

DESN 275 Wk 7 Assignments – Spring 2017

Assignment: Create Two Voiceovers

Record, edit, and mix with a music "pad," **two** voiceover demos, with two different voices, and turn them in as a single MP3 file with a 5 second gap between. Other sounds might be mixed in if appropriate but are not required, and might actually detract from the communication effectiveness. Pick any two of the scripts supplied on the class website.

You will find a collection of longer musical pads on the website to use as VO background options. Click on *Music Examples > Music Background pads*.

General Goals of Voiceover Production

- 1) Get a message across. Communicate successfully
- 2) Don't call attention to the voice. Voice must sound natural, relaxed, and believable.
- 3) The musical pad should never distract from, or mask the voice. It should support the feeling to be conveyed, as fun, or relaxed, or energetic, or serious.

Points Awarded

- (2) Include no pops, clipping, room reflections.
- (5) Each section edited to be well paced. Vocal problems such as over-long pauses or mispronunciations can be easily edited out.
- (2) Consistent levels – within and between the two voiceovers – fix quiet or loud words
- (2) Compression should be evident
- (3) EQ as in examples: solid bottom and crisp highs without prominent essences or boomy-ness or boxy-ness. The words should be easy to understand without being too "in-your-face."
- (2) A touch of reverb should be added, but not be distracting. Probably zero delay or first reflections for this one.
- (4) Music pad – this is important – music used should be appropriate for the audience, and convey the emotion the advertiser wishes to communicate. Do not let the music compete with, or compromise the effectiveness of the script / voice.
- (2) Music/sounds not masking the VO
- (1) Beginnings and endings not abrupt – try about 3 seconds of music before the dialog starts & use fades
- (1) Overall robust level – about 60% - ("normalized")

Professional Advice

- Be conservative. Design these for adults. You are not entertaining as much as persuading.
- You don't need a professional voice to pull this off. But try to speak with confidence and feeling. You need to *sound like you believe* what you are reading. That might mean, for instance, emphasizing certain key words.
- Speak a little more slowly than you would in a normal conversation. The listener has to be able to hear each word.
- The original voice recordings should be *very dry*, with no room reflections. For instance, put a blanket between the mic stand and the table, move the mic into a closet with hanging clothes, or drape a sleeping bag over the legs of a tipped card table to create a little booth.
- Record several takes and pick the best take, or even the best individual phrases. By the fourth or fifth take, it should be improving.

Study Questions

What are the goals of voiceover production?

Read the link and answer the questions below.
<http://www.soundonsound.com/techniques/producing-professional-voiceovers-home-part-1>

What are the two most important things to remember for each of these roles in voiceover production?

Producer

Engineer

Actor

Director

Editor