

Learning Outcomes	Requirements
LO5 Investigate and report on current trends impacting the marketing and distribution of audio products	<ul style="list-style-type: none"> investigate and report on a variety of suitable marketing and distribution platforms relevant to your project, in relation to its promotion and distribution including target audience, copyright, costs and potential revenue.
LO6 Investigate comparative works and the social, cultural and disciplinary context of your work employing contemporary scholarly practice.	<ul style="list-style-type: none"> contextualise your work within social, cultural and disciplinary contexts in relation to authoritative sources and industry, refer to creative media works that you have drawn on or that provide a useful context for understanding your project, explain critical concepts related to your work such as ideas about representation and globalisation, and reference these works using APA 7 in your supporting materials

Project 2 Brief

Recording Project

Due	Week 12
Group / Individual Project	Group members will receive assessment feedback and a grade for the project based on their Learning Journal documentation and reflections. This will contribute to the individual final holistic assessment

Brief:

For this project you will explore and research a concept related to audio production then develop, record and finalise a media asset that is informed by your research. The scope of your project must service each of the Learning Outcomes of this unit and be agreed on by your facilitator before you begin production. You will be graded on the project scope as well as the final deliverable.

Project Goals:

You will complete:

- Research and planning document (Prospectus)
- Media asset/project deliverable
- Project reflections

Steps to Follow:

1. Pitch & Planning:

1. Prepare and pitch your project idea to be assessed and approved by your facilitator before production begins.
2. Use the template provided to draft a Research & Planning Document (Prospectus) that defines the key concepts involved in developing your media asset and documents your creative pre-production process.
3. Complete each section of the prospectus document and be sure that the project scope meets each of the unit's core Learning Outcomes.

2. **Mid-Project Reflection:** See the '[how to reflect](#)' page on the AUD212 Unit Site for details.

3. Production:

1. Record, mix and master your media asset throughout the project lifespan and seek regular feedback from your facilitator.
2. Submit your project in a format that is visually and aesthetically appealing and suitable for presentation as a media asset.
3. Document and provide evidence of your process (photos, drawings, videos, soundbites, screenshots) in your Learning Journal project page.

4. **Project-Completion Reflection:** See the '[how to reflect](#)' page on the AUD212 Unit Site for details.

5. Submit your project

Deliverables:

- Learning Journal page titled "AUD212 Project 2" with:
 - Project Prospectus Document
 - Media Asset(s) (embedded)
 - Documentation of your recording, mixing & mastering processes
 - A link to your DAW production session folder
 - Project Reflections x 2: (1) mid-project reflection with at least one scholarly reference included and (2) project-completion reflection, with a minimum of 250 words for each. Use APA 7 referencing
- Make sure the link submitted is for the published site and all related content for your project and two project reflections are correctly shared with austudent@student.sae.edu.au and moderation_au@sae.edu.

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<p>CLO1 Demonstrate regular and consistent reflective practice addressing your proficiencies, processes, and people skills.</p>	<p>Two project reflections completed.</p> <p>Mid-project reflection: Use 3Ps to demonstrate:</p> <ul style="list-style-type: none"> • How you developed your technical skills and knowledge • How you improved your workflows and processes • How you developed your communication and collaboration skills • Reference list: use in-text citations and reference list with at least 1 scholarly reference using APA7 <p>Project-completion reflection: Use 3Ps to demonstrate:</p> <ul style="list-style-type: none"> • How you appraised the overall success of the project • What obstacles you faced and how you overcame them • How you will improve your skills for future projects
<p>LO1 Investigate and replicate audio production techniques to achieve specified outcomes.</p>	<ul style="list-style-type: none"> • investigate a variety of authoritative resources such as interviews, articles, podcasts etc to research production techniques, • employ these research techniques within a production, document and reflect on the outcomes, • justify any modification of the techniques to suit the available resources and context, • demonstrate intermediate signal flow through the use of outboard equipment, external microphone preamps, larger or more complex sessions, • demonstrate drum production techniques including drum editing/ timing correction, • demonstrate complex routing and bussing within a DAW or console session and outboard equipment.
<p>LO2 Develop critical listening skills by evaluating various sound recordings using accepted frameworks.</p>	<ul style="list-style-type: none"> • show evidence of recognising elements such as distortion, dynamics processing, spectral content, timbre, tone, pitch and space, • show evidence of progressive improvement of critical listening abilities through ear training and mixing, • use appropriate terminology and accurate identification and description of the required parameters through discussions.

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LO3 Apply a range of synthesis and sample manipulation techniques to create specified sounds	<ul style="list-style-type: none"> • Use various synthesis methods and styles in multiple contexts • Create an original synthesized patch from fundamental oscillator/s, (avoid using unmanipulated presets) • Use sampling techniques such as slicing & mapping samples to create a variety of performable instruments
LO4 Prepare audio for release using mastering techniques appropriate for a variety of platforms.	<ul style="list-style-type: none"> • Use mix bus processing tools such as EQ, dynamics processing and harmonic excitement to improve the quality of your sound recordings and prepared them for publishing using the appropriate loudness standards, • use facilitator, peer and client feedback to improve your work, • use EQ, limiting and signal processors on the mix bus to achieve improvements in sound quality.
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LO6 Investigate comparative works and the social, cultural and disciplinary context of your work employing contemporary scholarly practice.	<ul style="list-style-type: none"> • contextualise your work within social, cultural and disciplinary contexts in relation to authoritative sources and industry, • refer to creative media works that you have drawn on or that provide a useful context for understanding your project, • explain critical concepts related to your work such as ideas about representation and globalisation, and reference these works using APA 7 in your supporting materials

Project 3 Brief

Professional Development

Due	Week 12