

You must review at least TWO different sound clips. Complete one copy of this page for EVERY sound clip you review.

Name of sound clip/name of organisation (if found on web, give address located at)	ABCarz/ABCarz (made by Radio Jingles) http://www.radiojingles.com/
Type of clip (Radio advert? Jingle? Promo? Download? Other?)	Jingle.
Target audience (Who is the clip aimed at?)	People who want to buy a car (it doesn't give the message across clearly so it's hard to find any more detail).
Aim (What is the purpose of the clip? What message is it trying to convey?)	To attract people to use the services provided by the organisation which is probably buying a car (it doesn't give the message across clearly so it's hard to tell).
Length of sound (in min/seconds)	29 seconds.
What are the key points of the clip? (Describe the order of events)	First there is a male singer. Then there is a voice over saying that the advert is available as a ring tone. Then there is a squeaky voice making random noises (similar to crazy frog) then there is a gunshot shooting the source of the squeaky voice, then the first male singer again.
Types of sound used (Voice over? Music? Special Effects?)	It has music, voice over and vocals. There is also a gunshot. There doesn't seem to be any special effects.
Volume and balance (Are the levels equal? Does the volume remain the same? If not, is this deliberate?)	The volume remains the same throughout the whole track. The balance for left and right are equal.
Content (Does the content match the aim and audience?)	I don't think so because people would be put off by it. They wouldn't take it seriously. Also they don't put emphasis on their services.
Special effects (Delay? Voice changing? Reverb? Are they effective?)	There are no special effects.
File format (Is the sound clip in a suitable format?)	I can't tell. It is embedded in a flash programme.

Now complete page 2

You must review at least TWO different sound clips. Complete one copy of this page for EVERY sound clip you review.

Name of sound clip/name of organisation (if found on web, give address located at)	Telford FM sweeper 1/Telford FM http://curriculum.tsonline.net/ocrict/unit22/mp3/SWEEPER1.MP3
Type of clip (Radio advert? Jingle? Promo? Download? Other?)	Sweeper (radio advert for station).
Target audience (Who is the clip aimed at?)	People who listen to the local radio station (people in Telford).
Aim (What is the purpose of the clip? What message is it trying to convey?)	To attract local people to listen to the radio station.
Length of sound (in min/seconds)	13 seconds.
What are the key points of the clip? (Describe the order of events)	The music starts and a second later the voice over starts talking about the radio station for about 10 seconds then there is a "whooshing" sound which fades out for two seconds.
Types of sound used (Voice over? Music? Special Effects?)	It has music and a voice over. There seem to be effects to make the music more "electronic".
Volume and balance (Are the levels equal? Does the volume remain the same? If not, is this deliberate?)	The volume is the same throughout the track, except at the end where it fades out. It is balanced slightly to the right speaker at some points. Otherwise it's the same.
Content (Does the content match the aim and audience?)	Yes, it tells the name of the radio station and what frequency and band it's in.
Special effects (Delay? Voice changing? Reverb? Are they effective?)	It has a fade out at the end. It is quite effective because it leaves a good impression.
File format (Is the sound clip in a suitable format?)	It is in .mp3 format. I think it is suitable because it is high quality and doesn't take much space.

Now complete page 2

Make your own list of top tips and fatal flaws.

	Good features	Not so good features	Improvements
Sound 1 Name: ABCarz	It is amusing.	People won't take it seriously. It is too comical.	Give it a more serious tone about cars.
		It doesn't have any special effects.	Put in some effects to make the sound more effective.
		They don't advertise their services much. The sound itself is advertised more.	Put in details like address, web address and put more emphasis on the phone number.
	The different elements work well together.		Insert elements to do with their services to get a better response to the jingle.
Sound 2 Name: Telford FM Sweeper 1.		It is hard to understand what the male singer is singing.	They should make it clearer so that the audience know what's going on.
	The different elements work well together.		
	It has done the electronic effects quite well.		
	It's easy to understand what is said.		
		It is only aimed at local people in Telford.	Attract people from neighbouring cities as well to increase ratings.

Identify:

Which three (or more) features you would include in your own sounds

- I would have music in the background while someone is talking.
- I would make it clear and easy to understand (voice-over/lyrics)
- I would have suitable effects.

Which three (or more) features you would avoid in your own sounds

- I wouldn't put bad or unneeded elements in it.
- I wouldn't make it this short.
- I would avoid an unsuitable tempo. It should have a suitable tempo for different styles of music.

Aim and audience of promo clip

The client wants a promo to advertise the weekend shows on Telford FM. The listeners must also know when to tune into each show. The listeners of Telford FM will be listening to it. It will need to be in .mp3 format. Music, sound effects and voice-overs will need to be created. Existing promos and jingles have also been sent. It will need to be between 45 and 60 seconds long. There are no special effects that the client wants in particular. There will be copyright issues if I decide to use sounds from other sources apart from TTS or my own recorded sounds. The sound must start and end with the words "Telford FM". It should also get the main points of the shows across in the style of the show – should be appropriate to for the audience of each show.

Software

The software that I will use is Audacity. It has various different tools which include silencing, fading, splitting, trimming and audio special effects such as cross fading, echoing, delays and equalisation. You can also work with mono or stereo files, import elements to the timeline and export in .wav or .mp3 (which is what the client wants).

19/11/2007

Station:	107.4 Telford FM
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Client:	107.4 Telford FM
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Type:	Promotional
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Spot Length:	45 seconds
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Additional Notes:

- Be lively and attractive to listen to
- Must mention the biggest weekend show
- Non date specific so it can be played out at any time throughout the weekend

Script: Draft 1

MVO: (Male Voice Over)

FVO: (Female Voice Over)

(Music starts)

FVO: 107.4 Telford FM

MVO: To start off your weekend we have Saturday Breakfast with Phil Shieber at 6 to 11. 5 hours of music and competitions.

Later on at 2 Dave Salmon presents Saturday Sport with reports from all premiership games and updates from AFC Telford UTD games with Rob Palin.

At 6 David Hamilton will present Million Sellers. Bringing songs that sold over a million copies, followed by Totally 80s at 8 with Gary King. Tune in for 80s competitions, 80s chat and above all, the biggest of 80s tunes.

Tune in on Sunday morning at 7 for Sunday Morning oldies with Shutsie and choose your favourite oldies along with some competitions.

Later on at 1, Ben Day chats with local guests about their organizations on Telford Talkabout, and finally to finish off, Melanie Sykes and Nick Snaithe are joined with a celebrity guest to bring you the Definitive Artist Chart.

So tune in for the most jam-packed, music-filled, weekend for non-stop music and entertainment.

FVO: 107.4 Telford FM

(Music finishes with a fade out.)

Station:**107.4 Telford FM****Client:****Telford FM****Type:****Promo****Spot Length:****60 seconds**

Timeline:	00:00	00:02	00:03	00:04	00:06	00:07	00:08	00:10	00:11	00:12	00:13
			To start off	your weekend, we have Saturday	Breakfast with Phil	Sheiber at 6 to 11.	5 hours of music and competitions.	Later on at 2	we have Dave	Soloman presenting	Saturday Sport with
MVO:											
FVO:	107.4 Telford FM										
CVO:											
SFX:	Pluck (pitch 10), reverse and change pitch effects. Then another pluck but not reversed.	Part of the "sweeper 1" soundtrack starts.	Copy of first sound effect.	Background music repeated throughout the whole promo.		Pluck (pitch 10), reversed, change tempo and pitch (low pitch at start, high at end) and a delay. The beat (below) is repeated throughout the whole track.					
Music:	Music starts			Background music starts (taken from "Chocolate").				A thuding beat starts (taken from "Jhankar Beats").			

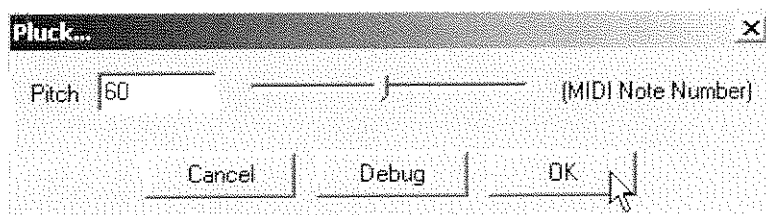
[illegible]

00:28	00:30	00:31	00:32	00:33	00:34	00:35	00:36	00:38	00:40	00:41
Tune in for 80s competition, 80s	chat and above all,	the biggest of	80s tunes. Tune in	on Sunday morning	at 7 for Sunday	morning oldies with	Shutsie and choose your favourite oldies	along with some competitions. Later	on at 1 Ben	Day chats with local
inge tempo effect and a once.		Copy of first sound effect with a DJ flanger effect added to it.				Copy of second half of the second pluck with the amplify effect used on the second half of the copied part.		Copy of electric guitar sound from earlier with a Wahwah effect added to it.		
								Sound from "Good Boy Bad Boy"		

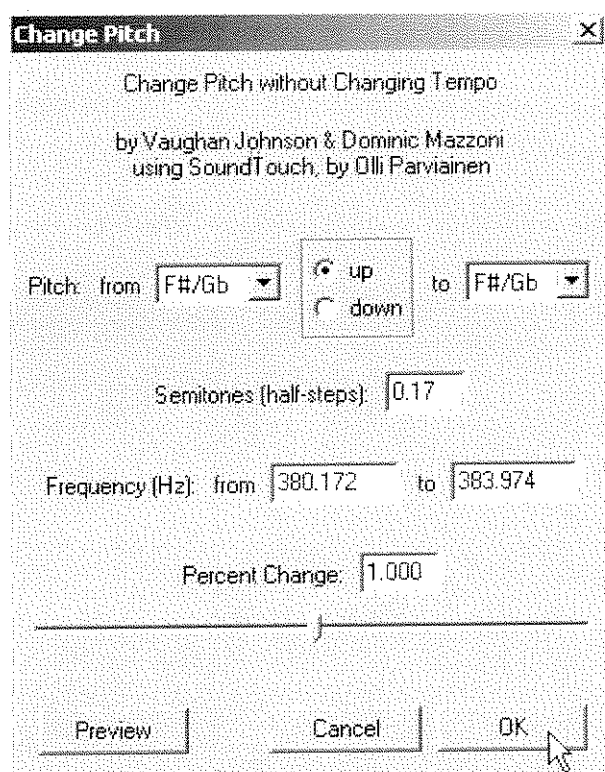
00:42	00:44	00:45	00:46	00:48	00:47	00:50	00:52	00:54
guests about their organisations on Telford	Talkabout, and finally	to finish off	Melanie Sykes and Nick Snaithe are joined	with a celebrity guest	to bring you the	Definitive Artist Chart.	So tune in for the most jam-packed,	weekend for non-stop music and entertainment.
Car sound from TTS, with a DJ flanger effect added to it.	Sound taken from "Cash", with a repeat and a change pitch effect.						Sound taken from "Cash", reverse, repeat and DJ flanger effects.	
			Sound from "Cash"				Sound from "Cash"	

00:56	00:57	00:58	01:00
107.4 Telford FM			
Fade out on music and the whoosh sound after the FVO.			Fade out finishes. Fade out and stop.
Music starts fading out.			Music fades out completely.

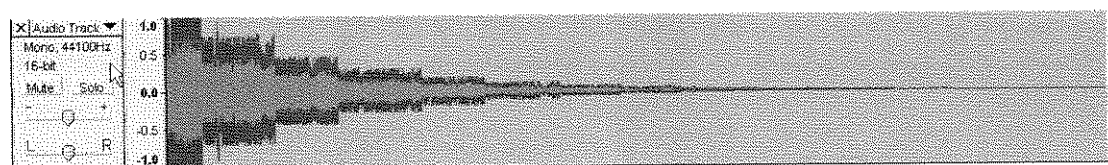
Snapshots



This is to show that I inserted a pluck.

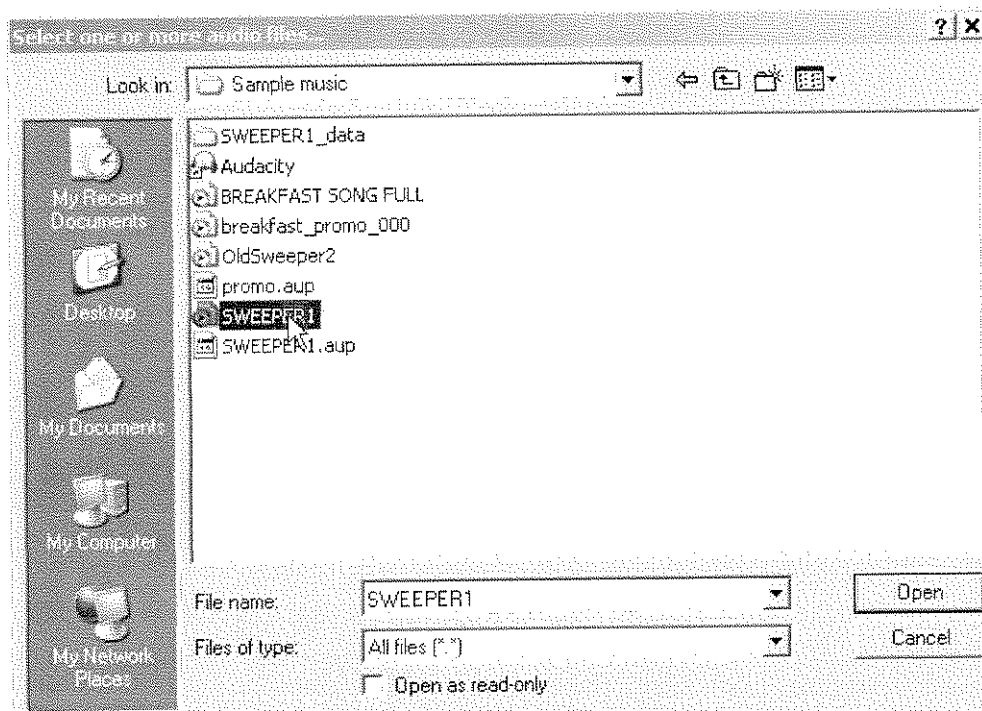
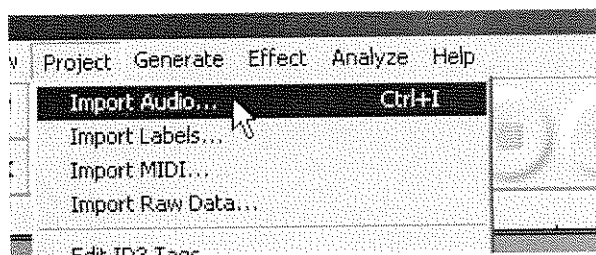


This is to show that I have raised the pitch of a sound.

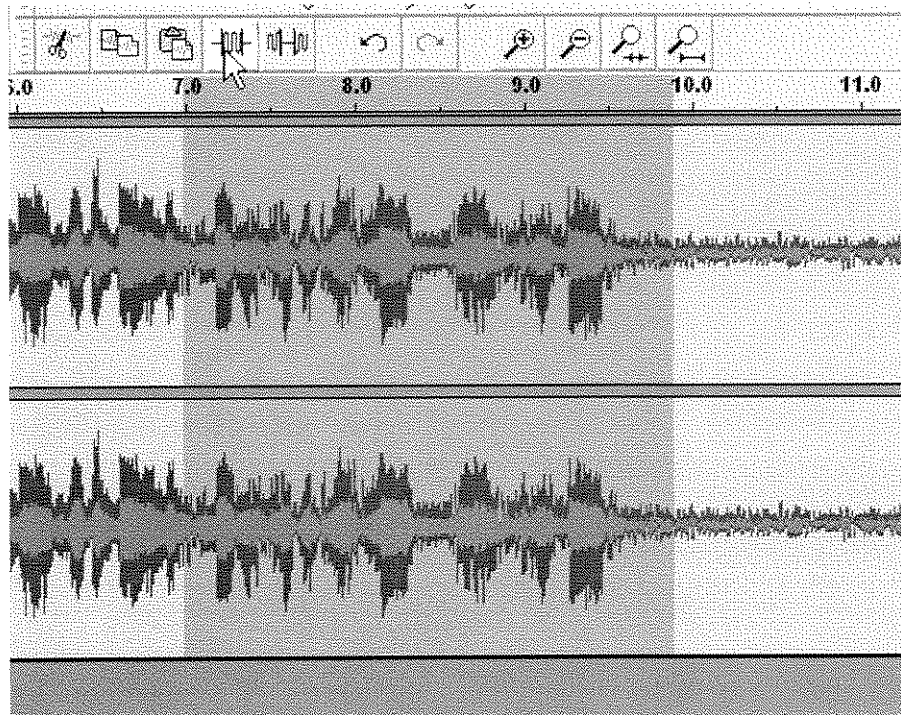




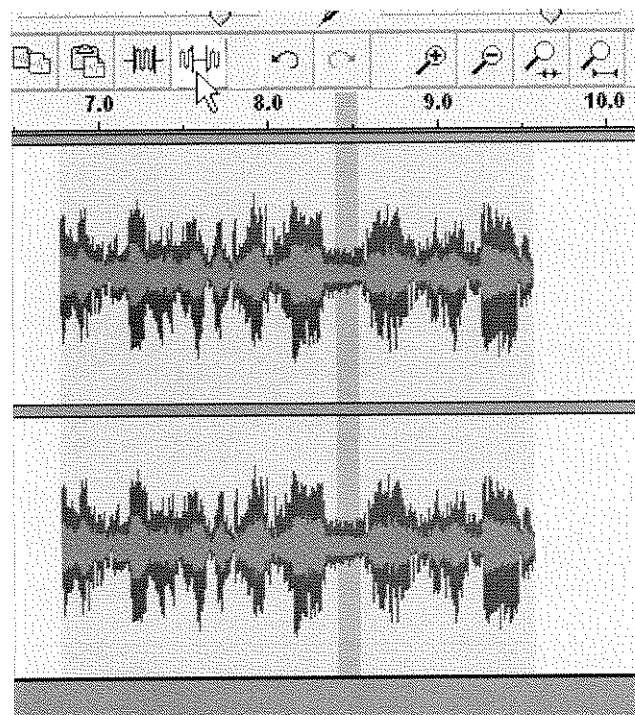
These are to show that I have reversed a sound.



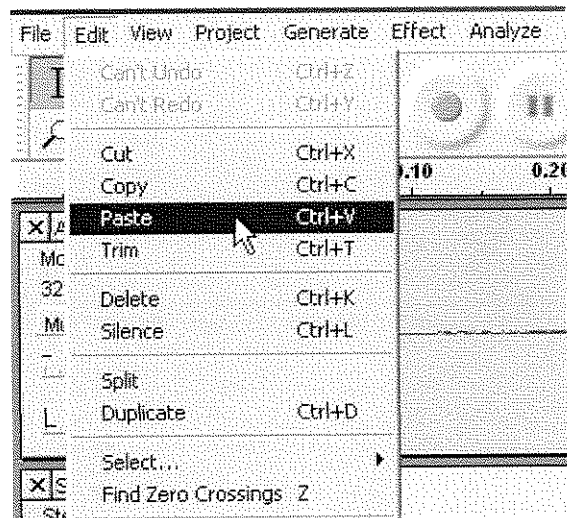
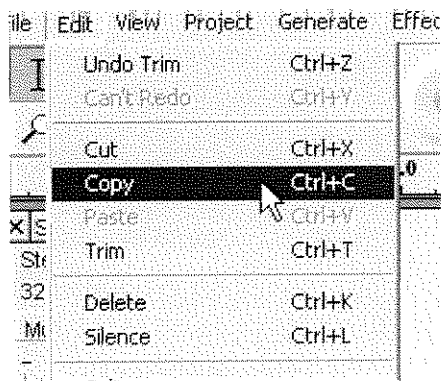
These are to show that I have imported audio.



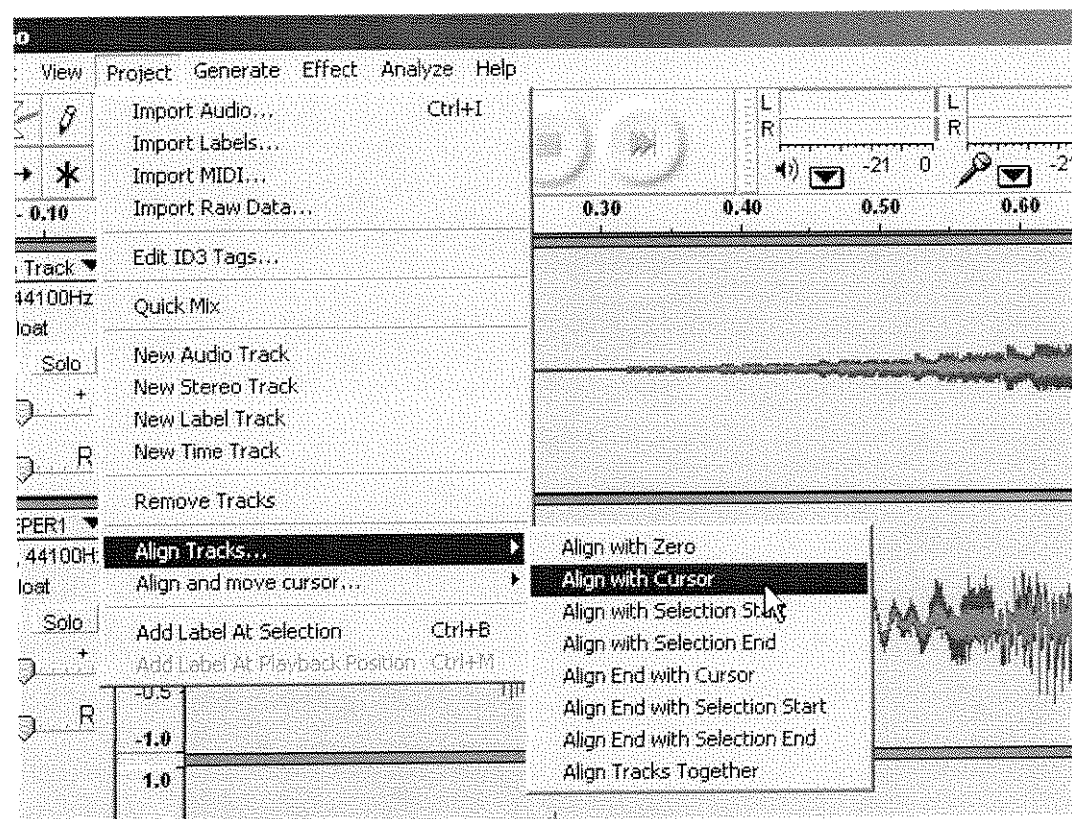
This is to show that I have trimmed an audio file.



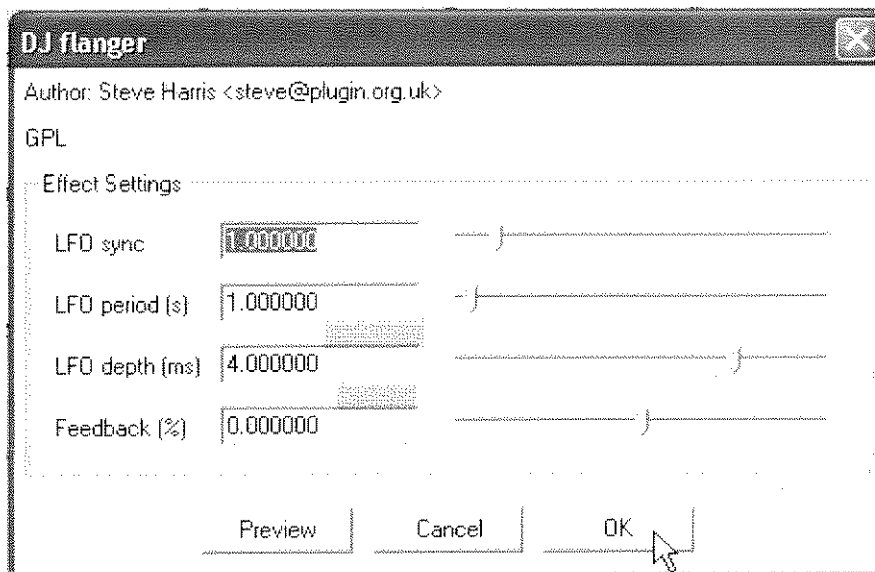
This is to show that I split a track.



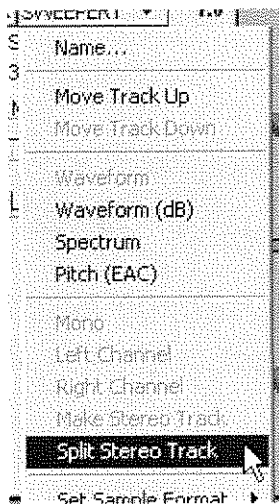
This is to show that I have copy and pasted a sound.



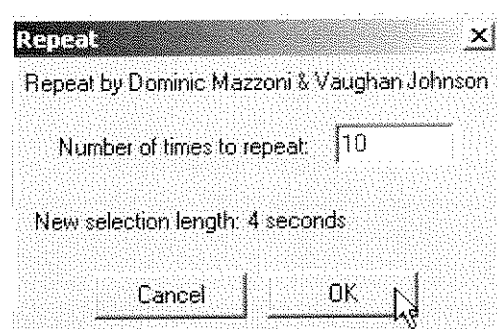
This is to show that I have aligned a track.



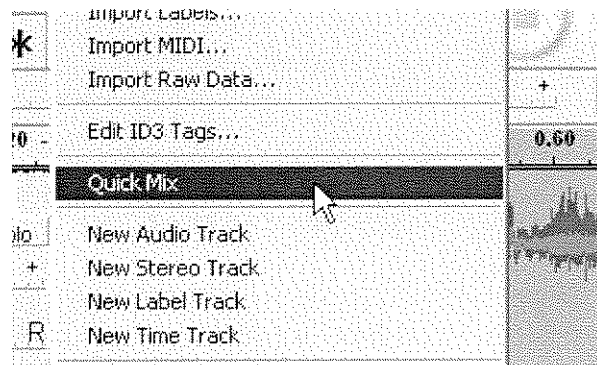
This is to show that I have used a DJ flanger effect.



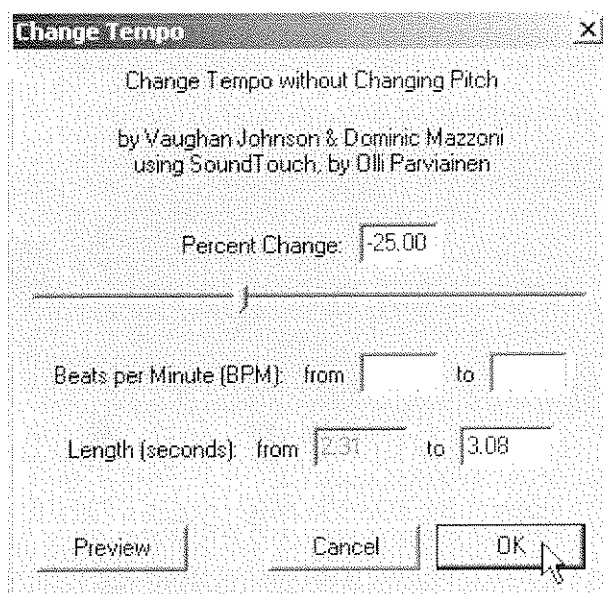
This is to show that I have split a stereo track into a left and right track.



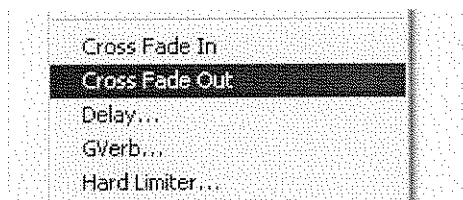
This is to show that I have done a repeat.



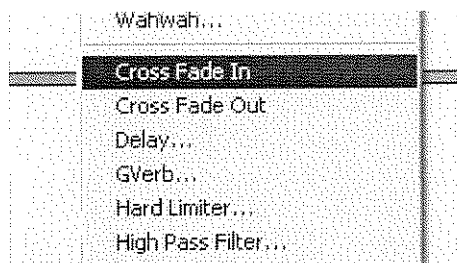
This is to show that I have used the quick mix option to mix tracks together.



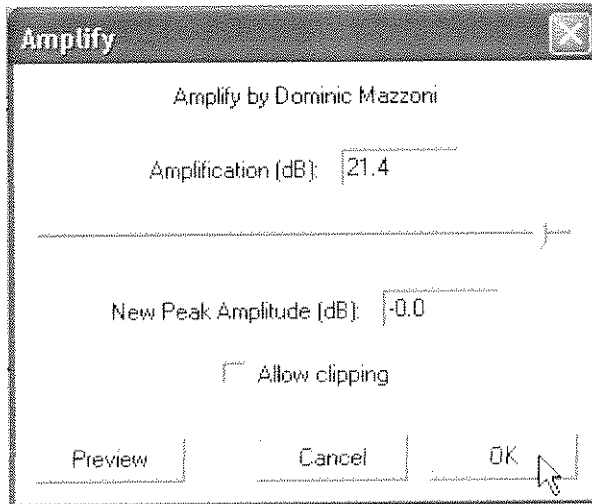
This is to show that I have used the change tempo effect.



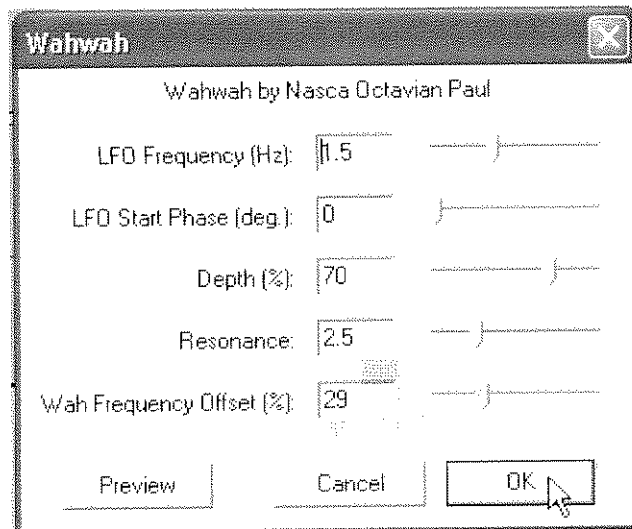
This is to show that I have used a cross fade out.



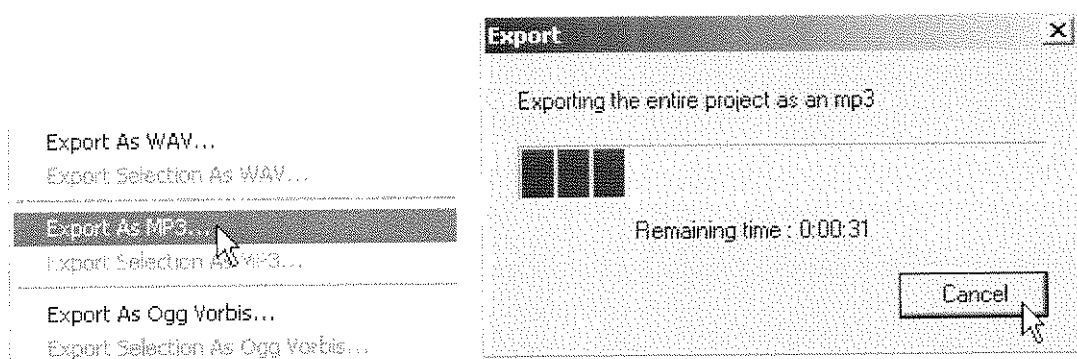
This is to show that I have used a cross fade in.



This is to show that I have used the amplifying tool.



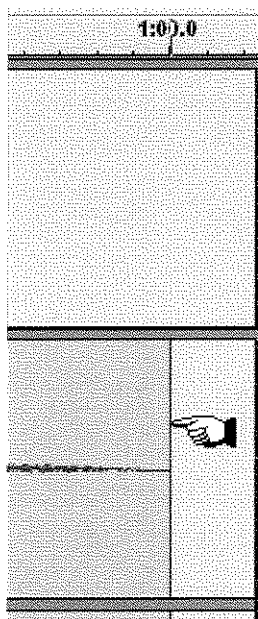
This is to show that I have used the Wahwah effect.



This is to show that I have used the export as MP3 tool.



This is to show that I have 2 versions of my promo.



This shows that my promo is 1 minute long.



Advice on using this form

Please record all components used in any products created for clients.

We will then be able to:

- Obtain permission from the creator of the component
- Identify any copyright issues the client needs to be aware of
- Calculate any royalty fees that the client will need to pay

PLEASE RETURN TO THE LEGAL DEPARTMENT

Product details (what are you creating?)

Your name	F
Your client	Telford FM.
Details of the product	Sound track describing the stations weekend shows.
Target market for the product	People who listen to the radio station (in Telford).
Will this product be used commercially? ie will it be sold by the client?	It will be used to advertise.

Component details (what are you using?)

Provide full details of all images, sounds, music/audio clips, video clips, animations and product names that you have used in products.

Component description eg photo of ...	Filename (in your user area)	Have you created this entire component?	Source if not created by you (give full details so that we can find the component)		Advice/other information that will help us reduce risk of prosecution for client
			Name of website, book, etc	url of webpage, page number of book, etc	
"Chocolate" sound track.	Chocolate	No, edited slightly.	Album, "Chocolate".	Track 2 on CD.	If permission cannot be obtained then it will have to be removed.
"Jhankar Beats" sound track.	Jhankar Beats	No, edited slightly.	Album, "Jhankar Beats".	Track 4 on CD.	I have only used a tiny part. Don't think permission will be needed.
"Good Boy Bad Boy" sound track,	Good Boy Bad Boy	No, edited slightly.	Album, "Good Boy Bad Boy".	Track 3 on CD.	I have only used a tiny part. Don't think permission will be needed.
"Cash" Sound track.	Cash	No, edited slightly.	Album, "Cash".	Track 6 on CD.	I have only used a tiny part. Don't think permission will be needed.

Test plan for audio clips

Test			Result		Action needed	Done?
Technical testing (functionality)						
Audio samples Do the samples used start and end at the correct time?	Name	Start	End			
	Pluck effect.	00:00	00:02	Timing good. Works well in the sound.		
	Station IDs.	00:01	01:00	Timing good. Works well. Meets client spec.		
	Pluck effect.	00:03	00:04	Timing good. Works well in the sound.		
	Continuous "chocolate" beat.	00:04	00:59	Too quiet, it didn't sound good at the low volume. Although it sounds good and is quite suitable for the aim.		
	Voiceovers.	00:04	00:54	Doesn't match the sound quality of the other samples.		
	Continuous "Jhankar Beats" beat.	00:11	00:59	Too quite, it didn't sound good at the low volume. But works well with the other beat to produce a suitable sound.		
	Effect 1.	00:07	00:13	Timing good. Works well in the sound.		
	Effect 2.	00:14	00:17	Timing good. Works well in the sound.		
	Effect 3.	00:17	00:20	Timing good. Works well in the sound.		
	Effect 4.	00:21	00:23	Timing good. Works well in the sound.		
	Effect 5.	00:24	00:32	Timing good. Works well in the sound.		
	Effect 6.	00:31	00:34	Timing good. Works well in the sound.		
Levels Volume Are the levels of the samples	Effect 7.	00:35	00:35	Too loud, it drowns the voiceovers.		
	Effect 8.	00:38	00:41	Timing good. Works well in the sound.		
	Effect 9.	00:42	00:45	Timing good. Works well in the sound.		
	Effect 10.	00:45	00:49	Timing good. Works well in the sound.		
	Effect 11.	00:52	00:54	Too loud, it drowns the voiceovers.		
	Name of sample					
	Pluck effect.		Volume is good. Levels are good.			
	Station Ids.		Volume is good. Levels are good.			

correct and appropriate?	Pluck effect.	Volume is good. Levels are good.		
	Continuous "chocolate" beat.	Too quiet. Levels are good.	Make it louder.	Yes.
	Voiceovers.	Volume is good. Levels are good.		
	Continuous "Jhankar Beats" beat.	Too quiet. Levels are good.	Make it louder.	Yes.
	Effect 1.	Volume is good. Levels are good.		
	Effect 2.	Volume is good. Levels are good.		
	Effect 3.	Volume is good. Levels are good.		
	Effect 4.	Volume is good. Levels are good.		
	Effect 5.	Volume is good. Levels are good.		
	Effect 6.	Volume is good. Levels are good.		
	Effect 7.	Too loud. Drowns out voiceovers. Levels are good.	Make it quieter.	Yes.
Effects Are the audio effects used appropriately?	Effect 8.	Volume is good. Levels are good.		
	Effect 9.	Volume is good. Levels are good.		
	Effect 10.	Volume is good. Levels are good.		
	Effect 11.	Too loud. Drowns out voiceovers. Levels are good.	Make it quieter.	Yes.
	Audio effect used			
	Repeat on the background beat.	Works well, doesn't click or go offbeat, can't tell it's been repeated.		
	Change pitch (track starts low then slowly rises in pitch) on effect 1.	Works well. Flickers a bit but is unnoticeable when the whole sound is played.		
	DJ flanger effect on effect 4.	Works well, creates the desired effect. It is also quite suitable.		
	Delay on effect 5.	Works quite well to produce the desired effect.		
	DJ flanger effect on effect 6.	Works well, creates the desired effect. It is also quite suitable.		
	Amplify on effect 7.	Works well, creates the desired effect. It is also quite suitable.		
	Wahwah effect on effect 8.	Works well, creates a suitable effect.		

DJ flanger effect on theme 9.	Works well, creates the desired effect. It is also quite suitable.		
Repeat on effect 10.	Worked well, but the tempo didn't work well in the sound, it was too slow.	Use change tempo effect to speed it up.	Yes.
Change pitch on effect 10.	Works well, creates the desired effect. It is also quite suitable.		
Repeat on effect 11.	Works well, creates the desired effect. It is also quite suitable.		
Fade out on station id and the background beats.	Works well to create the desired effect. Beats fade out first then the "whoosh" on the station id few bats after.		

Test		Result	Action needed	Done?
Effectiveness				
Aim	Does the audio clip fulfil its aim?	Yes, it informs listeners about the weekend shows (when they come on, which presenter).		
	Does the audio clip meet the client brief?	Yes, it describes the main priority shows and starts and ends with the station id. It is 60 seconds long.		
Message	Is the message appropriate for the intended audience?	Yes, it tells you the times of the weekend shows and the main features of the weekend shows in the style of each show.		
File type	Is the audio in the correct format?	Yes, it is in MP3 format as the client wishes.		