

# ***Practical workshop: advertising recording and voice techniques***

Lecturer: Juan Francisco Corredera

## ***Voice-over for radio, TV and internet advertising.***

The aim of this workshop is to train students to face the lectern and microphone and enjoy the art of voice-over. A series of techniques, registers and guidelines will be taught so that students get to know what this profession is like on the radio, TV and internet.

Thanks to the internet, these days one can work anywhere in the world, which means the phone can ring any time. We need our voice to be permanently ready for a new assignment.

In this voice-over and voice techniques workshop, students will work with interpreted, commercial and narrative texts, among others. The teacher's aim is for students to enjoy the experience and focus mainly on practical aspects.

## **1.- VOICE**

Voicing: basic principles and organs involved.

Diaphragmatic breathing.

Intention, tone, volume, and voice placing.

### **Practical sessions**

Breathing exercises. How to breathe in and out correctly.

How to breathe well in voice-over.

The correct position in front of the lectern and microphone.

Enunciation.

Diction.

Students will read a series of texts in order for the teacher to assess both elements.

## **2.- INTERPRETATION**

Vocal interpretation: basic resources.

How to face and manage a text.

### **Practical sessions**

Different voice techniques for different purposes.

Understanding the text and removing bad habits.

Distance to the microphone, voice and volume control.

How to adapt to different texts, lengths and production features.

### **3.- COMMERCIAL VOICE-OVER**

Voice-over styles. Natural, Corporate, Testimonial, Smooth.

Formats: Advert break, spot, microspace, cue and PA system.

Length and time considerations.

#### **Practical sessions**

In-study technical references.

Understanding technical and voice settings in voice-over.

Recording of different advertising styles: Narrative, advertising, corporate, testimonial and self-promotion.

Techniques for speeding up or slowing down a text and adjusting it to specific time slots in advertising.

### **4.- ANNOUNCERS**

What do announcers do?

The recording studio: what it is and how to deal with it.

Announcers' skills. Tapping and time adjustment in the recording studio.

#### **Practical sessions**

Time adjustment.

Practical sessions using real audiovisual material.

Text adaptation exercises (several levels of difficulty).

Phonic pauses and how to tap them so that cuts cannot be noticed.

Tone adjustment. Advertising recording training

### **5.- VOICE-OVERS**

Synchronisation with visual elements.

Techniques to synchronise settings with the reference voice.

Off-screen, programme, contest and reports.

Film trailers. Call signs.

#### **Voice castings.**

Audio samples: features.

How to prepare for a casting.

Online platforms

## HOUR BREAKDOWN

- From 19 October to 1 December 2018.
- Fridays from 5 p.m. to 8 p.m
- 7 sessions
- 21 hours . 2.1 Credits
- 21 ESI hours

- October: 19 and 26
- November: 9, 16, 23 and 30
- December: 1

VENUE: Salvador Allende Room (Auditorium patio)

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### PLEASE NOTE

#### IN ORDER TO OBTAIN THE COURSE CERTIFICATE, STUDENTS MUST:

\*ATTEND AT LEAST 80% OF TOTAL COURSE HOURS

\*HAVE PAID FOR COURSE FEES

\*PASS LECTURER'S ASSESSMENT TEST

\*COMPLETE COURSE SATISFACTION SURVEY

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