

Tarzan of the Apes

By Kyle Johnson

Audio Book Design Guide

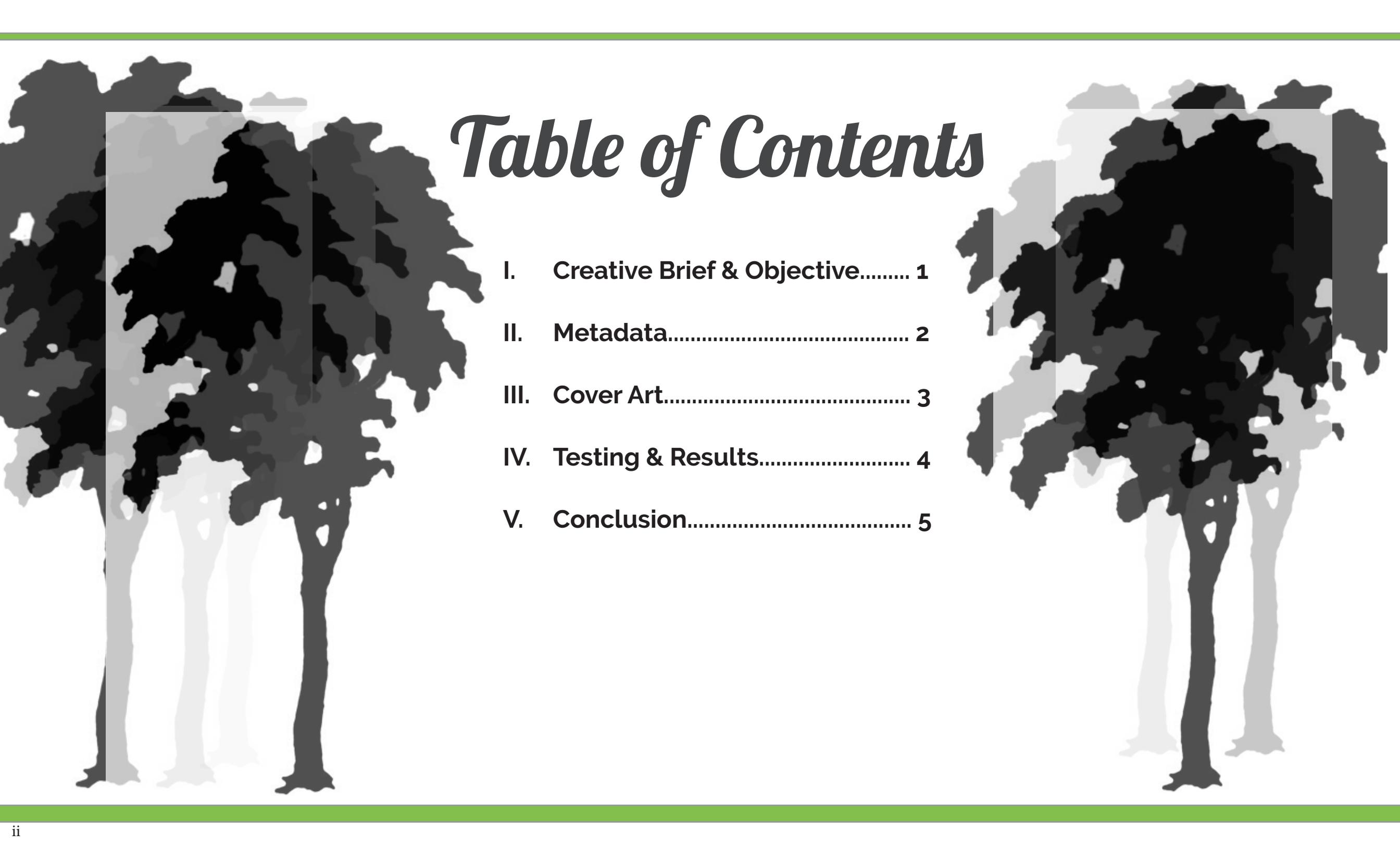


Table of Contents

I.	Creative Brief & Objective.....	1
II.	Metadata.....	2
III.	Cover Art.....	3
IV.	Testing & Results.....	4
V.	Conclusion.....	5

Creative Brief & Objective

Creative Brief

The Audio book that I've chosen for this project is from the astounding author, Edgar Rice Burroughs, who writes the thrilling story, "Tarzan of the apes." This is the first book of the Tarzan series and it's no wonder that this has been a classic tale for ages. I personally am a big fan of this story. There have been movies and TV shows based on this tale, but none of them compare to the real story about how Tarzan came to be. Some day I hope Hollywood will get it right and create the Tarzan story how it is in the book. For now, I will enjoy the wonderful audio book that helps this great tale come to life and bring words to the man called "White ape".

A main reason why I choose this audio book is because I'm such a hug fan, but the audio book needs a proper upgrade. The cover is very outdated and there are no chapters in the audio files. The audio book is one long audio session with no breaks and no chapters. Not only that, but there is nothing in the description about the author and how he was failing in his writing until he wrote, "Tarzan of the apes" which became a major success. Edgar Burroughs' story is an amazing one that everyone should have the chance to read or hear. Thus why I'm excited to take this outdated, no chapters, and missing metadata audio book and bring it back to life!

Objective

My game plan is to take the audio book (which I rented from the Orem Library) and take the audio and cut it up into chapters. This will be no easy task, but luckily I have Ben Kingsley as the narrator and listening to his accent can never get old.

Once I've cut the audio into chapters, it's time that I take that old primitive art cover and bring it up to par with the 2000's art. I have a few sketches in mind, one I like very much. It came from ad disney piece where the artist placed young Tarzan's silhouette inside his ape mother's (Kala) silhouette. I think I will sketch up a silhouette of a mighty ape and place a strong buff tarzan inside the ape (thus Tarzan of the apes!). My color scheme is going to be a jungle green with a rough font for the title of the book.

With the audio now ready to be placed in chapters and the art cover now looking like a book that you can judge by it's cover, I am now ready to dive into the Metadata and give it an upgrade which includes when the book was created, the author, the narrator, a description of the story, and a background/bio of the author and how he came to write one of the greatest stories ever told, "Tarzan of the apes".

iTunes Metadata

Artist: Edgar Rice Burroughs
Album: Tarzan of the Apes
Album Artist: Ben Kingsley (Narrator)
Composer: Black Stone Audio Books
Genre: Audiobooks
Year: 1993
Track: - of 28

Comment:

A man and his wife are left deserted on an island after the crew on-board the ship they are traveling on mutinies. With nothing but some supplies, the couple must find a way to survive in the intense jungle environment with a new baby boy on the way.

Author's Bio:

Check out this link to learn all about Edgar Rice Burroughs and how he created one of all time adventure series, Tarzan of the apes!

https://www.edgarriceburroughs.com/?page_id=48

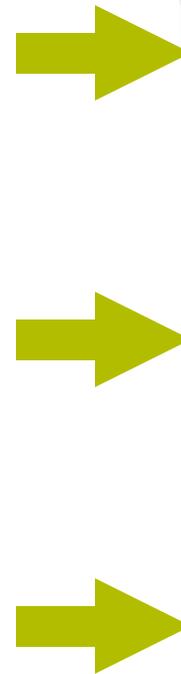
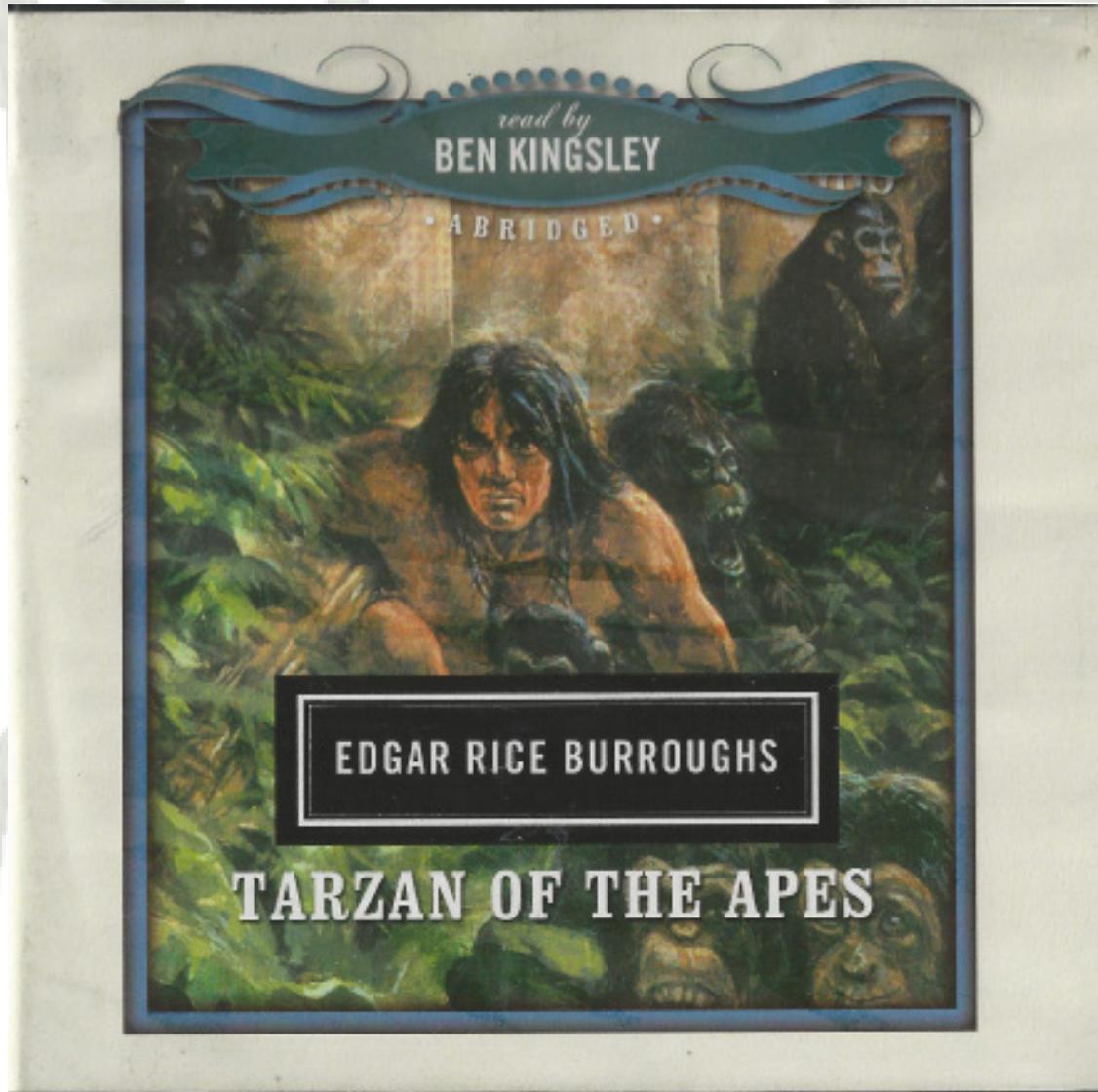


The image shows a screenshot of the iTunes metadata editor window. At the top left is a small album cover for 'Tarzan of the Apes'. To its right, the artist name 'Edgar Rice Burroughs' and album title 'Tarzan of the apes' are displayed. Below this is a tabbed interface with 'Details' selected. The 'Details' tab contains various metadata fields: 'artist' (Edgar Rice Burroughs), 'album' (Tarzan of the apes), 'album artist' (Ben Kingsley), 'composer' (Black Stone Audio Books), a checkbox for 'Show composer in all views', 'grouping', 'genre' (Audiobooks), 'year' (1993), 'track' (- of 28), 'disc number' (empty), 'compilation' (checkbox for 'Album is a compilation of songs by various artists'), 'rating' (5 stars), 'bpm', and 'comments'. The 'comments' field contains the same text as seen in the main document. At the bottom right are 'OK' and 'Cancel' buttons.

artist	Edgar Rice Burroughs
album	Tarzan of the apes
album artist	Ben Kingsley
composer	Black Stone Audio Books
<input type="checkbox"/> Show composer in all views	
grouping	
genre	Audiobooks
year	1993
track	- of 28
disc number	of
compilation	<input type="checkbox"/> Album is a compilation of songs by various artists
rating ♡
bpm	
comments	A man and his wife are left deserted on an island after the crew onboard the ship they are traveling on mutinies. With nothing but some supplies, the couple must find a way to survive in the intense jungle environment with a new baby boy on the way.

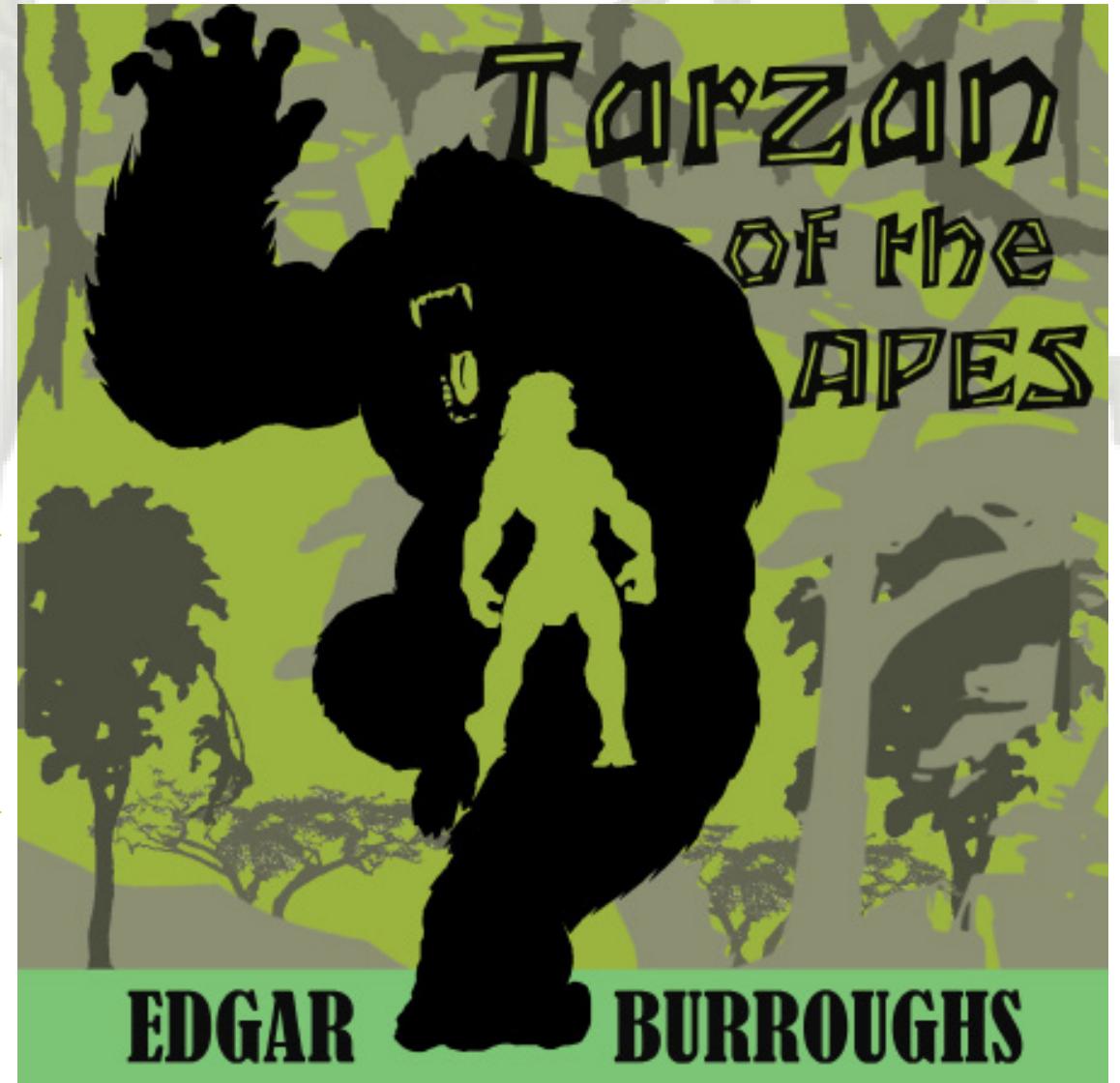
Out with the OLD

This is a cool illustration but it's out of date. What's in right now with audio books are solid color that are flat and simple. This piece of art is from the 90's! It's time to bring it up to the 2,000's.



In with the NEW

I illustrated a silhouette of an angry ape and placed the mighty buff Tarzan in the center of the ape. This is will bring the audio book up to date where the audience will be judging a book by it's cover.

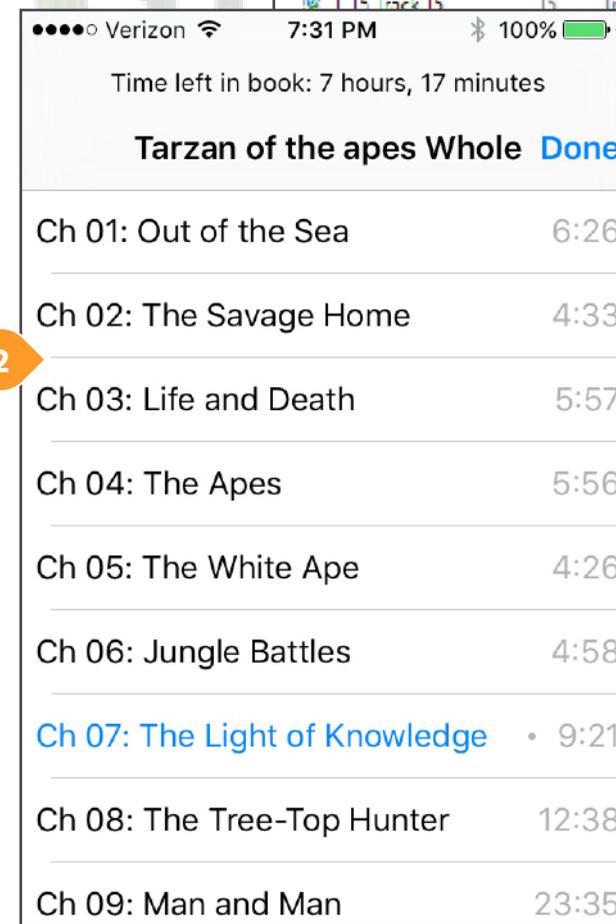
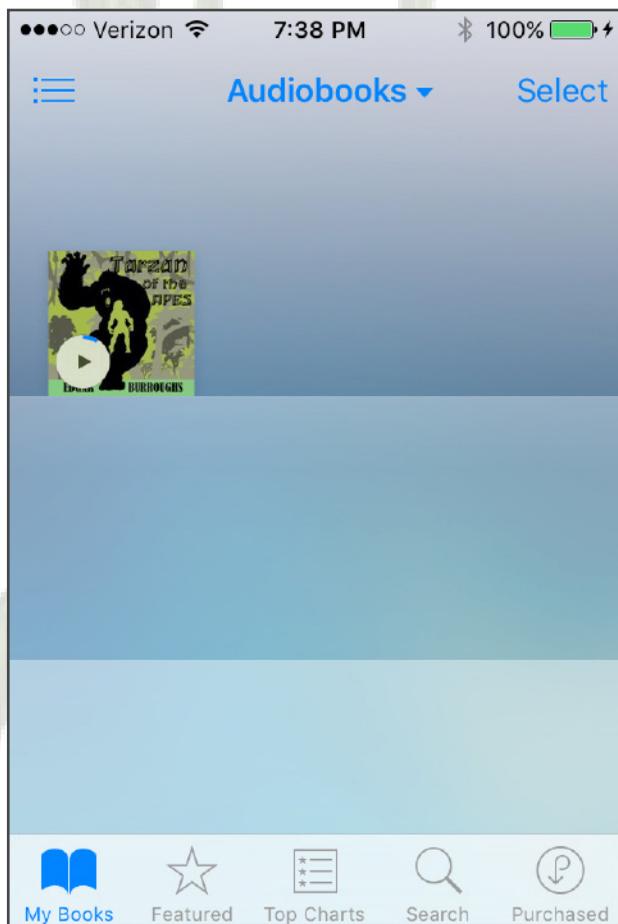


Testing & Results

iPhone

One major change that I wanted to make while creating this new audio book for Tarzan, was to change the track number to be chapters in the program. As you can see to the right, **1** that was how the audio book first looked. With the first title be named track 01, and it had nothing to do with chapters in the book. To make the change, I went through and listened to the audio book while reading the physical book and cut the audio into the proper chapter pieces. Once finished, I was able to come up with what is shown below after putting it through the audiobook builder on the Mac. Much better for the user in knowing where they're at in the book **2** while listening and easy to see on the main audio book page **3**.

1-01 Track 01	1	Track 01	Edgar Rice Burrou...	Tarzan of the Apes
1-02 Track 02	2	Track 02	Edgar Rice Burrou...	Tarzan of the Apes
1-03 Track 03	3	Track 03	Edgar Rice Burrou...	Tarzan of the Apes
1-04 Track 04	4	Track 04	Edgar Rice Burrou...	Tarzan of the Apes
1-05 Track 05	5	Track 05	Edgar Rice Burrou...	Tarzan of the Apes
1-06 Track 06	6	Track 06	Edgar Rice Burrou...	Tarzan of the Apes
1-07 Track 07	7	Track 07	Edgar Rice Burrou...	Tarzan of the Apes
1-08 Track 08	8	Track 08	Edgar Rice Burrou...	Tarzan of the Apes
1-09 Track 09	9	Track 09	Edgar Rice Burrou...	Tarzan of the Apes
1-10 Track 10	10	Track 10	Edgar Rice Burrou...	Tarzan of the Apes
1-11 Track 11	11	Track 11	Edgar Rice Burrou...	Tarzan of the Apes
1-12 Track 12	12	Track 12	Edgar Rice Burrou...	Tarzan of the Apes
1-13 Track 13	13	Track 13	Edgar Rice Burrou...	Tarzan of the Apes
1-14 Track 14	14	Track 14	Edgar Rice Burrou...	Tarzan of the Apes
1-15 Track 15	15	Track 15	Edgar Rice Burrou...	Tarzan of the Apes
k 16			Edgar Rice Burrou...	Tarzan of the Apes
k 17			Edgar Rice Burrou...	Tarzan of the Apes
k 18			Edgar Rice Burrou...	Tarzan of the Apes
k 19			Edgar Rice Burrou...	Tarzan of the Apes
k 20			Edgar Rice Burrou...	Tarzan of the Apes
k 21			Edgar Rice Burrou...	Tarzan of the Apes
k 01			Edgar Rice Burrou...	Tarzan of the Apes
k 02			Edgar Rice Burrou...	Tarzan of the Apes
k 03			Edgar Rice Burrou...	Tarzan of the Apes
k 04			Edgar Rice Burrou...	Tarzan of the Apes
k 05			Edgar Rice Burrou...	Tarzan of the Apes
k 06			Edgar Rice Burrou...	Tarzan of the Apes
k 07			Edgar Rice Burrou...	Tarzan of the Apes
k 08			Edgar Rice Burrou...	Tarzan of the Apes
k 09			Edgar Rice Burrou...	Tarzan of the Apes
k 10			Edgar Rice Burrou...	Tarzan of the Apes
k 11			Edgar Rice Burrou...	Tarzan of the Apes
k 12			Edgar Rice Burrou...	Tarzan of the Apes
k 13			Edgar Rice Burrou...	Tarzan of the Apes
k 14			Edgar Rice Burrou...	Tarzan of the Apes
k 15			Edgar Rice Burrou...	Tarzan of the Apes
k 16			Edgar Rice Burrou...	Tarzan of the Apes
k 17			Edgar Rice Burrou...	Tarzan of the Apes
k 18			Edgar Rice Burrou...	Tarzan of the Apes
k 19			Edgar Rice Burrou...	Tarzan of the Apes
k 20			Edgar Rice Burrou...	Tarzan of the Apes
k 21			Edgar Rice Burrou...	Tarzan of the Apes
k 22			Edgar Rice Burrou...	Tarzan of the Apes

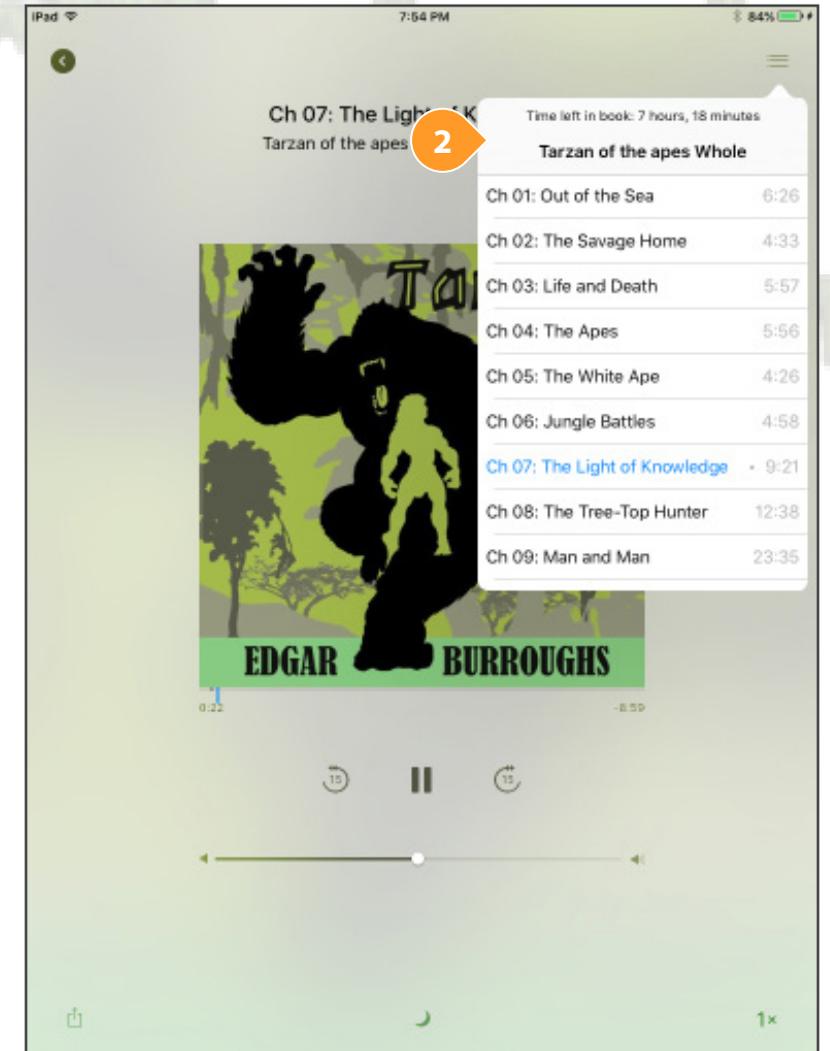
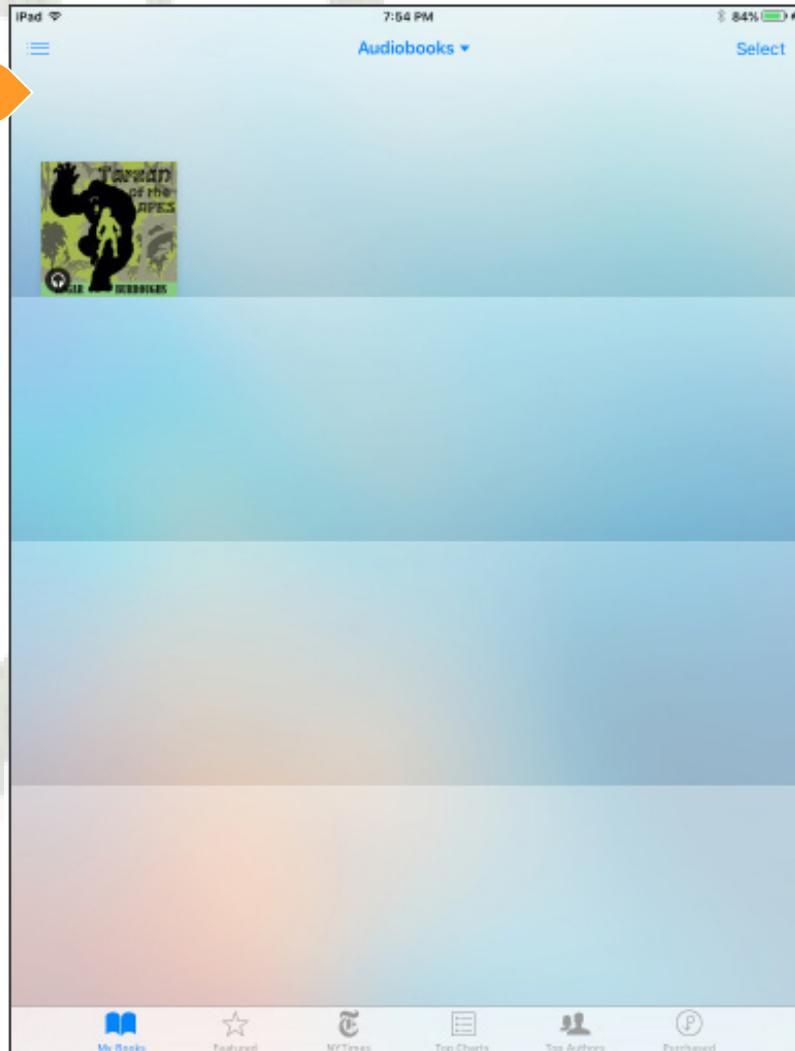


Testing & Results

iPad

Here are the iPad results with the audio book.

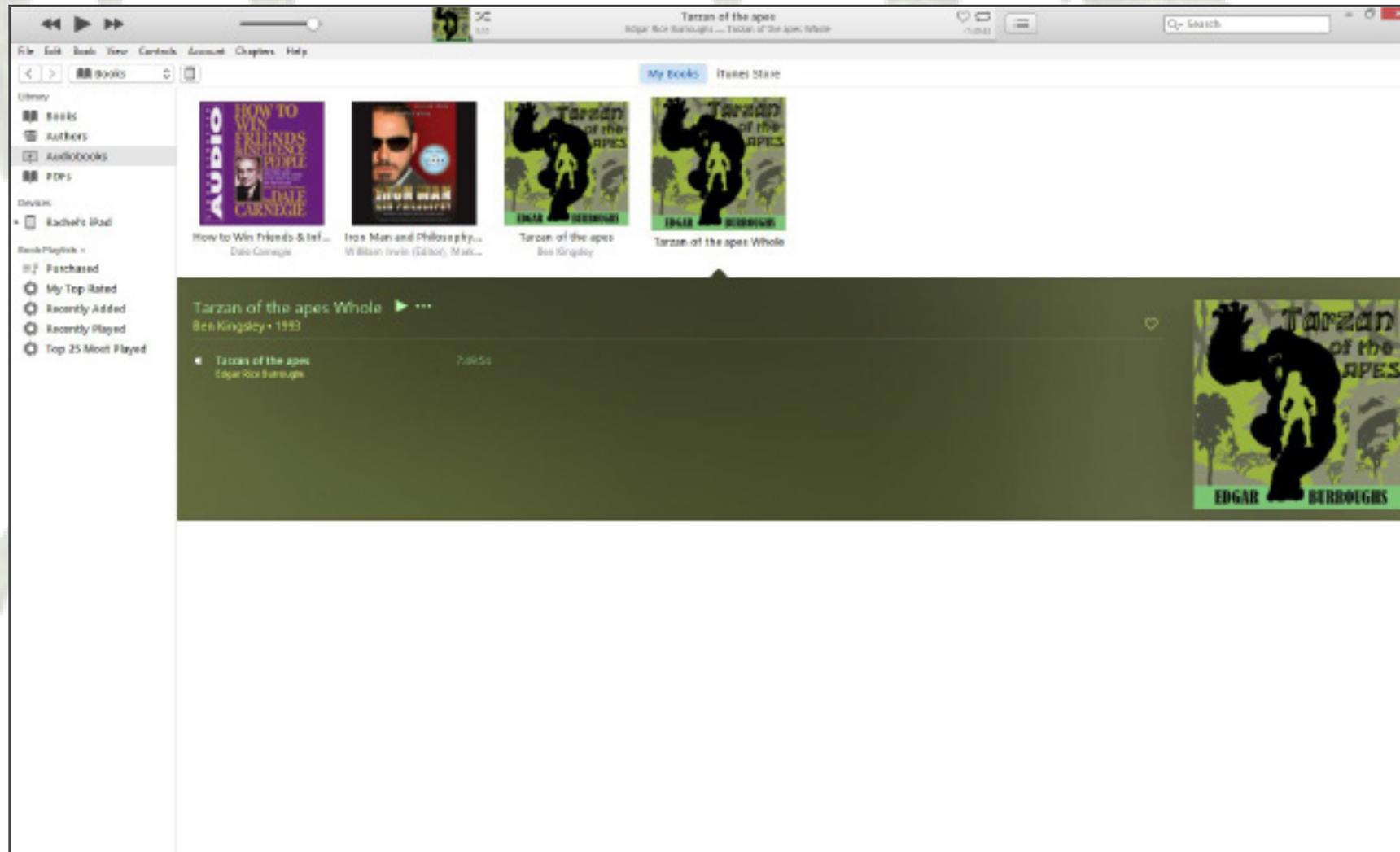
As you can see, viewing the chapters are different than from the iPhone. The user can still see what chapter they are on. Up at the top of the iPad screen **1** and are able to easily access the chapter menu **2** and move to what chapter they need to go. The art cover for the iPad works great! No pixelation and easy to read. The thumbnail **3** works great when on the audio book shelf.



Testing & Results

iTunes

Last but not least, we have the iTunes results. Like the other results you can see that we have the chapter viewer up at the top where the user is able to select to which chapter they wish to go. The art cover works amazing on the iTunes program which has a 3,000 by 3,000 pixel for the image. Clicking on 'get more info' will bring up all that the user needs to know about the book and the author. This truly is a work of art!



1.		Ch 01: Out of the Sea 0:00
2.		Ch 02: The Savage Home 6:25
3.		Ch 03: Life and Death 10:59
4.		Ch 04: The Apes 16:56
5.		Ch 05: The White Ape 22:52
6.		Ch 06: Jungle Battles 27:19
7.		Ch 07: The Light of Knowledge 32:17
8.		Ch 08: The Tree-Top Hunter 41:38
9.		Ch 09: Man and Man 54:16
10.		Ch 10: The Fear-Phantom 1:17:50
11.		Ch 11: King of the Apes 1:29:27
12.		Ch 12: Man's Reason 1:52:09
13.		Ch 13: His Own Kind 2:10:07
14.		Ch 14: At the Mercy of the Jungle 2:39:44
15.		Ch 15: The Forest God 3:01:10
16.		Ch 16: Most Remarkable 3:11:43

Testing & Results

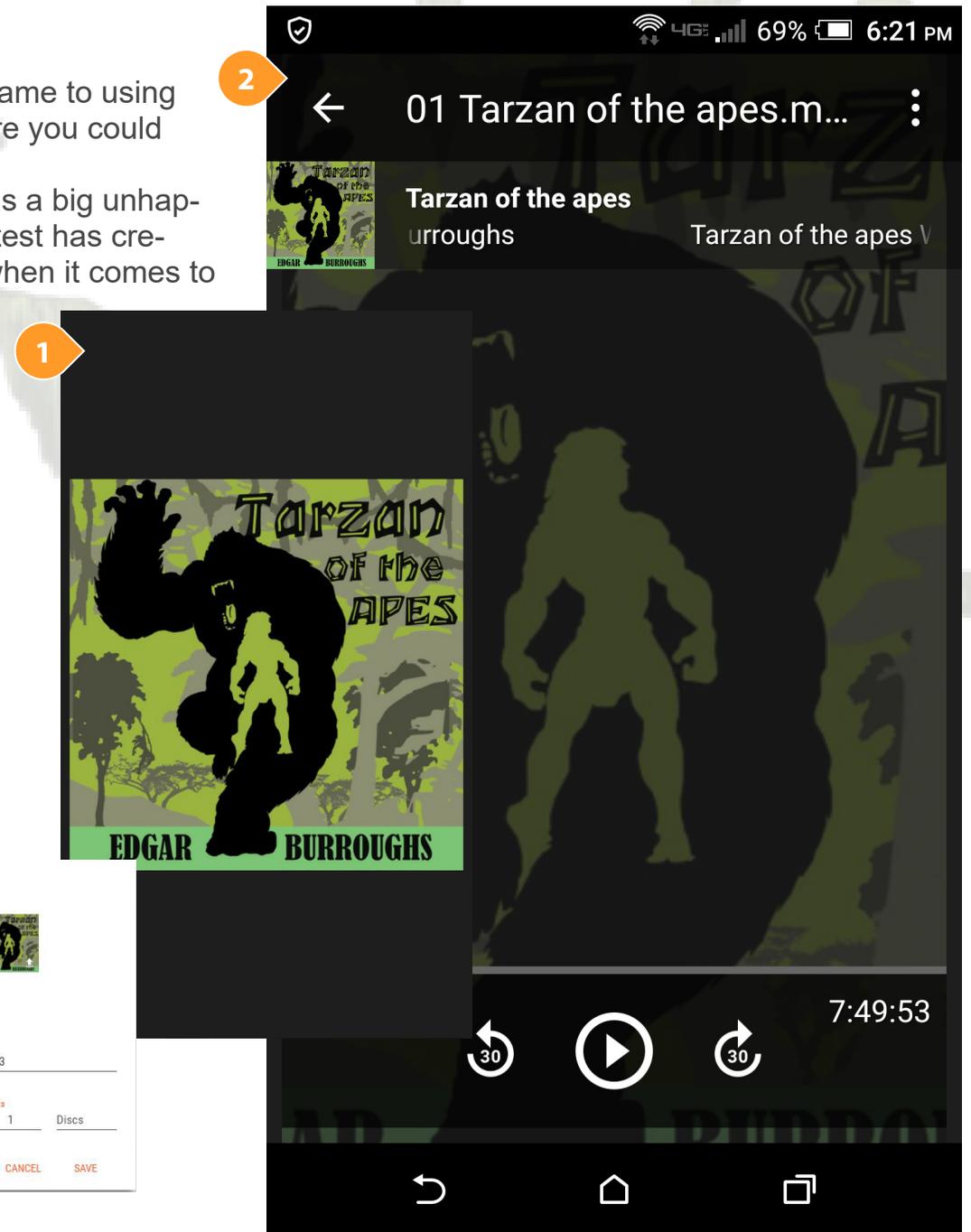
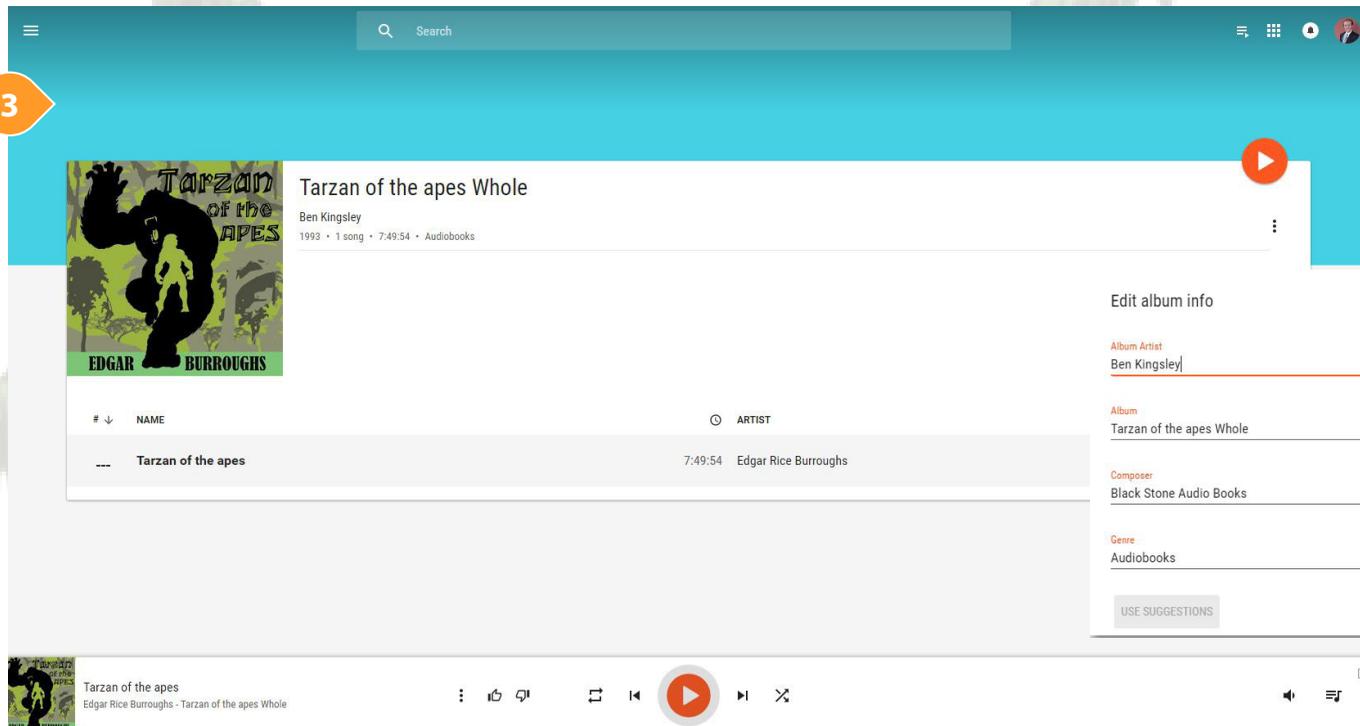
Android

Oh Android, why are you so different from iPhone? The iPhone and iPad worked great when it came to using the audiobook but Android was not as happy. Thankfully I was able to finally get it to work where you could see **1** the cover art and **2** author of the book.

Unfortunately I worked and worked and could not get the chapters to work for the Android. It was a big unhappy face for me. But the audio worked great and the Meta data shows up great! Performing this test has created a great desire in me to go and buy the new iPhone 7 because of how amazing iPhone is when it comes to showing off music and data.

Google Music

My last test was on Google Play. I have all of my data saved to Google Drive and a perk with that is that Google Play can take any music that I have and upload it so that I can listen to it anywhere I go. The audiobook looks good on Google Play. It shows the content well, with the author and Meta data. I ran into the issue with the chapters like I had with the Android. Overall, it looks good!



Conclusion

MetaData

With the old version of the audio book missing a lot of data, it's nice to update the data to include what the book is about, who narrated the book, when the book was published, and a bio about the author and his journey of writing the story of Tarzan.

Cover Art

Let's admit it, the old cover art was in desperate need of a new cover piece. Not only was it very pixelated, it also had a lot of illustration going on. With recent design being more about clear, simple and flat images, it's nice to have a this new art work for the album cover. The new cover is not pixelated, is up to date with reaching out to the audience's eye and causing a desire for them to listen!

Testing & Results

After all the update and building in audio book builder, it's nice to finally see the work come together. We were able to see the finished work on the iTunes, iPhone, iPad, Android and Google play. The art work looked great, the thumbnail was easy to view and the chapters made a significant difference when listening to the book.

With many hours and hard work we finally have a finished copy of one of the greatest books ever written, even "Tarzan of the apes".

