

Sound Project – Voice Over Advertising

NAME: _____ DATE: _____ AM/PM: _____

In order to complete and receive credit for this assignment, every item on the checklist must be checked and completed.

PART ONE – MOVIE TRAILER RADIO SPOT

1. _____ Your advertisement must be at least 45 seconds in length, but you can go up to 1 minute if you like.
2. _____ Record the voice-over (using your voice) for each commercial. You must add inflection/emphasis so it is not bland.
3. _____ Incorporate sound clips from the movie using moviewavs.com/other sites
4. _____ Incorporate sound effects to go along with your movie to add interest.
5. _____ Add a music bed (background track) to go behind the voice over that you create
6. _____ Must have tag out in Voice Over such as: in theaters now, coming soon to a theater near you, or now available on NetFlix/Hulu/Amazon Prime, etc.
7. _____ Save as MP3 as "FM_Radio_Trailer.mp3"
8. _____ Save your completed project in your Master folder.
9. _____ Submit the MP3 to your Portfolio website under "Audio".

PART TWO – APPLLE PRODUCT VIDEO VOICEOVER ADS

1. _____ You must pick THREE (3) videos to do Voice Overs to from the choices on the right
2. _____ Your advertisements must be at least 60 seconds in length, but you can go up to 90 seconds if you like.
3. _____ *Download the Script template in the Resources below and submit your script FIRST before moving on to producing.*
4. _____ Do research about your product. Go to Apple.com to get the specifications/features. You will need to include this information for your commercial.
5. _____ Record the voice-over (using your voice) for your commercial. You must add inflection/emphasis so it is not bland.

6. _____ Detach the audio from the provided video clip
7. _____ Incorporate sound effects if you like from Audition, GarageBand, or the Internet
8. _____ Create a music bed (background track) to go behind the voice over that you create
9. _____ Save as MP3 as "FM_Apple_Promo1,2,3.mp3"
10. _____ Import your Voice Over iMovie/Premiere Rush and add it to your Apple product clip.
You must detach the existing audio from the clip before you add yours
11. _____ Export out your completed files as an MP4.
12. _____ Save your completed files in your Master folder.
13. _____ Upload your completed video to your portfolio site under the Audio section.