

Project 2

RADIO COMMERCIAL ASSIGNMENT

Audacity Audio Editing

PROJECT

This project will give you the opportunity to follow a radio script for a commercial. You will record your own audio (must be your voice) and add sound effects. The project will also have background music. You will determine the background music based on the tone you wish to use in your commercial. Be sure your voice is animated and matches the overall tone!

STEP 1: Write a script or locate an audio script online for either a Public Service Announcement or a Product Commercial. Your script should include all music and effects that you will use.

STEP 2: Get Music/Set Tone at freeplaymusic.com for in-class use. If you think you would like to have this commercial published on our website you will need to use Stacktraxx or create your own music in Garage Band to ensure that we are not violating copyright.

STEP 3: Locate Appropriate Sound Effects

You need at least three required sound effects. A good place to find these is—

<http://www.partnersinrhyme.com/pir/PIRsfx.html>

<http://www.grsites.com/sounds/> (phone is under Miscellaneous sound effects)

STEP 4: Record Your Narration

Follow the script. You can adlib, but you must use everything from the script. You will be graded on the clarity and how convincing your voice is. ACT, ACT, ACT!

STEP 5: Organize

Put all your files in order. Be sure to adjust volumes so everything goes together seamlessly. Also, drop in your sound effects so that they are in the correct place. Be sure your music is not too loud!

STEP 6: Add Effects

Highlight sound clips and use the Effect menu as needed to achieve the desired special effects. Also, be sure the music fades in and out so that it doesn't sound odd.

STEP 7: Test and Export

When you are satisfied with your work, test it and export it. Make any changes and re-export so that I may grade it.

How to Export: Go to the FILE menu and export as a wav. *Make sure that you send me your completed project as a wav file through the DIGITAL DROPBOX in Blackboard.*

GOOD LUCK!!!

RADIO COMMERCIAL ASSIGNMENT GRADE SHEET

Name: _____ Date: _____

Remember to include your script with grade sheets attached.

Requirement	Points Possible	Deducted
Appropriate music is used in the background and volume is adjusted accordingly (amplification decreased to work with dialogue)	10	
The three required sound effects are used and sound real; adjust volume if necessary	15	
Another sound effect is used to make the commercial more original; list the effect here— Why did you add this?	10	
Narration recorded is your own voice and is <u>clear</u> and <u>convincing</u> ; matches <u>tone</u> of the commercial	20	
Overall commercial flows smoothly; sound effects are eased in as needed to sound real and narration is overlapped during interruptions.	20	
Script is complete with narrative, effects, and music.	15	
Turned in on time (late projects will not be accepted after the end of the week; this is all or nothing)	10	
TOTAL	100	

COMMENTS

Out of a possible 10 points, I feel that my partner, _____ earned _____ points.