

Optimization

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- Finding the right compromise between fidelity and bandwidth
- Keeping the sound files consistent in tone and loudness
- Trimming away silence when possible
- Normalizing
- Minimizing noise
- Always work with WAV or AIFF files. You may need to convert them to a compressed format, but usually not a lossey compressed format.

Video

For the Web

- 48 K sampling
- Academy curve for overall tone
- Often final editing touches such as buss compression and EQ are applied in the video editing software, not in production.

- The right compromise between fidelity and bandwidth often leans toward bandwidth considerations. Hence lossey compression is considered.
- Often eliminate frequencies below 75 Hz and above 10K Hz. This may make compression more efficient, and not be missed by the user, and not tax built-in speakers or inexpensive earware.
- Sometimes boost vocal tracks between 2K and 7K for clarity of speech. Helps make up for MP3 loss.
- Mono is often adequate, and cuts file size in half.

Podcasts

- Media file + RSS Real Simple Syndication
- RSS feeds describe your podcast, and links to the media file. Search *Audacity to Podcast*.
- **Enhanced podcast files**
- MPEG audio files have chapter markers and jpg slides.
- Common: .M4B or .M4a or .M4P
- You can add labels (chapters, etc.) in Audacity.
 - Open the *Tracks* menu and click *Add New Label Track*.
 - Click on location and *Edit > Labels > Add Label at Selection*