Performances / Short-form Video / 20-25 min

# The Split-Screen Jam

## The idea

Create a split-screen video where you actively play "back and forth" with a collaborator. You play 4 bars of bass, they respond with 4 bars of guitar. Build the track visually together on screen.

## Objective

Display musical chemistry and tap into a collaborator's audience.

## Why this works

It highlights the joy of musical chemistry. Audiences love watching two masters communicate without words. It also allows you to cross-pollinate with another creator’s audience while keeping the focus entirely on the performance.

## Hook bank

Direct / Live split-screen jam session with [Artist Name].
Curiosity / We didn't plan any of this. I just played a chord and he responded...
Personality / Jamming with my favorite bassist on the internet.
Sarcastic / Two musicians trying to show off at the exact same time.

# How to execute

## 1. Plan the opener

Try this opener as a starting point: “Live split-screen jam session with [Artist Name]”. Choose the first image or moment that makes its promise clear.

## 2. Make the first pass

Split screen. Top frame: Producer lays down a boom-bap drum loop. Bottom frame: Saxophone player nods, listens, and immediately starts soloing over it. The producer reacts in the top frame with the "stank face."

## 3. Shape the sequence

Use this order for your first cut: Lay Foundation -> Collaborator Responds -> Vibe Together. Watch the first cut muted to check that captions and visuals carry the hook, then play it with sound to check levels.

## 4. Check and publish

Use this call to action as your starting point: "Who had the better 4 bars? Tag who we should add to this." Preview the finished post and verify that any link, tag, or instruction works.

## Suggested sequence

Lay Foundation -> Collaborator Responds -> Vibe Together.

## Call to action

"Who had the better 4 bars? Tag who we should add to this."

## What to avoid

Agree on tempo, key, and entry points before recording. Do not imply a separately recorded remote collaboration happened live in the same room.

## Make it yours

1. Rappers: A split-screen back-and-forth cypher, trading 4-bar verses.
2. Creatives: A digital art "battle" where you take turns adding elements to a shared canvas.
3. Singers: Harmonize with each other in real-time, stacking vocals.

## Try this next

The Flashlight Solo
The "Describe My Sound" Prompt
1-Year Anniversary of a Flop

## 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.