

# TFI Smarter Travel Competition Writeup

## Initial Script

To come up with the idea for the script, I thought to focus on the environmental benefits of the bike sharing scheme. My thought process was that anyone can laugh at a good ad and then it's on their minds for a while, but to drive someone into action by making them feel more responsible for the planet is even more effective.

So, I searched for articles for inspirational stories on the internet, focusing on the negative impact of motorised transport. I decided to tell the story of the people in Chile whose land has become uninhabitable due to mining for car batteries.

The introduction of the script is me setting a scene, telling the story of nature. I then bring into focus to the damage caused by mining. The middle section is me explaining how one could help the environment by taking advantage of the TFI Bike Share scheme. The last section is my call to action.

## VO Script Formatting

I started to format the script into an easier to read format, following the template. Once I started reading the script out loud, I realised I had to make some changes to improve the flow.

## Recording

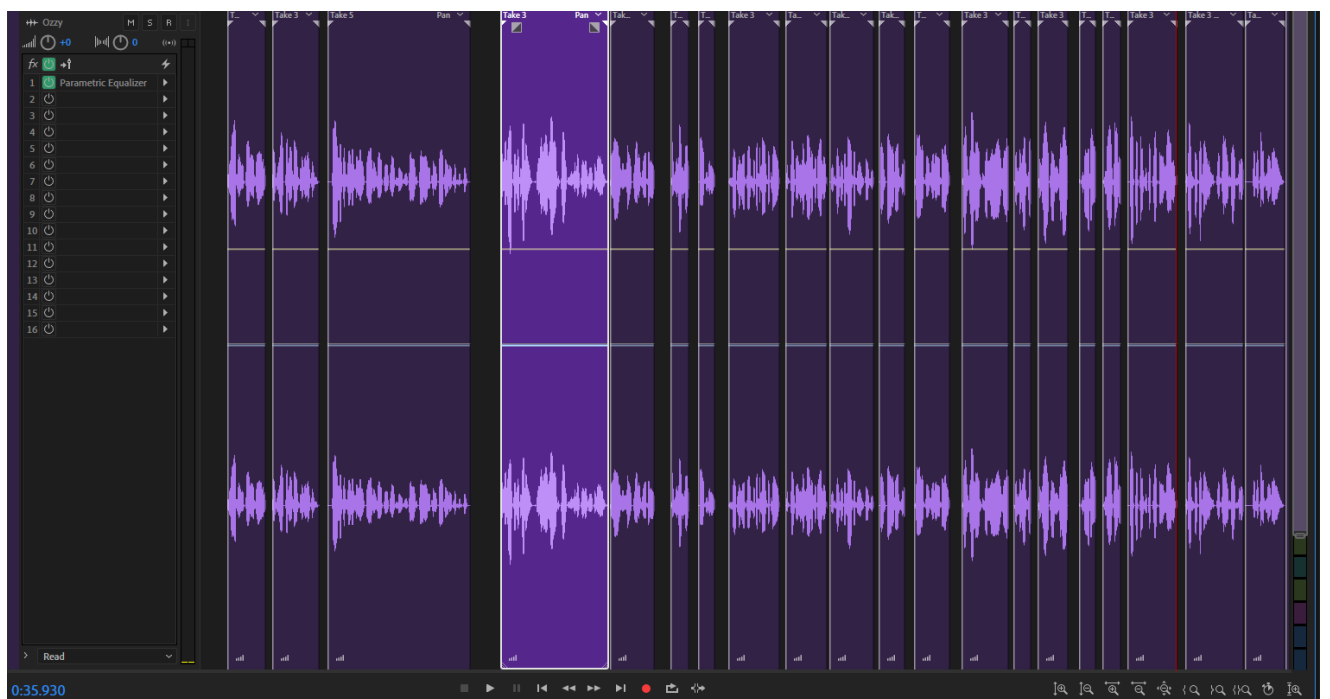
Once I had the script finalised, I entered the studio. I inserted the flash drive and armed the recording device. I set my levels by repeating the first line of my script and changing the fader on the console. Once I was happy, I started recording. I ended up taking 7 takes.

## Editing

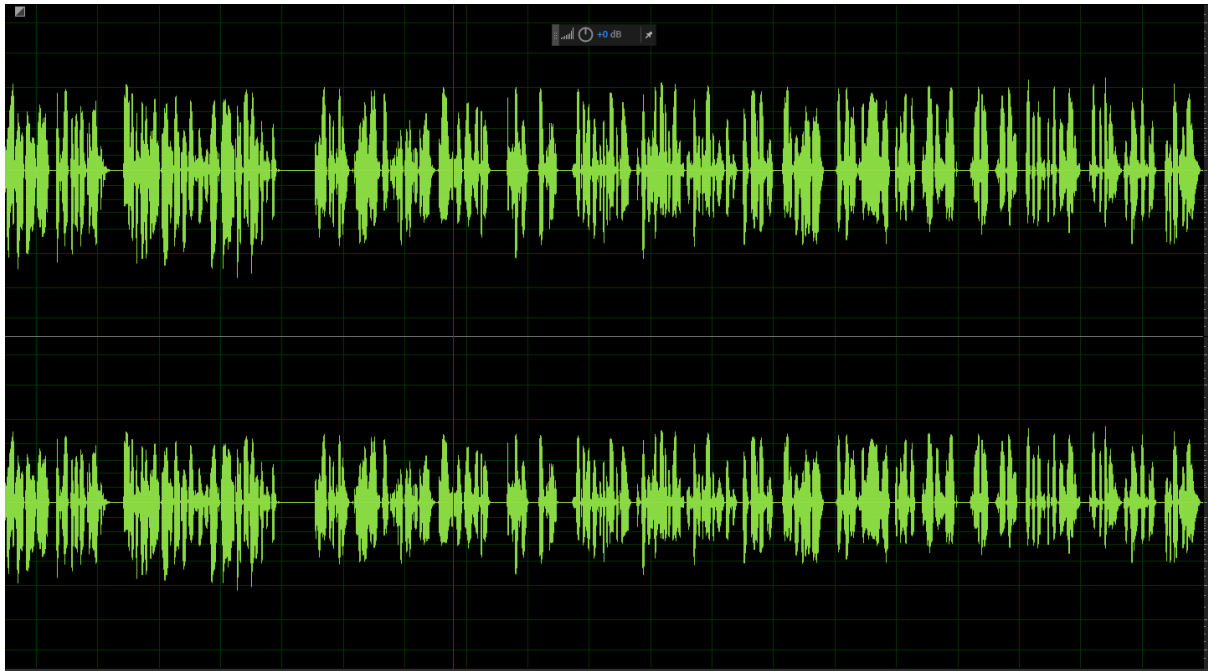
Once I was done recording, I imported the file into and an Adobe Audition session. I started off by splitting up the 7 takes and removing the undesired ones.



I then took my favourite take and copied it to another track which I titled Ozzy. I used the razor tool to split up the clip at every individual sentence. If I didn't like a particular line, I would go to another take and splice in that line. I then moved the clips around to have my voice flow better.

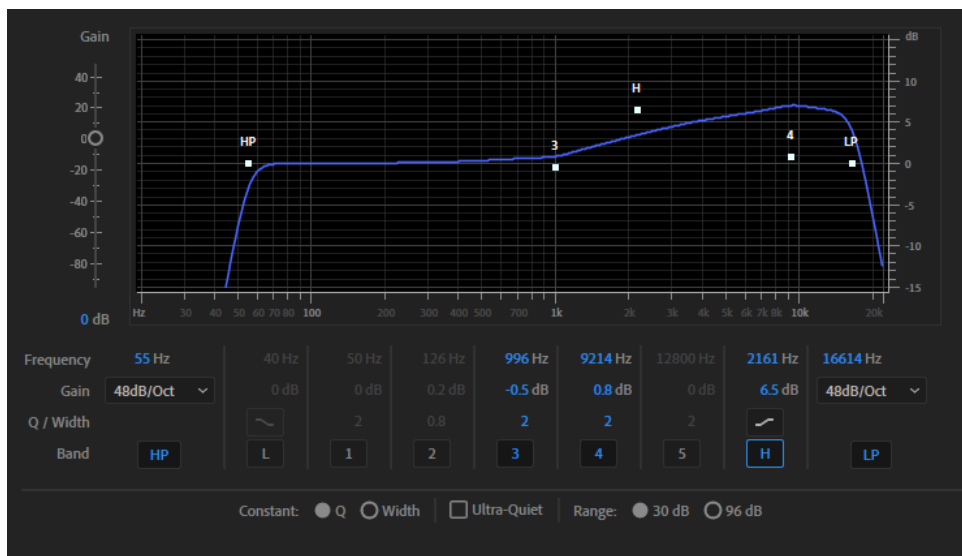


Once I was finished editing my recording, I bounced it into another track and went into the waveform editor where I adjusted the volume of the individual words of my recording so that the volume was more level, removing rogue peaks as I went along.

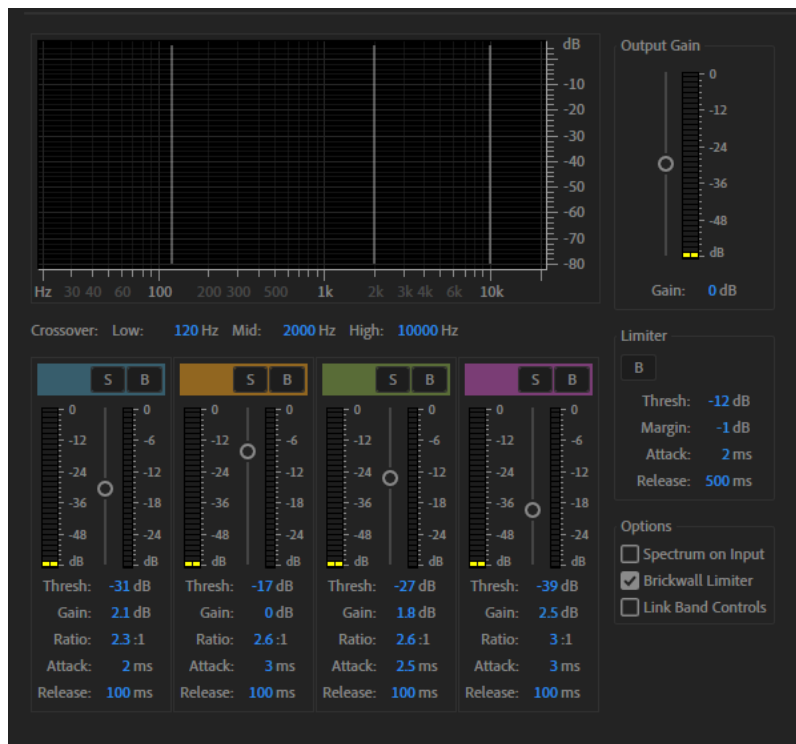


## FX Settings

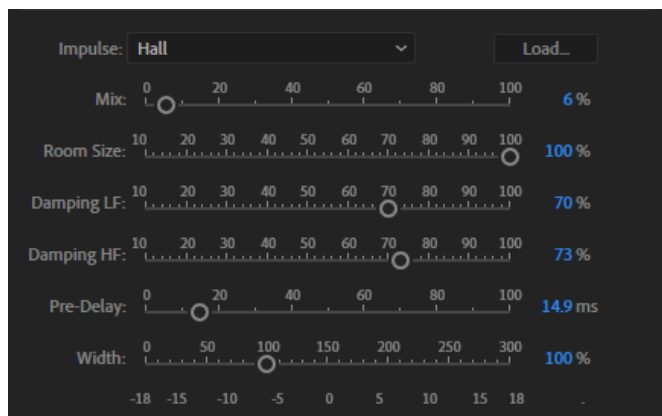
To begin, I applied some EQ using the parametric equalizer. I removed the lows at 55Hz as they were not needed, I used the high shelf to boost the high end to make my voice sound crispier, then a tiny dip at 1kHz to remove some nasal sound and a large boost at 9K to add more clarity and air.



After I was satisfied with the balance of the sound, I applied some multiband compression to level off the volume of the different frequency ranges of my voice, boosting any bands that felt like they needed more presence.



Then I added some convolution reverb to my voice to give off the impression that I am talking in a large environment hence I used the hall impulse response.



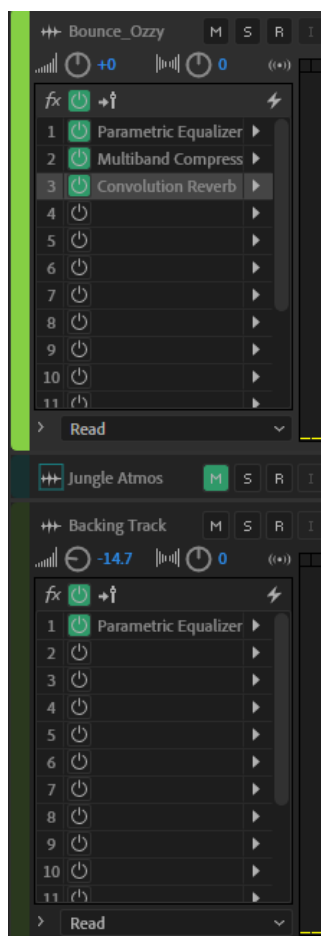
I applied EQ to the other backing track and sound FX tracks also.

## Creating the Backing Track

Using Garageband's loop library, I added two separate string tracks and a piano track. I mixed them by changing the volume as desired. I also used an echo effect on the piano. Everything seemed to have worked together so I left it relatively simple. Once I was done, I exported the file.

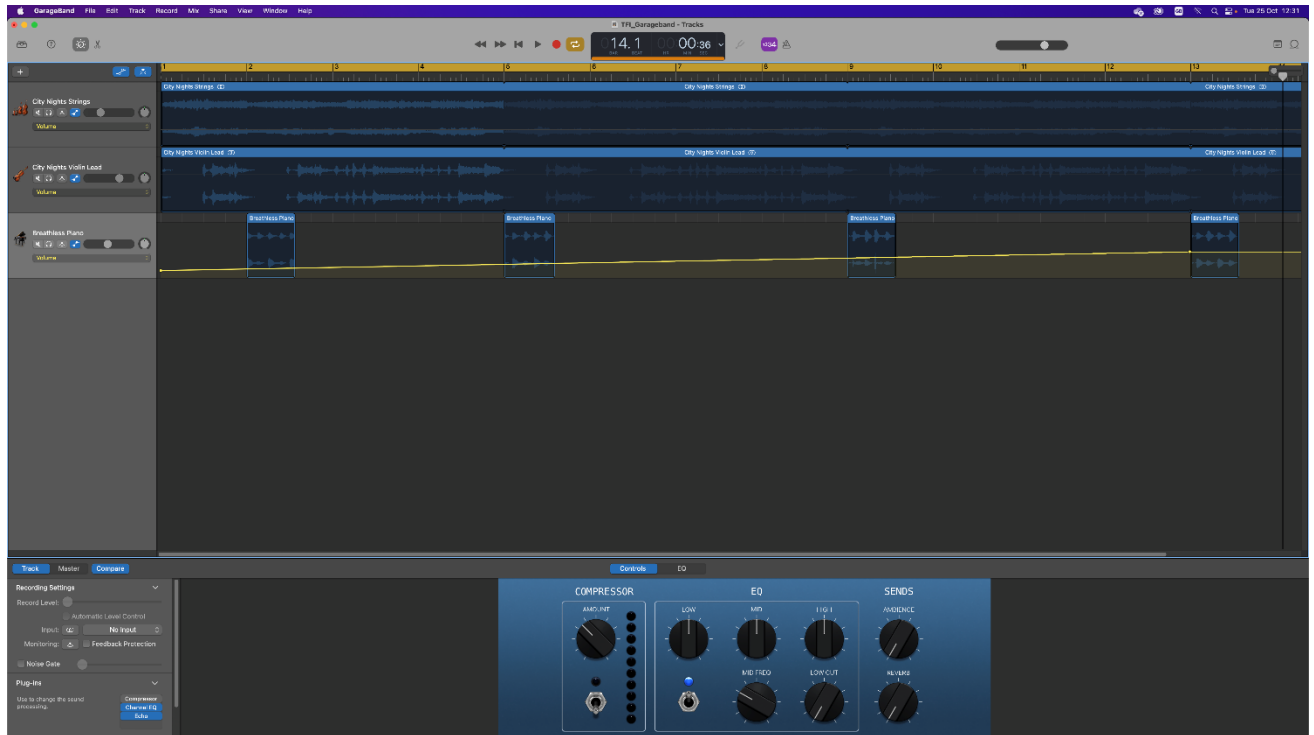
## Mixing VO & Backing Track

I found the backing track to be significantly louder than what I desired for it to be. I lowered the volume of the backing track to where I thought it sat well in the mix. As the bounced track of my own voice was hovering around -9dB, I did not find the need to lower the volume of that track at all.

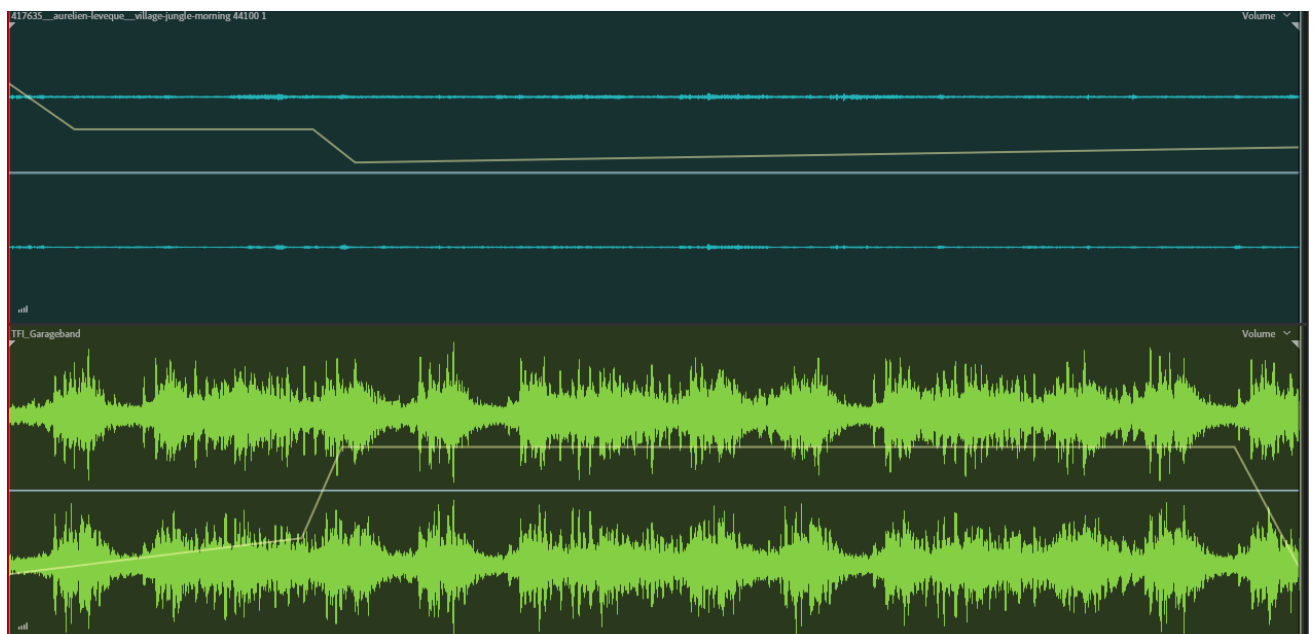


## Automation Used

When I was creating the backing track in Garageband, I opted to not use automation and use it in Audition instead. However, I did use a little volume automation on the piano track to give a sense of something rising as the track progressed.

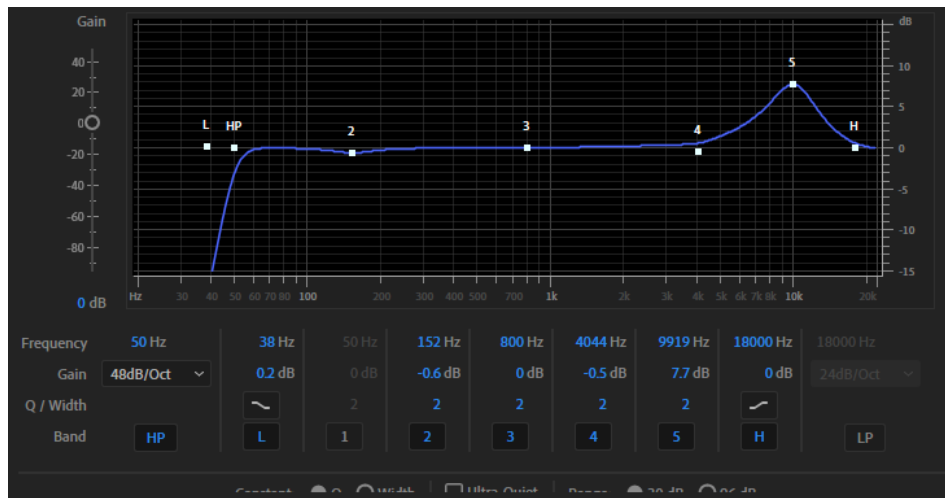


In Audition, I used volume automation to make the backing track fade in at a desired point in the VO and for the ambiance track to start abruptly and fade out and then come back as the VO progressed.



## FX

Once I had all the tracks bounced into one, I applied some EQ to add more crispness. I found that not much else was needed to be done.

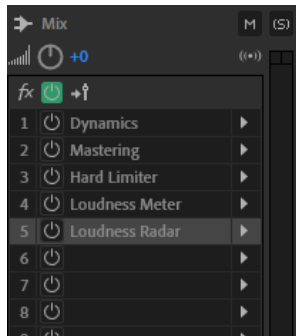


## Mastering

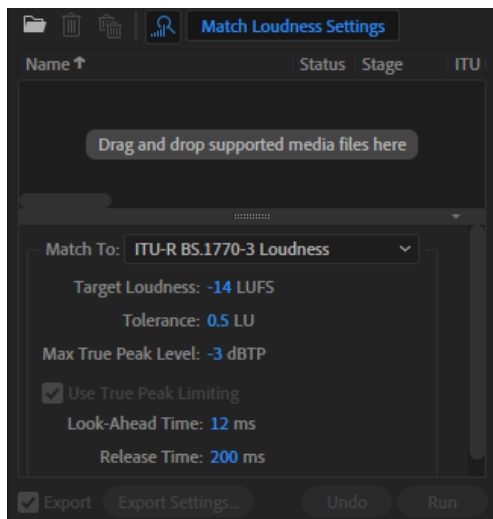
Once I was finished with the mix, I exported the mixdown and started a new Audition session. In this new session I added the mixdown clip. I found everything to be satisfactory.

## FX on Master Channel

Initially I messed around with the mastering suite and loudness metering effects on the master channel.



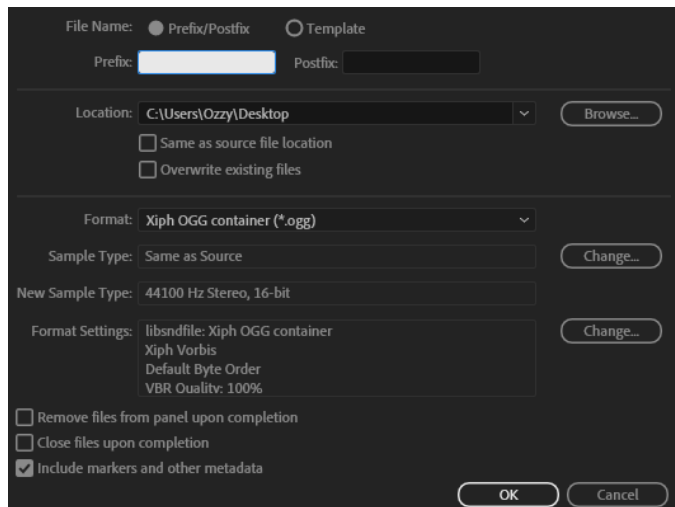
However, I found that I achieved the sound I already wanted. So, I proceeded to use the Match Loudness facility to achieve the desired loudness.





## Exporting

To export the results, I used the export settings in the Match Loudness facility to export the desired format along with the desired loudness.



For exporting the project in the earlier stages, I used the session export facility in Audition.

## Workflow Improvements

During the creation of the SETU Volunteering ad, I developed a workflow which I stuck to the entire way of the TFI Smarter Travel assignment. For example, in the SETU ad, the order in which I done everything was jumbled up. This time, once I had my recording ready:

- I added the file into Audition
- Spliced the multiple takes into one take
- Edited the clips so the timing was correct
- Bounced it into a new track
- Used the waveform editor to adjust the peaks
- Applied FX
- Etc.