

Getting your video right

Voiceover + music



Making sure your video sounds right for you

Whether you've worked on a video before or not, these quick notes will help.

Step 1: Choosing a voiceover

We use our in-house team for voiceovers. If you have a specific type of voice in mind you want to use instead, we can usually source this for you and send you samples to choose from.

What to consider

Accent

Do you want a regional, [RP](#), or neutral accent?

Gender

You may have a strong preference for a male or female narrator.

Characteristics

Is there a 'type' you're looking for to represent your project, for example age or ethnicity?

We have to record the voiceover before we can start animating your video.



Step 2: Choosing the music

Unless you already have a sonic brand or a licensed track, we'll select options for backing music for you to choose from. Usually, the tracks have a sonic watermark – often the company name repeated, such as 'audio jungle'. This will go when we buy the licence. Because of the licensing cost of commercially successful music, it's unlikely the music will be something you know.

You need to choose the music before we animate or edit your video as we match movement to the music.

We do not normally send clients full recordings to check before animation as you'll have already signed off the script. Please ask us if you want to hear the voiceover before we go on to animate.