



T195 Lesson 10: The Creative Process

By Abdul Rahman Bin Hairudin. (24046131)

Synopsis

Step into the future of running with the all-new Green Running Shoes by New Balance, where sustainability meets performance and style. The ad begins with a mysterious runner, lacing up and stepping onto a concrete road. With each stride, the world around him transforms into a flourishing landscape of thriving flora. As he runs, the surrounding noise fades, and the weight of his steps echoes, symbolizing the power of eco-conscious choices.

The camera captures him running in slow motion, flaunting the stylish yet sustainable shoes that combine eco-friendly materials into a stunning masterpiece. Each step he takes reduces his carbon footprint, slowly unveiling a world where plants and nature thrive endlessly.

The ad ends with the tagline, accompanied by an electrifying sound: ***“New Balance: Reducing your carbon footprint, one step at a time.”*** The scene concludes with the hum of an electric bulb, slowly fading out as the light switches off.

Tracks Used

Music - Showcases the grandeur and stylishness of the shoes.

Voiceover - To convey the intended message: Buy the shoes and contribute to a greener planet.

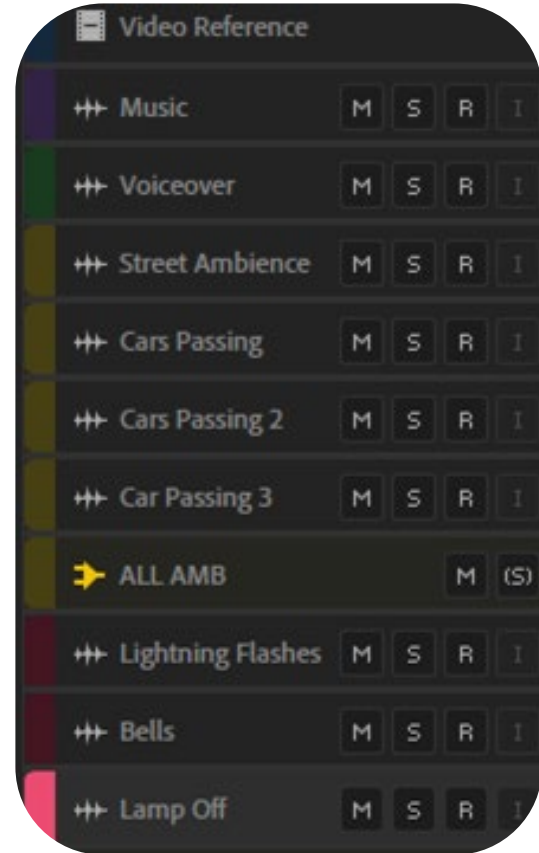
Street Ambience - Simulating the environment shown in the video, a street with cars passing by.

Cars Passing 1, 2 and 3 - Utilising the Stretch Function in Properties to achieve a sped-up version of cars passing by as seen in the video.

Lightning Flashes - To conclude and give essence to the New Balance logo and motto by adding an impactful and striking sound.

Bells - Signifies the serenity and tranquility of the flowers and a peek into a realm where flora thrives.

Lamp Off - To conclude the video as the New Balance logo and motto disappears.

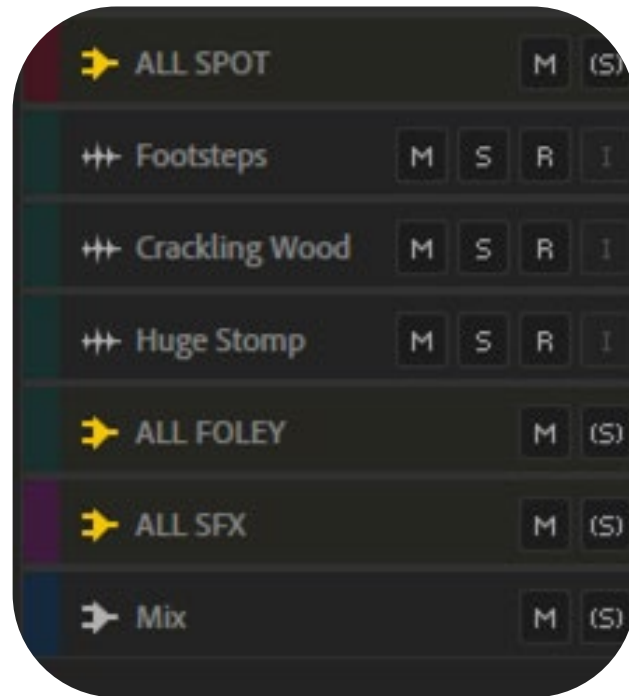


Tracks Used

Footsteps - Shows the steps the runner took in the video in slow-motion, also utilising the Stretch function to simulate and match up with the steps he took in the video.

Crackling Wood - Signifies the plants randomly and mysteriously growing with each step he takes, showing the growth and impact a green and eco-friendly world will bring.

Huge Stomp - To accentuate, complement and refine the footsteps to make it more noticeable and impactful, shaking.



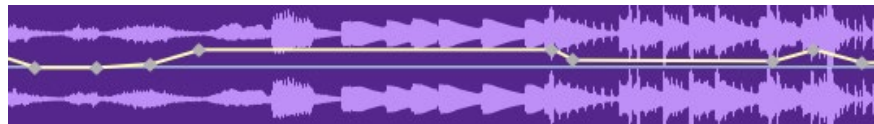
Volume Automation

- Deployed volume automation to tracks that can be excessively loud or soft.
- As the music was too overpowering, I decided to lower the volume to give room for the voiceover to come through.

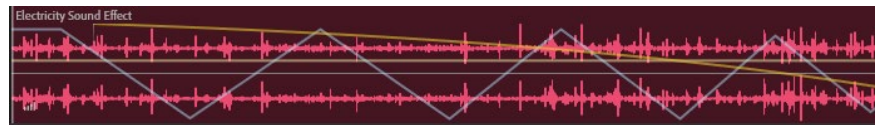
Panning

- Deployed panning to achieve surround sound effect.
- As the lightning flash sound was used to accompany the logo and motto of New Balance, I decided to pan the track to articulate the strikingly positive environmental impact that their shoes bring.

Music Track



Lightning Flash Track



Cross-Fading

- Deployed Cross-fading to match vehicles moving fast in a random manner in the video.
- By cross-fading, the sounds of each car zooming by at specific moments will be captured and matched accurately.

Cars Passing Tracks



Fade-ins & Outs

- Utilised fade-ins and outs for almost every track to incorporate seamless and smooth transitions.
- This will altogether help create a natural flow to my audio tracks as there are no abrupt cut-ins or sudden cut-offs.

Bells and Crackling Wood Tracks



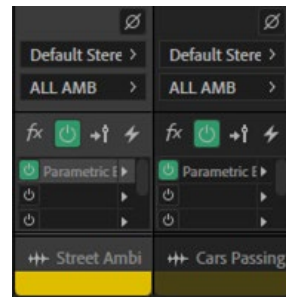
Parametric Equalisers

- Utilised Parametric EQs to allow high-pass filters to come through.
- As the video shows sped-up cars and a busy street in an exceedingly fast manner, I decided to use EQ to allow the high-frequency sounds of the street ambience and low-frequency sounds of the cars to pass through, creating a multi-layered and realistic feel.

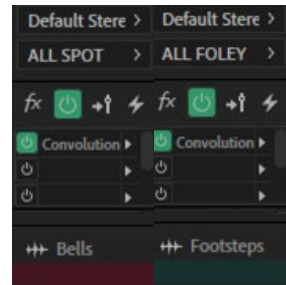
Convolution Reverb

- Utilised reverb to add more essence and impact to match up with the ambience of the visuals in the video.
- This will create a more natural audible experience as it will simulate real-life ambient sounds, giving a more realistic touch.
- In this case, reverb was applied to bells to give it a more complete sound as well as to accentuate the footsteps.

Tracks with Parametric EQs



Tracks with Convolution Reverb



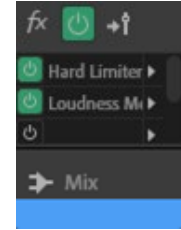
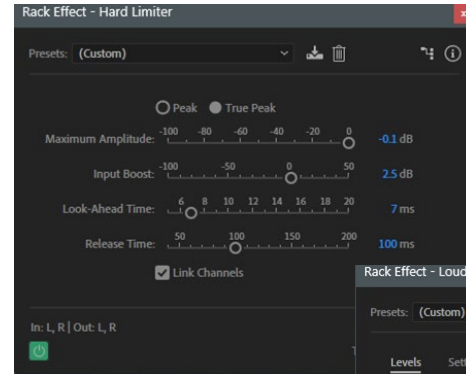
Stretches via VariSpeed

- As many of the visuals in the video is either slowed down or sped up, stretching audios were necessary.
- Alongside stretching the passing car sounds to be faster, footsteps and stomps were stretched to be slower, to match with the steps of the runner.

Loudness Meter & Hard Limiter

- To assess true peak and ensure loudness consistency across different platforms and to ensure better listening experience.
- Therefore, it is required:
 - Average at **-16 LUFS** integrated
 - **-1 LUFS** true peak

Footsteps and Huge Stomp Tracks



<
Plugins for
Mix (Master
Fader) to
assess true
peak.

>
Ensuring
requirements
stated at the
side are met.



In total, there are:

1 Music Track

1 Voiceover Track

4 Ambient Tracks

3 Spot FX Tracks

3 Foley Tracks

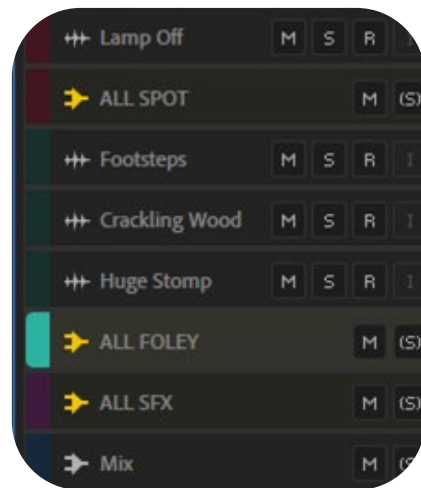
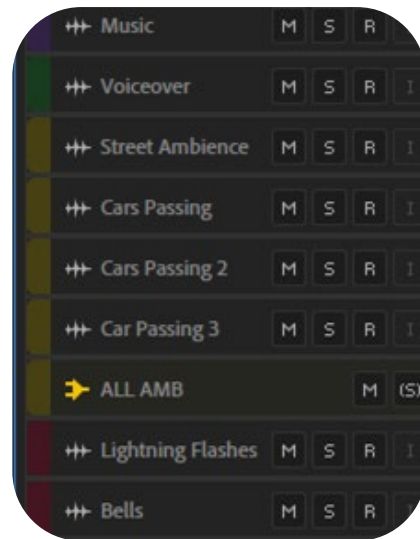
In total, 12 tracks were used.

Busses

- Each track is categorised and colour coded into different sub-parts:
 - Music (Purple)
 - Voiceover (Dark Green)
 - Ambient FX (Yellow) - ALL AMB
 - Spot FX (Red) - ALL SPOT
 - Foley Tracks (Cyan) - ALL FOLEY

Conclusively,

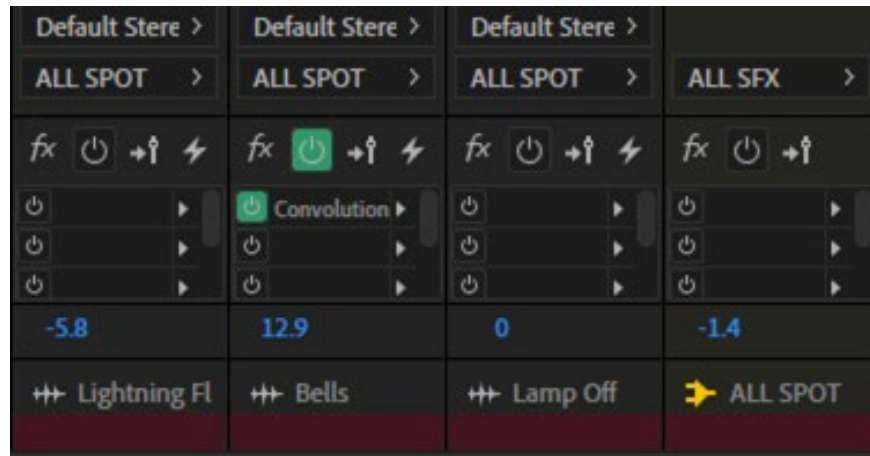
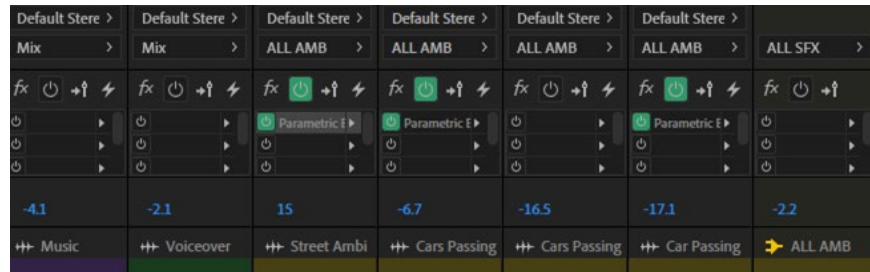
- ALL AMB + ALL SPOT + ALL FOLEY = ALL SFX
- VO + MUSIC + ALL SFX = Mix
(Master Fader)



Busses (Mixer)

- All Ambient tracks are routed to ALL AMB.
- All Spot FX tracks are routed to ALL SPOT.

Ambient Tracks routed to ALL AMB.



Spot FX Tracks routed to ALL SPOT.

Busses (Mixer)

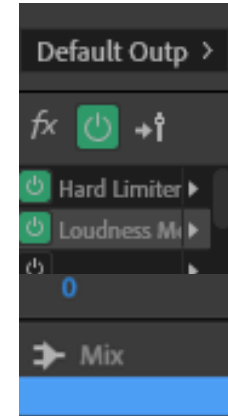
- All Foley tracks are routed to ALL FOLEY.

Foley Tracks routed to ALL FOLEY.



Busses (Mixer)

- All AMB, ALL SPOT & ALL FOLEY gets routed to ALL SFX, which is then routed to Mix (Master Fader).



All AMB, ALL SPOT,
ALL FOLEY routed
to ALL SFX, then to
Mix.

END.