Smarter Travel

STUDENT AWARDS PROJECT

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Table of Contents

Groundwork

We were asked to take part in a project for The Student Travel Commission to create a radio advert promoting more financially effective and environmentally sound means of transport. For this I chose to research and promote the TFI Bike Rental Scheme.

INITIAL SCRIPT

Below is my initial first draft of the script before reformatting it to being usable.

No food in the fridge, Your entire wage lost to just petrol?

If you're like me, and need to reduce costs, let's reduce them together.

Good news is that Transport for Ireland have created a bike rental scheme.

If you live in Waterford, Galway, Cork, or Limerick, you can rent a bike for cheap.

For €3.00, you get to ride a bike for three whole days, or as many as you want in three days.

Alternatively, You can get an annual membership for €10.00.

Let's not burn the earth or our bank accounts, Let's burn our thighs instead, and cycle to a better future.

With a sneaky deposit of €150 upfront, we can feed ourselves for the whole year now.

The Transport for Ireland Bike Scheme,

a healthy and convenient means of transport.

For more information,

Visit bikeshare.ie,

or download the TFI Bikes App from the App Store for iPhone,

or Play Store for Android

VO FORMATTING

- I wrote four drafts of a voiceover script for this advert, reworking to make one that flowed best and was most coherent, but was also direct and gave all the necessary information. The final draft and formatted version you see below:

ID		DURATION: 30 secs
	Student Travel	VO: Male
		Tone: Informational
		Pace: medium
STC00	Student Travel No food in the fridge, Your entire wage lost to just petrol?	Speak inquisitively.
STC01	If you're like me, and need to reduce costs, let's reduce them together.	Speak encouragingly
STC02	Good news is that Transport for Ireland have created a bike rental scheme.	
STC03	If you live in Waterford, Galway, Cork, or Limerick, you can rent a bike for cheap.	
STC04	For €3.00,	'three euros'

	you get to ride a bike for three whole days, or as many as you want in three days.	
STC05	Alternatively, You can get an annual membership for €10.00.	'ten euros'
STC06	Let's not burn the earth or our bank accounts, Let's burn our thighs instead, and cycle to a better future.	
STC07	With a sneaky deposit of €150 upfront, We can feed ourselves for the whole year now.	'One Hundred and fifty euros'
STC08	The Transport for Ireland Bike Scheme.	
STC09	For more information, Visit bikeshare.ie, or download the TFI Bikes App from the App Store for iPhone, or Play Store for Android	Visit 'bike share dot I E' 'T F I Bikes App'

Recording

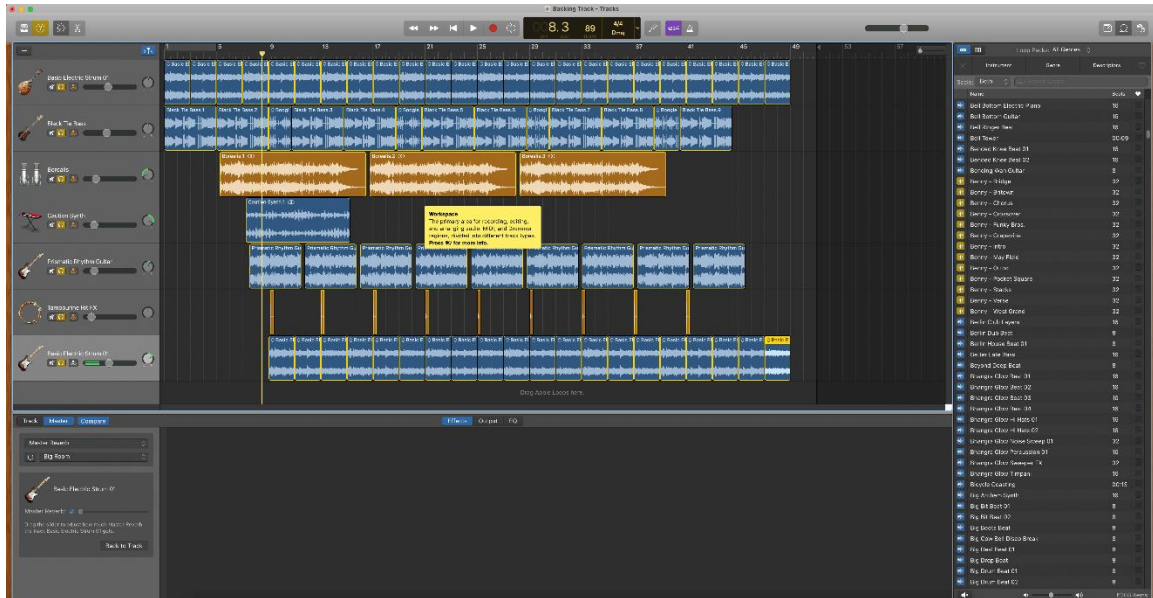I went into the VIBE Studio to Record this voiceover track. Pictured Below:

I recorded the voiceover in Studio One where the audio file was saved as '1018.wav'.
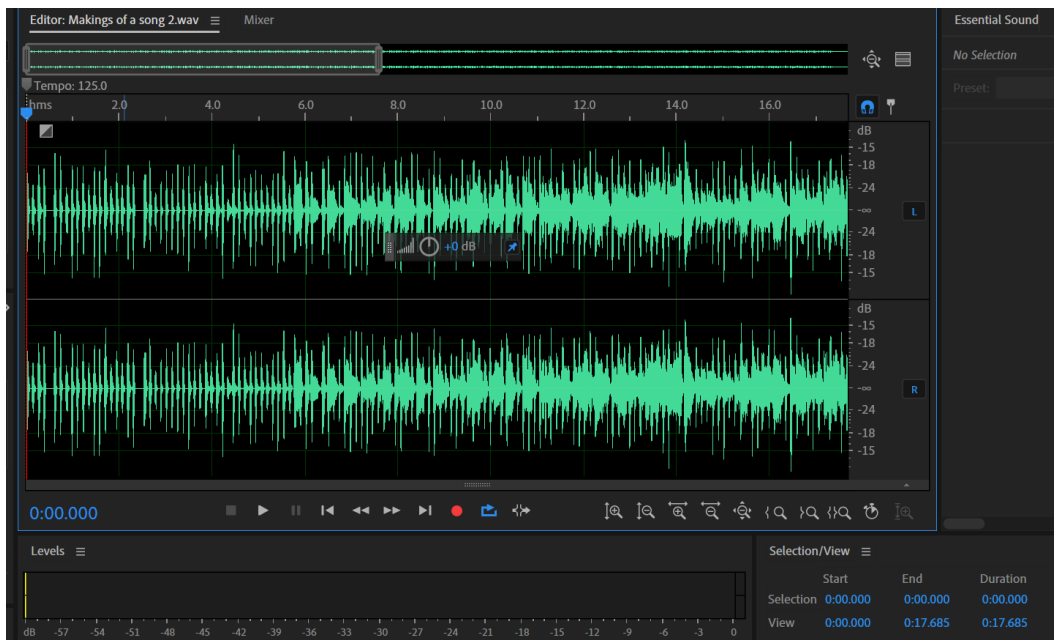
THE BACKING TRACK

I made several backing tracks in GarageBand, my process in making the song I used is seen below:


I brought these into Adobe Audition into a session called 'Smarter Travel.ssex', formatted at 44100 Hz, 16-bit(CD Quality) WAV(Waveform Audio Format).

I felt the backing track was missing something so I found an audio loop of a flute that I thought fit over it in BandLab, as seen below:
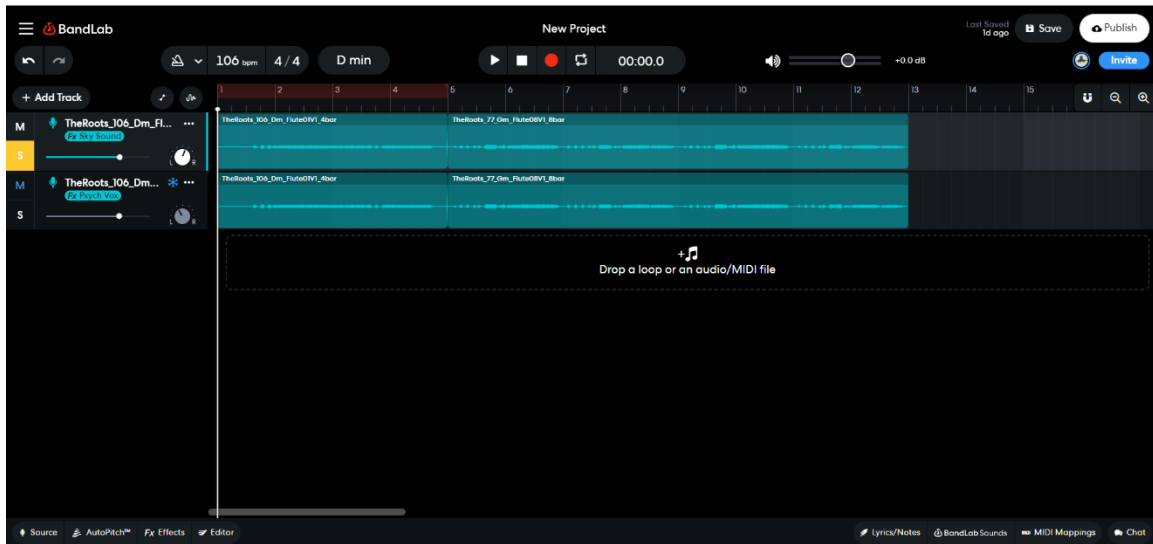
I brought the 'clean' track and the effected track into Audition, and then mixed them into a track with the previous track from GarageBand.
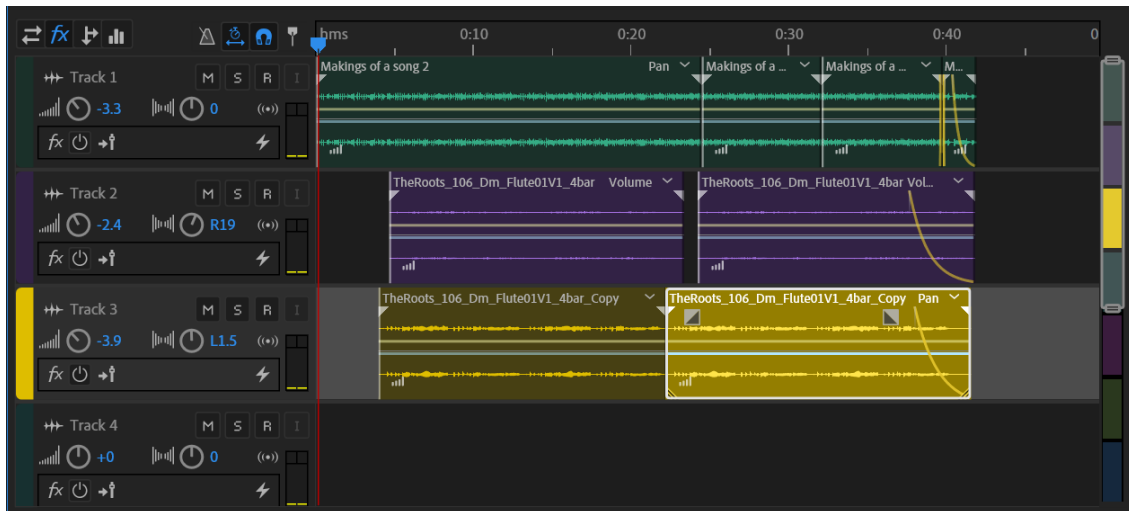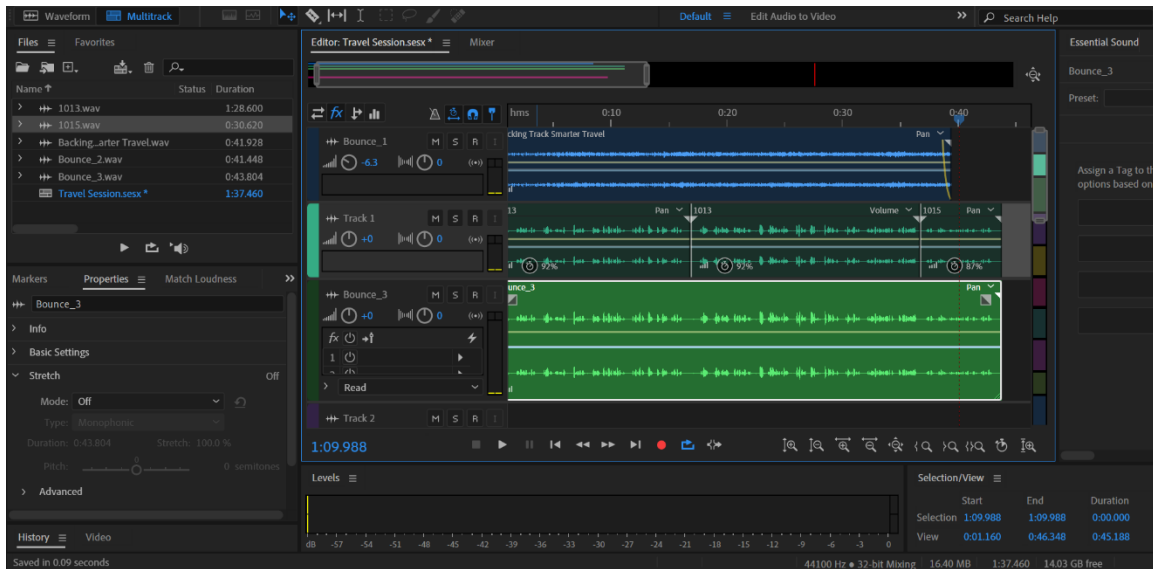

I mixed down the augmented flute track to -2.4dB and panned it 19 units to the right. The clean track was louder so I mixed that to a lower -3.9dB and moved it 1.5 units to the left. The main track I mixed to -3.3dB and to the center of the mix. The Initial mixdown can be listened to below:

Backing Track
Smarter Travel.wav
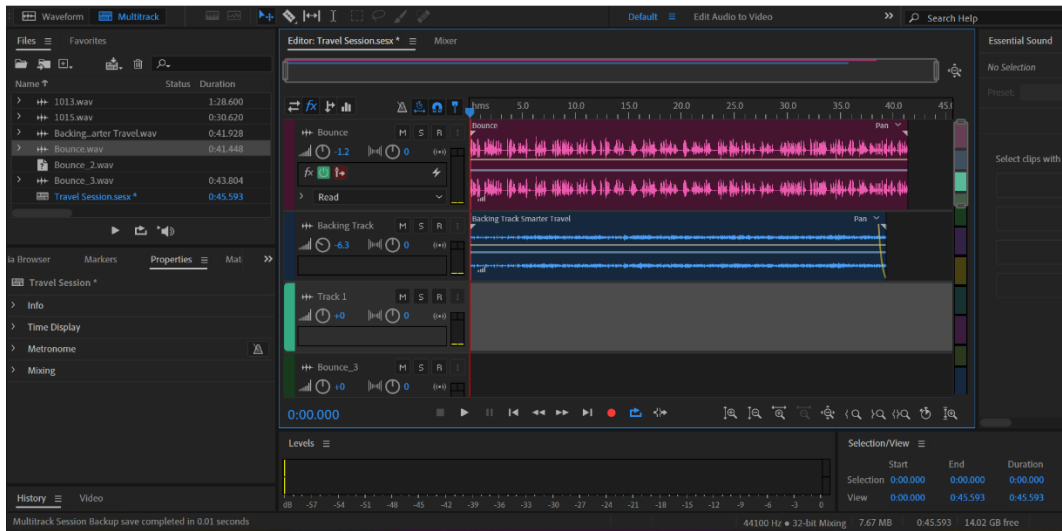
THE VOCAL TRACK

I took the '1015.wav' file from the studio that I recorded onto a USB key into the Multitrack interface, as seen above. Here I reduced and increased the volume where necessary, as well as editing what needed to be improved upon, spliced in or completely cut out. This meant removing things like tongue-clicking or lip-smacking in-between IDs (Identifiers)/Sections or fixing flustered words.

I later bounced the edited clips into one track. The finished track came out to forty-one seconds, which was what was necessary for the advert. You can hear the finished track below:
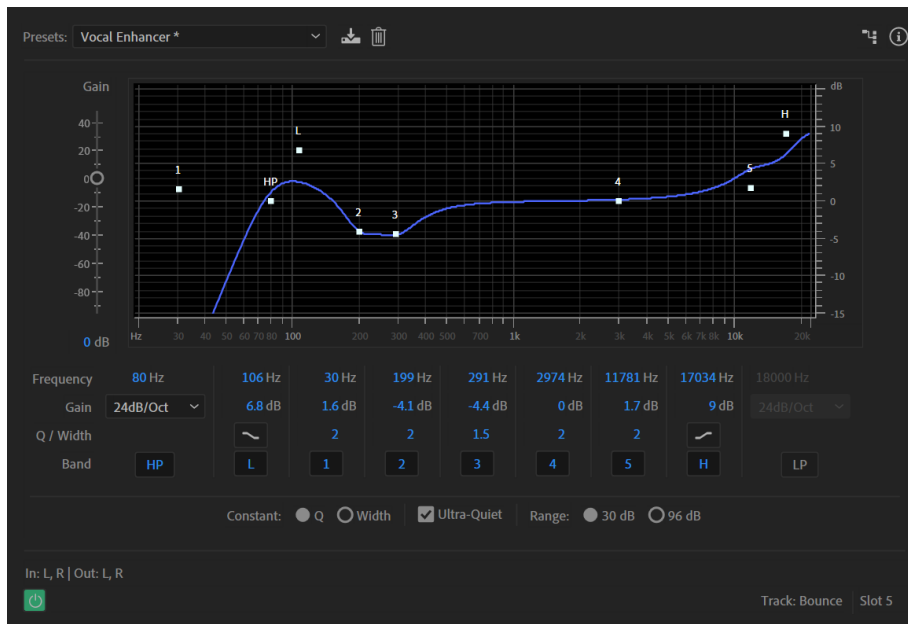

Bounce.wav

THE FINAL MIX

For the final mix, I used the bounced track of the vocal track. The backing track the second track in the multitrack. For the vocal track, I used the preset named, 'Podcast Voice'. I experimented with the Parametric Equalizer, as seen below:

I also added a 'Studio Reverb' effect to distance my voice from being too upclose in the listeners ears, remember not to have too much of the 'wet' output, I mixed only 3.2% of the wet mix and 75% of the dry mix.
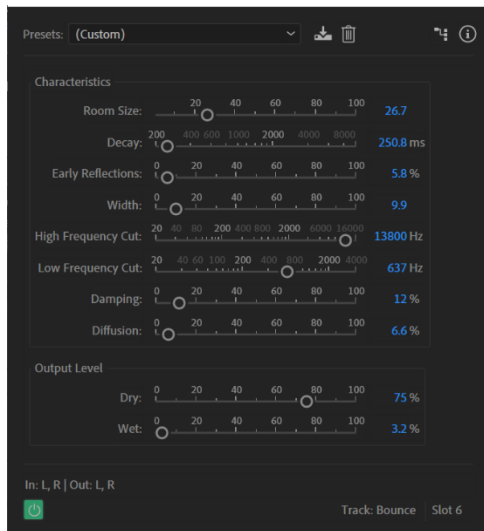
For Automation, I put a fade out on the backing track, so it will end before the forty second mark, this is seen with the yellow line on the backing track.
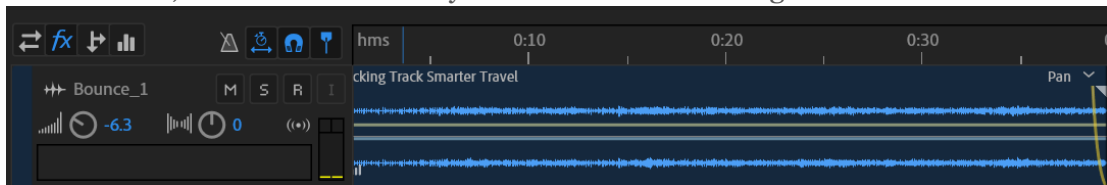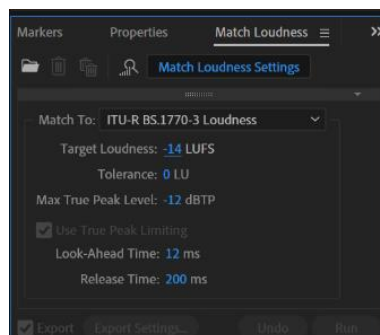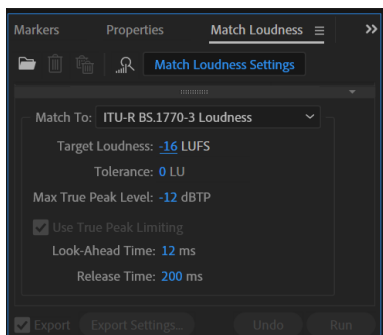

The final mixdown can be heard here:

Mixdown_Master.aif

The Final Master

For the final master, I mixed the 'loudness' down to -16LUFS for 1 .aif file. The Process is shown here:

And made a copy mixed down to -14LUFS. The difference can be heard below:

Mixdown_Master -16
LUFS.aif

Mixdown_Master -14
LUFS.aif

COMPRESSION AND DIFFERENCE BETWEEN FORMATS

I exported the final master to different formats, as .wav and .aif are usually two big or not suitable for most platforms(devices, websites, programs).

.mp3 is the most compression-heavy(lossy)format. They do not take up much storage however, not as much as other file types, so they are what are most commonly for streaming music and music played on websites, as well as music downloads. I have a file rendered at 192kbps as this is the highest quality for the least amount of storage, also on most headphones or speakers, there is no difference between 128kbps or higher, on studio grade headphones, there is a noticeable quality between 160kbps and 128kbps, however there is no noticeable difference with 160kbps or higher. My .mp3 file for the final master can be seen below, it comes out to 987kB:

Final_Master.mp3

.wav and .aif are lossless formats. They are large and are not suitable for consumer use usually. They are used for recording and editing. The .wav and .aif files of the final master can be seen below, they both take up 7MB of storage each:

Final_Master.aif

Final_Master.wav

OGG(.ogg) files are lossy formats. However, they are not primarily used for editing or listening, instead they are useful for holding metadata/audio/artist/recording information. The .ogg file is seen below, it takes up 2.32MB:

Final_Master.ogg

FLAC(.flac) files are often used to compress a file down to half its original size, it is a lossless format, abbreviating Free Lossless Audio Codec file (Codec stands for **Co**mpressor/**Dec**ompressor). The .flac of the final master, coming out at 3.25MB, is shown below:

Final_Master.flac

APE(.ape), otherwise known as Monkey's Audio is a completely lossless format. It can be used for recreating or copying exact files from a file or a CD. The .ape file seen below is 3.10MB:

Final_Master.ape

What I have learned

In doing this assignment, I learned many things. First, I learned about how we can protect the environment and save money by using a bike rental scheme that operates in five cities. I also learned how to format and revise a script for recording and the importance of what information is key. I learned to edit audio files, as well as mix and master finished products of my work.