

AUDIO COMMERCIALS ASSIGNMENT:

DEADLINE TO POST: SATURDAY, APRIL 14. 6.PM.

Respond to your classmates' covers, giving constructive feedback. (Minimum is 3 responses. More you respond, more participation points.

**DEADLINE TO RESPOND TO CLASSMATES' BLOG POSTS:
TUESDAY, APRIL 17, 6 PM**

ASSIGNMENT DETAILS:

GO TO

<http://mediamulti.weebly.com/audio-assignment.html>

Watch the commercial.

Sound, aka audio, is a powerful aspect of multimedia. Sound can be live or recorded.

Audio can be in the form of **VOICE-OVER**, or **NARRATION**. Speech is pre-recorded and played along with a presentation, or a presenter may talk during the presentation.

AUDIO EFFECTS or sound effects are another way to engage users. The sound of the time up buzzer on Jeopardy helps emphasize the time limit has been exceeded; or the sound of a machine gun in an action scene helps give us a sense of realism.

MUSIC is another form of audio. It can be played in the background or be a central element. Music is often useful to set a mood...build suspense, create a romantic atmosphere.

Watch the **Volkswagon** commercial a second time thinking about the questions below:

**VOLKSWAGON COMMERCIAL QUESTIONS FOR YOUR BLOG POST:
HOW IS AUDIO USED IN THE COMMERCIAL? IS THERE VOICE OVER? WHAT ARE THE**

AUDIO EFFECTS USED? IS THE VOLUME GOOD OR DISTRACTING? WHAT ABOUT THE MUSIC? DO YOU KNOW THE MOVIE THE COMMERCIAL REFERENCES? DO YOU LIKE THE MOVIE? DOES THIS HELP MAKE THE APPEAL GREATER FOR THE COMMERCIAL? IF YOU DON'T LIKE THE MOVIE DOES THIS DETRACT FROM THE OVERALL APPEAL OF THE VOLKSWAGON COMMERCIAL? FOR THOSE WHO MAY NEVER HAVE SEEN THE MOVIE, WOULD IT RUIN THE COMMERCIAL? OVERALL, IS THE COMMERCIAL EFFECTIVE? WOULD YOU REMEMBER LATER IT IS FOR VOLKSWAGON?

BLOG ASSIGNMENTS:

VOLKSWAGON:

Create a **NEW PAGE** titled **WEEK 3 Assignments Page** on **YOUR OWN WEEBLY SITE**. Now create another **NEW PAGE** titled **AUDI COMMERCIALS**. Drag the page to the right to indent it on your page list under the **WEEK 3 ASSIGNMENTS** page.

1. FIND THIS VIDEO ON YOUTUBE. CREATE A BLOG POST ON YOUR SITE. DRAG THE YOUTUBE VIDEO ICON FOUND UNDER THE MULTIMEDIA MENU ON WEEBLY TO YOUR POST. PASTE IN THE WEB BROWSER ADDRESS FOR THIS VOLKSWAGON COMMERCIAL IN A BLOG POST ON YOUR SITE.

2. DRAG A PARAGRAPH WITH TITLE ICON TO YOUR BLOG POST. NOW ANSWER ALL THE ABOVE VOLKSWAGON QUESTIONS IN YOUR POST.

3. CREATE A 2nd BLOG POST. CREATE A BASIC WEEBLY OR A POLL DADDY POLL FROM THEIR SITE AT [HTTP://WWW.POLLDADDY.COM](http://www.polldaddy.com) ASKING YOUR READERS FOR THEIR OPINION ON THIS COMMERCIAL. You may choose to ask about the commercial overall or any other questions about the commercial, i.e. music, the movie it references, etc.

GOOD COMMERCIAL:

1. FIND AN EXAMPLE OF GOOD AUDIO USED IN A COMMERCIAL ON YOUTUBE. DRAG THE YOUTUBE VIDEO ICON FOUND UNDER THE MULTIMEDIA MENU ON WEEBLY TO YOUR POST. PASTE IN THE WEB BROWSER ADDRESS FOR YOUR FAVORITE GOOD COMMERCIAL IN A 3RD BLOG POST ON YOUR SITE.

2. DRAG A PARAGRAPH WITH TITLE ICON TO YOUR BLOG POST. NOW ANSWER ALL THE ABOVE VOLKSWAGON QUESTIONS IN YOUR POST.

ANSWER THE QUESTIONS BELOW AS THEY APPLY TO YOUR GOOD EXAMPLE ONLY.

ANSWER THE FOLLOWING:

1. What forms of audio are used in the commercial?
2. Who is the intended audience age/gender/race if relevant/economic bracket?
3. What is the mood created by the audio?
4. What is the purpose/s: educate, train, entertain or inform
5. Does the audio successfully promote the message of the product?
6. Is the audio more entertaining and memorable than the product and its message?
7. Does the audio help convince you to buy the product? If not, why?

BAD COMMERCIAL:

1. FIND AN EXAMPLE OF TRULY AWFUL AUDIO USED IN A COMMERCIAL ON YOUTUBE. CREATE A 4TH BLOG POST. DRAG THE YOUTUBE VIDEO ICON FOUND UNDER THE MULTIMEDIA MENU ON WEEBLY TO YOUR POST. PASTE IN THE WEB BROWSER ADDRESS FOR YOUR BAD COMMERCIAL IN A 4TH BLOG POST ON YOUR SITE.

2. DRAG A PARAGRAPH WITH TITLE ICON TO YOUR BLOG POST. NOW TELL US WHY YOU THINK IT IS BAD.

3. DRAG THE POLL ICON ON WEEBLY TO YOUR BLOG POST. CREATE A BASIC WEEBLY POLL ASKING YOUR READERS TO VOTE ON WHETHER THEY LIKE OR HATE THE COMMERCIAL.

4. GO TO OUR AUDIO COMMERCIAL FORUM ON ANGEL, RESPOND TO MY POST AND PASTE IN THE LINK TO YOUR PUBLISHED BLOG PAGE IN THE AUDIO COMMERCIALS FORUM ON OUR ANGEL SITE. **SAVE AND DOUBLECHECK YOU HAVE CREATED A LINK THAT WORKS!**

PARTICIPATE BY CHECKING OUT OTHERS' LINKS & SHARING YOUR THOUGHTS & OPINIONS.