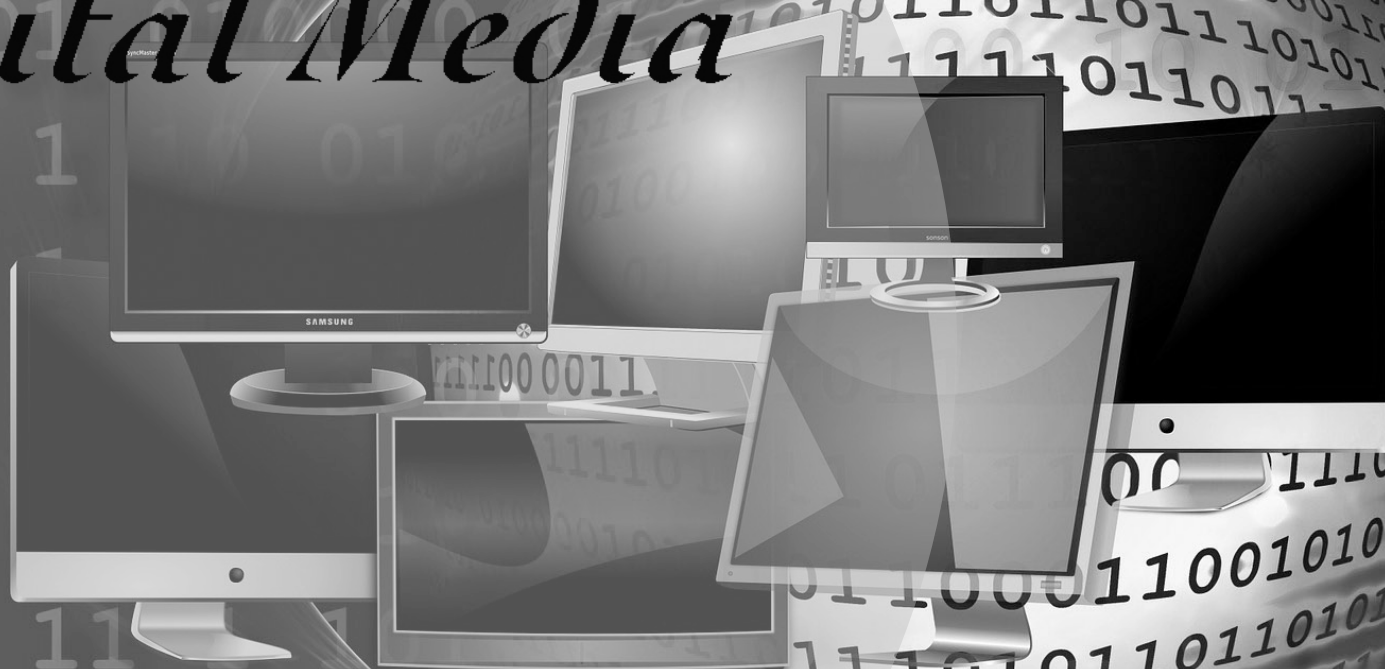




ExplorNet's

Digital Media



Objective 104.02

Describe digital audio production methods, software, and hardware.



PRE-PRODUCTION PHASE

DEFINE

- Meet with clients to create project plan.
- Determine type of digital media.
- Set overall goals for design.
- Define target audience.
- Agree on deadlines.
- Create a budget.



PRE-PRODUCTION PHASE

STRUCTURE

- Gather and manage information and digital assets (music, etc.) provided by the client.
 - Create a file-naming convention to assure proper organization and storage.
 - Save and organize files for easy and quick access.
- Create any necessary design documents.



CHOOSE HARDWARE

- Microphones
- Audio Recording Device





CHOOSE SOFTWARE

- Audio Editing Software – Captures audio from the original source and imports it into the editing software (Example: Adobe Audition, Audacity).
- Manipulates audio clips and adds the desired tracks and effects to convey the intended message.



PRE-PRODUCTION PHASE

DESIGN

- Write a script that effectively conveys the intended message to the audience.
- Present to client for review and feedback.
- Redesign and resubmit for approval.



PRODUCTION PHASE

BUILD

- Record audio from original source.
- Maintain audio levels throughout recording to ensure quality.
- Use an audio editing software to edit the recorded audio.



PRODUCTION PHASE

TEST

- Check for errors and functionality.
- Revision based on test results.
- Preview the final version.
 - Preview to see how the digital media will sound on a particular output device (computer monitor, tablet, phone, etc.).



POST-PRODUCTION PHASE

DELIVERY

- Optimize the digital media for specific client needs, including:
 - File format requirements
 - File size requirements
 - File name requirements
- Submit the finalized version(s) of the digital media to the client.
- Outline a project launch plan (if needed).



QUESTIONS TO CONSIDER

- Imagine you are a musician about to begin work on a new album. Can you identify parts of the creation process that would fall into each phase of production?



AUDIO RECORDING TERMS

Track

- Separate layers of audio used to record sources individually.

Volume Unit Meter

- A visual representation of the audio volume level; used to ensure all audio clips recorded are at the same level.



AUDIO RECORDING TERMS

Master Level

- Used to control the overall output volume of an audio recording.

Audio Panning

- When audio is recorded through separate channels (left or right).



DM **AUDIO RECORDING TERMS**

Over-modulation

- Sound interference that occurs during recording when audio levels are too high and causes the signal to distort or lose clarity.



QUESTIONS TO CONSIDER

- How do you think audio was recorded before we could digitally layer clips together?
- When music is recorded do you think everything is recorded at once or is each part of a piece recorded separately?



AUDIO EDITING TERMS

- Clip
 - A section of recorded sound used to create an audio production.
- Trim/Splice
 - Starting and stopping audio clips at a defined point in the recording.
- Adjusting Track Levels
 - Increasing or decreasing the volume of individual tracks to ensure all tracks are audible and blend well together.



AUDIO EDITING TERMS

- Fade
 - Gradual change of volume used to change between clips of audio.
- Fade Up (In) and Fade Down (Out)
 - Gradually increasing or decreasing the volume of an audio clip.
- Crossfade
 - A gradual volume transition from one audio clip to another.



DM **AUDIO EDITING TERMS**

- Loop
 - Used to make a section of audio repeat.
- Audio Effects
 - Adjustments to clips used to change the original sound in order to reach the desired outcome.
- Background Audio
 - Music and/or sounds used to add interest and depth to an audio production.
- Voiceover
 - Voice used to convey a message to the audience.



QUESTIONS TO CONSIDER

- Why is it important to fade audio in and out?
- Can you think of a situation where an audio engineer wouldn't want to fade audio?