

Mood/Description						
Action	Calm	Eerie	Heartwarming	Lonely	Powerful	Slick
Accelerating	Carefree	Emotive	Heartache	Loss	Proud	Smooth
Adventurous	Celebration	Empowerment	Heartbreak	Lush	Pulsing	Solemn
Aggressive	Cheerful	Energetic	Heartfelt	Lust	Punchy	Somber
Ambient	Cheesy	Ethereal	Heavenly	Majestic	Rebellious	Soothing
Ambition	Chic	Exciting	Heavy	Masculine	Reflective	Sophisticated
Angelic	Chill	Euphoric	Heroic	Meditative	Relaxed	Suspenseful
Angry	Confident	Fear	Hip	Melancholy	Repetitive	Tender
Animated	Conflict	Feel-good	Hopeful	Mellow	Rhythmic	Tense
Anthem	Content	Festive	Hostile	Menacing	Regretful	Tough
Annoyed	Cool	Fist-pumping	Humorous	Moody	Romantic	Trippy
Anticipation	Curious	Floating	Hypnotic	Motivational	Rowdy	Triumphant
Anxious	Determined	Fun	Inspirational	Mysterious	Rough	Upbeat
Arrogant	Desire	Flowing	Intense	Needy	Sad	Uplifting
Attitude	Depressing	Foreboding	Intrigue	Ominous	Satisfied	Urgent
Bittersweet	Despair	Gentle	Introspective	Organic	Seductive	Victorious
Bouncy	Discouraged	Gloomy	Jazzy	Passionate	Sensual	Warm
Bold	Distraught	Grand	Joyful	Patriotic	Sentimental	Weary
Breezy	Dreamy	Gritty	Laidback	Pissed Off	Serious	Whimsical
Bright	Driving	Happy	Light	Playful	Sexy	Wonder
Building	Earthy	Haunting	Love	Peaceful	Shimmering	Yearning
	Edgy		Longing	Positive	Sinister	Youthful

Music For/Industry Usage						
Action Sports	Cycling	Fashion	Innovation	Political	Spiritual	Videogame
Adventure	Danger	Fear	Inspirational	Pop Culture	Sports	Vintage
Aerial	Dawn	Feature	Introspective	Progress	Spy	Walking
Ancient	Daytime	Fight	Investigative	Promos	Stadium	War
Animation	Desert	Film	Learning	Quirky	Sting	Weddings
Architecture	Design	Film Noir	Lifestyle	Racing	Strength	Western
Art	Detective	Financial	Luxury	Radio Imaging	Stoner	Whimsical
Baseball	Disaster	Fitness	Lo-Fi	Rainforest	Storytelling	Wildlife
Basketball	Discovery	Flight	Loop	Reality	Study	Youth
Betrayal	DIY	Football	Lounge	Research	Summer	
Blaxploitation	Documentary	Fun	Masculine	Resolution	Sunset	
Blue Collar	Drama Film	Future	Marriage	Road Trip	Surf	
Business	Dramedy	Game Show	Media	Romance	Surveillance	
Caribbean	Dreams	Gamers	Medical	Retro	Suspense	
Cartoon	Drones	Glamour	Military	Scenic	Soul	
Celebration	E-Cards	Global	Monster Truck	Sci-Fi	Teen	
Chase	Ecology	Golf	Motion	Science	Tension	
Children	Emotion	Gospel	Motivational	Seasons	Textural	
Christmas	Empowerment	Headlines	Mystery	Simple	Thriller	
Cinematic	Experimental	Healthcare	Minimalism	Sinister	Tragedy	
Circus	Ethnic	Heartbreak	Nashville	Sitcom	Trailers	
Cirque	Energy	Heritage	News	Skaters	Travel	
Comedy	Entertainment	High-End	Novelty	Sleazy	Religion	
Commerce	Environment	Highlights	Nature	Snow Board	Turmoil	
Commercials	Espionage	Historical	Obsession	Soccer	Tweens	
Communications	Evil	Holiday	Organic	Soft Sell	Underscore	
Conflict	Exotic	Home	Panoramic	Sophisticated	Underwater	
Corporate	Extreme Sports	Horror	Paranoid	Sound Design	Urban	
CSI	Family	Human	Party	Space	Vacation	
Current Affairs	Fantasy	Hits	Patriotic	Speed	Christian	

Featured Instruments											
Guitar	Electric Guitar	Distorted Guitar	Electric Slide Guit	Wah Wah Guita	Acoustic Guitar	Dobro Guitar	Pedal Steel Guit	Flamenco Guitar	Electric Bass	Synth Bass	Southern Rock
Piano	Acoustic Piano	Upright Piano	Electric Piano	Grand Piano	Glockenspiel						
Keyboards	Synthesizer	Rhodes	Clavinova	Hammond Orga	Church Organ						
Brass	Tuba	Trombone	Trumpet	Muted Trumpet	Piccolo Trumpet	French Horn					
Woodwinds	Soprano Sax	Alto Sax	Tenor Sax	Bari Sax	Flute	Oboe	Bassoon				
Strings	String Section	Violin	Viola	Cello	Upright Bass						
Loops/Samples	Drum Loops	Synth Loops									
Percussion	Ethnic Percussion	Marimba	Vibraphone	Bells	Timpani	Toms	Taiko Drums	Snare Drum	Congas	Bongo	
Drums	Drum Kit	Cymbals									
Female Lead Vocal	Female Backgrou	Female Oohs/Aahs									
Male Lead Vocals	Male Background	Male Oohs/Aahs									
Choir	Mixed Choir	Male Choir	Female Choir	Children's Choir							
A Capella	Male	Female	Mixed								
Spoken Word	Male	Female									
Rap	Male Rap	Female Rap									
Vocal Samples											

Description/Sentence		Editorial Guide	
		2. The middle section of the sentence should highlight the featured instruments (which you can also describe based on the mood or texture of the instrument. i.e. aggressive guitar, driving drums, introspective acoustic piano)	3. End the sentence with mood descriptors. (i.e. solemn and somber mood, or uplifting and inspirational mood.)
Sentence Formula	1. Start the sentence off with the song's textural information. Use two effective keywords. (i.e. bright and sparkly/smooth and warm/gritty and crunchy)		

Example: Klezmer Children's Music Musical Theatre Blues Fanfare Fife and Drum Holiday Jazz Latin	"Pulsing and bright, featuring breathy female lead vocals, gritty electric guitar and warm electronic textures that create an introspective and reflective mood."									
	Rockabilly March	St. Louis Blues	Kansas City Blues	Chicago Blues	Texas Blues	Memphis Blues	Shuffle	Swing		
	Christmas	Halloween	Hanukkah	Independence Day						
	Big Band	Dixieland	Ragtime	Cool Jazz	Smooth Jazz	Acid Jazz	Swing	Latin Jazz	Lounge	Exotica
	Salsa	Cumbia	Mambo	Cha Cha	Bolero	Tropical	Brazilian/Samba	Mariachi	Bachata	Banda
Instrumentation										
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Rap	Male Rap	Female Rap								
Vocal Samples										
References:										
Asian Instruments:	Shamisen-Japanese stringed Instrument: http://www.youtube.com/watch?v=qWJrMA3zJ5o Pipa-Chinese: http://www.youtube.com/watch?v=qDMQXy7XZug Erhu-Chinese Violin: http://www.youtube.com/watch?v=rtgRpO8HwCU Sanxian-Chinese: https://www.youtube.com/watch?v=Efp5nwDsHww Ruan-Chinese: https://www.youtube.com/watch?v=LGsYH2401M Guqin-Chinese Zither https://www.youtube.com/watch?v=fKNeParT2eQ http://www.philmultic.com/home/instruments/									
chinese instruments										
LYRICAL THEMES (Can be used in Music For)										
Abandonment	Cell Phone	Distance	Freedom	Hope	Lust	Regret	Sorry	Winter		
Addiction	Change	Doubt	Friends	Hopes	Making up	Relationship	Southern Living	Wisdom		
Adventure	Chase	Drama	Friendship	Horse	Memories	Relationship st	Stardom	Working		
Alcohol	Cheat	Dream	Fun	Hurt	Men	Religion	Starting over	World		
Ambition	Childhood	Drinking	Games	Imagination	Missing You	Religious	Strength	Yearning		
America	Christmas	Driving	Gang	Independence	Mistake	Reminiscence	Struggle			
Angel	Clothing	Drowning	Girls	Infatuation	Money	Renewal	Summer			
Anger	Comfort	Drugs	Global	Insane	Mother	Revenge	Sunshine			
Annoyance	Commitment	Emotions	God	Insecurity	Mourning	Ride	Support			
Anticipation	Confidence	Empowerment	Goodbye	Inspiration	Moving on	Rivalry	Swagger			
Anxiety	Conflict	Empty	Good Times	It's over	Murder	Romance	Talk			
Apology	Confrontation	Encouragement	Gossip	Jealousy	Music	Sacrifice	Tears			
Arguments	Cops	Environment	Grandfather	Job	Nature	Satisfaction	Technology			
Aspiration	Country	Escape	Grandmother	Kiss	New Beginning	Save me	Terror			
Attraction	Cowboys	Faith	Gratitude	Leave	Numb	School	Thank you			
Authenticity	Crazy	Falling	Growing Up	Letting go	Obsession	Seasons	Time			
Baby	Crime	Falling in Love	Happiness	Lies	Optimistic	Second chance	Torture			
Beauty	Dancing	Fame	Hard Work	Life	Pain	Secrets	Tough			
Begging	Danger	Fashion	Heart	Life on the road	Paparazzi	Seduction	Transportation			
Belief	Date	Fast	Heartache	Live	Paranoia	Sex	Travel			
Betrayal	Daughter	Father	Heartbreak	Loneliness	Party	Sexy	Trucks			
Boys	Death	Fear	Heaven	Longing	Pimp	Silence	Undercover			
Bravery	Decision	Fighting	Heavenly	Los Angeles	Pleading	Sister	Understanding			
Breakup	Depression	Fire	Hero	Loss	Politics	Smart	Waiting			
Camping	Desire	Fly	High School	Lost	Rain	Soaring	Wanting			
Car	Despair	Flying	Hold on	Lost Love	Rebellious	Social	War			
Celebration	Destiny	Food	Holiday	Love	Reconciliation	Society	Weather			
Celebrity	Destiny	Forever	Home	Luck	Red Neck	Son	Weddings & Marriage			