



# Smarter Travel Assignment

AUDIO PRODUCTION ASSIGNMENT 1

Adam Peters | Audio Production | 25<sup>th</sup> oct

## Beginning

This assignment was to create a voiceover script, and radio advertisement to promote the smarter travel competition. We each selected a prompt from the list below and started on the actual assignment which consisted of :

- Writing a voiceover script based on our topic
- Recording our script in the studio and creating a backing track
- Editing the files to create our advertisement
- [List of prompts](#)

### SCRIPT WRITING

Now that I chose a prompt I had to start creating a script for it. I decided that my script had to be cheesy with a couple of jokes spread throughout, I chose the topic “the benefits of cycling”. We worked on our scripts for about two weeks. Then we finally finished up and put our scripts into a template allowing us to read it easier the script is located below. As stated above I wanted a cheesy script about cycling and how you should ditch the car:

ID	<b>Skip Cars</b>	DURATION: 30 secs VO: Male Tone: Informational Pace: medium
CCC00	<b>Skip Cars</b>	
CCC01	Do you want less traffic? avoid that bumper-to-bumper experience, feeling that wind in your hair as you arrive to college on time.	

CCC02	Then you need to ditch that car, and find that bike that is hiding in your garden shed	
CCC03	Its guaranteed to make your wallet more attractive.	
CCC04	And give you that super star body, you have been waiting for, your whole life.	
CCC05	So, what are you waiting for, go grab that bike, and start cycling	
CCC06	You'll have less trouble,	

	stopping for that blaa	
CCC07	But, You may have more trouble eating it	

#### Recording the script

To record the script, I went to the vibe recording studio, its located in the wit campus.

This studio was the home to the vibe radio show, it as a student run radio broadcast show. It has since shut down and now the studio is used by us students to complete our assignments. The studio is well kitted out with top of the range tech. the studio soundproof.



## Backing track

Now on to the backing track for my backing track I wanted a slow and jazzy backing track

Very similar to the song [home](#) from persona 5, I used that song as reference for creating my backing track.

We used the loop library in garage band to create our backing tracks.

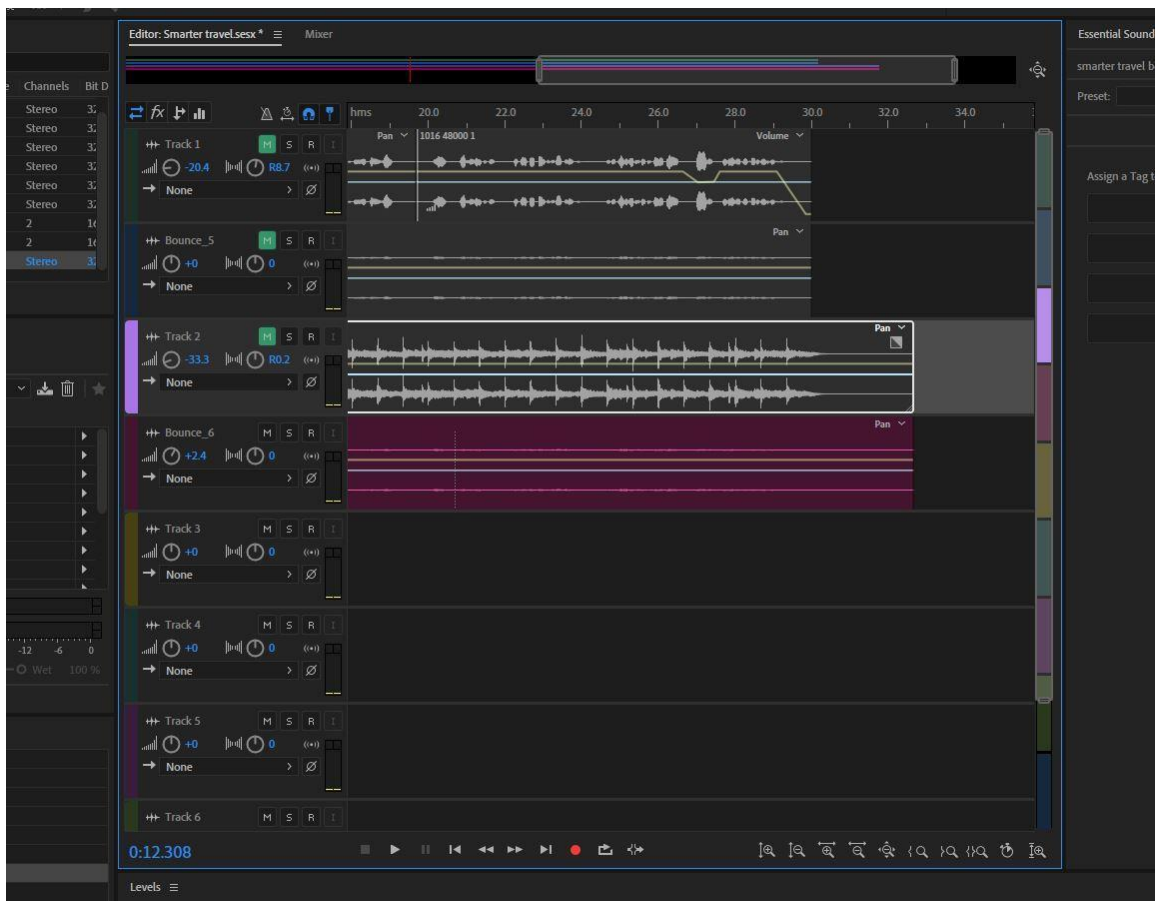
My backing track is located below



smarter travel  
backing track adam

## Editing

Finally, after a number of weeks we finally get to edit our final piece. We used the software called adobe audition to edit our audio files. Honestly, I had a lot of fun with this section this software allowed me to add effects to my voice and backing track, using the effects rack, these effects include reverb and compression, with all these tools combined it allowed me to shape my advert to my liking. When I got my audio file of my voice over sounding just right I added the backing track to the software and combined the two and created the final product



Which will be linked below



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