

Podcasting: Audio Production and Audio Post-Production

Pop-Up Course Syllabus

OVERVIEW:

The popularity of podcasts is on the rise. They are undeniably one of the most powerful ways for brands and influencers to reach the masses. The immersive nature of audio content, generated directly from a brand using quality production and great storytelling, is a potent marketing tool. Podcasts have been on a steady increase for nearly a decade, but saw a major increase due to the COVID-19 Pandemic. The number of people listening to at least one podcast series a month is projected to grow to 1.8 billion by 2023.

COURSE OBJECTIVE: Audio Production

By the end of this 6-week course, you will be able to:

- Understand the basic operation of Pro Tools
- Setup your microphone and environment for individual or group recordings
- Know the difference between condenser and dynamic microphones and when to use them
- Understand gain structure capturing clean and level vocals from the start
- Create a template for fast and consistent recording and editing

COURSE OBJECTIVE: Audio Post-Production

- Understand basic mix theory
- Edit your audio using fades and EQs.
- Use clean-up techniques for combating the most common issues such as reverb, muffling/low-end, high-end, hotspots, de-essing and popping, intrusive breaths, background pollution.
- Use noise reduction techniques for hissing or humming.
- Use compression and limiting techniques for clipping correction and balancing audio levels
- Use sound effects and music to add intros, transitions and overall excitement or drama to your podcast

THE FRAMEWORK:

This Audio Production and Audio Post-Production pop-up course will introduce you to the art of recording and editing dialogue and sound effects to create professional and captivating podcasts. High-quality audio is crucial for engaging your audience and having a successful podcast series. There are endless techniques and effects that can be used to create an epic experience for your listeners. This 6-week course is designed as an introduction to those skills and is ideal for those wanting to start a podcast or improve the sound quality of a current podcast. After these 12, 90-min classes, you will be able to apply these skills to your audio and give your podcast a professional quality mix.

ASSIGNMENTS & FINAL PROJECT:

Over this 6-week course, you will conceptualize and script a 3min. podcast show. Pair up with one other student and combine your topics to create the subjects for both of your episodes. For example: if your topic is basketball and your partner has chosen music, your subject could be "NBA players that have crossed-over into music" and your partner could have a subject such as "The influence music has in the NBA". If you have something less common like frogs and mental health, you both could share the subject of "Ranidaphobia: The Fear of Frogs". You can choose to share questions or each come up with unique ones.

Create your interview dialogue and provide your partner with a copy for them to take home and prep with, and vice-versa. You will create a session for your episode and record a 30-second introduction. You will setup and record your partner into that same session and then switch to be recorded and interviewed by them on their system. As the host, you are responsible for setting up the microphone and levels for your guest. Both of you will end up with 2 separate tracks of audio; 1 track with you as a host and 1 track of your partner as your guest. You will edit these 2 tracks of audio along with your intro and sound design into a full 3min episode that you will upload and play for your peers and instructor during the final class.

COURSE SYLLABUS:

Class 1:

Introductions 40min:

- Introduce yourself to your classmates and briefly discuss your knowledge and experience with podcasting and audio production.

Podcasting Overview 40min:

- Reviewing popular podcasts and discussing the latest in podcasting news

Brainstorming 10min:

- Choose a topic for your interview style podcast

Class 2:

Intro to equipment & software 60min:

- Overview of interface, microphone, headphones and Pro Tools
- Microphone placement & gain structure
- Setup recording template and workflow map
- Reviewing and comparing audio from popular podcasts
- Setup equipment and pro tools session

Recording 30min:

- Record test audio, practice proper mic placement and gain structure
- Review definitions

Class 3:

Mix Theory 60min:

- Fundamentals of EQ compressors and limiters
- Understanding space (reverb/delay) when to use, how to remove
- Basic editing (cutting, nudging, volume balancing and fades)
- Correcting common audio issues
- Review definitions

Editing 30min:

- Edit test audio using compression techniques

Class 4:

Interview Style 30min:

- Setting up for multi-interface recording
- Record interviews
- Organizing multiple audio tracks and sounds

Choose a partner 60min:

- Pair up with another student
- Combine subjects to create podcast show
- Brainstorm interview styles and questions

Class 5:

Sound Design 30min:

- Review underscoring examples
- Browse sounds for transitions and bumpers
- Discuss sound effects placements

Bumpers 30min:

- Record podcast intro and narration
- Use eq, compression and other effects to edit audio
- - Select and place sounds for transitions and underscoring
- - Upload soundcloud class playlist

Class 6:

Guest Speaker 30min:

- Get audio gems from special guest

Feedback and Questions 60min:

- Play intro and receive feedback from special guest, peers and instructor

Class 7:

Q&A 10min:

- Ask any questions about the recording and editing process

Interview Prep 80min:

- Set up equipment and session
- Practice recording you and your partner as host
- Practice recording you and your partner as guest

Class 8:

Interviews 90min:

- Set up equipment and session
- Practice recording you and your partner as host
- Practice recording you and your partner as guest

Class 9:

Editing 90min:

- Edit interview and intro into full episode
- Re-record any un-usable audio
- Place all music and sounds

Class 10:

Q&A 10min:

- Ask any questions about the recording and editing process

Editing 80min:

- Finalize full episode
- Upload to soundcloud class playlist

Class 11:

Sharing 90min:

- 1st Half of class play podcast episode
- Discuss recording and editing process
- Receive feedback from peers and Instructor

Class 12:

- Sharing 90min:
- 2nd Half of class play podcast episode
- Discuss recording and editing process
- Receive feedback from peers and Instructor

INDIVIDUAL STUDENT EQUIPMENT LIST:

- **Macbook Pro: N/A**
- **Behringer U-Phoria Studio Recording/Podcasting Bundle: \$99.00**
 - Equipment Included*
 - Ultra-compact UM2 USB audio interface
 - C-1 condenser microphone
 - HPS5000 closed-back headphones

- XLR cable
- USB cable
- Swivel mount
- **InnoGear Boom Arm: \$22.99**
- **Foam Windscreen: \$8.99 (sold in packs of 12)**
- **USB Hubs (optional): \$8.99**

SOFTWARE:

- **Pro Tools + iLok: 30-day trial or teacher/student package**

System requirements

- *Intel Mac with Mac OS X 10.8.5 (only supported below Pro Tools 12.5), 10.9.5 (only supported below Pro Tools 12.8), 10.10.5 (only supported below Pro Tools 12.8.2), 10.11.6 or 10.12.6 (only supported with Pro Tools 12.8 and above)*
- *Intel® Core i5 processor*
- *16GB RAM (32GB or more recommended)*
- *Internet connection for installation*
- *15GB disk space for installation*
- *USB-port for iLok authorization (iLok 2 or iLok 3 required)*
- *USB-port, FireWire-port or Thunderbolt-port*
- *Supports 64-bit AAX plug-ins in Pro Tools*

ADDITIONAL MATERIALS:

- **Notebook**
- **Pen**