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# Upcycle Your Audio

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# Upcycle Your Audio

Creating Recorded & Live Web
Audio Your Audience Can't Refuse

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# Behind This Presentation

- Years of…
  - experience with online videos, classes, and webinars
  - trial and error

- Video tutorials for incoming students
  - 28,000 views
  - 73%+ retention rate (lifetime average)
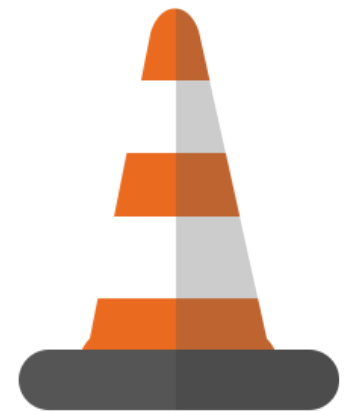
# Levels of Multimedia Quality

- Media

- Content

- ~~Network~~

# Key Aspects of Audio Content

- Technical quality

- Tone

- Pacing

# **Technical Quality**

- Equipment

- Environment

- Setup

# Tone

- Keep it lively

- Know (or imagine) your audience
  - investment, background, environment
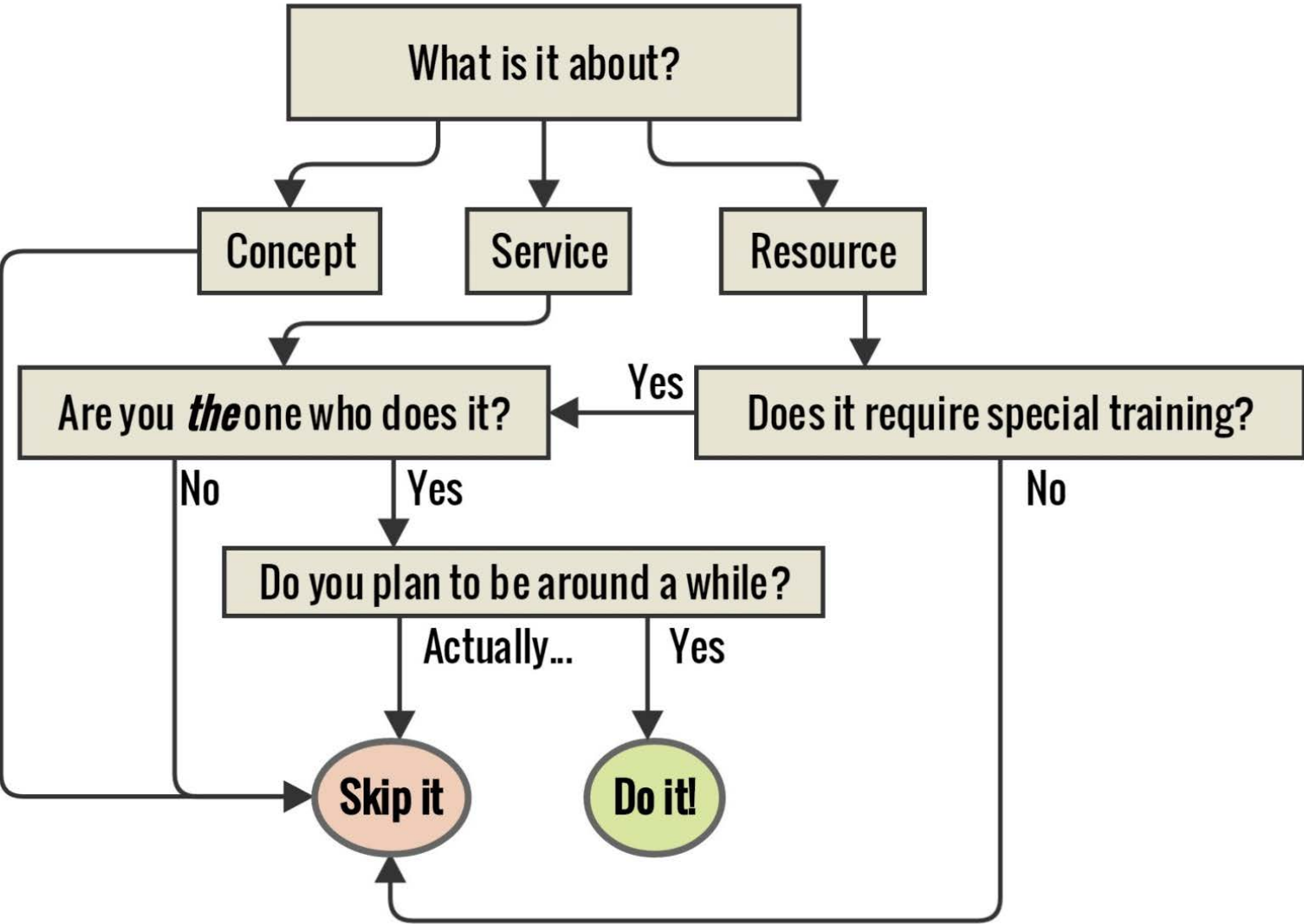
- Formality

- Supplements

# Pacing

- Primary versus secondary content

- Pauses

# Should I introduce myself in this video?

# **Accessibility**

- Audio-only

- Audiovisual

# From Preparation to Practice

- You will mess up

- Your mouth makes (extra) noise

- Breathing is noisy

# Audacity to the Rescue

- Free

- Multiplatform (PC, Mac, GNU)

- So. many. features.

  – Record

  – Cut (& paste)

  – Noise reduction

  – Silence audio

# Balance the equation

**Effort** $\longrightarrow$ **Satisfactory product**

**Time**

- The answer depends on you and your audience.*

*and possibly your boss