must be good at what you do. **Use your schooling time to the fullest to work on your craft.**
- **Prepare your Marketing Tools-** If you sing, you need a CD demo. If you write your own songs, prepare your demo with original songs- more interesting to record companies. Have 8x10 photos done, and compile a song list of what you can sing, categorized by style. Find a good graphics student or pro who will design a nice business card, color theme for your press package or promo folder.

- **Build a website:** Today, more than ever, websites are the best tools and the most economical way to promote yourself. Having audio and visual material available to everyone in the world at the touch of your fingers. Is very powerful.
- **Market your website-** make up business cards/post cards that you can hand out so you direct people to your site.
- **Perform Live!** If you want to get your name out there, organize a showcase at a local club on a Monday night, and invite everyone you know.
- **Develop a Fan Email List-** this is a very important tool to keep people in the loop as to what you're doing.

### Areas of the Music Industry That Generate Income

- Receptionist for a video post production house, movie production studio or record company - then you work your way up and meet everyone
- Receptionist or Assistant at jingle house- this way they learn what a great singer you are, and will hire you because you're under their nose.
- Jingle Singing – background vocals and lead vocals- produce a demo to demonstrate your talent –
- If you're a writer/ arranger and know computers and program in DP, Logic or Protools, jobs in production houses are a great beginning
- Private Teaching, programming – these jobs always bring in extra income
- Performing- piano bar, club work, corporate events, weddings – very lucrative – more than 825 event planners in LA alone
- Think of your own suggestions that pertain to what you would like to do, and write them down.