



Communicating with sound

Collection: Interacting with media

Sound is a medium that matters. It can stimulate us intellectually and grab us emotionally. For the communicator, sound is also the most practical of tools. Your audience can listen to a podcast or a radio programme while they're busy doing other things like walking, driving or keeping fit. You can add a narration and sound effects to your animations and videos or leave it to music to set the mood. As a communication medium, sound is here to stay.

This short course provides you with the knowledge and skills you need to incorporate sound into your digital media strategy. It helps you to determine when and how to use audio and makes sure you have the right tools and techniques to obtain a quality result every time.

Is this for you?

This course is aimed at speakers, trainers, subject experts, voiceover artists, bloggers, journalists, marketers, digital content designers – in fact just about anyone who wants to create digital audio content. It assumes no technical knowledge other than very basic computer skills. If you already have sound recording equipment that's fine. If you don't, you'll find out on the course what's needed to do a good job.

The specifics

Complete this course and you'll be able to:

- make the case for audio as the best medium for your subject;
- develop a compelling concept for your audio content;
- structure your recording to maintain interest;
- record sound in such a way that you control echo, manage 'plosives', avoid muffled sound and minimise background noise;
- edit your recording to remove unwanted sound characteristics;
- edit the elements of your recording to make them sound cohesive;
- choose the best distribution channel for your content.

How it works

The course is comprised of eight 'episodes', each of which includes a short video and, more often than not, an activity to help you to build your skills and confidence. We also provide you with a range of valuable resources that you can use for on-going reference and opportunities to engage with others taking the course.

If you complete the course, you will receive a Skills Journey badge. If you want, you can complete an optional assignment to help you put what you have learned into practice and demonstrate your skills to others.