

FUNDAMENTAL OF DIGITAL MEDIA DESIGN [Assignment 2: Audio]

Group Assignment: 3 members

Task

- Do a research about drama radio & radio advertisement.
- You are required to produce a drama radio & radio advertisement to promote a new product in the market.
- Your audio should include voice recording, background music & sound effect.
- Audio setting: CD quality & mp3 file format.
- Duration: Drama radio (4 – 5 minutes) & Radio advertisement (30 seconds).
- Prepare a script for the drama & advertisement.

Example of Radio Advertisement script

Radio Ad

"Breakfast Contest"
:30 Radio
AD CAMPAIGNS: writer

Sound Elements

SFX: SOUND OF COFFEE BREWING

SFX: LIGHT YET PLAYFUL MUSIC

SFX: SOUND OF PEOPLE CHATTING

Voice

Announcer VO: Craving a delicious breakfast to start your day off right? Then Shea's Breakfast is the right place for you.

Announcer VO: Located in Essex, Shea's serves breakfast and lunch to all family and friends. The fresh food and friendly faces will make you feel right at home.

Announcer VO: Shea's is currently promoting a call-in contest. Be the 100th caller on May 20th and win a free catered breakfast for your office!

Source: <https://image.slidesharecdn.com/sheasfinalpresentationppt-110512135158-phapp01/95/sheas-restaurant-advertising-campaign-2011-36-728.jpg?cb=1305208471>



Example of Drama Radio script

TITLE: Bow Down Shadrach	
<u>MUSIC</u>	<u>ACTION THEME–UP FULL. FADE.</u>
SCENE ONE: A NEW ZEALAND PADDOCK – DAY (Hannah and Eliana)	
<u>SOUND FX</u>	<u>LIVE SOUND EFFECTS GO HERE – SEA, SHEEP, CICADAS, COWS</u>
<u>SOUND FX</u>	<u>HANNAH AND ELIANA’S FOOTSTEPS</u>
HANNAH:	Do you want to see something really scary?
ELIANA::	No
HANNAH:	(PAUSE) Well it’s only sort of scary... out of room, you
ELIANA:	He looks way too old to bow down.
HANNAH:	No, he still remembers. I’ll show you. (PAUSE). Better not stand close. (SHOUTS). Bow Down Shadrach!!
<u>SOUND FX</u>	<u>HORSE WHINNIES, AND SHUFFLES ON SPOT.</u>
HANNAH:	Bow Down Shadrach!! (SHOUTS LOUDER)
<u>SOUND FX</u>	<u>HORSE WHINNIES, SHUFFLES, CRIES OUT, FALLS HARD ON GROUND.</u>
SCENE TWO: BARN, NIGHT (Sky, Mikey, Joe, Sophie, Hannah)	
<u>SOUND FX</u>	<u>COWS MOO, ROOSTER CROW, FEET CRUNCHING ON HAY, HANNAH PATS SHADRACH’S HEAD</u>
SKY:	(WHISPERS) Mikey, why’s Hannah crying? I don’t cry when Shadrach gets deaded.
MIKEY:	(WHISPERS) Shhh Sky, Shadrach isn’t getting deaded. >> and your script continue till the end <<
<u>MUSIC</u>	<u>CLOSING THEME. FADE.</u>