



## Smarter Travel

STUDENT AWARDS PROJECT

Conor McCarthy(20094107) | Multimedia Applications Development(BSc) | 26<sup>th</sup> October  
2021

## Table of Contents

Groundwork .....	2
initial script .....	2
VO Formatting .....	2
Smarter Travel .....	2
Recording .....	4
The Backing Track .....	5
The Vocal Track .....	6
The Final Mix .....	7
The Final Master .....	8
Compression and difference between formats .....	8
Table of References .....	9

## Groundwork

We were asked to take part in a project for The Student Travel Commission to create a radio advert promoting Smarter Travel. We had a list of topics to choose from, I chose to promote public transport.

## INITIAL SCRIPT

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

Pollution, Carbon Emissions, thousands of euros lost a year just to get from A to B? We need to try to reduce this, so let's do it together. We are The Student Travel Commission and we are running our annual competition this month. Our initiative with this competition is to get students to help us to minimize use and spending of fuel by taking on a project involved in and related but not exclusively to their coursework. Let's encourage carpooling together on the way to school, university and work more frequently as well as using public transport such as trains or the bus. Let's encourage walking and cycling as much as possible. Previous entries have included engineering projects, graphic design projects, animations and much, much more. They can be done in groups of four and can be done outside college or as part of a graded curriculum. We are working to make Ireland Carbon Neutral by 2050, but we need your help to accomplish it. Together we can reduce carbon emissions and create a brighter, cleaner and better future for our children and grandchildren to grow and thrive in.

It all starts here. Visit [www.stcampusawards.ie](http://www.stcampusawards.ie) for more information.

Thank You.

## VO FORMATTING

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

ID	Smarter Travel	DURATION: 30 secs VO: Male Tone: Informational Pace: medium Target Audience: Second & Third Level Students
TRAV01	Pollution? Carbon Emissions? Loads of money a year down the drain? Just to get from A to B?	Speak Inquisitively

TRAV02	We're the Student Travel Commission and we're running our annual competition this month, and we want students to help us minimise the spending and usage of fuel.	Introduce who you are and your agenda
TRAV03	To help us, they'll have to take on a project involved in and related to their course work.	
TRAV04	Let's encourage carpooling to school, work and college more often.	
TRAV05	Let's take the bus or train instead, and we should walk and cycle as much as possible.	
TRAV06	Previous entries include projects in engineering, graphic design and much, much more.	
TRAV07	It can be done as part of the curriculum or outside college work.	
TRAV08	We are working to make Ireland Carbon Neutral by 2050, but we can't accomplish it without you.	Twenty-fifty
TRAV09	Together, we can create a brighter future for our children and grandchildren to grow and thrive in.	
TRAV10	It all starts here. Visit <a href="http://www.stcampusawards.ie">www.stcampusawards.ie</a> for more information. Thank you.	

## Recording

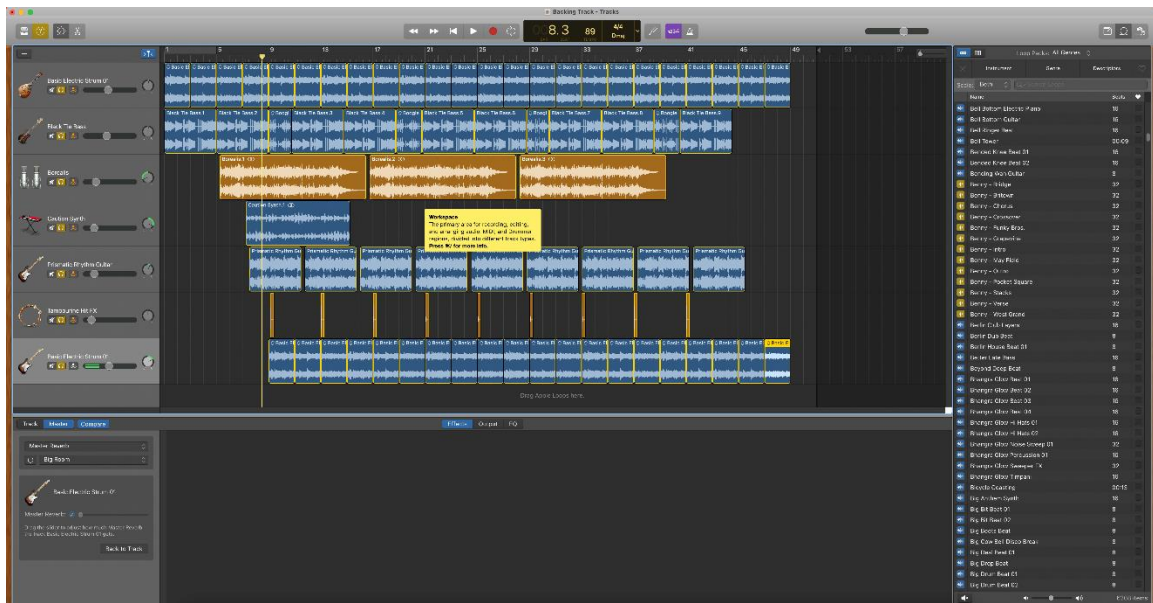
I went into the VIBE Studio to Record this voiceover track. Pictured Below:



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

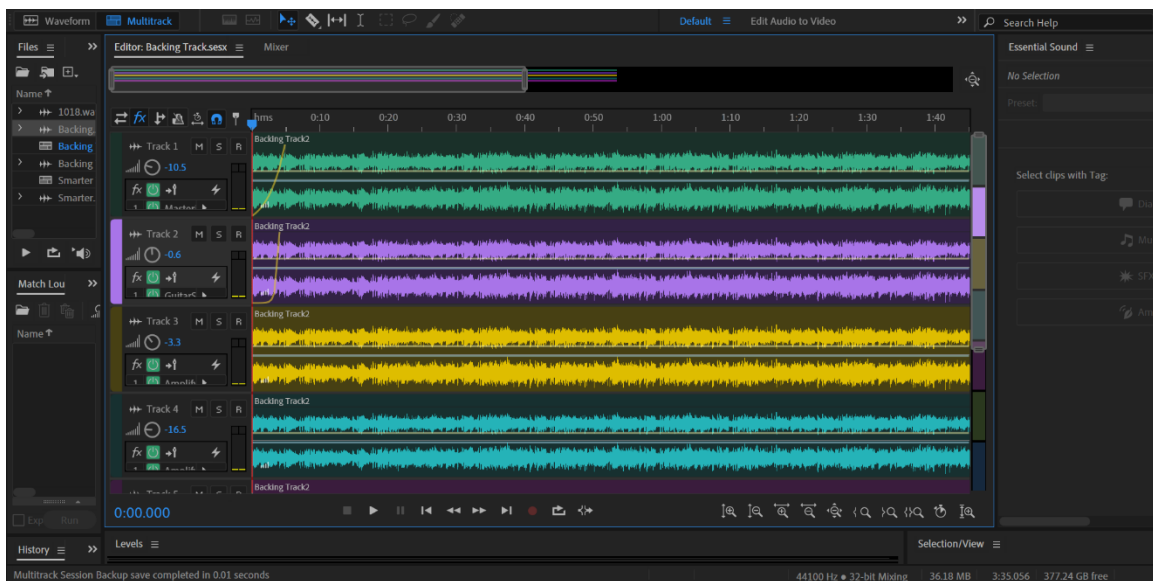


I made a backing track in GarageBand, as seen below:



I brought these into Adobe Audition into a session called ‘Smarter Travel.ssex’, formatted at 44100 Hz, 16-bit WAV (CD quality) format.

## THE BACKING TRACK



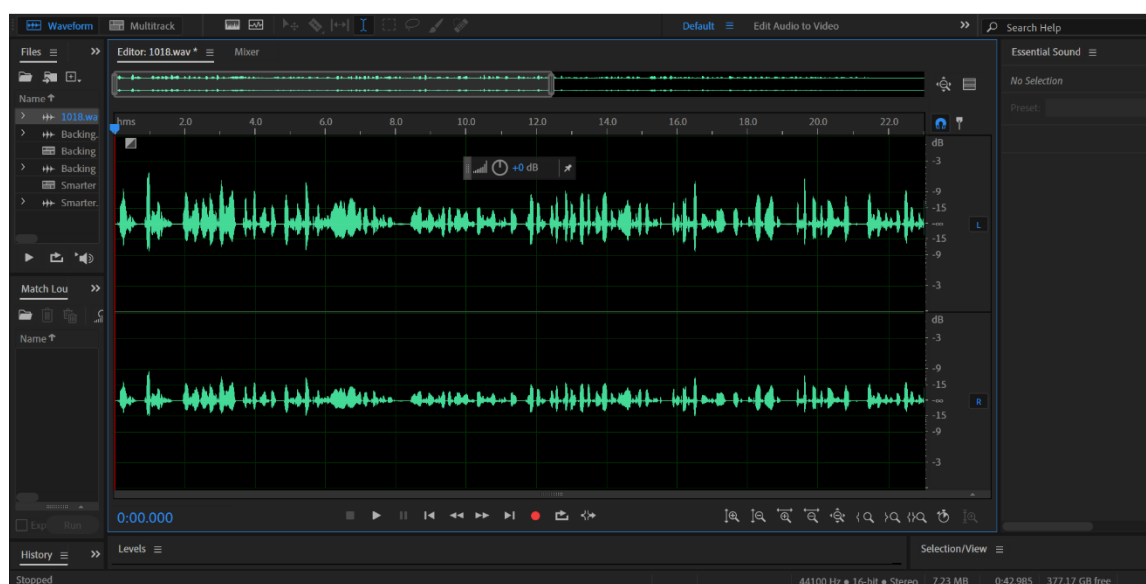
I edited the backing track in a session called ‘Backing Track.ssex’, in this session, seen above. I put the backing track2.wav file into five tracks, one for the left channel(mixed at -10.5dB and panned left at 59.7 degrees), one for the right channel(mixed at 0.6dB and panned right at 70.2 degrees), one for the center(mixed at -3.3dB) a second track for the left channel (this time, however, mixed at -7.8dB and panned left at 99.7 degrees) and the fifth track was used for the right channel (mixed at -12.3dB and panned right at 100 degrees). For the center track I placed the ‘Amplify’, ‘Loudness Meter’ and ‘Parametric Equalizer’

options into the effects rack so it would not be too loud, but also to not overload it with effects, which would sacrifice any clarity. For the left-of-centre track, I inserted the 'Mastering', 'Loudness Meter', 'Echo', 'Chorus/Flange' effects to create a spacy, jangly tone. In the right-of-center track, I selected the effects 'GuitarSuite', 'Surround Reverb', 'Full Reverb', 'Automatic Phase Correction', 'Amplify' and 'Loudness Meter' to create a soft feedbacking ambience. For the far right track I made a warm, fuzzy sound with the 'Amplify', 'Loudness Meter' and 'GuitarSuite' effects. I wanted the bass to be heard in the track more clearly, so I used the 'Amplify', 'Loudness Meter' and 'Parametric Equalizer' Effects to accomplish this. For the final mix, I reduced the volume to -6.6dB, The finished track can be heard below:



Backing Track.wav

## THE VOCAL TRACK

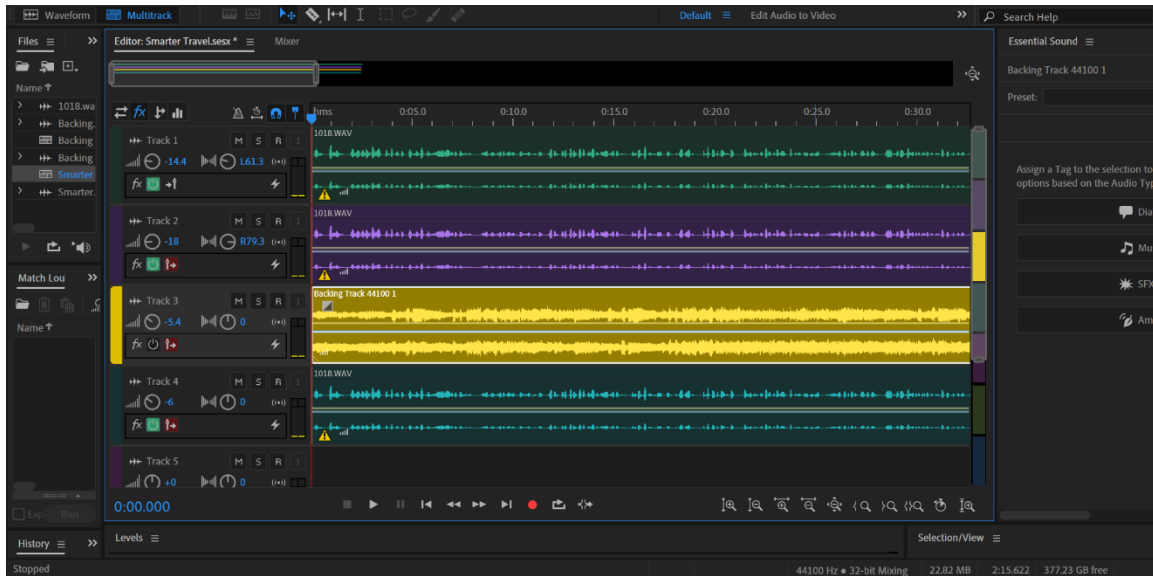


I took the '1018.wav' file from the studio that I recorded onto a USB key into the Waveform interface, as seen above. Here I reduced and increased the volume where necessary, as well as editing what needed to be improved upon, spliced in or completely cut out. This meant removing things like tongue-clicking or lip-smacking in-between IDs (Identifiers)/Sections or fixing flustered words. The finished track came out to forty-five seconds, which was what was necessary for the advert. You can hear the finished track below:



1018.WAV

## THE FINAL MIX



For the final mix, I placed three copies of the vocal track into the multitrack session 'Smarter Travel.ssex', as seen above, one for the left channel, one for the right and one for the front-and-center of the mix, that the vocal will be loud and clear but to not get distorted. The backing track is what I used as the fourth track. For the left channel track (mixed at 61.3 degrees to the left and to -14.4dB), I used the 'Radio Announcer' effects preset. On the right channel track, (mixed at -18dB and at 79.3 degrees to the right), I used the 'Podcast Voice' preset, so it would sound slightly different. In the third track(the center track, mixed at -6dB), I used the 'Radio Announcer' preset again. I set the final mix to -0.6dB with the effect, 'Loudness Meter' setting it to -14 LUFS.

The final mix can be heard here:



Smarter Travel\_mixdown.wav



## The Final Master

For the final master, I mixed the 'loudness' down to -16LUFS for 1 .aif file. And made a copy mixed down to -14LUFS. The difference can be heard below:



Smarter

Travel\_mixdown-16Ll



Smarter

Travel\_mixdown-14Ll

## COMPRESSION AND DIFFERENCE BETWEEN FORMATS

I exported the final master to different formats, as .wav and .aif are usually too 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. The .mp3 file for the final master can be seen below, it comes out to 962kB:



Final Master.mp3

.wav and .aif are lossless formats. They are large and are not suitable for consumer use usually. They are usually for recording and editing. The .wav and .aif files of the final master can be seen below, they both take up 6.85MB of storage each:



Final Master.aif

.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 2.21MB:



Final Master.ogg

.flac files are often used to compress a file down to half it's original size(Lifewire), it is a lossless format, abbreviating Free Lossless Audio Codec file(CoDec stands for **C**ompressor/**D**ecompressor). The .flac of the final master, coming out at 3.19MB, is shown below:



Final Master.flac

## Table of References

Lifewire- What is a FLAC file?: <https://www.lifewire.com/flac-file-2621334>

VIBE Studio.pdf

Lifewire- What is an OGG file?: <https://www.lifewire.com/what-is-an-ogg-file-2622795>