



Sinful Audio

Haunt Audio and Sound Design

What is Sound Design?

- A. **Foley**
The capture or re-creation of sounds that are added to film, video, and other media in post-production to enhance or replace production audio.
- B. **Field Recording**
The method of capturing audio, generally in an outdoor environment for later use in Foley and post-production
- C. **Synthesis and Modulation**
The creation of sound through electronic manipulation of existing sound sources or from base audio signals.
- D. **Downloading copyrighted material off the interwebs**

Answer: A,B,C

What does sound design require?



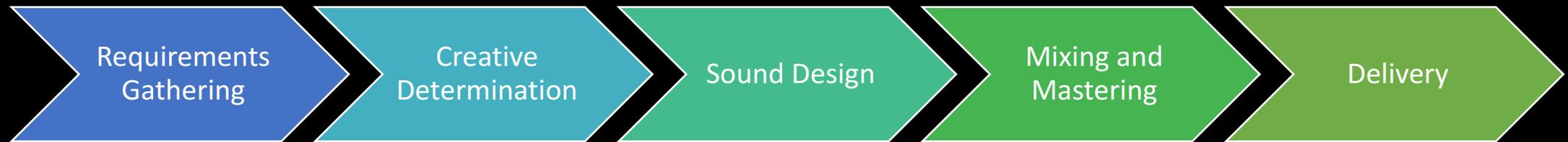
Actually, Sound Design Requires...

YOU!

The best sound design comes from knowing the requirements and vision of any given project and creating immersive and engaging sounds based on client input.

So what's the process?

YOU!



Themes and Vision
Deadlines

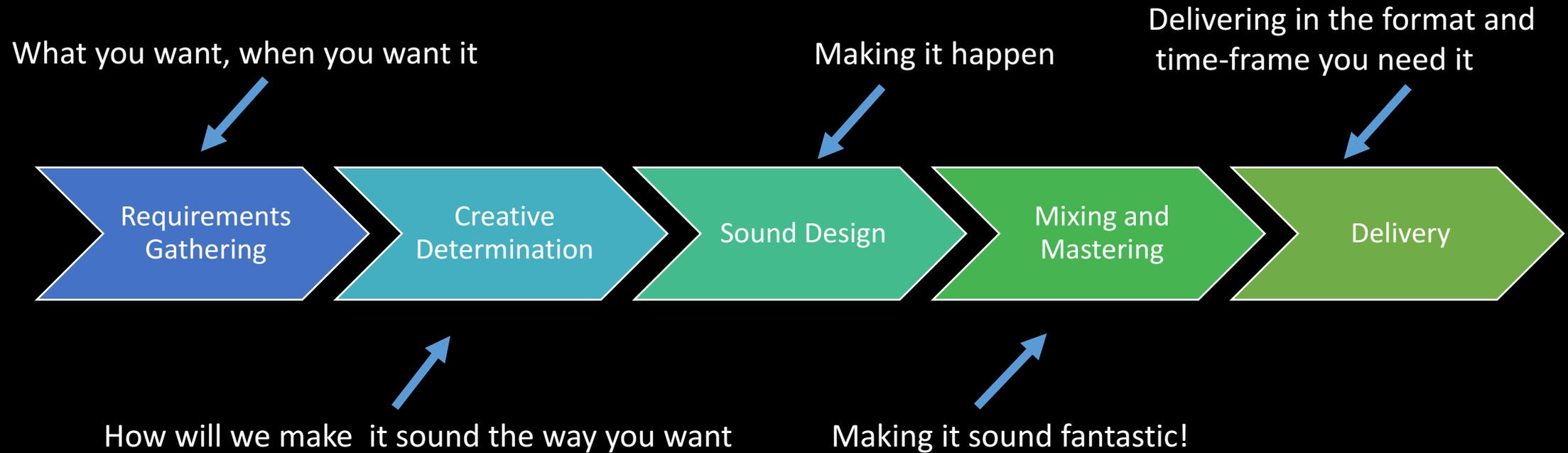
Sound Availability
Resources

Field Recording
Synthesis
Foley

Volume Levels
Compression
Reverb
Limiting and Dynamics

File Format
File Quality
Delivery Type
Final Approval

So what's the process?



Show me!



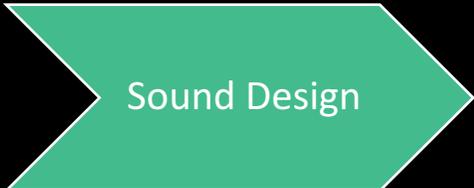
Requirements
Gathering

I have rooms where zombies will be eating the flesh of their victims.
Not all of the action will be visible.



Creative
Determination

Need the sound of flesh and guts
Need the sound of bones breaking
Need the sound of mindless zombies



Sound Design

Let's try some Foley on this !!

To hear the demo our class made in 2017 at WCHC

<https://youtu.be/w3tqbcCXHo8?t=2m27s>





Mixing and Mastering

Add some compression to the zombie voices
(this helps level out any potential peaks and helps us make it sound consistent)

Mix the sound of the gelatin and bone cracking to give the impression of flesh, muscle intestines being ripped from the body as well as bones being broken to get to the juicy bits.



Delivery

Deliver one of X number of drafts for approval, additional input and potential sweetening of the effect (i.e. go back to mixing and mastering phase; rinse and repeat)

Deliver final approved sound effect in required file format
.wav, mp3, .aiff

Deliver final approved sound effect in required fidelity and compression

64-320kbps – MP3 Compressed

16 / 44.1kHz – CD Quality

24bit / 48kHz – Standard Film Delivery

Why Sound Design Is Important

Sound provides a unique form of signaling - it is Omni-directional, meaning that it can signal an object or event that is completely out of sight and both outside and inside your tactile senses.

Sound for Atmosphere

The goal here is to engage all the senses possible to establish and promote your theme. Our ability to learn and remember is based largely on how many of our senses are triggered. Some people are even more attune to one or two senses over others. Sight, sound, touch, taste and smell all come together to reinforce our interpretation of the world around us. The more we can incorporate into a haunt or escape room, the more likely the experience will be remembered.

And no, I'm not recommending creating a simulated sewer in your haunt and having a flavor for patrons to taste...

Distraction

This gives you a level of control over a customer's reaction and how you setup a scare. For example, you might have a scare that relies upon a distracted customer to get the full effect. By using sound to direct their attention away from the event just before it takes place, it can enhance the effect of the primary scare and leave them terrified and unsure of what will happen next; and where.

Disorientation

Not unlike distraction, you may want to disorient your customer so that they are continually unsure of what will be scaring them next. Confusion and not having a clear idea of what is up ahead are perfect ways to ensure a customer gets the full effect of what you have in store for them.

How this works:

Your primary scare is one room away. Your customers have experienced a cacophony of sound and visual stimulation up to this point. They are disoriented, tense and filled to the brim with the sounds of things coming after them or just lurking in the dark; waiting for them. Then, as they get to the next room, it becomes suddenly and strangely quiet. It is the setup for the scare that is to come.

Emotional Impact

To get the full effect of a visual scare, sound plays a very important role. The more senses that are involved in interpreting the scare (again, no sewer room tasting!!!), the more emotional the response.

Something jumping out at you visually along with a sound effect that enhances the motion will increase the reactive nature of the customer and create an indelible memory that, over the short term, will heighten their fear. Over the long term, they will be making sure their friends and family go through and/or go through again themselves

Physical Impact

Sound can be used as a medium by which tactile senses are engaged. Sound can be used as an invisible, tangible medium to vibrate other objects as well as cause uneasiness and a physical reaction or repulsion based on the sound waves being generated.

For instance, if you measure the length of a room, let's say, 20 feet wide.

This is approximately the wave length 54.83 Hz

If you have a speaker at one end of this room generating a single tone at this frequency, it will double back on itself and create what are called standing waves. Because this is a very low frequency, it can be felt as well as heard having the potential to create odd sensations as someone walks through.

For more information:

<http://www.physicsclassroom.com/class/waves/Lesson4/Formation-of-Standing-Waves>

<http://www.wavelengthcalculator.com>

Physical Impact Continued...

Another means to use sound effects as a physical medium is to introduce transducers, also known as shakers or ButtKickers™, to your props and room design.

These devices take the output signal of your sound effect and send it through a crossover amplifier. The amplifier, in turn routes the signal you select (generally 10—300Hz) to the transducer / ButtKicker. The ButtKicker then takes that signal and powers a small piston within a protective housing that then causes the entire device to then shake.

By attaching these to props, furniture, floors or walls, sound effects can now be felt as well as heard in your room!

Also great for home theatre!

For more information:

<https://www.sinfulaudio.com/buttkicker/>

Let's Talk Copyright and Sound / Music Usage

There is no such thing as free

But Ken, what about places like freesound.org or youtube?

Be aware that even if you CAN download something for free the following still applies:

1. Someone took the time to create or record the sound, mix it, render it and post-it
2. There may still be usage conditions that need to be followed
3. Even if you pay for it, read the licensing terms and make sure you have the right to use it in public or, if you plan on distributing it, you may have to pay for additional licensing or royalties.



Creative Commons

Creative Commons provides free, easy-to-use copyright licenses to make a simple and standardized way to give the public permission to share and use your creative work—on conditions of your choice.

	Can someone use it commercially?	Can someone create new versions of it?
Attribution 		
Share Alike  		Yup, AND they must license the new work under a Share Alike license.
No Derivatives  		
Non-Commercial  		Yup, AND the new work must be non-commercial, but it can be under any non-commercial license.
Non-Commercial Share Alike   		Yup, AND they must license the new work under a Non-Commercial Share Alike license.
Non-Commercial No Derivatives   		