

CHAPTER 4 DESIGN ETUDE

DESIGN A SOUND LOGO!

GOOD LUCK, HAVE FUN!



DESIGN, USING *CHUCK* AND/OR ANOTHER PROGRAMMABLE TOOL, YOUR OWN COMPUTER-GENERATED *SOUND LOGO*. AIM FOR 15-30 SECONDS IN DURATION. THINK OF IT AS A "SHORT MUSICAL STATEMENT WITH A PURPOSE."

• PART 1: PRAGMATICS

UNDERSTAND AND ARTICULATE THE SOUND LOGO'S *PURPOSE* (WHO IS IT FOR, WHAT DO YOU WANT IT TO CONVEY?). IS IT FOR YOURSELF? OR AN ORGANIZATION YOU BELONG TO? YOUR COMMUNITY? A FAMILY MEMBER? YOUR CAT? PET SNAKE? WHAT DO YOU WANT IT TO *SAY* ABOUT THE ENTITY THAT THE SOUND LOGO IS TO REPRESENT?

• PART 2: AESTHETICS

AESTHETICALLY, ARTISTICALLY, WHERE DO YOU WANT YOUR SOUND LOGO TO END UP? WHAT KINDS OF SOUND DO YOU WANT TO USE? WILL YOU *RECORD* SOUNDS AND TRANSFORM THEM, OR WILL YOU *GENERATE* YOUR OWN? DO YOU WANT THE RESULT TO BE *RECOGNIZABLE* OR SYMBOLIC AND *SURREAL*? *EXPERIMENT* WITH HOW YOU WANT IT TO SOUND, THINKING ABOUT HOW THESE CHOICES INFLUENCE THE OVERALL *FEEL* OF THE SOUND LOGO AND HOW DIFFERENT CHOICES CAN CONVEY THE SAME GENERAL MESSAGE IN DIFFERENT WAYS. BE MINDFUL OF HAVING A *NARRATIVE* (E.G., BEGINNING, MIDDLE, END). WHAT *SENTIMENTS* AND *MEANINGS* DO YOU WANT THE LISTENER TO TAKE AWAY AS A RESULT OF *EXPERIENCING* THE SOUND LOGO?

• PART 3: DEPLOYMENT!

AFTER YOU CODE UP AND ASSEMBLE THE SOUND LOGO, TO THE EXTENT POSSIBLE, PLACE/TEST THE SOUND LOGO IN THE *INTENDED CONTEXT* OF ITS USE. WHEN AND WHERE WOULD YOU HAVE IT HEARD? IF, FOR EXAMPLE, IT'S A SOUND LOGO FOR YOURSELF, DO YOU WANT IT PLAYED ON YOUR WEBPAGE, OR PERHAPS...WHEN YOU *ENTER A ROOM*? (HMM, FIND SOME PORTABLE SPEAKERS AND TRY IT OUT!)

• PART 4: DOCUMENTATION

DOCUMENT THE *REACTION* AND *SENTIMENT* THE SOUND LOGO'S DEPLOYMENT GENERATES IN YOU AND IN OTHERS -- BY VIDEO OR IN WORDS. THEN *REFLECT* ON THE EXPERIENCE. DID YOU ACCOMPLISH WHAT YOU SET OUT TO ACHIEVE, *PRAGMATICALLY* AND *AESTHETICALLY*? FEEL FREE TO ITERATE AND RE-DEPLOY!