**DESCRIPTION:**

This project will give you the opportunity to follow a radio script for a commercial (script is on the back side of this handout). 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!

**EXPECTATIONS:**

Follow the storyboard provided. Turn in grading rubric and completed mp3 sound file, 60 seconds long, by due date. It is your responsibility to secure the songs (CDs, MP3s, record off Grooveshark, etc.) and sound effects (from web sites).

**STORYBOARD:**

|  |  |  |
| --- | --- | --- |
| **Narration** | **Background Sounds** | **Effects** |
| On the farm, it’s hard to keep clean; between the pigs, chickens, and cows, a farm girl/boy like me is unlikely to ever be known as pretty/handsome | Start instrumental background music before narration begins, fade in.  Background sounds include farm  ambience/outdoor/animal sounds | Make sure narration blends properly and  sound effects aren’t too loud (adjust gain) |
| But since I tried Smell Be Gone, my life’s totally changed! | At end of narration, some sort of “tada”  moment sound or “oooh” and “ahh” |  |
| I turn heads when I walk down the street | City ambiance, people catcalling or whistling; after the narrator pauses, cars skidding, crashing, horns honking, etc. |  |
| Everyone wants to stare in awe of my beauty/good looks! | Finish car sound |  |
| At the ballgame, I can’t get to my seat without people going out of their way just for me! | Sports sounds/ambiance; ending with a game sound (buzzer, cheers, etc.) |  |
| Thanks, Smell Be Gone |  | Add echo to GONE |
| Do not use if you have a history of… (fill in some side effects) |  | This excerpt should be sped up and the pitch deepened to sound manly, but fast like medical commercials |
| It works! Call today! | Phone sounds, dialing/ringing |  |
| 1-800-NO-SMELL |  | Fade out background music slowly |

Be sure to listen closely to the narration. Add silence if needed and delete parts that are not needed (coughing, stammering), etc.

**SOUND EFFECT SOURCES:**

* <http://www.grsites.com/archive/sounds/>
* <http://www.partnersinrhyme.com/pir/PIRsfx.shtml>
* <http://www.pacdv.com/sounds/index.html>
* <http://freeplaymusic.com/>
* <http://www.badgerlink.net/> - Click Soundzabound
* <http://www.manawa.k12.wi.us/faculty/jkrueger/resources.cfm> - list of more sound sources

**DUE DATE:**

**TURN IN:**

* Grading Rubric (On Back)
* Finished mix exported as an mp3 and saved as *FIRSTNAMELASTNAME-commercial.mp3.*  Send via Gmail.

**GRADING:**

*(See Grading Rubric on the back)*

**GRADING RUBRIC:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Excellent (A) – 50 points | Good (B) – 40 points | Poor (D) – 30 points | Grade & Comments |
| Narration | Follows the script exactly. Quality editing done to remove unnecessary noises and add silence where appropriate. Volume level good for entire narration. | Follows the script. | Deviates from the script or unedited or volume level is too low to be heard. |  |
| Sound Effects | All required sound effects are included and quality choices and edits were made to each. | All required sound effects are included. | Sound effects are missing or those used were in poor taste and of poor quality. |  |
| Audacity Effects | All required audacity effects were added: pitch & speed changes, fade-in & fade-outs, echo effect. | Two of the three required audacity effects were added. | None or one of the three required audacity effects were added. |  |
| Quality of Assembly | Overall fluid assembly; flows smoothly with volume adjusted appropriately and sound normalized to match throughout. | Some problems with volume or tone; background music is a bit overpowering. | Little or no evidence of effort to normalize audio. Background music and sound effects completely overpower the narration. |  |
| Length of Commercial | Commercial is 56 – 60 seconds in length. | Commercial is 36 – 55 seconds in length. | Commercial is less than 30 seconds in length or more than 60 seconds in length. |  |
| Required Materials | Scoring rubric questions answered and turned in with correctly named file. | Scoring rubric turned in with file. | Some required materials missing (all or nothing). |  |
|  |  |  |  |  |
|  |  |  |  | TOTAL \_\_\_\_\_\_ /150  \_\_\_\_\_\_\_ % |

How many total sound tracks did you end up with in Audacity?

What sound(s) were the hardest to locate?

What effect(s) were most difficult to apply properly?

Ideas you have for other audio projects: