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Composing Digital Media

My audio project is entitled “No Time for Turkey,” and is based off of a textual work that I wrote under the same title as a senior in high school for my AP Language and Composition class. The short piece is written in the sassy editorial style of New York Times columnist Gail Collins. I chose this piece because I like the semi-lighthearted nature of the subject matter and style of writing, and thought it would translate well into an audio project.

My project certainly meets all of the baseline criteria for this assignment, as it is over three minutes long, uses 15 different audio tracks (well above the minimum of three), cites my sources, and made use of significant revisions. These revisions included utilizing the fading in and out effects, amplify effect, splitting clips and enveloping clips, which would meet the aspirational criteria of utilizing three or more effects on audio tracks.

The revisions I made to the audio clips helped me to achieve other aspirational criteria, such as smooth transitions and and effective volume balance. These were mainly achieved through the fade effect and envelope tool. I also believe I was able to enact a lighthearted, sassy tone for the body of work very clearly through the vocal inflection of the main audio recording and through my utilization of sound effects. This helped emphasis the satire genre of the work, while creating emphasis and enhancing the meaning of the piece.

One particular example of how I was able to improve the piece and bring out the undertone and meaning in the writing is in the end of the audio track. The line reads, “it’ll be the massive retail store CEO, laughing all the way to the bank.” ‘Laughing all the way’ is an homage to the song Jingle Bells, which I added as the outro music to highlight this reference. I also added evil laughter to help create more emphasis and drama for my concluding statement.

In general, this project was very time consuming and pretty difficult but I think proved successful. My goal was to highlight the satirical piece of writing and produce something fun that still had a purposeful message, and to truly add to the value of the piece with the audio. I think I chose effective background music to set the tone, and used many sound effects to keep the pace of the piece moving forward and maintain the listener’s attention.

I do not have much experience at all with editing audio, so leveling out the many different clips I found was definitely the most challenging part of the work process. Sometimes the background audio would sound totally fine via earbuds but then via speakers it would be too loud or too quiet. What I have now likely still isn’t perfect, but for the most part I think I did a good job of fading the clips in and out smoothly and adjusting levels to ensure my dialogue was audible at all times. In the end, I was able to produce a fun audio project that will serve as social satire about Black Friday shopping in the U.S.

## Works Cited

Bensound, "Piano Moment," CC attribution, <https://www.bensound.com/royalty-free-music/track/piano-moment>

Bensound, "Funky Suspense," CC attribution, <https://www.bensound.com/royalty-free-music/track/funky-suspense>

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