



The GoCreate Academy DipLCM workshops contain 3 elements:

- Access to our online learning portal prior to the workshop.
- Participation in a week long workshop.
- Included entrance to the DipLCM examination.

Online:

Using the latest e-learning methods, students can firstly access content in a variety of ways, like videos, podcasts, screencasts, presentations and quizzes.

In addition to accessing our various online content, students have the option to:

- Book 1-2-1 or group tutorials with our industry experts
- Attend webinars
- Get free content and tutorials both streamed and available for download, plus much more!
- All this, *before* the workshop commences, ensuring you are as prepared as your individual needs require.

Workshop:

Student's online learning progress is assessed and developed during a week long workshop. Each student will be personally mentored to prepare content for submission to the DipLCM examination. The workshops are held in specially chosen creative spaces to ably support the process. The workshops feature sessions with top industry experts who are still actively working, winning awards and ensuring your learning is contemporary and relevant to your respective industry.

Connect With People - Just Like You

Working with top radio professionals, the workshop provides a real-world setting for people to enable them to create ideas and learn how to promote them to a wider audience. Participants will write scripts, record voiceovers and create/select music/ fx from different sources. Many previous radio commercials that have been created in our workshops, have subsequently been broadcast on radio stations across the world!

Go Create Academy attracts people interested in learning more about creative subjects from industry experts and getting a highly recognised qualification.

Go Create Students become part of the growing Go Create Global community

The Go Create Virtual Academy enables students to reach out and interact with fellow students and like minded creative people from all over the world, encouraging people from different cultures, countries and backgrounds to integrate creatively together.

As part of our online community you will be first to hear about any new courses, especially those with limited places and to avail of any special offers & impromptu

Why Creative Radio Advertising Exams?

webinars from celebrity speakers we will offer from time to time.

Creating radio commercials often involves numerous and varied skills. Some of these are business-orientated: marketing, sales, business analysis, branding and presenting. Some of them are arts-based: music & FX design/ composition, sound mixing/production, creative/persuasive writing and drama/ communications.

The examinations offers candidates the opportunity to be evaluated either individually or in groups. In real life, employees in creative agencies and commercial production companies/departments tend to work either individually or collaboratively to realise creative ideas.

A large creative agency dealing with a National client, might deploy any number of directors, producers, copywriters, audio engineers, sound designers, musicians, singers. Then there are the account managers and Heads of Creative, embracing numerous responsibilities including day-to-day communications, interpreting briefs,

pitching and presenting ideas etc. At local radio stations all of these responsibilities are often expected of just one person!

The examination online material aim to make the candidate aware of the many different roles people play in the process of creating a radio commercial. Then advise them how to develop the skills to be able to express themselves in this medium.

Develop skills in:

- Understanding Radio Advertising.
- Sonic Branding Skills.
- Presenting a creative pitch.
- Briefing for radio.
- Creative writing techniques.
- Voice Direction & management.
- DAW – Recording & Mixing techniques.

Timetable: 5-day workshop

Day/Time	9.00-9.15	9.15-11.00	11.00-11.15	11.15 - 1.00	1.00-2.00	2.00 - 3.30	3.30-3.45	3.45 - 5.00
Monday	Intro	Creative Radio Advertising 1	Break	Creative Radio Advertising 2	Lunch	Creative Writing 1	Break	Creative Writing 2
Tuesday	Intro/Recap	Production 1	Break	Production 2	Lunch	Vocal Production	Break	Vocal Directing
Wednesday	Intro/Recap	Briefing, Pitching & Presenting for Radio	Break	Exam Content Prep	Lunch	Exam Content Prep	Break	Evaluation 1
Thursday	Intro/Recap	Exam Content Prep	Break	Submission of Exam content.	Lunch	Evaluation/Review	Break	Evaluation/Review
Friday	Intro/Recap	Exam	Break	Exam	Lunch	Exam	Break	Exam

The 5 day workshop consists of tutor-led instruction & evaluation & break-out sessions (in specialised computer labs) supported by tutors and assistants. Each student has access to their own computer/audio equipment to support content creation. Attendance to each module is not obligatory - depending on individual student evaluation. Students may use this time to work on examination content preparation with support from tutors & assistants.

Module Overview:

Creative Radio Advertising (CRA) 1 & 2

These modules take the candidate through a journey into sound on radio. From how advertising on a commercial radio station actually works, to looking at various roles and responsibilities of each person in the advertising chain. It maps the journey from initial meeting with a client, to a finished advert - going out on air. It highlights the many different areas of expertise in order to clarify the range of skill sets involved.

We look at how sound in advertising really works. From the 3 elements of sound, to Strategic versus Tactical Campaigns. Different Commercial types & how they are geared to influence. The principles of Sonic Branding, Sonic Straplines, Sonic Brand Triggers. Resourcing sonic elements & how to evaluate a sonic landscape.

Tutorial Support: Video, Audio, Case Studies & Online

Creative Writing 1 & 2

What is copywriting? A history of copywriting from the earliest forms of advertising to today's multiple mediums. The roles and responsibilities of a copywriter in a large creative agency.

How to write great copy - sell the sizzle NOT the steak! A point of difference - what makes people buy. Rules, tips & do's & don'ts. Common pitfalls, metaphors etc.

How to avoid creative burn-out & keep your ideas fresh and inventive.

Tutorial Support: Video, Audio, Case Studies & Online

Production 1 & 2

Learning techniques to create radio commercials. Digital Audio Recorder (DAW) techniques, how to record voices/microphones (both spoken and singing), sound fx, mixing, production, using compression, eq & effects etc. Valuable resource sites for music composition, sound design & sfx.

Tutorial Support: Video, Audio, Case Studies & Online

Vocal Production & Vocal Direction

Using two professional voice-over artists, students will be taught the workings of the human voice, vocal techniques, how to manage voice-over artists, session psychology, vocal production techniques & how to direct voice-over artists.

Tutorial Support: Video, Audio, Case Studies & Online

Briefing, Pitching & Presenting for Radio 1 & 2

These 2 modules explore some of the client negotiation elements in radio advertising. Students will work with real-life case-studies and advertising needs, learning: How to build their own radio briefing form (from our template). Techniques to build a sonic presentation & sonic mood-boards. How to advise clients about creativity in advertising. Pitching techniques exploring the psychology of selling & then presenting creative ideas - using the highly effective methods from a selection of successful role-models.

Each student will be given a selection of real-world radio advertising scenarios & asked to devise a pitch & presentation for one client. They will create/prepare all necessary support material for this process & present to their peers (divided into two groups). Each group will then choose two preferred people to represent them in front of the whole class.

Tutorial Support: Video, Audio, Case Studies & Online

Exam Content Prep

These modules are break-out group based and will involve all tutors mentoring each student in the process of: Idea conception, creative direction, business analysis, content preparation, technical understanding, production, mixing, the elements needed for their DipLCM examination. This interaction will be student-led & course tutors will act only in an advisory capacity. These modules are mostly practical, studio-based sessions, where students will record any external voice-over artists, singers or musicians needed for their radio commercials. These sessions will also be used to mix the radio commercials to broadcast standard, ready for submission for the DipLCM examination.

Evaluation 1

This module will involve course tutors assessing the conceptual & creative process achieved by each student at that time. The aim being to ascertain how each student is progressing & will result in guidelines & suggestions for students to improve & further develop their ideas, program notes or knowledge in related areas.

Submission of Exam content

This session will ensure all content is submitted by each student in the correct format & sent to the examiners for pre-exam evaluation. N.B. Students will have a special dispensation to make **small** changes to either program notes or radio commercials for subsequent submission at the end of the day's session.

Evaluation/Review

As the title suggest, this module will be used to help students in final preparation for their examination. This could involve changes to a commercial mix, amending program notes, presenting, rehearsing for the Q&A session in the examination & advising on performance techniques.

Course Tutors:

Peter Stone
Eugene Ruane
Susan Hickey