

CREATING AN ENHANCED PODCAST

An enhanced podcast is a podcast that includes multimedia data—generally images and hyperlinks—that can be timed to display at specific points during the podcast. Chapter markings allow easy navigation through the material. Enhanced podcasts are used as narrated slide shows; however, creators must keep the iPod's small screen size in mind when creating graphics.

At the current time, enhanced podcasts are AAC-encoded audio files (.m4a, .m4b, etc.) and can be played only within iTunes and on iPods. For more information on enhanced podcasts, go to http://en.wikipedia.org/wiki/Enhanced_podcast and <http://docs.info.apple.com/article.html?artnum=301880>.

The following instructions demonstrate how to use Apple's GarageBand 3 to combine audio, images, and links into an enhanced podcast. GarageBand 3 comes with Macs and is available on the Macs in the Multimedia Language Laboratory. The content elements, of course, can be easily created on a PC.

Preparation

Although it is possible to record your podcast in GarageBand, these instructions assume that you will create the audio as you have been doing all semester. You will use GarageBand to add images and links to your audio file.

Creating a Script and Storyboard

The most important element of an enhanced podcast is the audio track. The art of podcasting is creating scripted or semi-scripted audio that sounds informal and conversational. If you are working with a partner, consider a format that sounds like a conversation or, perhaps, an interview. Even if you have written a complete script, try using only notes, i.e., talking points, when you record.

To create an enhanced podcast you need not only a script of what you will say but also a storyboard that shows where the other elements—images, links—will appear in the podcast. One useful way to do this: type your script on the left-hand column of a page and use the right-hand column to list the images and links you will use. If you plan to use audio examples, you need to insert these into your audio script, perhaps in a different color.

Assembling Images and Links

Type the links you will use into a text document from which you will be able to cut and paste. You will need a short title for each link; put that in your document as well.

The images you want to use can be in GIF, JPG, PNG, or TIF format. If you don't know which to choose, use JPG. The important thing to remember is that images in enhanced podcasts are essentially square, but most pictures are not. In GarageBand you will be able to select the part of the image to include. However, if you need to show an entire rectangular image, you should consider mounting the image on a background. For example, create a square PowerPoint slide, insert the image, and export the slide as a JPG (see next paragraph).

You can add titles and text to your enhanced podcasts as images, too. One way is to create PowerPoint slides in a custom, i.e., square, size. Open PowerPoint and create a presentation. Go to **File > Page Setup** and choose **Custom** from the pull-down menu under **Slides sized for:**. Make a square slide by making both height and width the same; 8 inches works. **Tip:** It's wise to choose a slide design with few graphics. Once you've created your slides, go to **File > Save As...** and choose the **JPEG** format. You may be asked whether you want to export all your slides or just the current one. If you choose all, each slide becomes a .jpg in a folder with the presentation's name.

Save your links and images in a folder on Netfiles.

Recording Your Audio

Record your script and save/export it as an MP3 file. Put the file into a folder on Netfiles with your images and list of links.

If you are commenting on music and will include song clips in your podcast, you may want to consider recording your script in segments to make inserting the song clips easier, e.g., your audio segment 1 – song clip – your audio segment 2.

If you plan to talk about songs, you will need to obtain an MP3 version of each song (ask Professor Bower) and use Audacity to select and save the short sections you will include in the podcast. Import the MP3 into Audacity, select and copy the section you need, open a new Audacity project, paste in the section you have copied, and export the new project as an MP3. Save them with the other elements of your podcast on Netfiles.

Putting the Parts Together in GarageBand 3

On a Macintosh, move the folder with the elements of your podcast from your Netfiles space, flash drive, or CD to the desktop. Open the folder so that you can see the files.

Opening and Saving a Project in GarageBand



Open GarageBand and select **New Podcast Episode**. Name your episode (something unique without spaces) and click **Create**. When the project opens, go to **File > Save As...** and save your episode on the **MMLL** of the Lab's computer.

Note: To make sure that your project is not erased accidentally, it must be saved on the **MMLL** drive of the Language Lab's Macs. Anything not saved on the MMLL drive is automatically erased when you log out. You will need to re-open the project on the same computer. You may find it useful to burn your project to CD or store it on a flash drive in order to work on different computers.

To reopen your project, select **Open Existing Project** and navigate to your podcast project.

ALWAYS REMEMBER TO SAVE YOUR PROJECT EVERY FEW MINUTES AND AFTER YOU MAKE ANY SIGNIFICANT CHANGE.



The 'work area' of GarageBand looks like this. You drag elements (audio and images) you have prepared from your folder to the tracks. You do not need to use every track available. If you need to add tracks, click the + button. You will be asked to choose between **Software Instrument** and **Real Instrument**. For most purposes, choose **Real**.

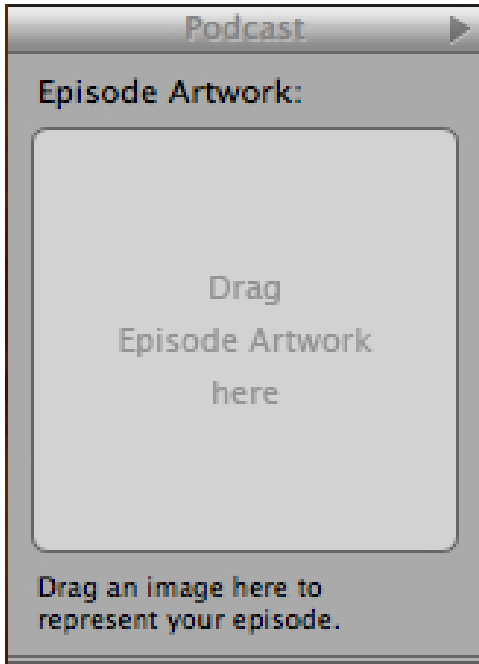
**View /
Hide the
Loop
Browser**

**View /
Hide the
Track
Editor**

**View /
Hide the
Track
Info**

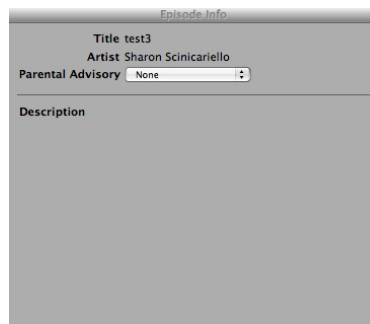
**View /
Hide the
Media
Browser**

Identify Your Podcast with Artwork and a Description



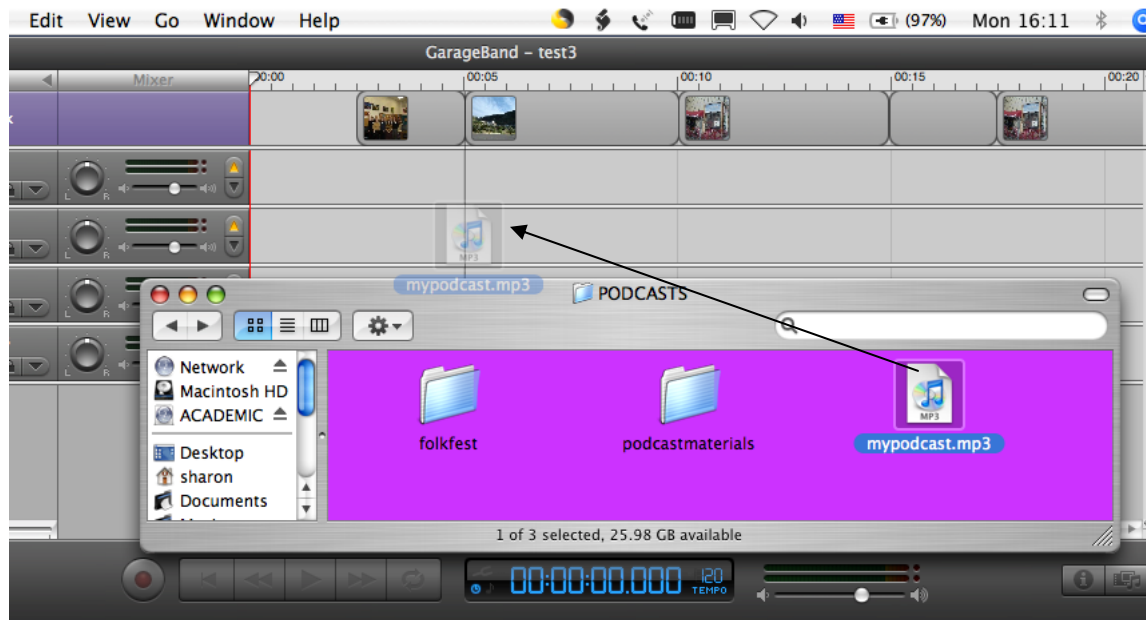
If you have an image or graphic to represent your episode, drag it to the **Episode Artwork** box below the work area.

To describe your podcast, click the **i** to see the Track Info and type the description into the space provided in the **Episode Info** box.

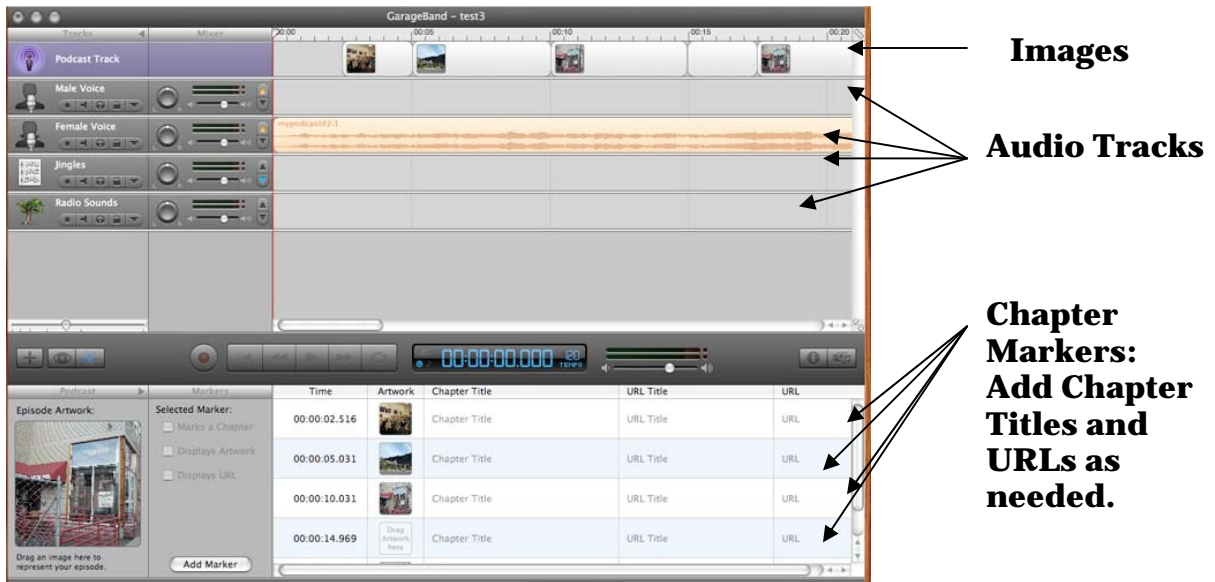


Importing Audio

From the folder that contains your podcast elements, drag the MP3 file(s) of your audio to the Male or Female Voice track. Reposition your audio segments by clicking and dragging them.



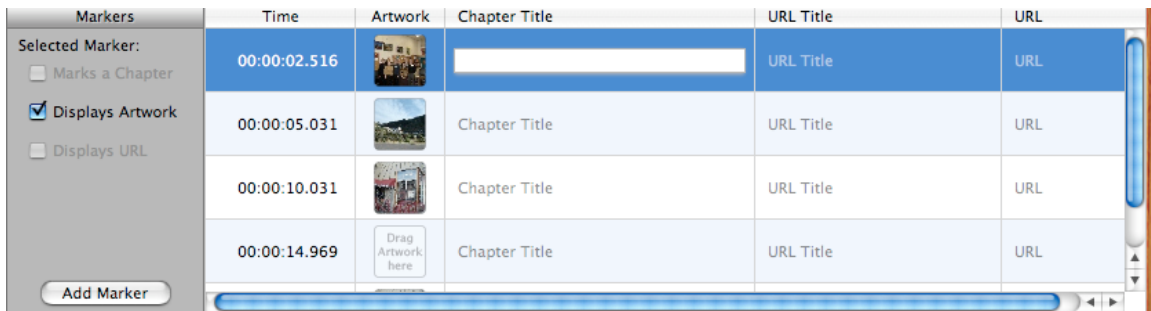
Adding Images



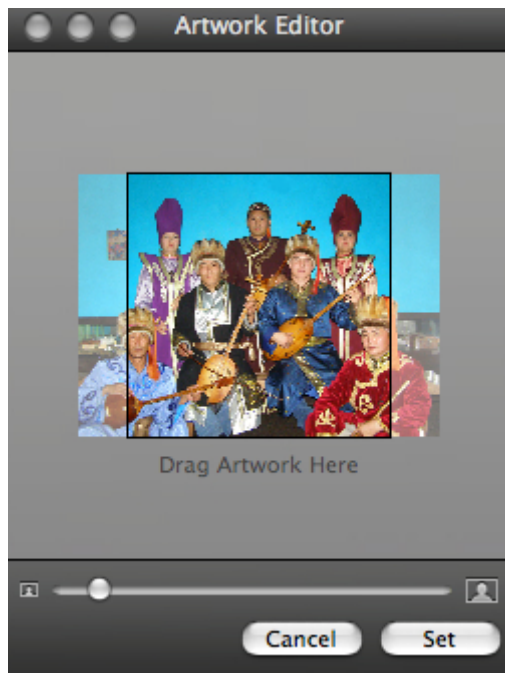
From the folder that contains your podcast elements, select an image and drag it to the Podcast Track. Move it along the track until it is positioned above the corresponding audio. Do the same thing for each image you plan to use. You will end up with something like the screen shown above. Adding Links

In the **Chapter Markers** area, you will see that a chapter marker has been created for each image you have added to your podcast. Click the words **Chapter Title** to add a title. To add a hyperlink, click **URL** and type in the full URL. Click **URL Title** to add a name to the link that will display in the podcast. If you don't add a URL Title, the link itself will display.

To add a chapter marker without adding an image, e.g., to add a URL by itself, click the **Add Marker** button and drag the new marker where you want it to go in the Podcast Track.



Editing Artwork



As noted above, images for enhanced podcasts are almost square—unlike most real-world images. The **Artwork Editor** allows you to determine which part of a non-square image—or a too large—image will display in the podcast. You can also reduce the image to fit into the square, but white borders will appear as the image is “letter-boxed.”

To resize the image, drag the slider.

To move the reposition the square, put the cursor inside it and drag the image.

Extras

A short audio file, a **jingle**, can be used to introduce and end your podcast.

- If you have a favorite piece of music in digital form, use Audacity to select, save, and export as an MP3 an appropriate short segment. (Remember that in most cases, using commercial recordings this way requires permission of the copyright holder.)
- In GarageBand, go to **Control > Show Loop Browser** (or click the **View / Hide Loop Browser** button) and select one of the included loops to use. If the loop you select seems too long, drag it to the **Jingles** track and then double-click on the track to edit the loop. Simply select the portion to delete and go to **Edit > Cut**.

Previewing Your Podcast

At any time you can see and hear a preview of your enhanced podcast by going to **Track > Show Track Info** or by clicking the **View / Hide Track Info** button, and clicking the play arrow. Your podcast will appear in a large **Podcast Preview** window.

Exporting and Uploading Your Finished Podcast

Save your entire project. Then go to **Share > Export Podcast to Disk**. Choose to save on the **MMLL** drive. This creates an .m4a file. Burn both the project file (.band) and the .m4a file to CD.