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Creating Sound

Part of the Yodafone Project

Based on OCR Nationals (2010)



Learning outcomes

By completing this unit candidates will develop a knowledge and understanding of how to review, design, produce and test a short audio clip which is fit for purpose. candidates will be able to:

- review existing audio clips
- plan an audio clip
- create an audio clip
- test the audio clip.

Scenario

- Yodafone International is a mobile phone company based in the Dagobah system. In their main office there are a number of employees who help with the day-to-day running. Yodafone have planned to launch 12 new mobile phone shops around England. They have asked for a number of advertising materials to be create which include a TV advert, a radio advert and a booklet/magazine.
- Yodafone already have a successful TV advert which targets teenagers but need to create a suitable radio advert.
- You have to review existing adverts, design, produce, test and improve a 30 - 60 second radio advert promoting a Christmas offer for Yodafone aimed at teenagers.
- You might like to use [this website](#) offering royalty free Christmas music. or [this website](#) offering royalty free music and sound effects

Topics

- AO1 - Review existing audio clips
- AO2 - Plan an audio clip
- AO3 - Create an audio clip
- AO4 - Evaluate the audio clip

AO1 - Review existing audio clips

	Pass	Merit	Distinction
A	Candidates will review at least two different audio clips. They will list the good and not so good features of each audio clip. Candidates will identify at least one feature from their reviews to use or avoid in their audio clip.	Candidates will review at least two different audio clips. They will identify the purpose of each audio clip They will give a detailed explanation of the good and not so good features of each audio clip and suggest possible improvements. Candidates will identify at least one feature from their reviews to use or avoid in their own audio clip. They will explain why they will use/avoid this features in their audio clip.	Candidates will review at least two different audio clips. They will identify the purpose and audience of each audio clip. They will give a thorough explanation of the good and not so good features of each audio clip, with reference to purpose and audience. They will suggest improvements, explaining how these would help each audio clip meet its purpose. Candidates will identify features from their reviews to use or avoid in their own audio clip. They will explain why they will use/avoid these features in their audio clip.
B	Info: - In this task you will review 2 audio clips. Task: - Pick 2 of the following radio adverts and review them using Appendix 1 - Arrive Alive.mp3 - Child Road Safety.mp3 - Smoke is Poison.wav £4 Free Top Up.mp3 - Don't run the risk.mp3 - MORE THAN Pet Insurance.mp3 - Scarefest Alton Towers.mp3 - The mortgage lender.mp3 - Save the worksheets in your unit 22 ao1 folder as Review (1/2)	Info: - In this task you will review 2 audio clips. Task: - Pick 2 of the following radio adverts and review them using Appendix 1 - Arrive Alive.mp3 - Child Road Safety.mp3 - Smoke is Poison.wav £4 Free Top Up.mp3 - Don't run the risk.mp3 - MORE THAN Pet Insurance.mp3 - Scarefest Alton Towers.mp3 - The mortgage lender.mp3 - Save the worksheets in your unit 22 ao1 folder as Review (1/2)	Info: - In this task you will review 2 audio clips. Task: - Pick 2 of the following radio adverts and review them using Appendix 1 - Arrive Alive.mp3 - Child Road Safety.mp3 - Smoke is Poison.wav £4 Free Top Up.mp3 - Don't run the risk.mp3 - MORE THAN Pet Insurance.mp3 - Scarefest Alton Towers.mp3 - The mortgage lender.mp3 - Save the worksheets in your unit 22 ao1 folder as Review (1/2)

AO2 - Plan an audio clip

	Pass	Merit	Distinction
A	Candidates describe the purpose of their audio clip. They will source/record at least one component They will provide a timeline showing the sequence and duration of the main components for an audio clip of at least 30 seconds.	Candidates describe the purpose and audience of their audio clip. They will record at least one component. They will provide a timeline showing the sequence and duration of the main components for an audio clip of at least 30 seconds. This will include different types of sounds and some consideration of timings, transitions and effects.	Candidates describe the purpose and audience for their audio clip and explain how these will influence their design. They will record at least one sound effect. They will prepare a script for speech and record the prepared script. They will provide a timeline showing the sequence and duration of all components for an audio clip of at least 30 seconds. This will include different types of sounds, details of all content, editing of components required, timings, transitions and effects.

			The design will cover all content, will be logical, well structured and could be followed by a third party.
B	Info: - In this task you will describe the purpose of your audio clip. Task: - Complete Appendix 2a - Save the document in your unit 22 ao2 folder as purpose.	Info: - In this task you will describe the purpose and audience of your audio clip. Task: - Complete Appendix 2a - Save the document in your unit 22 ao2 folder as purpose.	Info: - In this task you will describe the purpose and audience for the audio clip and explain how these will influence your design. Task: - Complete Appendix 2a - Save the document in your unit 22 ao2 folder as purpose.
C	Info: - In this task you will create a script for your advert. Task: - Open a new word document and create a script to be used for some or all of your audio clip. - Time the script to make sure it lasts the correct amount of time using online-stopwatch.com - Save the document in your unit 22 ao2 folder as script.	Info: - In this task you will create a script for your advert. Task: - Open a new word document and create a script to be used for some or all of your audio clip. - Time the script to make sure it lasts the correct amount of time using online-stopwatch.com - Save the document in your unit 22 ao2 folder as script.	Info: - In this task you will create a script for your advert. Task: - Open a new word document and create a script to be used for some or all of your audio clip. - Time the script to make sure it lasts the correct amount of time using online-stopwatch.com - Save the document in your unit 22 ao2 folder as script.
D	Info: - In this task you will create a storyboard. Task: - Complete Appendix 2b - Save the document in your unit 22 ao2 folder as storyboard.	Info: - In this task you will create a storyboard. Task: - Complete Appendix 2b showing some design details for: - audio clip names - timings - fading - sound levels - transitions - effects - Save the document in your unit 22 ao2 folder as storyboard.	Info: - In this task you will create a storyboard. Task: - Complete Appendix 2b showing all design details for: - audio clip names - timings - fading - sound levels - transitions - effects - any other editing techniques you intend to use - Save the document in your unit 22 ao2 folder as storyboard.
E	Info: - In this task you will create a running order. Task: - Complete Appendix 2c - Save the document in your unit 22 ao2 folder as running order.	Info: - In this task you will create a running order. Task: - Complete Appendix 2c - Save the document in your unit 22 ao2 folder as running order.	Info: - In this task you will create a running order. Task: - Complete Appendix 2c - Save the document in your unit 22 ao2 folder as running order.

F	Info: - In this task you will source/record a clip for your advert. (Recordings don't have to be human voice) Task: - Source or record at least one element that you will use in your radio advert. - Save the audio clip that you will use in your advert in your unit 22 ao2 folder with an appropriate name.	Info: - In this task you will record a clip for your advert. (Recordings don't have to be human voice) Task: - Record at least one element that you will use in your radio advert. - Save the audio clip that you will use in your advert in your unit 22 ao2 folder with an appropriate name.	Info: - In this task you will record a clip for your advert. (Recordings don't have to be human voice) Task: - Record at least one element that you will use in your radio advert. - Save the audio clip that you will use in your advert in your unit 22 ao2 folder with an appropriate name.
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AO3 - Create an audio clip

	Pass	Merit	Distinction
	Candidates will create an audio clip of at least 30 seconds in length. They will import and use a range of sounds including music and sound effects. They will use multiple tracks edit clips and add effects. The audio clip will be largely appropriate for purpose and will be exported in a suitable file format.	Candidates will create an audio clip of at least 30 seconds in length. They will import and use an appropriate range of sounds including music, sound effects and speech, this will include the component they recorded themselves. They will use and edit multiple tracks appropriately and apply effects that enhance the final product. The audio clip will have good clarity and the quality of all components and effects will be appropriate. The audio clip will be largely appropriate for purpose and audience and will be exported in a suitable file format, applying some compression.	Candidates will create an audio clip of at least 30 seconds in length, following their plan. They will import and use an appropriate range of sounds including music, sound effects and speech, this will include the components they recorded themselves. They will use and edit multiple tracks effectively and apply effects that enhance the final product. Transitions between sounds will be smooth. The audio clips will have good clarity and the quality of all components and effects will be effective. All components will be synchronised effectively. The audio clip will be appropriate for purpose and audience and will be exported in a suitable file format and size, applying appropriate compression. Candidates will justify the file size and type used, giving reasons for rejecting alternatives.
	Info: - In this task you will record your audio clip. Task: - Your teacher will headphones and microphones. - Practise your script and record it.	Info: - In this task you will record your audio clip. Task: - Your teacher will headphones and microphones. - Practise your script and record it.	Info: - In this task you will record your audio clip. Task: - Your teacher will headphones and microphones. - Practise your script and record it.
	Info:	Info:	Info:

	- In this task you will create a radio advert for Yodafone. - Don't forget to use your design sheets to help you. Task: - Open a new Audacity project. (Use Audacity version 1.2.6) Import your audio clips - Edit the clips by splitting and trimming where necessary. - Set transitions or audio effects. - Save the Audacity project in your unit 22 ao3 folder as Yodafone	- In this task you will create a radio advert for Yodafone. - Don't forget to use your design sheets to help you. Task: - Open a new Audacity project. (Use Audacity version 1.2.6) - Import your audio clips - Edit the clips by splitting and trimming where necessary. - Set audio effects. - Add a soundtrack (music) - Save the project in your unit 22 ao3 folder as Yodafone	- In this task you will create a radio advert for Yodafone. - Don't forget to use your design sheets to help you. Task: - Open a new Audacity project. (Use Audacity version 1.2.6) - Import your audio clips - Edit the clips by splitting and trimming where necessary. - Add/set audio effects. - Set transitions - Add a soundtrack (music) - Save the project in your unit 22 ao3 folder as Yodafone
	Info: - In this task you will create evidence showing your editing techniques. Task: - Print screen your audacity project, paste it into a new word document and print it. - Annotate the printout to show editing techniques you have used.	Info: - In this task you will create evidence showing your editing techniques. Task: - Print screen your audacity project, paste it into a new word document and print it. - Annotate the printout to show editing techniques you have used.	Info: - In this task you will create evidence showing your editing techniques. Task: - Print screen your audacity project, paste it into a new word document and print it. - Annotate the printout to show editing techniques you have used.
	Info: - In this task you will export your audio clip in a suitable file format. Task: - Read this website and make a decision for a file format to export your file as. (Note Audacity lets you export as WAV, MP3 or Egg Vorbis) - Using your project file you created in the previous task export your audio clip in a suitable file format such. - Save the file in your unit 22 ao3 folder as Yodafone	Info: - In this task you will export your audio clip in a suitable file format with compression. Task: - Read this website and make a decision for a file format to export your file as. (Note Audacity lets you export as WAV, MP3 or Egg Vorbis) - Using your project file you created in the previous task export your audio clip in a suitable file format. - Save the file in your unit 22 ao3 folder as Yodafone	Info: - In this task you will export your audio in a suitable file format with compression. Task: - Read this and make a decision for a file format to export your file as. (Note Audacity lets you export as WAV, MP3 or Egg Vorbis) - Using your project file you created in the previous task export your audio clip in a suitable file format. - Save the file in your unit 22 ao3 folder as Yodafone
			Info: In this task you will need to justify your choice of format in the previous task. Task:

			- Using info from this website complete Appendix 3a explaining your choice of format. - Save the file in your unit 22 ao3 folder as SuitableFormat
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AO4 - Evaluate the audio clip

	Pass	Merit	Distinction
	Candidates will create and use a test plan to test the main aspects of their audio clip. Some tests will be appropriate. They will identify at least one area for improvement.	Candidates will create and use a test plan to test all aspects of their audio clip. Most tests will be appropriate They will identify areas for improvement and action some of them.	Candidates will create and use a test plan to test all aspects and components of their audio clip as well as the effectiveness of the audio clip. All tests will be appropriate. They will identify areas for improvement and action most of them. They will explain why the improvements were necessary.
	Info: - In this task you will create a test table. Task: - Complete Appendix 4a identifying tests to be carried out. - Possible test areas are: - suitable content - correct message - timings - quality - clarity - transitions - volume - suitable effects - file format - Save the file in your unit 22 ao4 folder as TestTable	Info: - In this task you will create a test table. Task: - Complete Appendix 4a identifying tests to be carried out. - Possible test areas are: - suitable content - correct message - timings - quality - clarity - transitions - volume - suitable effects - file format - Save the file in your unit 22 ao4 folder as TestTable	Info: - In this task you will create a test table. Task: - Complete Appendix 4a identifying tests to be carried out. - Possible test areas are: - suitable content - correct message - timings - quality - clarity - transitions - volume - suitable effects - file format - Save the file in your unit 22 ao4 folder as TestTable
	Info: - In this task you will fill in the test table and identify areas to improve. Task: - Complete the test table you created in the previous task - Complete Appendix 4b - Save the file in your unit 22 ao4 folder as TestTable	Info: - In this task you will fill in the test table and identify areas to improve. Task: - Complete the test table you created in the previous task - Complete Appendix 4b - Save the file in your unit 22 ao4 folder as TestTable	Info: - In this task you will fill in the test table and identify areas to improve. Task: - Complete the test table you created in the previous task - Complete Appendix 4b - Save the file in your unit 22 ao4 folder as TestTable
		Info: In this task you will action some of the improvements identified. Task:	Info: In this task you will action most of the improvements identified. Task:

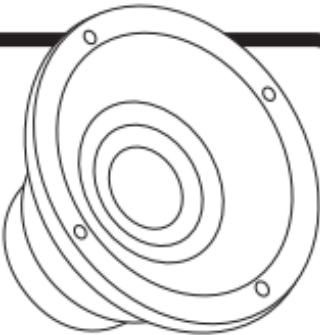
		• Open your audacity project and make some of the improvements identified. • Save the audacity project as yodafone version 2 in your unit 22 ao3 folder. • Export the project again in a suitable file format and save the file into your unit 22 ao3 folder as yodafone version 2.	• Open your audacity project and make some of the improvements identified. • Save the audacity project as yodafone version 2 in your unit 22 ao3 folder. • Export the project again in a suitable file format and save the file into your unit 22 ao3 folder as yodafone version 2.
		Info: • In this task you will evidence your improvements. Task: • Complete Appendix 4d • Take a print screen of your original audacity project and a print screen of your improved audacity project and paste them into Appendix 4d. • Print the word document and annotate the changes. • Save the word document as evidence in your unit 22 ao4 folder.	Info: • In this task you will evidence your improvements. Task: • Complete Appendix 4d • Take a print screen of your original audacity project and a print screen of your improved audacity project and paste them into Appendix 4d. • Print the word document and annotate the changes. • Save the word document as evidence in your unit 22 ao4 folder.

Appendix 1a

Name:		Date:	
1 – Name of multimedia product			
2 – Type of multimedia product			
3 – Aim & purpose of multimedia product			
4 – Intended audience			
5 – List and explain at least three good features of the multimedia product (higher level candidates need to give detailed answers):			
6 – List and explain at least three not so good features of the multimedia product (higher level candidates need to give detailed answers):			
7 – Suggest a range of valid improvements to help the product meet its aims.			
8 – Candidates will identify features from their reviews to use or avoid in their own audio clip. They will explain why they will use/avoid these features in their audio clip.			

AUDIO CLIP REVIEW SHEET

Audio clip name : _____



How quickly did the sound clip load?

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What different sounds were there?

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Describe any combination of sounds.

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Describe any sound effects such as doors slamming, clapping, scary sounds and suspense

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Volume of the clip. Describe any changes in volume, sound effects, background sounds and transitions.

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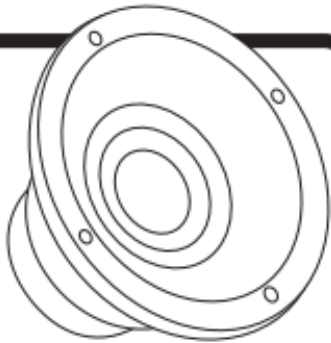
Describe the sound quality and its clarity.

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AUDIO CLIP REVIEW SHEET (cont.)

Audio clip name : _____



Describe the pitch of any music, speech or sound effects.

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Did the tempo of different sounds change?

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How well was the original purpose of the sound clip met?

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How effective was the message to the target audience?

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What possible improvements could you suggest?

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Instructions

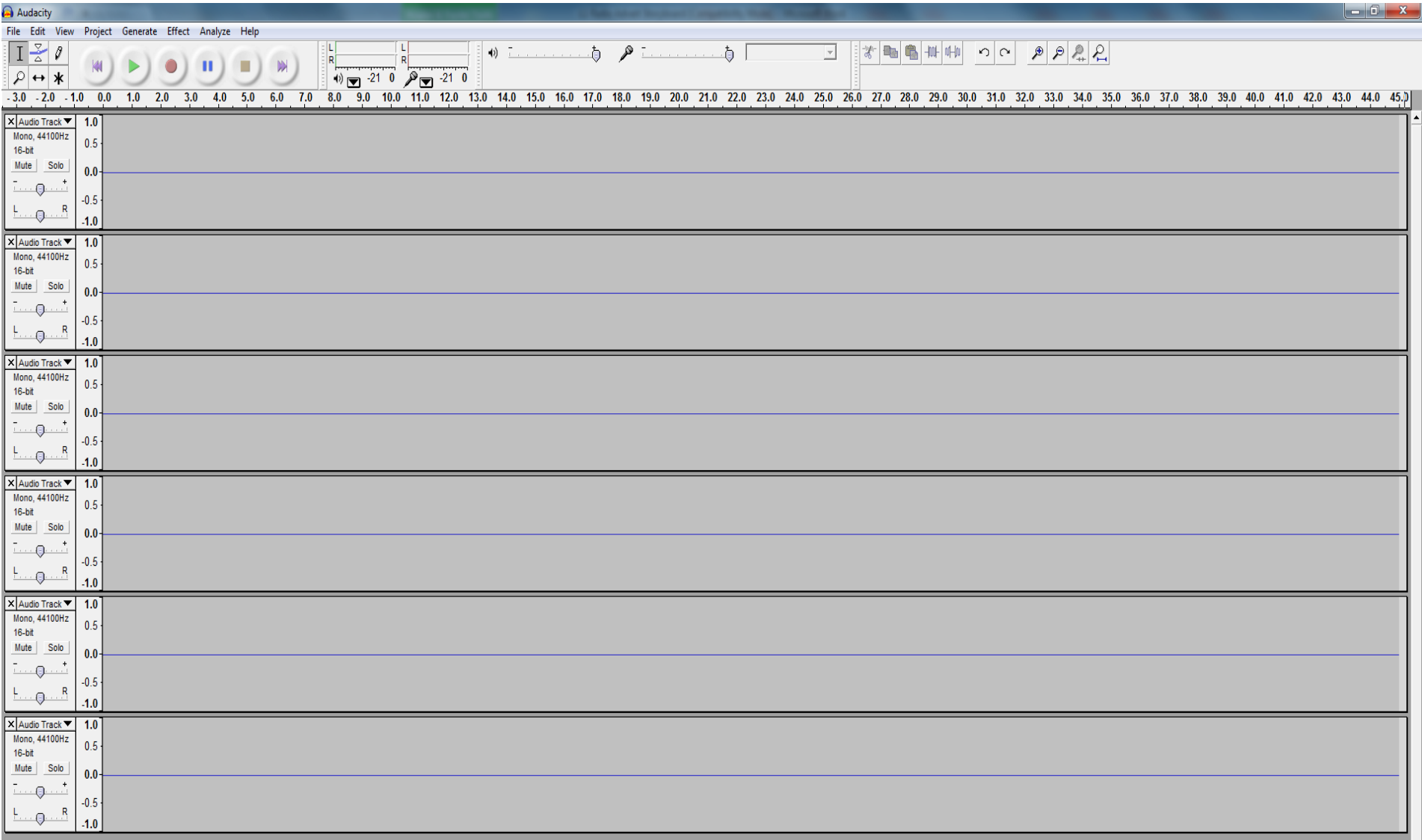
- Give the purpose and audience of the advert you are going to produce.
- To achieve a Pass: you need to describe the purpose of the audio clip.
- To achieve a Merit: you need to describe the purpose and audience of the audio clip.
- To achieve a Distinction: you need to describe the purpose and audience of the audio clip and explain how these will influence your design.

Purpose (What is the advert trying to achieve and why is the advert trying to achieve this?)

Target Audience (*Higher Marks*)

Appendix 2b

Target Audience :	Ideas & Techniques :
Purpose :	



Appendix 2c

Running Order - My first attempt to produce a 45 second Radio Advert.

Item	Description	Source	Who	Effects	Start	End
1					00:00	
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						00:45

Appendix 3a

	Compression (None/Lossy/Lossless)	Compatibility	Good/Bad features
WMA			
MP3			
WAV			
Ogg Vorbis			

Appendix 4a

Test Table (identify areas for testing, predict the response then actually test it):

[illegible]

Appendix 4b

	Evaluation
Quality of video	
Quality of sound	
Suitability of transitions	
Suitability of video effects	
Suitability of timings	
Suitability for purpose	
Suitability for audience	
Suitability of text/titles	
Quality of synchronisation of audio with video	
Did you stick to your design plan? <i>(explain why/why not)</i>	
How effective was your planning? <i>(explain why)</i>	
Suggest an Improvement	
Suggest improvements made by others	

Improvements *(identify areas for improvement):*

Area for improvement	What needs to be improved?	How will you improve it?	Why is it necessary to improve it?

Appendix 4d

[illegible]