

AUDIO STYLE GUIDE 2015

zappmedia Voices stands for quality, speed and excellent service.

This style guide outlines **binding specifications** for zappmedia audio productions.

MANUSCRIPT

When in doubt, the specific instructions in the manuscript and in the corresponding job description of the assignment have priority over the requirements specified in this style guide.

SPEAKING AND RECORDING

Always use the same technical set-up you used to produce your zappmedia voice samples.

SPECIFICATIONS FOR MICROPHONE AND RECORDING ENVIRONMENT

- Condenser microphone with pop filter
- Microphone type: Cardioid – if possible, enable low cut 80 Hz
- Use rooms with subdued acoustics or recording booths
- Do not wear loudly ticking watches or jewelry
- Avoid rustling sounds with clothes or paper
- To test your voice and potential background noises, use closed headphones

Test your acoustic environment BEFORE recording by briefly turning up the volume on the headphones.

Make sure to set the optimum volume for the headphones. If the headphones are set too loud, it usually causes the speaker to speak too quietly. If the headphones are set too quiet, this can cause you to speak too loudly.

SETUP OF AND DISTANCE TO MICROPHONE

- Narrative and informative: 8-12 cm
- Theater performance: 10-20+ cm
- Advertisement (soft): 5-10 cm
- Advertisement (hard) : 2-5 cm

Make sure that the center of the microphone and the microphone capsule are pointed towards the upper lip. On the other hand, for a very nasal voice, the microphone should lightly point down towards the chin from above.

TONE CONTROL / EQ

- Neutral (EQ off)
- Low cut 80-100 Hz with 12 dB/oct

For men with strong chest voices in the low to extreme low vocal registers:

- EQ low shelf -3 dB to -6 dB from approx. 400 Hz

COMPRESSION

- Max -3.5 dB peak reduction, ratio: 1:8
- Peak level: -0.6 dB
- Level control: average -6 dB

If you make strong 'S' sounds, please use a de-esser and reduce the corresponding frequency range to -6 dB at maximum

We will happily provide parameters for your audio software.

EDITING

- Cut out breathing sounds before the beginning of sentences
- Reduce breathing sounds in the middle of sentences to 15 dB to -20 dB
- Remove mouth sounds

MASTERING

- Simple normalizing with -0.6 dB
- File names: As specified in the manuscript

Format of the audio file: As specified in the job description; if not otherwise specified, the standard format is WAV 48kHz.

DOWNLOAD AUDIO FILES

For security purposes, the final files must always be delivered via upload on the zappmedia platform.

At least 1 audio file must be uploaded per manuscript.

If multiple files belong to one manuscript, a ZIP file must be uploaded.

CORRECTIONS

Audio files with changes must contain the word “corrected” at the end of the file name.

Changes to the text document must be marked and highlighted in color.

Please add “corrected” to the text file names as well and upload them separately with the final files.

When you make corrections to the text or suggest changes, please record the respective passages in full sentences.

Upload the passages with your changes as separate audio files.

SUBSEQUENT RECORDINGS

Subsequent recordings are often edited into existent recordings.

For subsequent recordings, please make sure to work with the same technical **setup**.

If not specified otherwise, the recordings must retain the same tempo, cadence and intensity.

COMMUNICATION

The zappmedia audio team is happy to answer your questions and to take requests and feedback.

Our communication languages are ENGLISH and GERMAN.



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