Audio Procedures

Basic Concepts
Procedures for Producing Audio:

- Planning
- Technical Preparation
- Creating
- Distributing
Planning:

- Define target audience
- Brainstorm – write down ideas
- Coordinate location needs
- Coordinate equipment needs
Technical Preparation:

✓ Scriptwriting
  o Reason for the script?
    ▪ Commercial, entertainment, information, news, PSA

✓ Selecting Equipment (equipment considerations)
  o Location – Where will microphones be used?
  o Type of audio recording – vocals or instruments?
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Technical Preparation

- Computer/software
- Type of microphones
- Type of cables/connections
- Audio board (mixer)
- Speakers
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Creating:

✓ Record audio
  o Connect equipment – mics, audio board, instruments, etc.
  o Check audio levels – adjust as necessary
  o Record each person/instrument on separate channels
  o Make sure levels don’t over-modulate (distortion)
  o Begin recording and cue talent
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Creating

✓ Edit audio
✓ After recording – save
✓ Import any additional files needed
✓ Cut, splice, trim, edit, and assemble as needed
✓ Add effects (only if they do not distract from message)
✓ Add background music
✓ Adjust each track’s level as needed
✓ Save
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Distribution:

- **Export** – determine file format needed
- **Determine electronic distribution media**
  - CD
  - DVD
  - Internet download/streaming