# Smart Travel

## AUDIO PRODUCTION

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# TOPIC

To begin the assignment of the smart travel we had to select something from a list of possible script ideas on smarter travel. I have chosen to do mine on The Cycle Planner app. This was an application created by the department of transport to increase bike usage to reduce the carbon foot print in Ireland as we have not met the promises of the 'The Tokyo Protocol'. This application allows people to see where has the least amount of traffic to allow for a more comfortable journey and eliminating the fear many people have when cycling on the roads.

# SCRIPT

After the experience gathered from the first assignment of the advertisement of an establishment in Waterford. I have taken the same recommended approach to creating the script to add more fluidity to the converse lines and to take out the rigidity of the context. Parts of those included no more than seven words on a line and to mention the name of the application three times as a golden rule. This script was worked on for a total of two weeks.

| ID | Cycle Planner App | DURATION: 30 secs<br>VO: Male<br>Tone: Informational<br>Pace: medium |
|---|---|---|
| APP01 | Have no fear as TAX SAVER is here. | Emphasis on TAX SAVER |
| APP02 | Are you new to cycling? | |
| APP03 | Are you scared of cycling<br>on the road<br>or maybe you're concerned<br>about your child cycling to school? | |
| APP04 | Well now you don't have to worry<br>as you can travel with ease. | |
| APP05 | The new Cycle Planner App<br>allows you to avoid traffic<br>for a safer Journey. | |
| APP06 | Whether you are in<br>• Waterford<br>• Dublin<br>• Cork<br>• Or Galway. | |
| APP07 | Just click your location<br>and follow the designated route<br>and feel the gentle wind<br>in your face | |
| | as you can freely cycle in safety. | |
| APP08 | The Cycle App is<br>brought to you from<br>the department of travel. | |
| APP09 | Don't just cycle safe,<br>Cycle smart<br>With the Cycle Planner App | |

## RECORDING

The recordings took place in the Vibe Studio in W.I.T. This studio used to be a radio station but is now open to students. The soundproofing in the room along with the dim lights created a void atmosphere which allowed for ease of recording as it took out a lot of the pressure. The recording device used was the Tascam MD-801RmkII with Denon controls. Its re3al time output feedback gave clarity to the sound we were portraying and I voiced each line with a large pause in its intervals to save time in the future to allow clipping to become more visual with the flat wavelength. The file that the audio came out on was titled 1001.WAV
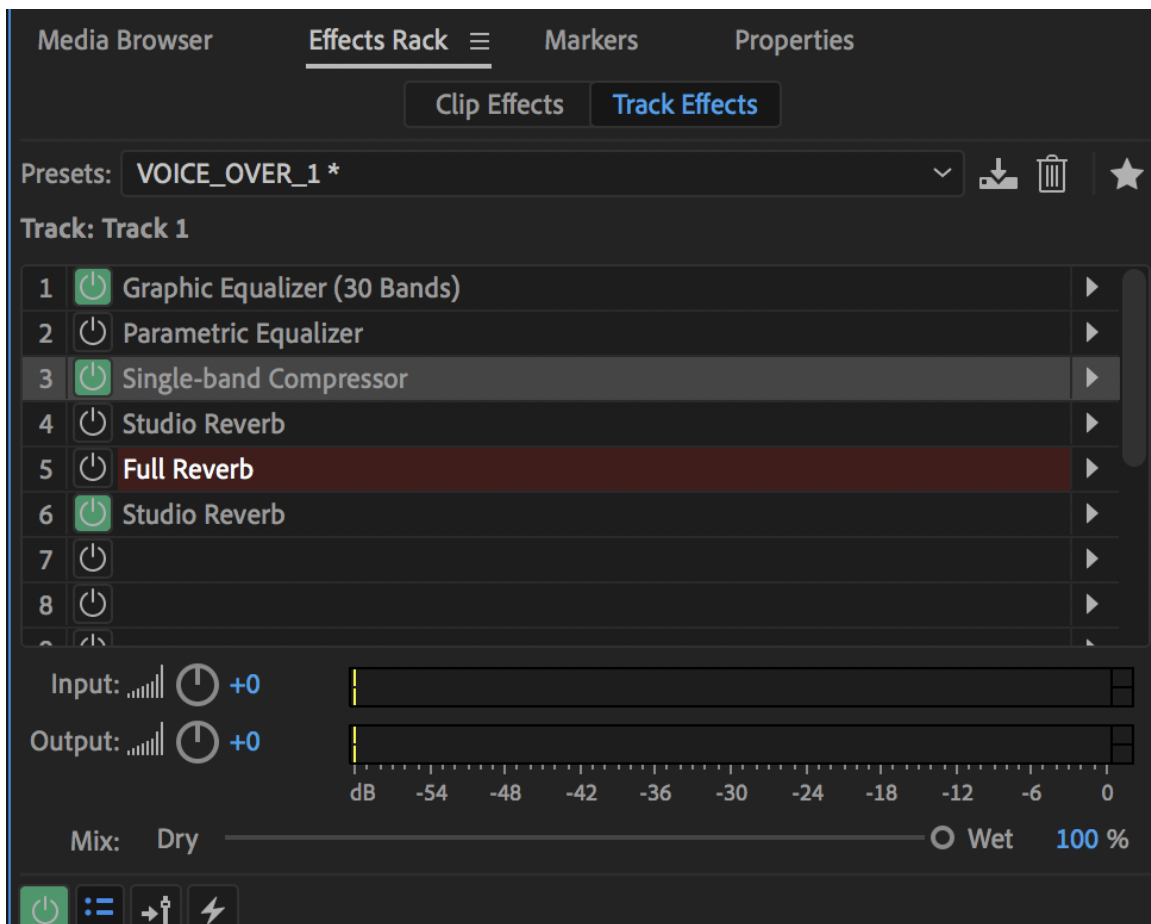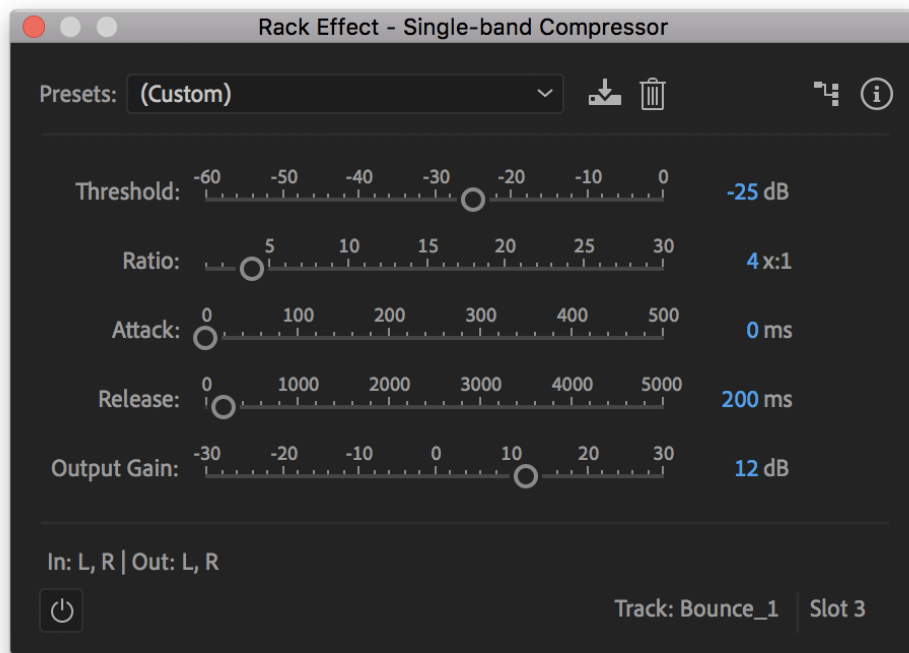
## BACKTRACK

The backtrack of the Cycle planner App was based on an urban environment. I would prefer to begin with bike bell chimes but however the software used (Garage Band) did not have any sounds like it but what I did find was a loop called Concrete Jungle which gave a natural urban sound which gave the feeling of traffic which I believe gives my script context before any words are spoken. As soon as I talk music starts to begin which then soothes the listener and the drums are used to encapture their interest. All these sounds Amalgamate to create a sound I feel is best suited to my script.
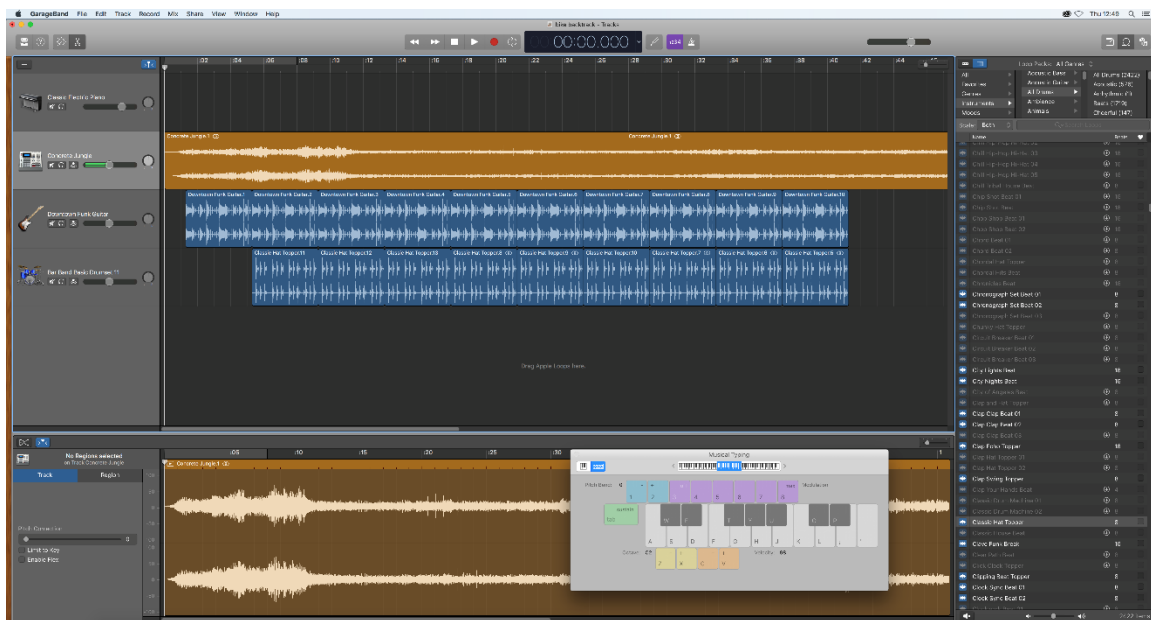
## ADOBE AUDITION

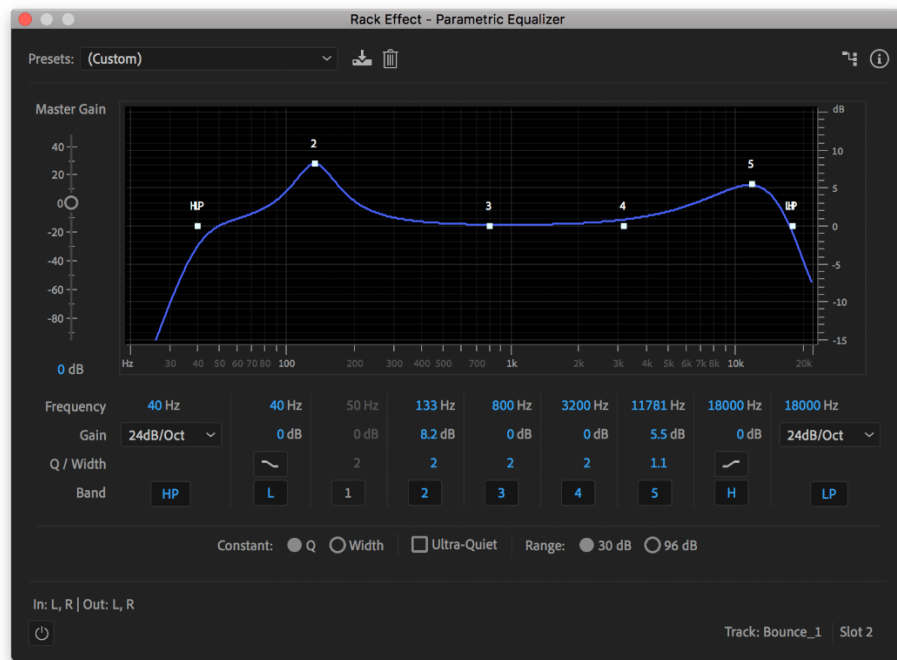Once the backing track has been completed it was then time to progress onto Adobe Audition. To begin with I had to make sure the presets were correct like having the sample rate as 4410ohzand then I started with snipping all of the silent sections of the waveform this is so we can isolate the words and put in our own pauses to create a pure silent breaks and to aid in this I had to find out the median of time used as break. From my previous project I found that I usually do 0.9 seconds. Once that was done it was then time to move onto the Effects Rack. I used a pre-Set made in class to allow my voice to project higher and to increase the clarity of my pronunciations to ensure the listener gets the main message. I utilized the Graphic Equalizer to allow me to pinpoint specific sections in the voice and alter them, Single Band Compressor to go for a more structured and broad alterations to fix anything that I may have missed and the Studio Reverb to give it a more natural tone.

## Rack Effect - Studio Reverb

Presets: reverb

### Characteristics

| | | |
|---|---|---|
| Room Size: | 20  40  60  80  100 | 90 |
| Decay: | 200  400 600 1000  2000  4000  8000 | 3500 ms |
| Early Reflections: | 0  20  40  60  100 | 40 % |
| Width: | 0  20  40  60  80  100 | 90 |
| High Frequency Cut: | 20  40  80  200  400 800  2000  6000 16000 | 5800 Hz |
| Low Frequency Cut: | 20  40 60 100  200  400  800  2000 4000 | 350 Hz |
| Damping: | 0  20  40  60  80  100 | 35 % |
| Diffusion: | 0  20  40  60  80  100 | 70 % |

### Output Level

| | | |
|---|---|---|
| Dry: | 0  20  40  60  80  100 | 89.1 % |
| Wet: | 0  20  40  60  80  100 | 19.6 % |

In: L, R | Out: L, R

Track: Bounce_1 | Slot 6

## Rack Effect - Single-band Compressor

Presets: (Custom)

| | | |
|---|---|---|
| Threshold: | -60  -50  -40  -30  -20  -10  0 | -25 dB |
| Ratio: | 5  10  15  20  25  30 | 4 x:1 |
| Attack: | 0  100  200  300  400  500 | 0 ms |
| Release: | 0  1000  2000  3000  4000  5000 | 200 ms |
| Output Gain: | -30  -20  -10  0  10  20  30 | 12 dB |

In: L, R | Out: L, R

Track: Bounce_1 | Slot 3

# REFFERAL LINKS

https://www.nationaltransport.ie/smarter-travel-workplaces/smarter-travel-campus/smarter-travel-student-awards/#:~:text=What%20are%20the%20Smarter%20Travel,cycling%2C%20public%20transport%20and%20carpooling

https://www.taxsaverbikes.com/cycle-planner/