SONGWRITING SPOTLIGHT

The K.I.S.S. ME Principle

HIT SONGS DECONSTRUCTED

The #1 Source for Hit Songwriting Analysis and Trends

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The K.I.S.S. ME principle stands for keep it simple, singable and memorable and is at the core of most hit song melodies."

It encompasses 5 key elements.

The K.I.S.S. ME Principle

Keep It Simple, Singable and Memorable

① **Keep Your Melodies in an Easy-To-Sing Range**

If the range is too wide, or too high or low for the average listener to sing comfortably, it's going to diminish their ability to sing along with the song.

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(2)

Use Abundant Stepwise/Stagnant Motion and Small Intervallic Leaps

Too many pronounced leaps or vocal acrobatics will make it much more difficult for the average listener to sing along and fully engage.

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③ **Incorporate Logically Unfolding Melodic Patterns**

If your melodies have a lot of disjointed shifts, it's going to make it much harder for the listener to follow along and remain engaged.

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(4)

Use Simple, Easy-To-Lock into Rhythms

The more complex your rhythms, the more difficult it is for the listener to remain locked in.

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⑤

Keep Lines and Phrases on the Shorter End

The longer the length of your lines, the more difficult it is for the listener to remember.

- Use short standalone lines and phrases
- Use the HSD "Phone Number" method: Break longer-length lines into shorter, easier-to-digest segments through rests, melodic and/or rhythmic contrast

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The K.I.S.S. ME Principle

Keep It Simple, Singable and Memorable

Balance K.I.S.S. ME and non-K.I.S.S. ME qualities to create engaging, memorable melodies.

While most hit song melodies largely adhere to the K.I.S.S. ME principle, they also incorporate non-K.I.S.S. ME qualities to keep things interesting and prevent a generic, lackluster listening experience.

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The K.I.S.S. ME Principle

Keep It Simple, Singable and Memorable

Example of How to Balance K.I.S.S. ME and non-K.I.S.S. ME qualities to create engaging, memorable melodies.

One or two pronounced intervallic leaps to heighten interest.

Logically unfolding stepwise melodies and simple eighth and quarter note-driven rhythms to ensure the listener still easily connects and remembers what they're hearing.

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Check out some of our recent masterclasses!

These masterclasses have been instrumental in empowering thousands of songwriters and music producers around the world. You'll gain proven techniques that will help you take your craft to the next level, connect with a wider audience, and channel your unique creativity for success.

★★★★★

"Even though I've been writing professionally for over ten years, I've found several nuggets of gold that have improved my writing already."

Roy Stride
Hit Songwriter, Producer, Artist One Direction, 5 Seconds of Summer, Scouting for Girls

★★★★★

"Relevant to any composer, songwriter, or producer in the game now."

Dr. O
Producer, Young M.A., Chris Brown, Lil Wayne

★★★★★

"This is the most thorough master class that I have attended. Recommend it to all."

Sandy Chen
Songwriter, Warner Chappell Music

★★★★★

"I can't stress enough how important HSD is to any serious professional hit songwriter."

Hilton Wright II
Record Producer/Songwriter

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THE 5 PILLARS OF A HIT SONG
A HIT SONGS DECONSTRUCTED MASTERCLASS

MASTERING THE REWRITE PROCESS
Good Songs Are Written...
HIT Songs Are REwritten
A live, online four-part masterclass.

DECODING HIT SONG
MELODY & HOOKS
A HIT SONGS DECONSTRUCTED MASTERCLASS

HIT SONGS DECONSTRUCTED
LYRICS & RHYMES
The Science & Patterns Behind Today's Hits

MAX MARTIN HITS DECONSTRUCTED
A deconstruction of the techniques and trends behind a decade of Max Martin Top 10 hits.

TAYLOR SWIFT HITS DECONSTRUCTED
A Hit Songs Deconstructed Masterclass

David Penn

**Founder,
Hit Songs Deconstructed**

David Penn stands at the forefront of modern song analysis and analytics. In 2010, he revolutionized the field by developing the "hit songs deconstructed" methodology, a groundbreaking approach for analyzing music that has since been dubbed as "music theory for popular music."

His pioneering work led to the founding of Hit Songs Deconstructed, a platform that has become an indispensable resource for music professionals and academics alike. This methodology has been adopted by prestigious institutions such as the Berklee College of Music, Frost School of Music, and USC Thornton School of Music, among many others, underscoring its significance and widespread acceptance.

Penn's expertise and insights have been featured in podcasts and articles by esteemed publications such as Billboard, Variety, Music Week, BMI, Financial Times, and The Economist. He is a sought-after speaker, delivering guest lectures at leading universities like the Berklee College of Music, NYU, and the Frost School of Music as well as music industry events such as the Music Industry Association's Music Biz, CD Baby's DIY Musician Conference, the Association for Popular Music's annual conference, among others.

Beyond academia, Penn offers coaching to both emerging and established songwriters and producers, sharing his deep understanding of the craft and trends behind hit songs. His comprehensive knowledge of music spans all time periods and genres, making him a revered consultant for songwriters, producers, publishers, and labels alike.

Most recently, Penn co-founded ChartCipher, a platform that leverages AI to provide song analytics. ChartCipher delves into the compositional, lyrical, and sonic qualities of hit songs, offering real-time insights into the traits that propel songs to the top of today's most popular music charts.