ExplorNet's *Digital Media II*

Objective 205.01 5%
Understand advanced production methods for digital audio.

Pre-Production

❑ Meet with the client to create a project plan:

    ☐ Determine the purpose of the project.

    ☐ Define a target audience.

    ☐ Set overall goals of the audio project.

    ☐ Agree on deadlines for phases of the project.

    ☐ Create a budget for the project.

Pre-Production

- ❏ Script Writing
    - ☐ Whether the project is a radio advertisement, voiceover, or music recording, there will be a script that determines who is performing at what time and what they will say.

- ❏ When writing the script, it is important to consider the following:
    - ☐ The overall goals of the audio project.
    - ☐ The target audience of the project.
    - ☐ The accepted vernacular of the target audience.
    - ☐ The readers (performers) of the script.

Pre-Production

- ❑ Choose a microphone.
- ❑ Choosing the appropriate microphone depends on:
  - ☐ The specific type of recording needed.
  - ☐ The location.
  - ☐ The performer.

Pre-Production

❑ Choose the necessary cables.

　☐ Certain cable types are needed to connect all of the equipment correctly.

❑ Considerations include:

　☐ The type of microphone selected.

　☐ The recording device being used.

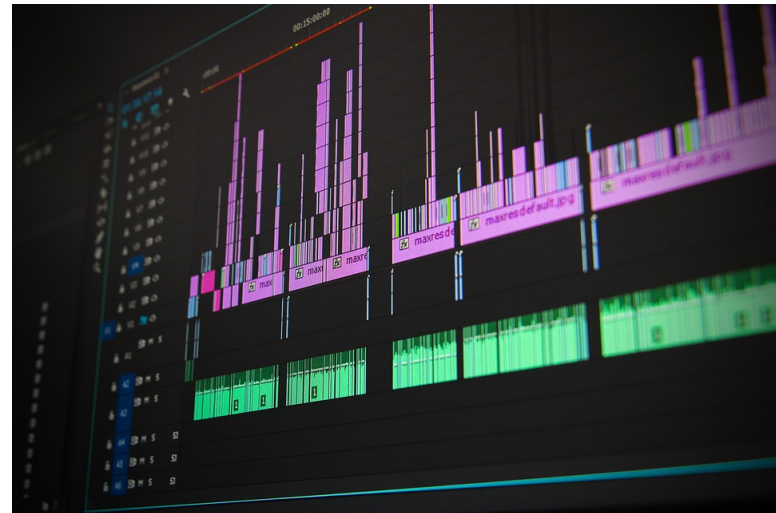　☐ Goal to record the original audio as effectively as possible.

Production

- ❑ In audio production, the production phase consists only of recording audio with a recording device.

- ❑ No editing!

Post-Production

❑ Editing previously recorded audio.

   ☐ Audio sections can be deleted.

   ☐ Audio clips are mixed or combined.

   ☐ The pitch, speed and tempo of the audio can be modified.

Post-Production

❑ Preview the final version.

  ☐ Listen to the audio levels and make sure they are consistent and do not over modulate.

  ☐ Make sure the finalized audio project matches the script and accomplishes the overall goals.

Post-Production

❏ Optimize based on specific client needs:
- ☐ File Format Requirements
  - Audio files use a software called codec that compresses the original file and then decompress it to play it, the client must have the same one to be able to utilize the file.
- ☐ File Size Requirements
- ☐ File Name Requirements