Creative Process / Carousel / 20-25 min

Sonic Color Palette

The idea

Translate audio into visual language. Assign specific colors or textures to instruments (Bass = Black oil, Percussion = Shattered glass). Slide 4 plays the music.

Objective

Translate technical audio into visual aesthetics for non-musicians.

Why this works

Appeals to synesthesia and highly visual thinkers. Elevates brand to high art and design, making abstract audio concepts relatable.

Hook bank

Direct / The visual color palette of my new song, explained.
Curiosity / I don't hear instruments, I see textures. Here is what this looks like.
Personality / My brain is weird, here is the visual moodboard for my drum bus.
Sarcastic / A pretentious breakdown of what colors my synths are.

How to execute

1. Plan the opener

Try this opener as a starting point: “The visual color palette of my new song, explained”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Slide 1: Military green square (The 808). Slide 2: Metallic silver (Hi-Hats). Slide 3: Warm orange gradient (Vocal reverb). Slide 4: Song playing over the colors.

3. Shape the sequence

Use this order for your first cut: Texture 1 > Texture 2 > Texture 3 > Synthesis/Audio. Give each slide one job and swipe through the whole sequence on a phone to check that the payoff follows the opener.

4. Check and publish

Use this call to action as your starting point: "What color does this song sound like to you?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

Texture 1 > Texture 2 > Texture 3 > Synthesis/Audio.

Call to action

"What color does this song sound like to you?"

What to avoid

Explain why each color or texture matches the sound for you. Avoid presenting a personal association as a universal rule everyone should hear.

Make it yours

1. General Creatives: Assign musical genres to colors in visual art.
2. Singers: Textures of vocal stacks (lead is silk, harmonies are velvet).
3. Rappers: Cinematic camera angles for flow (slow pan vs shaky cam).

Try this next

The Worst Advice I Ever Took
Unplugged at the Park
The Feature Pitch

Before you post

Read the caption out loud. Check that the first frame and the opener make the same promise. Verify captions, credits, and any link or tag. Save a copy of the final asset and caption so you can reuse what works.