Storytelling / Short-form Video / 30-45 min

Unpacking the Title Track

The idea

The title of a project carries the most weight. Sit down and explain the exact moment you decided on the title for your album, EP, or major piece. Break down the layers of meaning behind those specific words.

Objective

Provide a thesis statement for your project to deepen audience consumption.

Why this works

It acts as a thesis statement for your art. It provides the audience with a lens through which they should view the entire project, making the listening or viewing experience much deeper and more intentional.

Hook bank

Direct / Why I named my new album [Title].
Curiosity / It took me 6 months to figure out what this project was actually about...
Personality / I had 50 different titles for this album. Here is why this one won.
Sarcastic / A deeply pretentious explanation of my album title.

How to execute

1. Plan the opener

Try this opener as a starting point: “Why I named my new album [Title]”. Choose the first image or moment that makes its promise clear.

2. Make the first pass

Artist speaking directly to the camera: "I named the EP 'Static' because every song was written while I was stuck in the same town, spinning my wheels." Cut to the audio playing over a montage of the town.

3. Shape the sequence

Use this order for your first cut: The Title Reveal > The Struggle to Find It > The True Meaning. 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: "What is the best album title of all time?" Preview the finished post and verify that any link, tag, or instruction works.

Suggested sequence

The Title Reveal > The Struggle to Find It > The True Meaning.

Call to action

"What is the best album title of all time?"

What to avoid

Explain what the title meant when you chose it. Avoid inventing several symbolic meanings just to make a simple decision seem profound.

Make it yours

1. Producers: Break down why a specific obscure sample gave the entire beat tape its name.
2. Creatives: Explain why a gallery show or art collection was named after a specific emotion or color theory.
3. Show the rejected working titles and explain the one word that finally connected the whole project.

Try this next

The Acapella Walk
Pre-Session Hype
The 10-Year Cover

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.