Radio Commercial Assignment #3

* Using Audacity or Adobe Audition, create **a 60 second radio commercial** for a NEW product that has yet to be designed (ie. A dog translator). Make sure to keep in mind your target audience and to talk of the features. Listen to radio commercials for other products for samples of.
* Brainstorm list of ideas for products. Think of how you will **sell** your product. (Audience, how is your product useful
* What are the features of a radio commercial?
  + Music at some point or jingle
  + Effects to voice (delay, repeat)
  + Multitrack
  + Selling your product
  + Sound effects
* You need to write out your script before you record
  + MAKE SURE YOUR AUDIO TRACK is POLISHED! No background noise and no pops or clicks.
* Add effects onto your voice (Delay, Echo) that fit well, and add intrigue. (Don’t just randomly add effects.)

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|  | **Excellent**  **7-6 pts.** | **Good**  **5-4 pts.** | **Fair**  **3-2 pts.** | **Poor**  **1-0 pts.** |
| **Evidence of Planning** | A neatly organized planning document was used and passed in. All stages of planning have been followed. | Planning document a little messy, but all stages of planning have been completed and followed. | Planning document poorly completed. Several stages missing or incomplete. | No real planning was completed. No planning document passed in. |
| **Quality** | The Soundscape is high quality. All effects blend nicely together and the levels of each sound mixes well. No pops or clicks in the track. With eyes closed it feels like I am at the location of your picture. | The Soundscape is good quality. There may be a sound or two that “stands out” and does not “fit”. There may be a pop or click in the track. Though, the Soundscape does fit the picture selected very well. | The Soundscape is poor quality. The sound levels between sounds does not mix (some too loud, some too quiet).  There are a few pops or clicks in the track.  It does not really feel like it fits the picture selected very well. | Very poor quality. The sounds do not blend together at all. There are several pops and clicks throughout the track. More care needed in clipping. This does not sound like the environment for the picture selected. |
| **Creativity and Originality** | Product shows a large amount of original thought.  Ideas are creative and inventive.  Holds audience attention. | Product shows some original thought. Work shows new  ideas and insights.  Relatively interesting, rehearsed with a fairly smooth delivery that usually holds audience attention. | Uses other people's ideas (giving them credit), but there is little evidence of  original thinking.  Delivery not smooth, but able to hold audience attention  most of the time. | Uses other people's ideas, but does not give them credit.  Delivery not smooth and audience attention lost. |
| **Criteria** | All of the Criteria outlined in instruction sheet have been met. Timing is perfect. | A few Criteria from the instruction sheet have left out.  Time is within 2 seconds of the limit. | Many of the criteria from the instruction sheet have not been met.  Time is within 5 seconds of limit. | None of the criteria have been met.  Time is significantly over or under the requirement. |
| **Special Effects** | Background Music and sound effects do an exemplary job  enhancing the message of the commercial | Background music and sound effects do an adequate job of  enhancing the message of the commercial | Background music and sound effects do not really enhance  the message of the commercial and may detract from it. | Back ground music and sound effects are not present in the commercial. |