Audio Production Volunteering Project Sunny Keenan 20097973

The first project in Audio Production Class was to create a 30-second advert for the SETU Volunteering Programme. It was to be targeted towards young adults, specifically those attending college. I created this project in conjunction with Chelsea Quigley.

The first step was to create a script. I started by creating a rough draft that was no more than 90 words long (as this would allow for approximately 30 seconds of dialogue). The script took the form of a teenage girl arguing with her father about her inability to get a job before suggesting volunteering to improve her chances.

Are you looking for an exciting way
of improving your job opportunities?

Here at SETU,
our volunteer programme
is the answer for you.

Our volunteer programmes are open during
both semesters
To all registered students,
With training and support fully provided

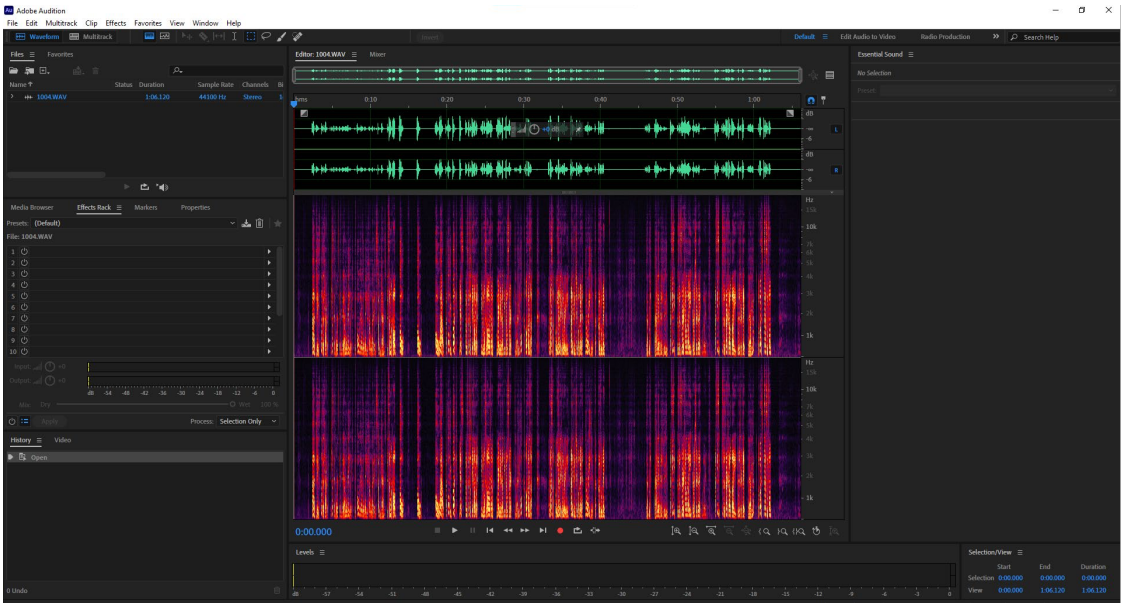
Not only will you help
secondary school students find their own
college future,
But volunteer work will look
Very attractive to your next employer.

Please email vollunteering@setu.ie
to sign up today.
Don't Delay!

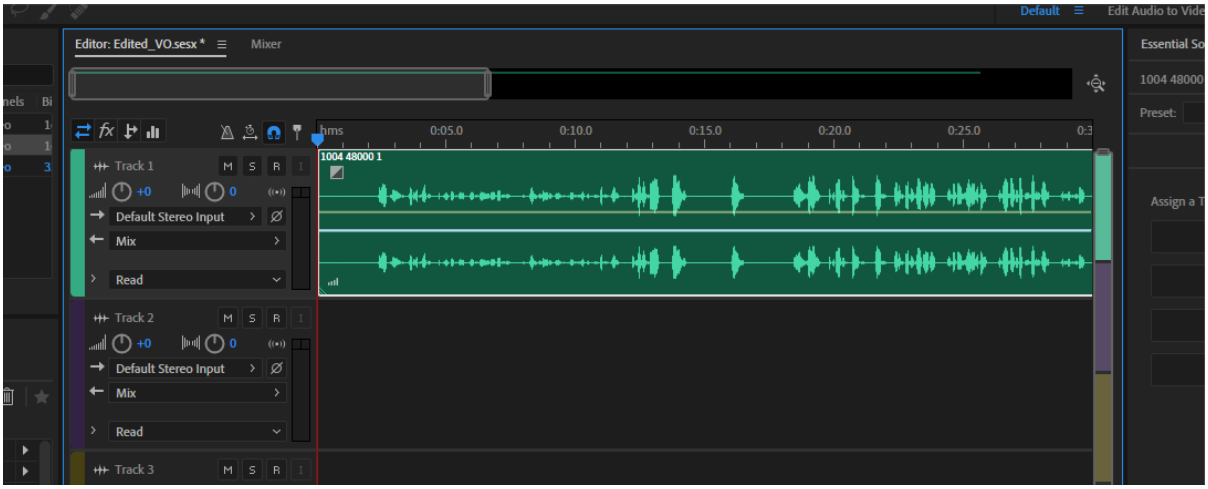
Once the script was finalised and had been checked that it could be recorded in under 30 seconds, it was converted into the proper script format, with the voice actors and acting instructions made clearly visible.

Once it had been formatted, it was ready to record. The script was recorded at the SETU recording studio. We recorded multiple takes, saving them as WAV files.

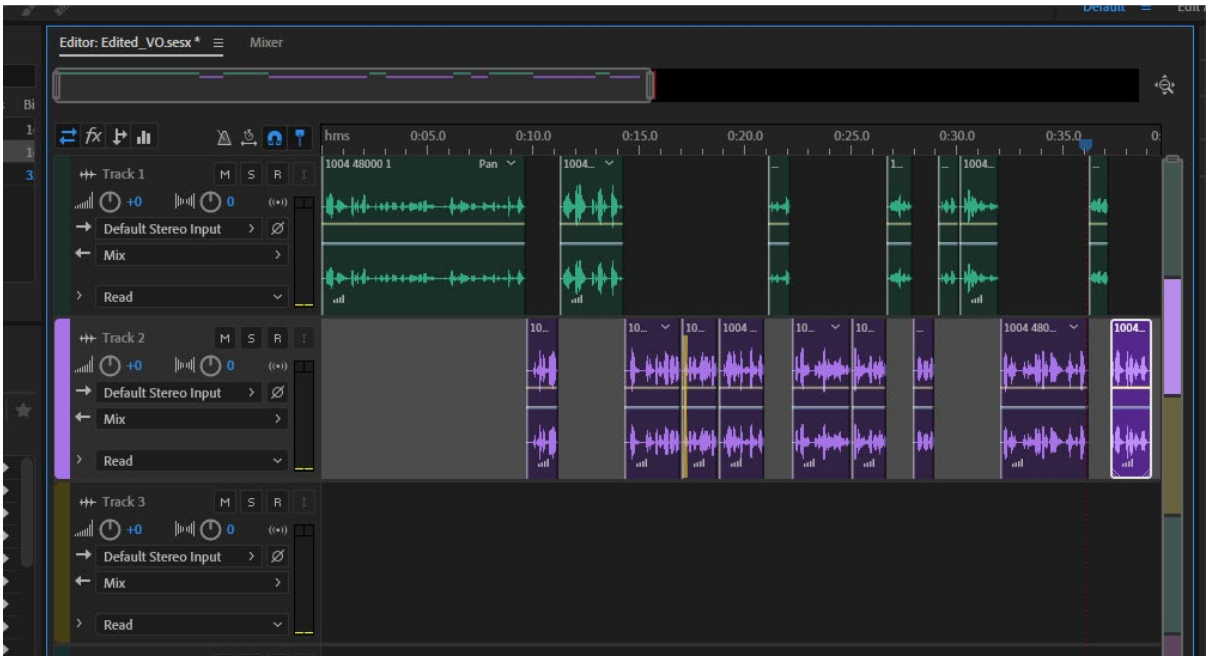
After the script had been recorded, the next stage was editing it. I used Adobe Audition to edit the track. Firstly, I chose the best take we had recorded and opened it in Audition.



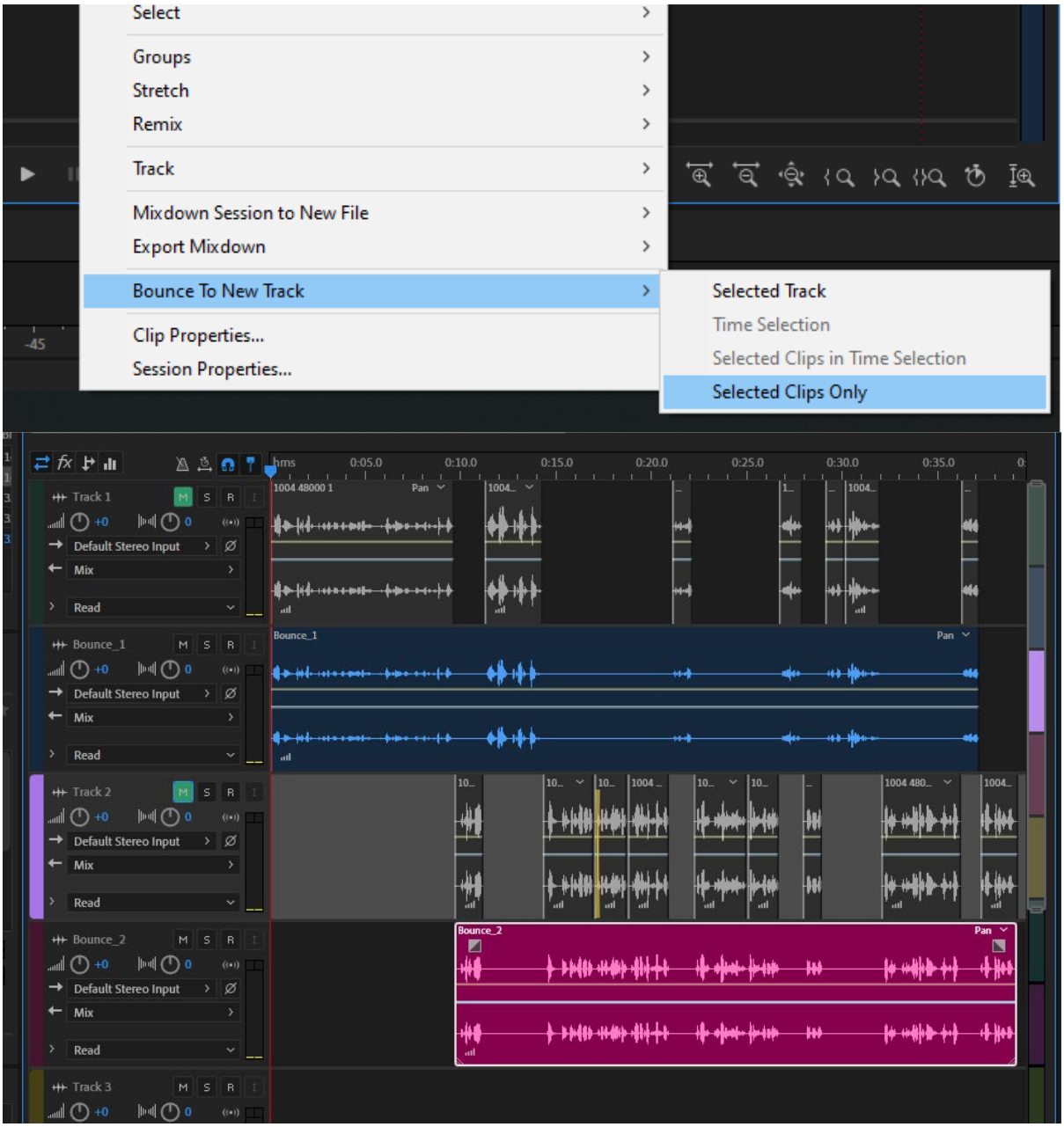
The track was then moved onto a multitrack layout.



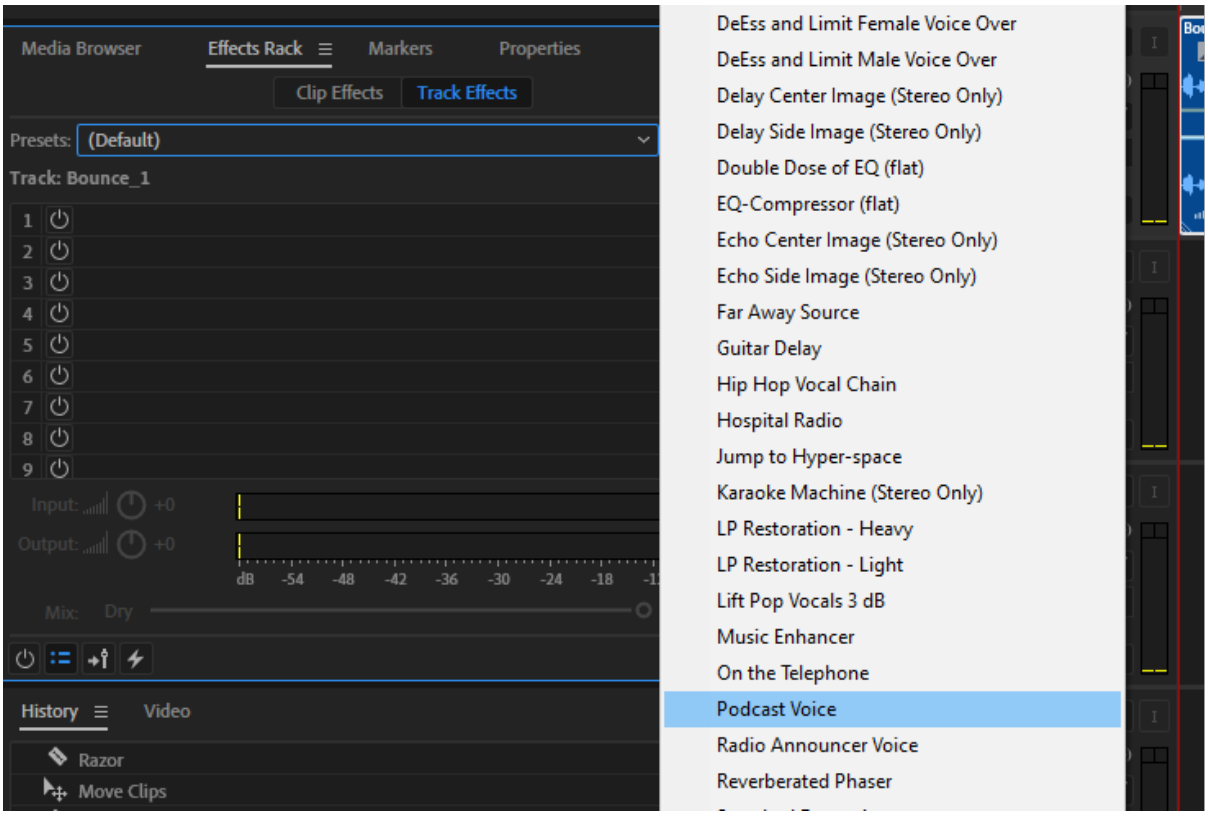
I started by using the splice tool to separate the lines from the different voice actors onto two separate layers. The splice tool also allowed me to shorten the recording by deleting unnecessary breaths, pauses and line mistakes.



Once the two voices had been separated, I proceeded to bounce the clips onto new tracks, allowing me to apply effects to the entire track instead of individual clips.

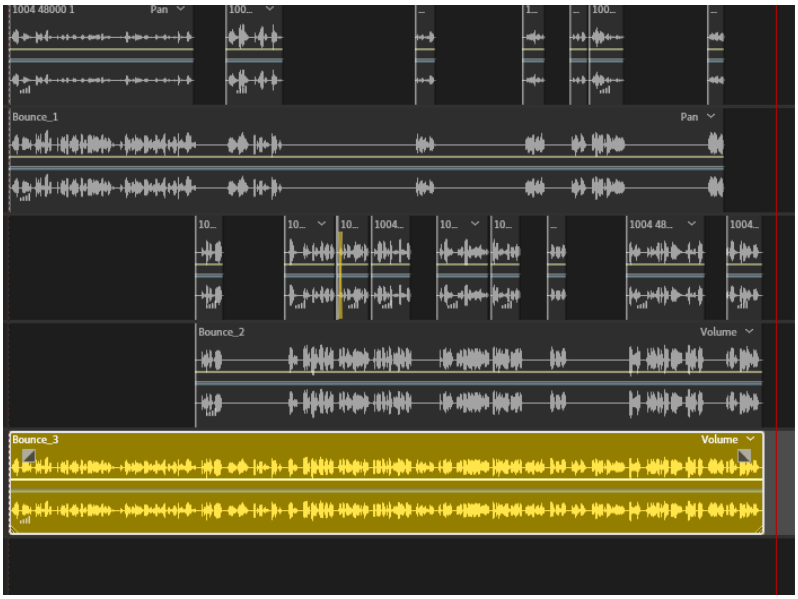


In order to improve the sound of each actor, I applied the podcast voice preset to each track separately in the effects panel.



I then destructively edited the tracks to make the audio level of each consistent throughout. There was no clipping in the recording, but there were a handful of rogue peaks which I was able to eliminate.;

Once the two tracks had been edited, I recombined them into one track by bouncing them together.

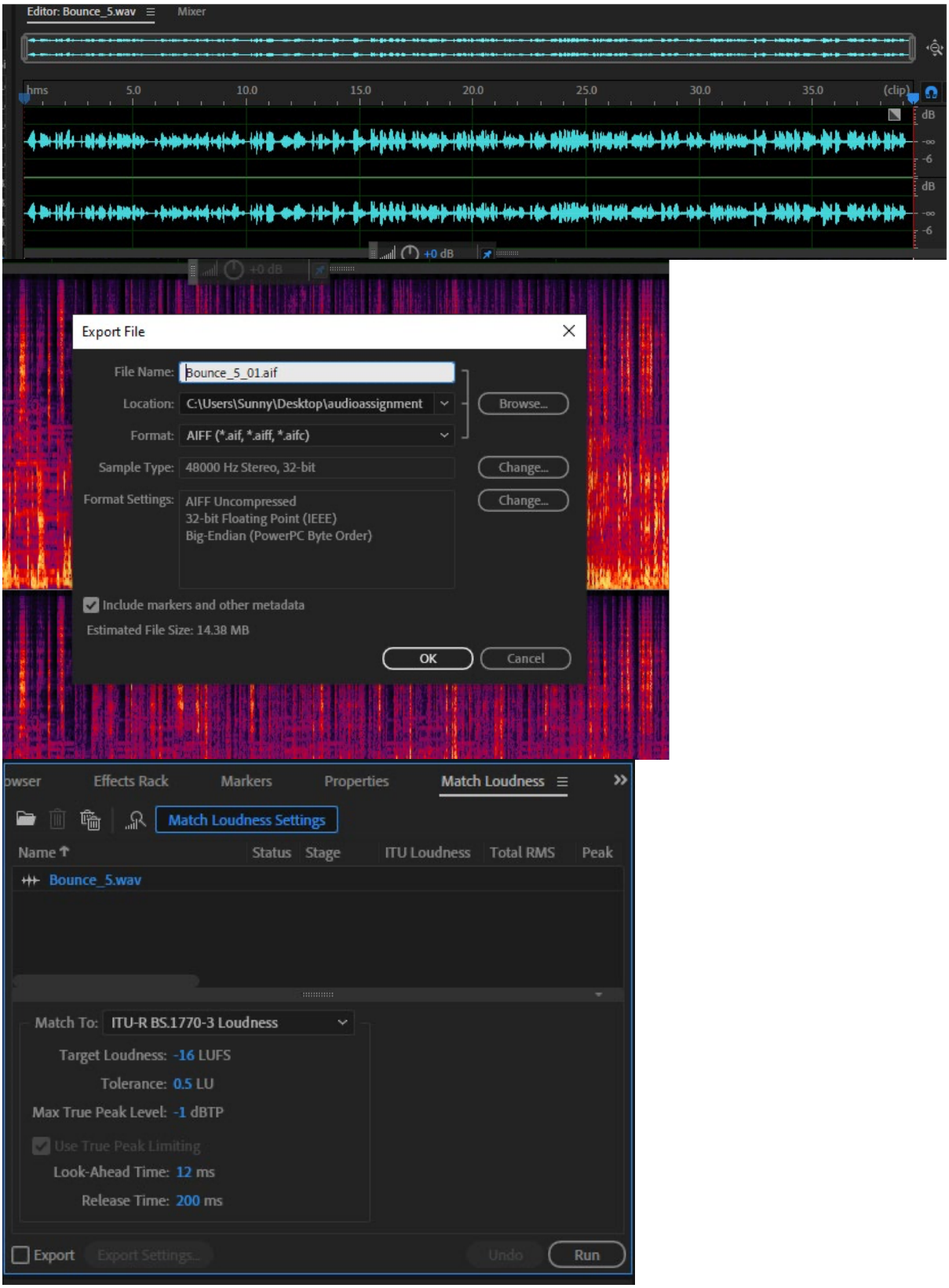


During the process of editing, I had also been creating a backing track for the advert using GarageBand. This was made to be exactly 30 seconds long and had the audio levels of each layer modified to sound better, as well as to allow the track to fade out instead of ending abruptly, saving it as an AIFF file.

Once the script had been edited, I opened the backing track in audition, lowered the volume to -18 decibels so that it wouldn't drown out the vocals, and bounced it onto the same track as the script.

With the track finished, I proceeded to save it as an uncompressed AIFF file.

Once it had been saved, I made two copies of the track, which I proceeded to master by dragging the clips into the match loudness settings and changing the target loudness to - -14 LUFS. This set the tracks so that the loudest point would be at that specific level. This was why it was important to remove the rogue peaks. These would reduce the overall volume increase of the track, making the mastering less effective.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Mixer
hms
5.0
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dB
-∞
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Export File
File Name:
Bounce_5_01.aif
Location:
C:\Users\Sunny\Desktop\audioassignment
Browse...
Format:
AIFF (*.aif, *.aiff, *.aifc)
Sample Type:
48000 Hz Stereo, 32-bit
Change...
Format Settings:
AIFF Uncompressed
32-bit Floating Point (IEEE)
Big-Endian (PowerPC Byte Order)
Change...
Include markers and other metadata
Estimated File Size: 14.38 MB
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Match To:
ITU-R BS.1770-3 Loudness
Target Loudness: -16 LUFS
Tolerance: 0.5 LU
Max True Peak Level: -1 dBTP
Use True Peak Limiting
Look-Ahead Time: 12 ms
Release Time: 200 ms
Export
Export Settings...
Undo
Run