

MUSIC TECH

Radio Advertising Jingle

- Objective:** Student's will create a 30 second radio ad jingle, using loops &/or live tracks. Student's will utilize a minimum of 3 and a maximum of 6 different tracks (not including the voice over).
Student's will apply their loop browsing skills and song editing knowledge to create the "spot."
Student's will develop a script (copy) to record into the project.
- Procedure:** Think of a fictitious product that you want to write a jingle for and begin thinking of ideas for your "copy" (script).
Open GarageBand and create a new song (Loops). Label it Radio Jingle + your last name and save it to your folder on the desktop.
You can use the pre-recorded loops to create your song.
My suggestion is to start with the Measures choice then to use the Time choice in the LCD indicator (remember it must be 30 seconds on the button. No more & no less!)
Most artists begin with the rhythm section. Typically in the following order; drums, bass, rhythm guitar, lead guitar, vocals, etc. (suggestion only)
Do not use any of the preset Jingles in GarageBand, you must create your own original music for the ad.
Once you have completed the music you will now add in the voice over.
Create a new "real instrument" track and from the track info pane select Vocals & No Effects then close the track info window.
When the room is quiet you will record, via the microphone, the script for the ad.
When you are happy with your results, save your project.
- Timeline:** You will have 3 class periods to complete the entire project.
- Grade:** Your grade will be based upon following the instructions listed above, how well your music goes with your product, can all parts of the ad be heard equally, and how well you end or fade out (if necessary). The voice over is worth 50%.