

SCHOOL' D BY FUNKMODE

You want to become a Hip Hop expert? Learn the info below and you're on your way, yo!

ACTIVITY: CREATE YOUR OWN BLOCK PARTY FLIER

Now you know that pretty much everything we associate with Hip Hop culture began and evolved through the block party. Hopefully, you also had a chance to look at the fliers created by promoters to entice people to attend those parties. If you have not seen them yet, check out this web page @ <http://www.funkmode.com/schoold/oldschoolhiphopblockpartyfliers.html>

Get the idea? Great, because now it is time to create your own block party flier!

What should your flier include? Well, remember, the most important thing about a flier is that it makes people want to show up. You might design a flier that simply says "PARTY", then lists a phone number and the next thing you know, people are banging down your door come party time. However, if you are interested in designing a more traditional flier that has a proven record of getting attendees, it is best to make sure your flier has ...

- 1) Solid design (clear information, creative, attention-grabbing)
- 2) The name of your party
- 3) Who is hosting the party (you, your friends, your company)
- 4) The location
- 5) Time of your party
- 6) The party theme (if any)
- 7) Dress code (if any, may be related to theme)
- 8) Contact information
- 9) The cost (if any)
- 10) Where to get tickets (if any)
- 11) What age is allowed to attend
- 12) Hip Hop music style
- 13) Who will be performing (DJs, MCs, dancers, beatboxers, artists)
- 14) What special things will be happening at the party (events, contests, battles, give-aways)
- 15) Anything else that will entice people to attend

... beside these, have fun with it! The flier sets the tone of not only the party itself, but who you are as a party promoter. Do you want to present yourself as a classy promoter that is seeking upscale clients? Design a flier that looks like it was created by high-end professionals. Do you want people to feel at ease and have fun at your party? Consider using humor in your flier and pictures of people having a good time. There are many, many different ways to do this. Create something that reflects your personal style and personality. Create something that attracts the kind of people you want to be around. Most importantly, create something that represents what you care about most in Hip Hop culture.

HIP HOP WORDS OF THE WEEK (MONEY SLANG - PART 2)

As we said in the last lesson, one of the most common themes in Hip Hop music is money and therefore there are a ton of slang words for it in Hip Hop lyrics. Now, it's time to add more words to add 11 more to your vocabulary.

scratch, bank, dead presidents, ends, chips,
lettuce, hundies, Gs, scratch, mint, paper, green

