

# 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. This project is a total of 250 points.***

## **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](http://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 ONE – MOVIE TRAILER RADIO SPOT**

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](http://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.