

Radio Web Promo

This project is one in which you are creating an original radio station web promo of 30 seconds. This is a very common and creative thing that most all radio stations use on their websites.

You will be using 4 skills for this this project. You will need Adobe Premiere, Adobe Audition, Adobe Illustrator, and Adobe Photoshop.

I will be the client and I am very picky about how I want it to look as well. Be very thoughtful in your production. I have to sign off on it!

#1. Watch the example video below.

#2. Come up with a station name and genre for your station similar to the example video.

#3. Type a script for the voice over that YOU will do!

#4. Make a sketch storyboard for how the project will look. Draw it out the best you can. You need to have:

- a. Ken Burns Effect used for ALL of your photos.
- b. Logo graphic in the opening and end.
- c. Smaller logo graphic used during the whole 30 seconds.
- d. High quality photos of the artists. (At least 6)

- e. Music of the artist in the photos. (At least 6)
- f. Voice Over guiding the piece.
- g. Use transition video effects.
- h. 30 Seconds perfectly timed

#5. Assemble your project in Adobe Premiere and export it for the final version.