

DESN 275 Wk 7 Assignments – Spring 2017

Assignment 1a and 1b: Create Two Voiceovers (First read the linked [Sound on Sound Voiceover Article](#))

Record, edit, and mix with a music "pad," **two** voiceover demos. Turn them in as MP3 or Ogg files. Adding other sounds is not advised, as they 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. Use the tone of your voice to communicate the right emotion.
- 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 subtle but evident, and not obvious or squashed.
- (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." It is better to do this by experimenting with mic placement, rather than using an EQ effect after recording.
- (2) A touch of reverb should be added, but not enough to stand out or to be distracting. Probably zero first reflections for this one.
- (4) Music pad – this is important – the music used should be appropriate for the audience, and convey the emotion the advertiser wishes to communicate. But do not let the music compete with, or compromise the effectiveness of, the script / voice.
- (2) Avoid music/sounds masking the voice.
- (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.
- Record several takes and pick the best take, or even the best individual phrases. By the fourth or fifth take, it should be improving.

Assignment 2: •

Workout Track Sample with Constant Tempo

Create an approximately 40 second aerobic workout track incorporating at least two songs at exactly the same beats per minute: 140 bpm, in a 4/4 time signature. You will have to change the tempo of the songs to make them 140 bpm. Although Audacity has tempo effects that can be made to work, the easiest way is to use the Studio One event "File Tempo" tools, as demonstrated in class.

As is typical for this type of product, add a kick drum playing constantly on the beat, which will anchor the whole track together. An 8-beat kick drum loop has been provided for you. Just duplicate it as needed.

This workout track should begin with two measures (1 2 3 4, 1 2 3 4) of just the kick drum. Then fade in the music. (Optional: Workout music is arranged on an 8-measure or 32-beat form. So the song changes should occur on multiples of 8 measures.)

Incorporate Tom Petty's *I'll Feel a Whole Lot Better* and Darius Rucker's *Wagon Wheel* as two songs in this workout track. A section of each of those two songs are provided for you. *Extra credit* if you pick one or two other songs that would be reasonable candidates for such a project, and put them in the middle. Use long fades of 8 beats where one song fades out while the next song begins. You may have to "make room" for the kick drum in the frequencies of the songs, by applying EQ. Turn in an Ogg or MP3.

Study Questions from the Linked Article

What are the goals of voiceover production?

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