

Creative Brief

Title:

Permanent Makeup FAQs Audio Project (Interview)

Project Summary:

This audio project I'm creating is designed to serve as a calming and informative resource for individuals considering permanent makeup. By addressing frequently asked questions in a friendly and conversational format, the project seeks to demystify the process and provide listeners with reliable, professional insights. The audio features a simulated interview between an interviewer and a permanent makeup artist, covering a range of topics including the benefits of permanent makeup, the procedure details, aftercare tips, and safety considerations.

To enhance the listening experience, the audio is enriched with soothing background sounds such as gentle piano music and ambient nature noises. These elements aim to create a tranquil atmosphere, helping listeners feel at ease as they absorb the information. The goal is to make the content not only educational but also relaxing, offering a unique way to engage with potential clients or anyone interested in the world of permanent makeup. By the end of the audio, listeners will feel more informed and reassured about the process, all while enjoying a calming auditory experience.

Technical Approach:

I will create an Audio Project using Audacity file, an open-source audio editing software, to record and edit the content. The process began with crafting a script that included frequently asked questions and their corresponding answers, ensuring the dialogue flowed naturally. I recorded myself performing both roles—the interviewer and the permanent makeup artist—paying close attention to maintaining consistent volume levels and clear enunciation. Multiple takes were recorded to achieve a smooth and professional sound.

Once the dialogue was recorded, I imported the audio files into Audacity for editing. I meticulously trimmed unnecessary pauses and balanced the audio levels to ensure clarity and uniformity throughout the recording. To create a calming atmosphere, I layered in background sounds such as gentle piano music and ambient nature noises, carefully adjusting their volume to complement but not overpower the spoken content. Finally, the polished audio file was exported in a high-quality MP3 format, ready to be

shared with listeners. This technical approach ensured that the project was not only informative but also provided a soothing and immersive listening experience.

Media Used:

1. Audio Recordings:

- Self-recorded dialogue for both interviewer and permanent makeup artist, captured using an iPhone and edited in Audacity.

2. Background Music:

- Gentle piano music tracks and birds chirping sound from (free sounds website)

4. Script:

- A written script outlining the questions and answers to ensure a smooth and natural flow of conversation.

5. Audacity Project Files:

- Audacity .aup file containing all edits, layered tracks, and effects used to mix and produce the final audio.

6. Exported Audio File:

- Final MP3 file of the completed project, exported from Audacity for easy sharing and distribution.