

Be the Producer: Design Your Own K-Pop Group Concept! (Inspired by Stray Kids)

Get Ready, STAY! Today, you're not just a fan; you're the creative genius behind a brand-new K-pop group! Stray Kids are known for their amazing concepts, self-produced music, and unique identities. We're going to dive into what makes a K-pop concept shine and then you'll create your very own!

What You'll Need for This Mission:

- Paper (plain and/or lined)
- Pencils, pens, colored pencils, markers
- Computer or tablet with internet access (for looking up Stray Kids examples and inspiration)
- Optional creative extras: Scissors, glue, magazines for collage, digital design tools if you like using them.

Part 1: What's in a Concept? (Approx. 20-30 minutes)

Let's explore what makes Stray Kids' concepts so cool. Think about one or two of your favorite Stray Kids eras or songs (e.g., "God's Menu," "Thunderous," "MANIAC," "LALALALA").

- **Discussion/Research:** With your learning coach (or on your own), discuss or jot down notes on:
 - **The Overall Theme:** What's the main idea or story they're telling? (e.g., cooking up music, being unique, fighting negativity).
 - **Music Style:** What does the music sound like? (e.g., energetic, dark, playful, experimental).
 - **Visuals:** What do their outfits, music videos, and album art look like? What colors, symbols, or imagery do they use?
 - **Group Name & Logo:** How does "Stray Kids" and their logo connect to their message?
 - **Member Roles/Personas:** While Stray Kids members are themselves, often groups have defined roles or images for a concept. Do you see any of that in Stray Kids' presentations?
- **Key Takeaway:** A strong concept is like a story that connects everything – the music, the look, the message!

Part 2: Your Turn to Produce! (Approx. 60-90 minutes)

Now, it's time to create **YOUR OWN** K-pop group concept. Let your imagination run wild! You can draw, write, or even make a small digital presentation.

Step 1: The Big Idea – Your Group's Core Concept

- **Brainstorm:** What message do you want your group to send? What story will they tell? What will make them unique? Think about things you care about, things you find interesting, or even a cool made-up world!
- **Example Ideas (just to get you started, think of your own!):** A group that explores dreams, a group that uses nature as inspiration, a group with a futuristic cyber-punk theme, a group that tells historical stories through music.
- **Write it Down:** Describe your group's core concept in a few sentences.

Step 2: Name Your Group!

- **Think:** What name fits your concept? It could be catchy, meaningful, or mysterious.
- **Design a Logo:** Sketch a simple logo for your group. What symbols or styles represent your group's identity? (Look at Stray Kids' different logos for inspiration).

Step 3: Meet the Members (You can create 3-5 members)

- **Roles:** Will there be a leader, main vocalist, main rapper, main dancer, visual? Or maybe completely new roles? (Think about 3RACHA, Dance Racha, Vocal Racha in Stray Kids).
- **Personalities/Styles:** Briefly describe each member's personality or style within the group concept. You can even give them stage names!
- **Optional:** Sketch simple character designs for your members, showing their "concept look."

Step 4: Debut Song & Album Concept

- **Song Title & Theme:** What would their first big song be called? What would it be about, connecting to your main concept?
- **Musical Style:** What kind of music would they make for this debut? (e.g., upbeat pop, powerful hip-hop, emotional ballad, experimental).
- **Album Title:** Give their debut mini-album or album a name.
- **Visual Concept for Music Video/Album Art:** Describe the look and feel. What colors, outfits, and settings would you use to bring your song and concept to life? (Think about a Stray Kids music video you love and how it tells a story visually).

Step 5: Fandom Name & Lightstick Idea (Optional Bonus!)

- **Fandom Name:** What would your group's fans be called? (Like "STAY" for Stray Kids).
- **Lightstick Design:** Sketch a unique lightstick for your fans to wave at concerts! What symbols or features would it have?

Part 3: Showcase Your Group! (Approx. 15-20 minutes)

Present your K-pop group concept to your learning coach or family!

- Explain your group's name, core concept, and why you chose it.
- Introduce your members and their roles.
- Describe your debut song and its visual theme.
- Share your logo and any other visuals you created.
- Talk about what inspired you, perhaps mentioning things you like about Stray Kids or other groups.

Reflection:

- What was the most fun part of creating your group concept?
- What part was the most challenging?
- If you were to continue developing this group, what would you add next? (e.g., more song ideas, choreography ideas, a world tour concept?)
- How did thinking about Stray Kids' concepts help you with your own ideas?

Great job, Producer-nim! You've used your creativity to build something truly unique, just like Stray Kids do!