

Designing with voices

The Challenges of
Presenting and
Sound Editing in AD



Bernd Benecke

Barcelona April 20th 2023

A good narrator may...

- ...adapt a funny text and make it a funny AD
- ...change a not-so-funny text into a funny AD



Hahaha...
Hihihii!

A NOT-SO GOOD narrator may...

- ...adapt a funny text and make it a boring AD
- ...adapt a not-so-funny text and leave it boring



This is not
funny...

What to do?

- Choose the right woman or man to voice
- Adapt the style or tone of the original
- Catch the comedy in the original
- Do not add to much of your own
- Let the technician find rhythm in the editing



Case studies Part 1:

- “Dinner For One” Smooth
- “Dinner For One” Dynamic
- “Chicken Run” Rhythm of Speech

Ooops...



Using two voices...

Great idea!

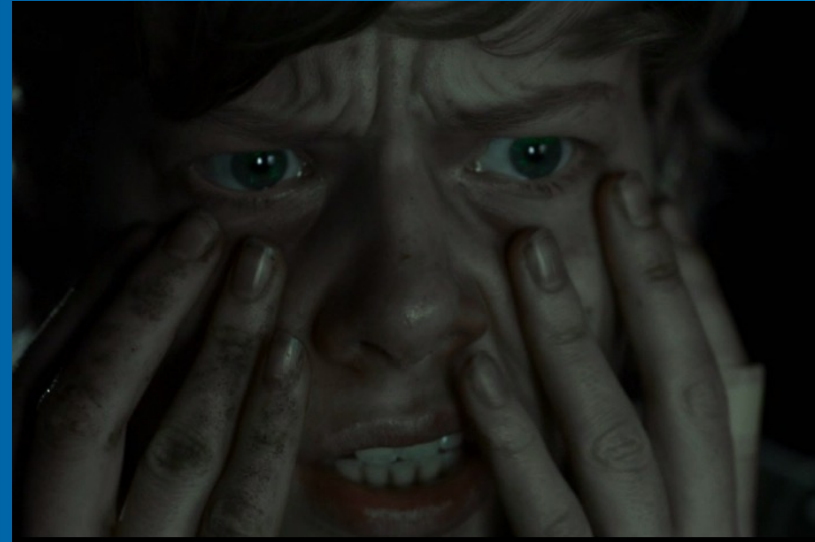
- You may choose more than one voice...
- ...with different time levels
- ...with different plot perspectives
- ...with different settings
- Let the technician help you with effects!



Case studies Part 2:

- “Fried Green Tomatoes”
- “Play”

This is not real...



Moltes
gràcies!

bernd.benecke@br.de