VA335 - Sound & Image

**Instructor**: Selçuk ARTUT, PhD in Media Communications

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**Class Hours:** 13:40 pm - 16:30 pm // Tuesdays FASS 1014

**Course Description**

This course explores sound fundamentals as an ingredient of art and design, focusing on varied sound segments for installation, performance, video/film, www, and audio production. The course is intended for art and design students as well as persons interested in basic knowledge of sound and acoustic. The course is geared towards students who have interest in transforming and using sound in artistic installations, performances, web pages, motion graphics, film, multimedia etc.

**Course Objectives**

The purpose of this course is to relate to sound as a material; teaching acoustics as the nature of the material, its composition, and textures, and how to recognize its nuances, weaknesses, and strengths, teaching ear training to develop the ability to recognize the audio material in basic ways; size, shape, dimensions, and color, the introduction of using everyday sounds as compositional material.

**Textbook**: Reference Books and supplementary notes will be provided

**Topics included**

Physics of sound

Beyond the Pitch/Duration Paradigm

Sound Aesthetics

Audio-Visual Relationship

Digital Audio

Multi-track Techniques

Sound Editing

Sound Effects

Recording an Event

**Sound equipment:** Computer recording and editing software (DAWs), computers, headphones

**Software Recommended** (Not limited to): Reaper, Sony Acid Pro, Audacity, Ableton Live, Pro Tools, Cubase, Apple Logic, Soundforge

**Grading Policy**: 40% Final Project + 50% Assignments (four assignments) & Quiz (approx. eight quizzes) + 10% Attendance and Participation (3 misses loses the 10%)

Weekly Schedule Tentative

Important: Students are required to read the articles prior to the class attendance!!!

Week 1: Introduction, Course Objectives, Students’ Expectations

A/V MATERIALS to be introduced in class

1) Star Wars-Episode II [25:41]

2) Holey Foley \_ Sound Design at Earth Touch [07:00]

3) Ben Burtt Creates the Sounds for Wall-E [06:55]

4) Sound of Monsters University [09:47]

Things to do for the next session:

- **Read**: The Material Heterogeneity of Recorded Sound, Rick Altman (refer to SUCourse)

Week 2: Sound as a Concept

+Quiz 1 [10 min]

**Discussion**: The Material Heterogeneity of Recorded Sound, Rick Altman

A/V MATERIALS to be introduced in class

1) Gary Hecker-Veteran Foley Artist [05:36]

2) Angry Birds [06:18]

3) The Secret World of Foley [13:21]

Things to do for the next session:

- **Read**: Principles of Sound Design, Joseph Cancellaro (refer to SUCourse)

- **Read**: Acoustics from the Beginning, Joseph Cancellaro (refer to SUCourse)

Week 3: Principles of Sound Design / Acoustics

+Quiz 2 [10 min]

A/V MATERIALS to be introduced in class

1) The Sound of Jurassic World [09:32]

2) The Sound of Avatar [08:47]

- **Reading**: Principles of Sound Design, Joseph Cancellaro

- **Reading**: Acoustics from the Beginning, Joseph Cancellaro

Things to do for the next session:

- **Read**: Digital Audio Fundamentals, Joseph Cancellaro (refer to SUCourse)

Week 4: Digital Audio

Reminder: Bring your comps in class!!! Software Installation

+Quiz 3 [10 min]

A/V MATERIALS to be introduced in class

1) The Sound of Where the Wild Things Are [06:22]

2) The Sound of Brave [12:23]

**Reading**: Digital Audio Fundamentals, Joseph Cancellaro

Assignment 1: Sound Editing. Edit the sound according to the Cue Sheet (Submission in next week)

Video Tutorial: Lynda.com Audacity

Week 5: Multi-track - Layering Audio

+Quiz 4 [10 min]

A/V MATERIALS to be introduced in class

1) Gravity [06:32]

2) Life of Pi [12:22]

Assignment 2: Multi-track. You are required to create a sound composition that occurs in a jungle environment. Duration will have to be at a minimum of 3 minutes. You may refer to the attached library, but you are also allowed to use any sound material available.

Use panning, automation! (Submission Schedule: Next Week: Draft Reviews, Two Weeks: Submission)

Things to do for the next session:

**Read**: Beyond the Pitch and Duration Paradigm, Trevor Wishart (refer to SUCourse)

Week 6: Philosophy of Sound - Beyond the Pitch and Duration Paradigm

+Quiz 5 [10 min]

A/V MATERIALS to be introduced in class

1) The Sound of Inception [06:32]

2) God of War [12:22]

3) Blade Runner [14:02]

4) Flight: A Sound Design Case [3:30]

5) Zimoun: Sound Artist [18:02]

**Reading**: Beyond the Pitch and Duration Paradigm, Trevor Wishart

Submission: Assignment 1 (project with all source materials)

A/V MATERIALS to be introduced in class

1) Musique Concrete [06:10] https://www.youtube.com/watch?v=c4ea0sBrw6M

2) The Sound of Need for Speed

3) The Sound of The Hobbit

Review: Assignment 2

Week 7: Effects and Processors

+Quiz 6 [10 min]

A/V MATERIALS to be introduced in class

1) Interstellar

2) Argo

3) Brave

Submission: Assignment 2

Week 8: Sound Branding

+Quiz 7 [10 min]

Assignment 3: Sound Branding - at the SUCourse server there are 6 different videos uploaded, there you would be required to compose a soundtrack and a sound design for 3 of the clips you’d prefer. Make sure you design an identity sound for the moment logo appears.

(Submission Due: 3 weeks)

Things to do for the next session:

**Read**: Beyond the Pitch and Duration Paradigm, Trevor Wishart (refer to SUCourse)

Week 9: Audio Visual Relationship

+Quiz 8 [10 min]

Review: Assignment 3

Week 10: Hands on Approach: Recording a Scene

Review: Assignment 3

Assignment 4: Sound Recording: Recording an Instance

Final Project Introduced: H+ Natural Hydration Case: Music and Sound Design for an Advertisement or Film Scoring

Week 11: Final Revision

Submission: Assignment 3

Week 12: Final Revision

Week 13: Final Revision

Week 14 Final Submission

Submission: Assignment 4

Final Submission: refer to submission guidelines provided in class

**Course Policies**

Students are expected to

- come to class on time.

- be attentive and engaged in class.

- spend an adequate amount of time on the homework each week, making an effort to solve and understand each problem.

- engage with both the abstract and computational sides of the material.

- seek help when appropriate.

Plagiarism means using words, ideas, or arguments from another person or source without citation. Cite all sources consulted to any extent (including material from the internet), whether or not assigned and whether or not quoted directly.

Any form of cheating will immediately earn you a failing grade for the entire course.

Course content, requirements and policies are subject to change at the discretion of the instructor

**Pandemic avoidance rules:**

It will be obligatory to wear a mask continuously and appropriately in all the indoor and outdoor spaces on our campus. For our collective health, it will be a duty for each and every one of us to remind and warn others who do not wear a mask or do not wear it appropriately.