

Audio Imaging for Radio

Information on Radio Imaging (source: <https://live365.com/blog/a-complete-guide-to-radio-imaging/>):

"Radio imaging is the term used to describe the sound effects and music, like voiceovers, jingles, music beds, and sweepers, designed to brand your station. Similar to visual branding elements, such as a logo, brand colors, etc., radio imaging is just the auditory elements that you can use to identify and individualize your station. Sometimes also referred to as "sonic branding," radio imaging not only helps your station stand out above your competitors, but it can draw in listeners as well as build excitement about your station.

Note that there are two different categories of radio imaging: stationwide radio imaging and show-specific imaging. Stationwide radio imaging aims to identify the station as a whole. This kind of imaging should encompass what your station is about and is often in the form of sweepers, which identify the station to the listeners in between songs or segments. On the other hand, show-specific imaging is often used to distinguish each DJ's show. This imaging tends to be in the form of an intro, outro, and/or promos."

Your Task:

You are required to create a 3 minute multi mix of Radio Idents/Jingles for a station of your choosing (e.g BBC Radio 1). The content produced must be "on-brand" with the station you are creating content for. (i.e Classic FM = No Pop Tracks!). You must fully research the type of content the Station is already using and match accordingly. Your idents/sweepers may either be created from scratch (i.e using Synthesis); or you may alternatively use both royalty-free or copyrighted content.

You are not required (if applicable) to re-vox any of the station idents. You may be able to obtain these from the internet and manipulate them to your choosing if you wish.

You may also use "in-context" submissions as part of your multi mix (e.g your ident/sweep used between two existing audio tracks as a fictional "on-air" example)

You may use any DAW of your choosing for this task. It is, however recommended you use Adobe Audition due to this being the current Broadcast Standard.

To be successful in this task, you must aim to match the following criteria:

- You content must "well mixed" (e.g no conflicting elements or harsh loudness levels) - Remember: It's better to have headroom than none!
- You must pay attention to the "snappiness" of the idents/sweepers produced. The media must be engaging for the listener! Think, short, snappy!
- You must ensure the content is harmonically accurate (seek further information on "Circle of Fifths" to aid your understanding)
- You must vary your idents from short, 10 second "links" to longer 30-45 second presenting/announcing.
- Your content must be "on-grid" & "tight" in order to be fully compatible with various playout systems (e.g Genesys/Myriad).
- Ensure no audio tails are left at the end of each sweep

- Depending on the station play-out (track selection-wise), you should consider to match the idents/sweeps at a similar BPM (beats-per-minute) to ensure the content flows coherently.

Additional marks may also be awarded for the following:

- Overall creativity in approaching the task (e.g track selection & Vox manipulation (if applicable))
- Quality of mixed elements (e.g how well each element fits in the overall mixdown)

Your content must be delivered as a single .WAV file. There is a leeway of +30 seconds to the submission runtime to ensure that all idents run to the end.