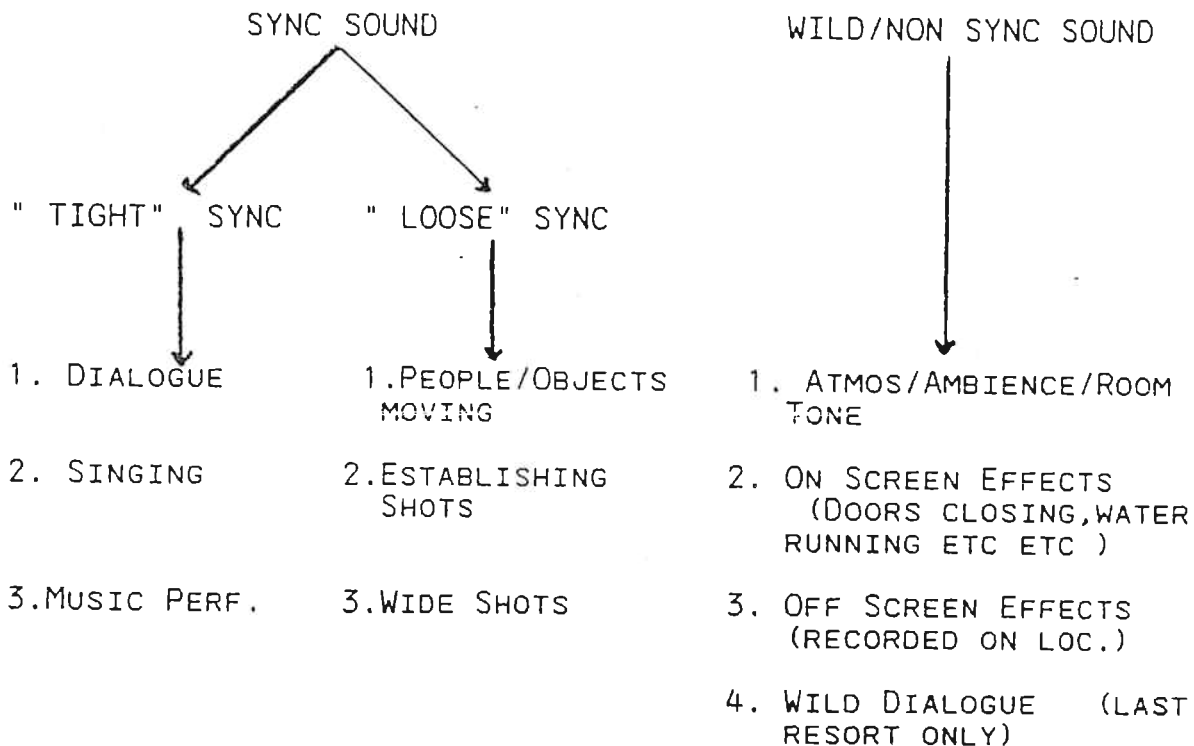


SCHOOL OF MEDIA AND JOURNALISM

MJB126 VIDEO PRODUCTION

SOUND

IN THE FIELD



TIGHT SYNC: SOUND THAT MUST BE IN CRITICAL SYNCHRONIZATION WITH THE PICTURE. IT MUST BE HIGH QUALITY, INTELLIGIBLE AND NATURAL SOUNDING. IT IS WHAT THE AUDIENCE "EXPECTS" TO HEAR.

LOOSE "SYNC" SOUND THAT IS IN SYNCHRONIZATION WITH THE PICTURE BUT CAN BE WIDER IN PERSPECTIVE. GENERALLY THERE IS NO VERBAL INFORMATION IN THIS SOUND. IT CREATES AN AUDIO ENVIRONMENT AND REINFORCES THE PICTURE

NON SYNC/WILD SOUND

SOUND THAT IS RECORDED INDEPENDENTLY OF THE PICTURE. IT HAS RELEVANCE TO THE PICTURE, BUT DOES NOT HAVE ANY OBVIOUS SOURCE OF SYNCHRONIZATION.