Audio Production Assignment 1 Write-up Sunny Keenan 20097973

For our first Audio Production Assignment, we had to create a 40-second-long advert for SmarterTravel.ie, showing off ways of travelling in a more environmentally friendly way than a car. The advert was to have an informative, dynamic and conversational tone with comedy if possible, and was to be targeted towards 3rd level students.

The first step was to create a script. I started by creating a rough draft that was no more than 120 words long (as this would allow for approximately 40 seconds of dialogue). The script focused on the recently installed TFI bicycle service, and took the form of a student having an informative conversation with one of the bikes. I made sure that each line of the script was no long than 7 words long, adding a line break after every full stop, comma or appropriate area.

P1: Ah Jeez,

Look at the traffic.

It just gets worse every day

And I'm already late.

If only there was a way to travel without getting stuck in jams.

P2: Did someone call?!

P1: Oh wow!

A talking bike!

P2: Yes!

I'm a special TFI bike.

We've been posted all over town,

And we're here

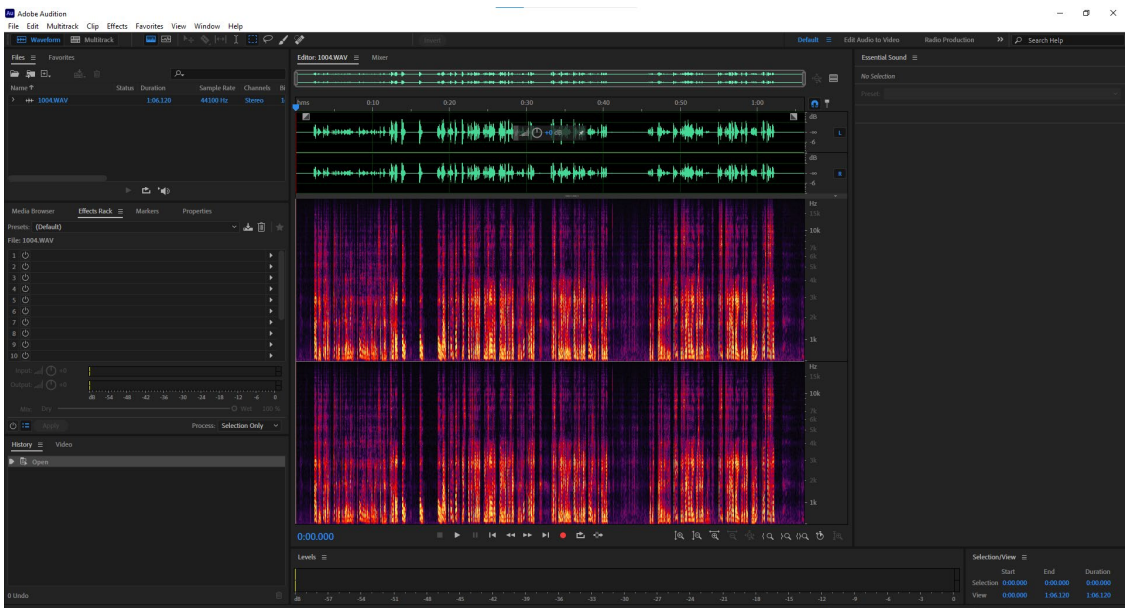
To help you travel smarter!

Once the script was finalised and had been checked that it could be recorded in under 40 seconds, it was converted into the proper script format, with the voice actors and acting instructions made clearly visible.

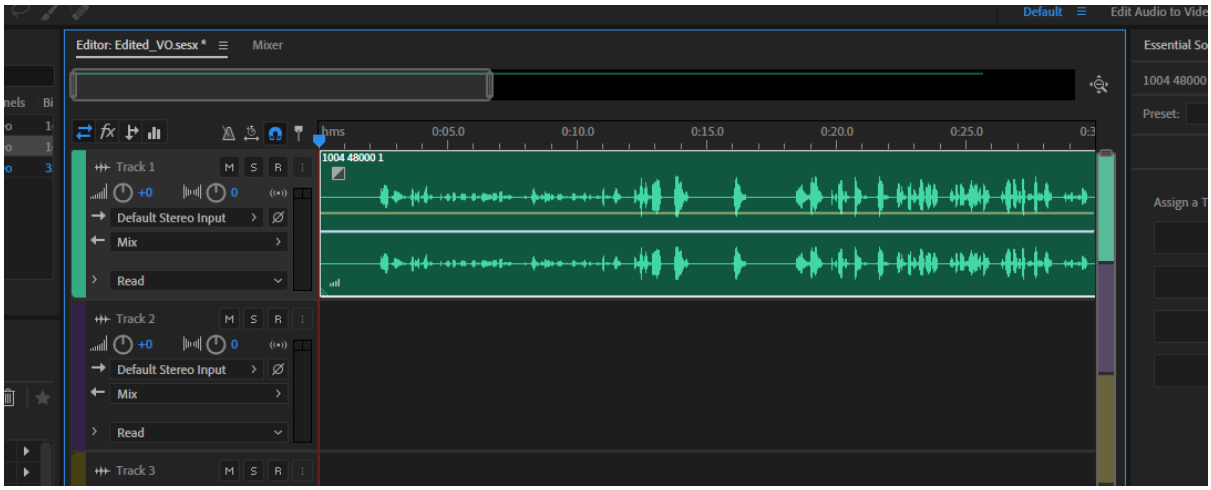
V0	Smarter Travel Biking	DURATION: 40 secs VO1: Male Tone: Informal, Comedic Pace: medium VO2: Male Tone: Informational , dynamic Pace: medium
VOL0	Smarter Travel Biking	**V02**
V01	Ah Jeez, Look at the traffic. It just gets worse every day And I'm already late. If only there was a way to travel without getting stuck in jams.	**V01**
V02	Did someone call?!	**V02** Loudly

Once it had been formatted, it was ready to record. I recorded the script with help from my friend Diarmuid O'Connor at the SETU recording studio. We recorded multiple takes, saving them as WAV files.

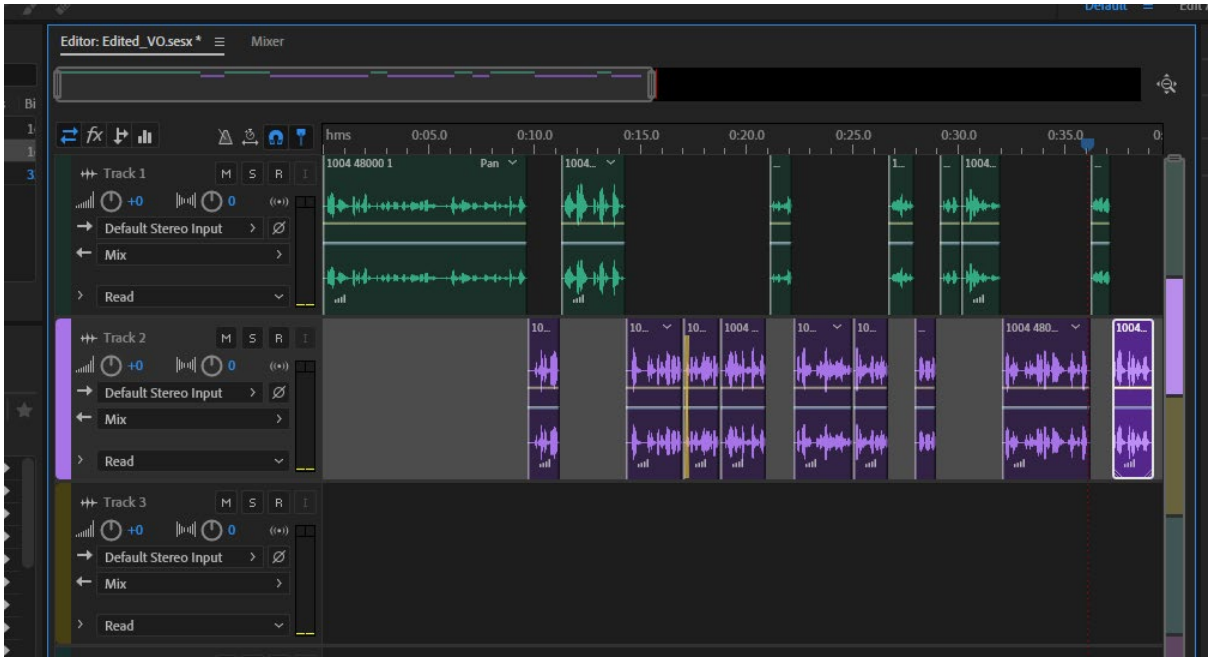
After the script had been recorded, the next stage was editing it. I used Adobe Audition to edit the track. Firstly, I chose the best take we had recorded and opened it in Audition.



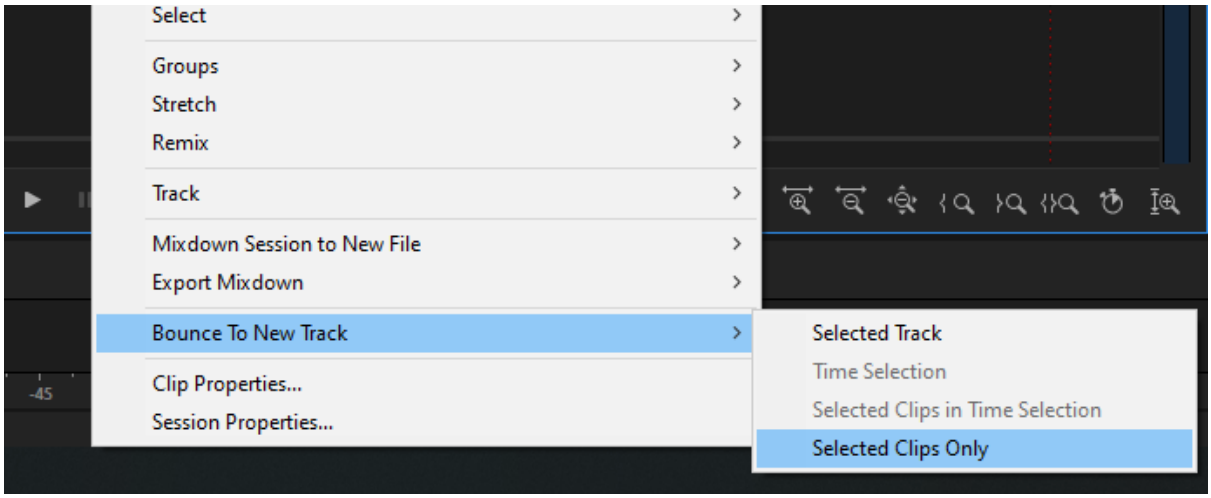
The track was then moved onto a multitrack layout.

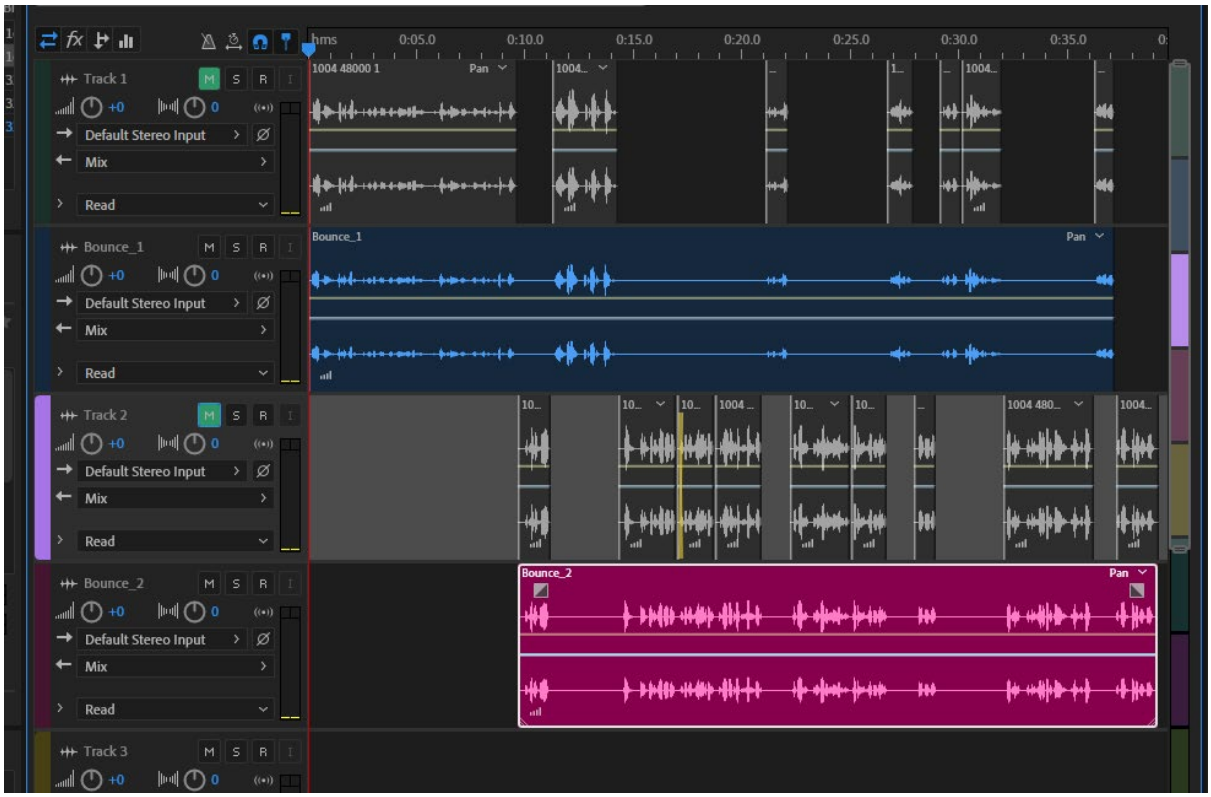


I started by using the splice tool to separate the lines from the different voice actors onto two separate layers. The splice tool also allowed me to shorten the recording by deleting unnecessary breaths, pauses and line mistakes. The recording was originally 1 minute 20 seconds long but was shortened down to 39 seconds.

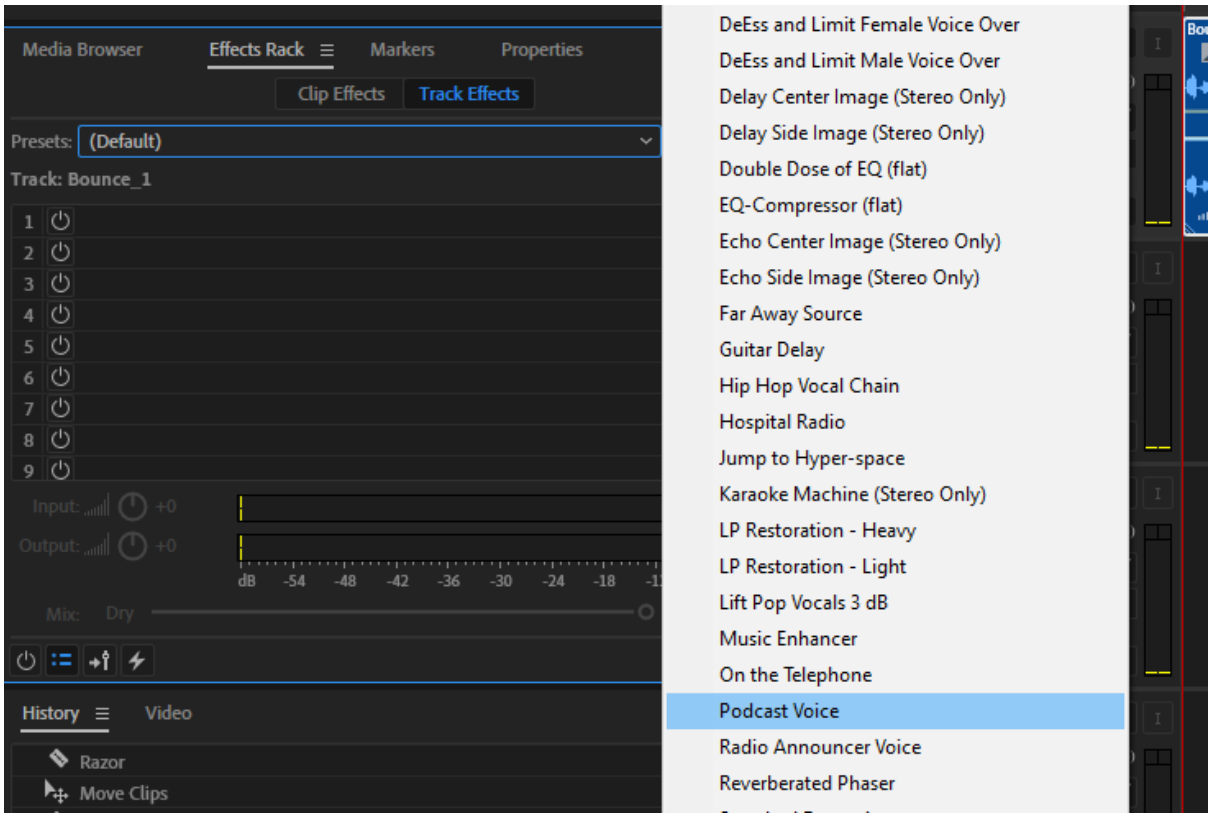


Once the two voices had been separated, I proceeded to bounce the clips onto new tracks, allowing me to apply effects to the entire track instead of individual clips.



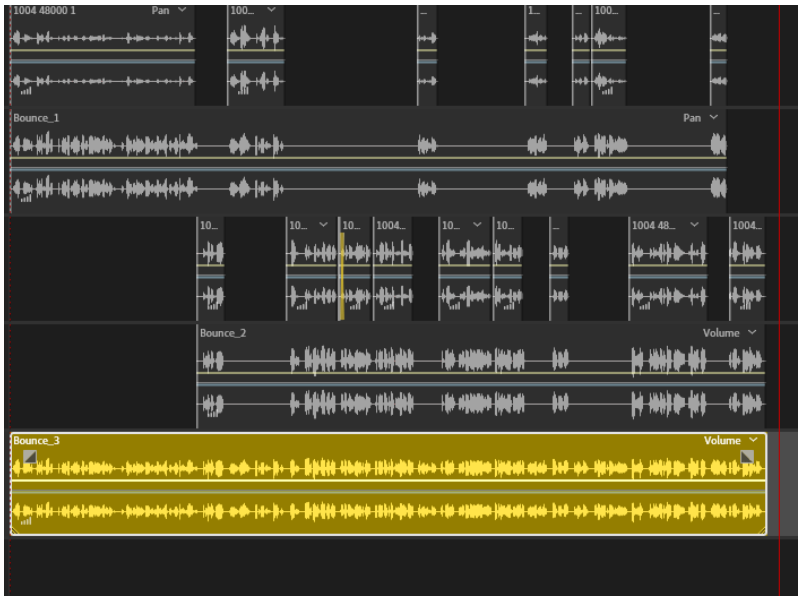


In order to improve the sound of each actor, I applied the podcast voice preset to each track separately in the effects panel.

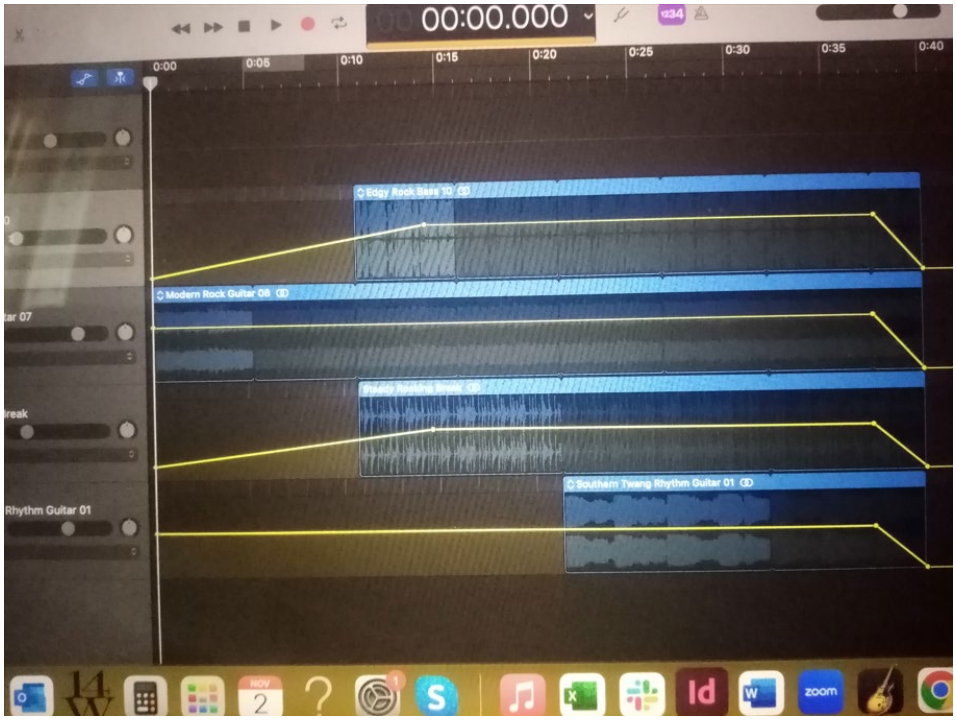


I then destructively edited the tracks to make the audio level of each consistent throughout. There was no clipping in the recording, but there were a handful of rogue peaks which I was able to eliminate.;

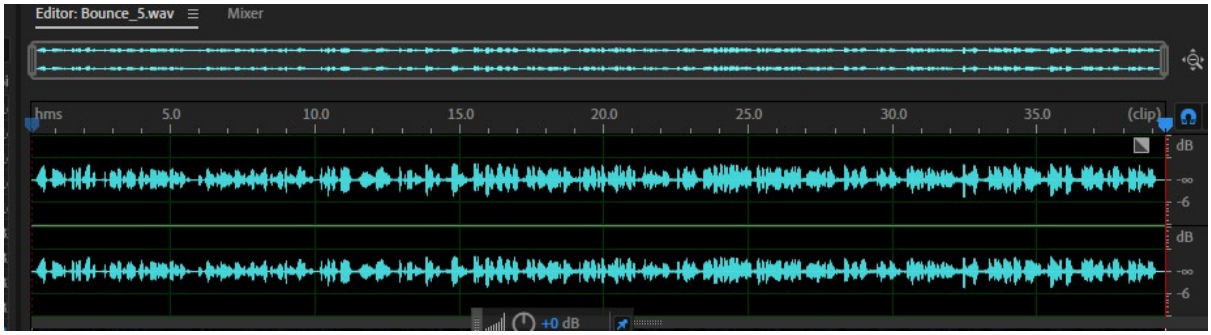
Once the two tracks had been edited, I recombined them into one track by bouncing them together.



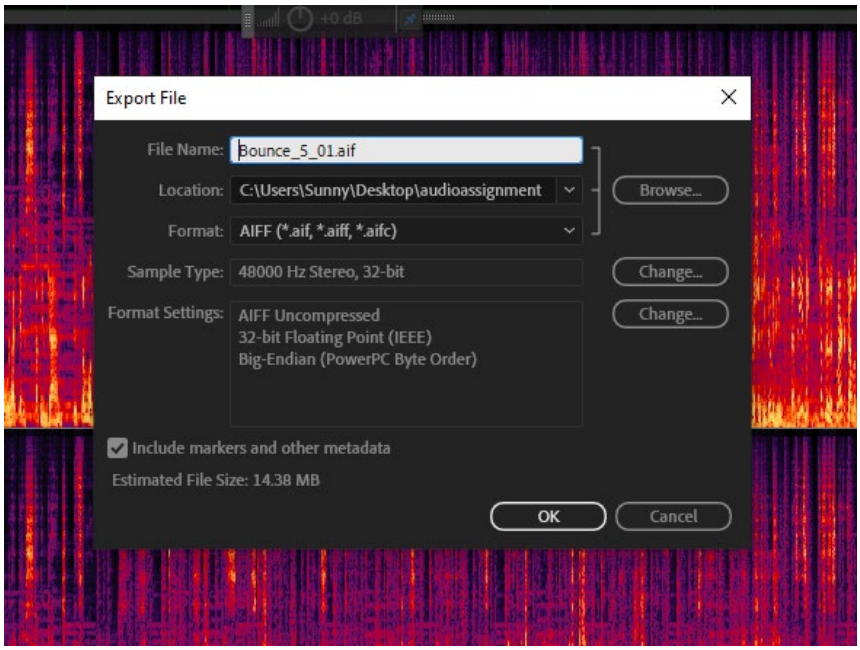
During the process of editing, I had also been creating a backing track for the advert using GarageBand on my father's Apple Macbook. This was made to be exactly 40 seconds long and had the audio levels of each layer modified to sound better, as well as to allow the track to fade out instead of ending abruptly, saving it as an AIFF file. Unfortunately, I had to screenshot this using my phone due, so the quality of the screenshot is not to the same calibre of all the other screenshots I have taken.



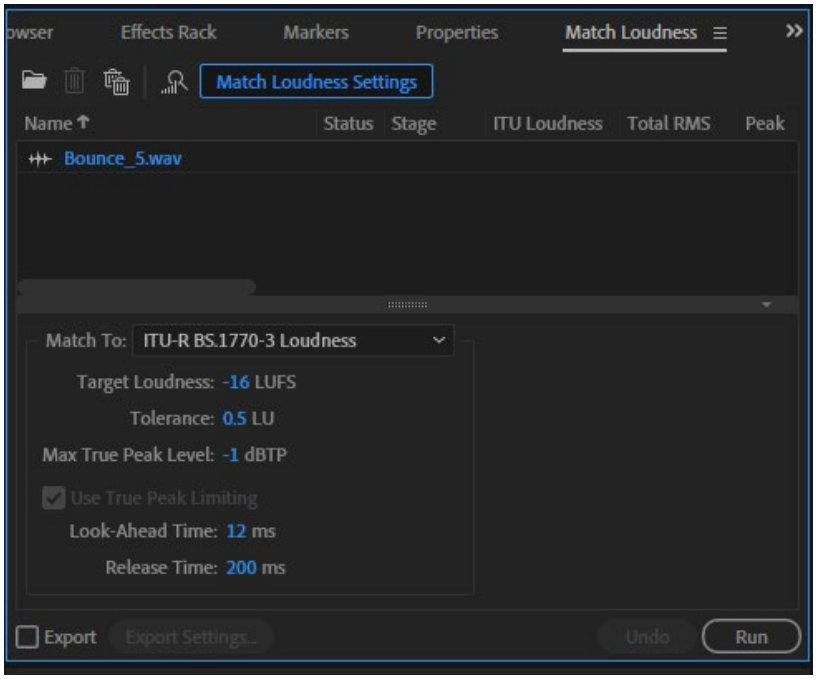
Once the script had been edited, I opened the backing track in audition, lowered the volume to -18 decibels so that it wouldn't drown out the vocals, and bounced it onto the same track as the script.



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 -16 LUFS and -14 LUFS respectively. 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.



The final step I took was saving the recording as a handful of other formats. AIFF is an uncompressed format, meaning none of the data is lost. However, I also tried out other formats such as MP3, APE, OGG and FLAC (I was not able to save as an M4A unfortunately). MP3 and OGG are lossy files, meaning that they remove data deemed unnecessary. This results in a smaller file size at the cost of lower audio quality. APE and OGG are lossless, meaning that while the do remove some data, the remove far less, allowing for better audio quality at the cost of larger file size. Listening back to them, I felt that the AIFF sounded best, followed by APE, OGG, and FLAC, with MP3 sounding the most compressed by far.

Looking back on the process, the main problem I have is that I don't think my microphone quality was quite as good as Diarmuid's. When we were recording, one of the knobs on my device had been damaged by a previous user, meaning we didn't have as much control over the audio levels of my microphone as we would have liked. I also feel I could have made a more suitable backing track for the tone of the ad. Otherwise, I feel everything went smoothly.