

Designing Sound

Session 803

Hugo Verweij, Sound Designer



Why sound is an important aspect of design

Why sound is an important aspect of design

Designing sound for notifications

Why sound is an important aspect of design

Designing sound for notifications

Designing sound for UI elements

Why sound is an important aspect of design

Designing sound for notifications

Designing sound for UI elements

Tips and techniques

What do our ears tell us?











Why sound is an important aspect of design

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Tips and techniques

Design is about

Design is about

What a product looks like

Design is about

What a product looks like

How it works

Design is about

What a product looks like

How it works

What it feels like

Design is about

What a product looks like

How it works

What it feels like

What it sounds like

The Role of Sound in Design

The Role of Sound in Design

Universal language

The Role of Sound in Design

Universal language

Helps shape the experience

The Role of Sound in Design

Universal language

Helps shape the experience

Helps us understand interactions

The Role of Sound in Design

Universal language

Helps shape the experience

Helps us understand interactions

Gives devices a voice

What is my iPhone trying to tell me?

What is my iPhone trying to tell me?

Success!

What is my iPhone trying to tell me?

Success!

Try again please...

What is my iPhone trying to tell me?

Success!

Try again please...

You've got a message

What is my iPhone trying to tell me?

Success!

Try again please...

You've got a message

It's time to wake up

What is my iPhone trying to tell me?

Success!

Try again please...

You've got a message

It's time to wake up

It's almost time for bed

What is my iPhone trying to tell me?

Success!

Try again please...

You've got a message

It's time to wake up

It's almost time for bed

Look at me!

What is my iPhone trying to tell me?

Success!

Try again please...

You've got a message

It's time to wake up

It's almost time for bed

Look at me!

Why sound is an important aspect of design

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Tips and techniques



Dark Sky

Easily recognizable

Easily recognizable

Conveys message

Easily recognizable

Conveys message

Friendly

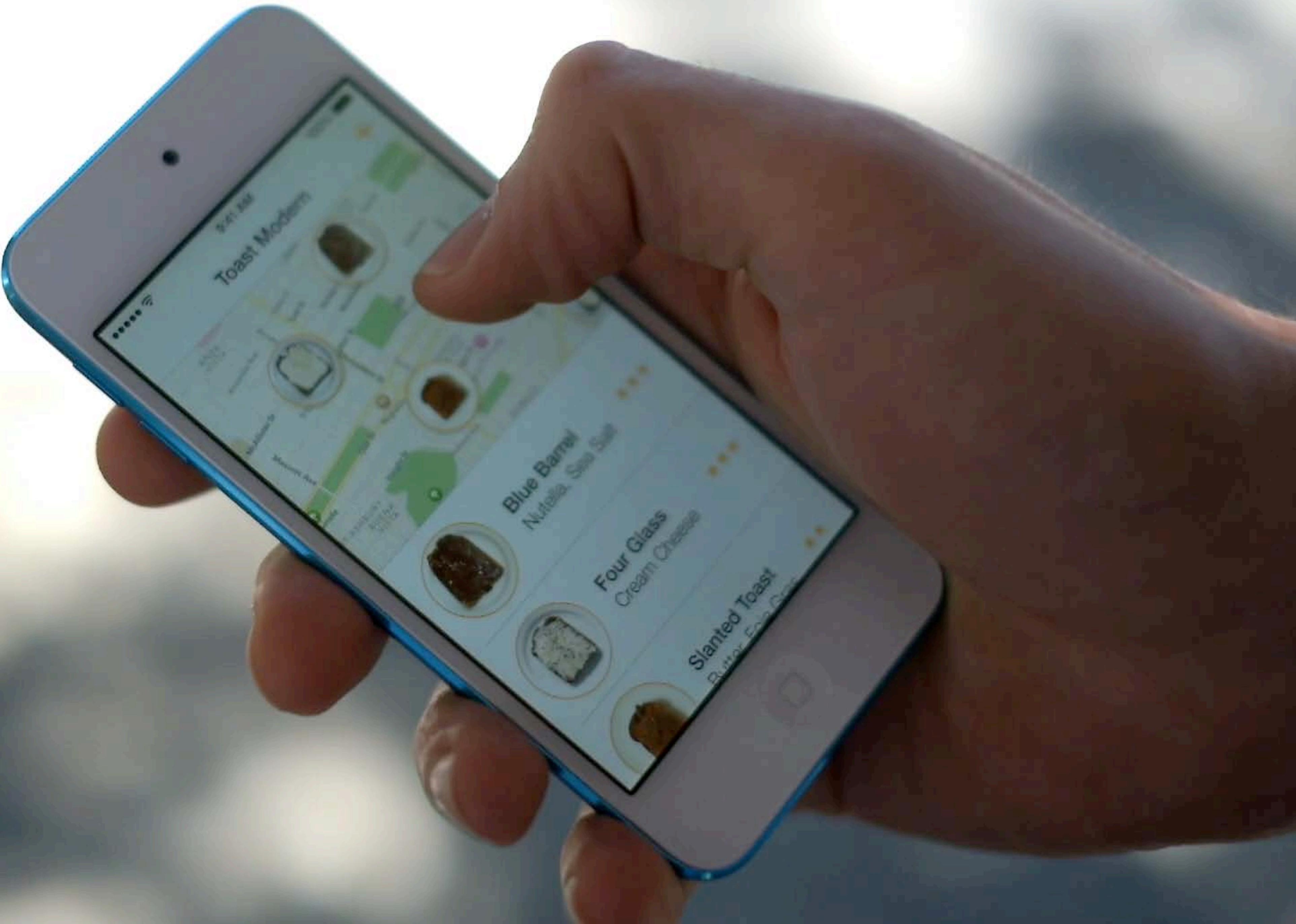
Easily recognizable

Conveys message

Friendly

Clear

Let's try this ourselves



9:41 AM 100%

Toast Modern

ANZA VISTA, Golden Gate Ave, McAllister St, Fulton St, Masonic Ave, Panhandle, Haight-Ashbury, Geary Blvd, Post St, Eddy St, Turk St, Golden Gate, McAllister St, Fulton St, Divisadero St, Painted Ladies, Nopalito, Scott St, Oak St, Nopaltito, Haight St, Toronado, University of Law, Panhandle, Haight-Ashbury, Divisadero, Painted Ladies, Nopalito, Scott St, Oak St, Nopaltito, Haight St, Toronado.

Blue Barrel Nutella, Sea Salt

Four Glass Goat Butter

Slanted Toast Foie Gras

Initial questions

Initial questions

What is the essence?

Initial questions

What is the essence?

Finding toast, sharing with friends

Initial questions

What is the essence?

Finding toast, sharing with friends

What emotion to evoke?

Initial questions

What is the essence?

Finding toast, sharing with friends

What emotion to evoke?

Happiness, eagerness

Initial questions

What is the essence?

Finding toast, sharing with friends

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Happiness, eagerness

How to match the app's aesthetics?

Initial questions

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How to match the app's aesthetics?

Keep it simple, to the point

Initial questions

What is the essence?

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How to match the app's aesthetics?

Keep it simple, to the point

What sound sources to start with?

Initial questions

What is the essence?

Finding toast, sharing with friends

What emotion to evoke?

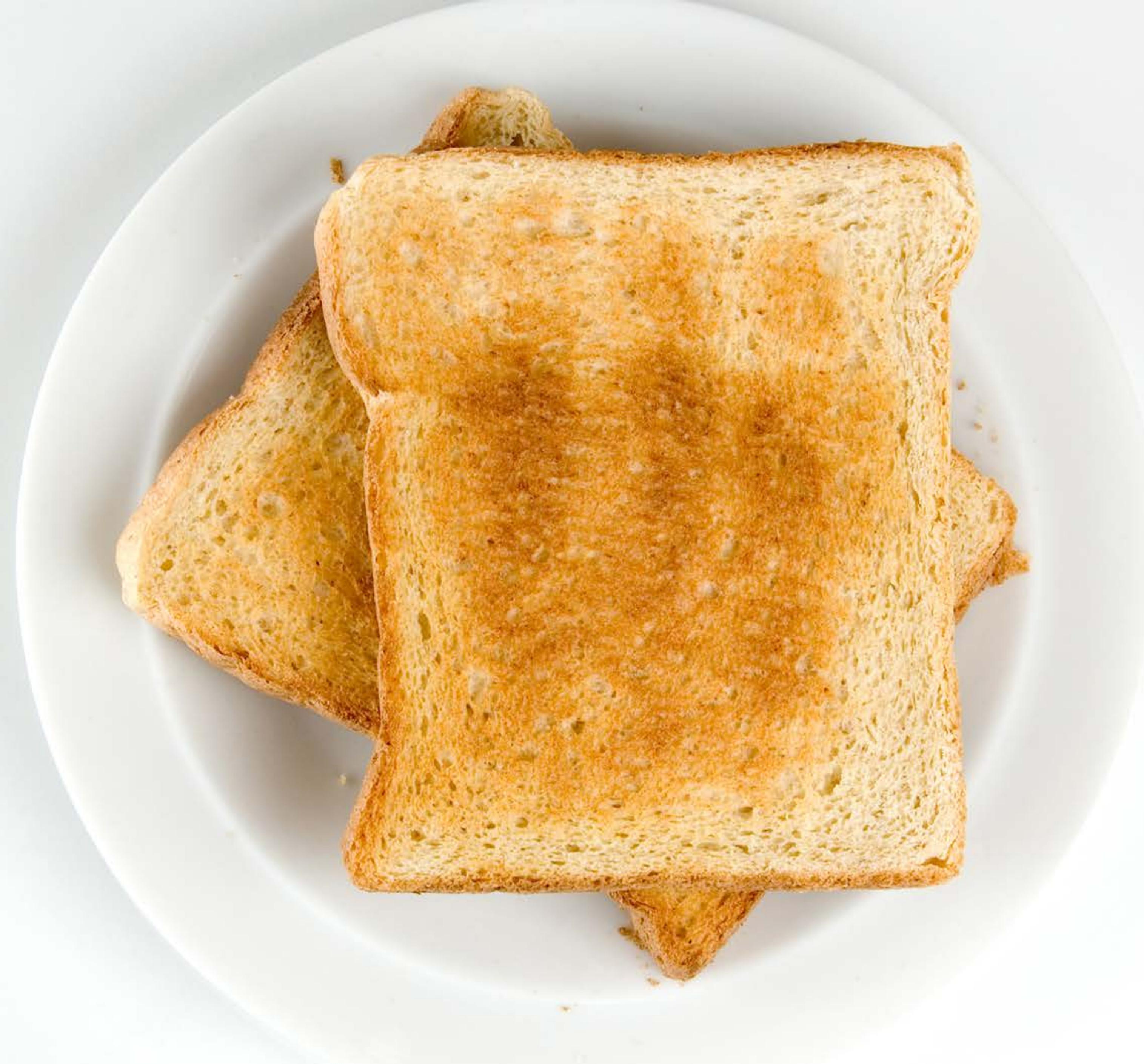
Happiness, eagerness

How to match the app's aesthetics?

Keep it simple, to the point

What sound sources to start with?

Toaster, toast, eating



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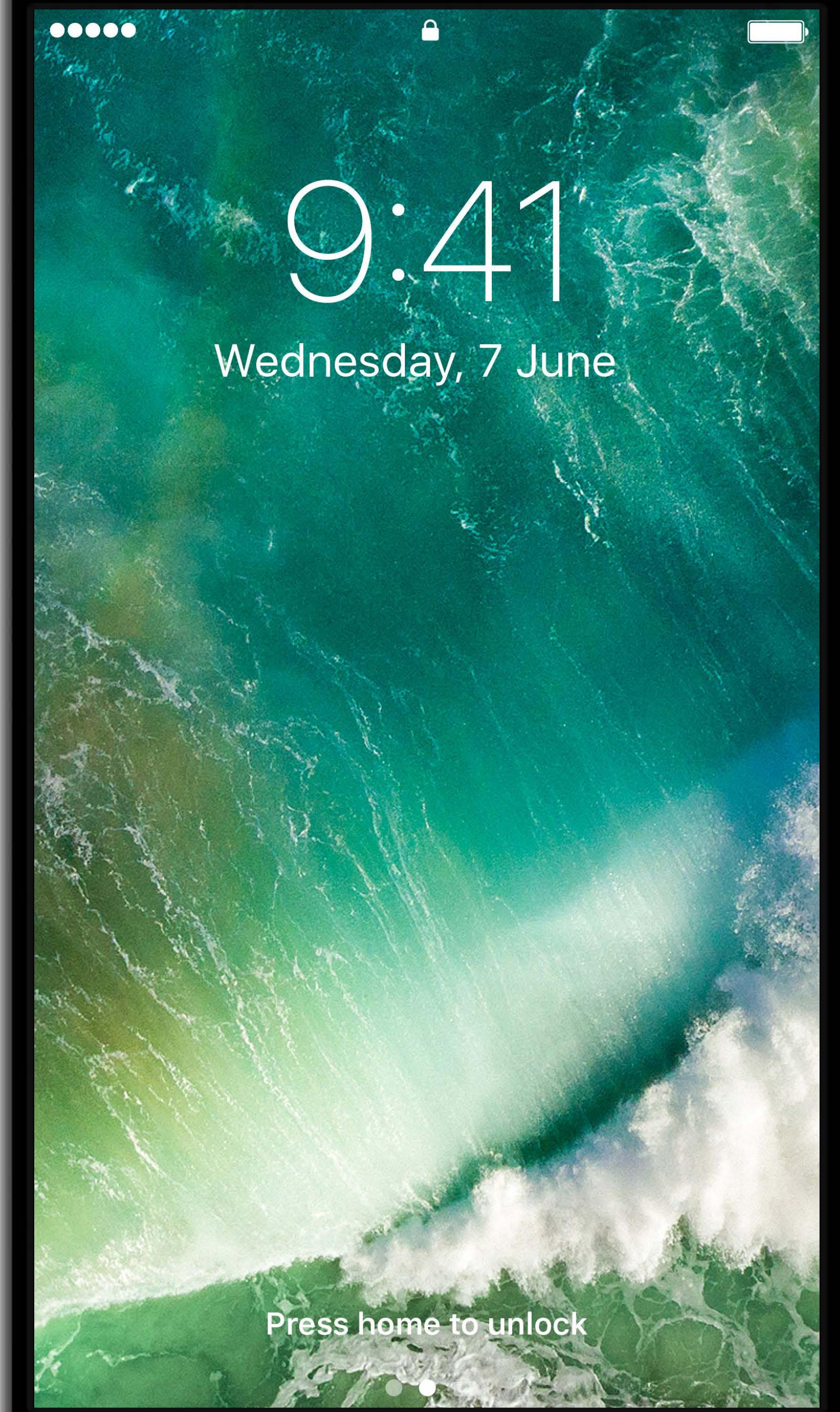
Toast Modern

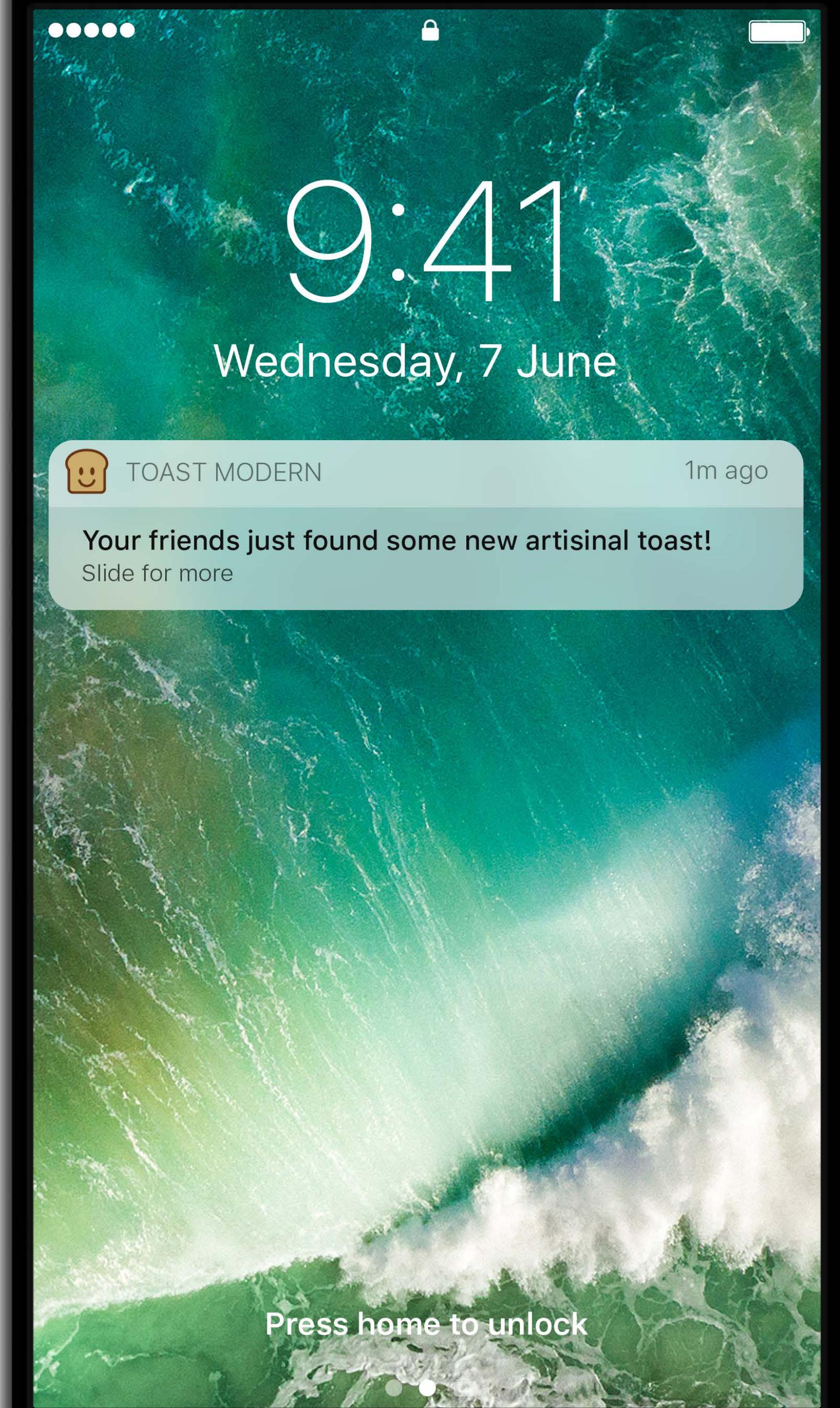
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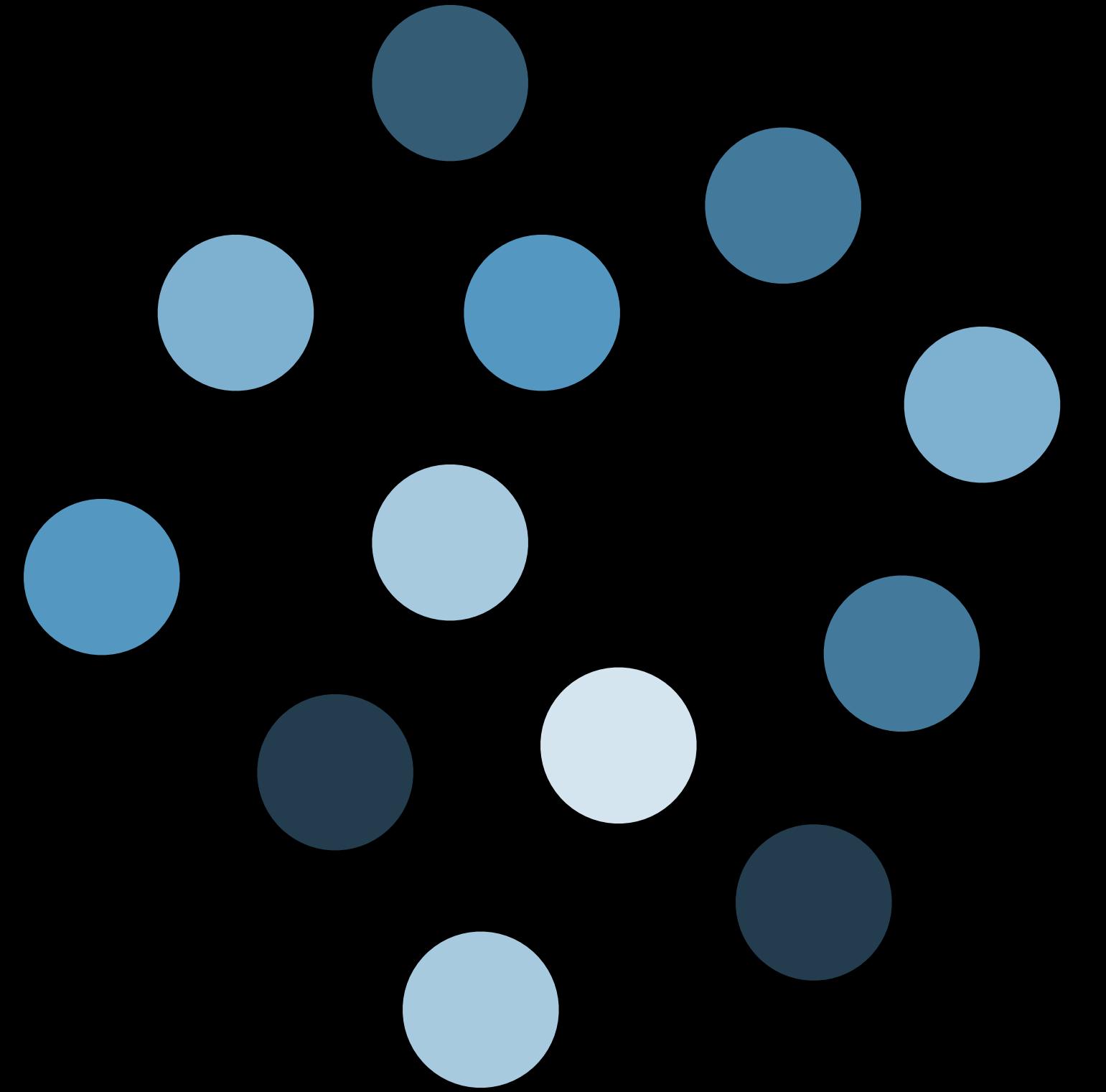
Blue Barrel Nutella, Sea Salt

Four Glass Goat Butter

Slanted Toast Foie Gras

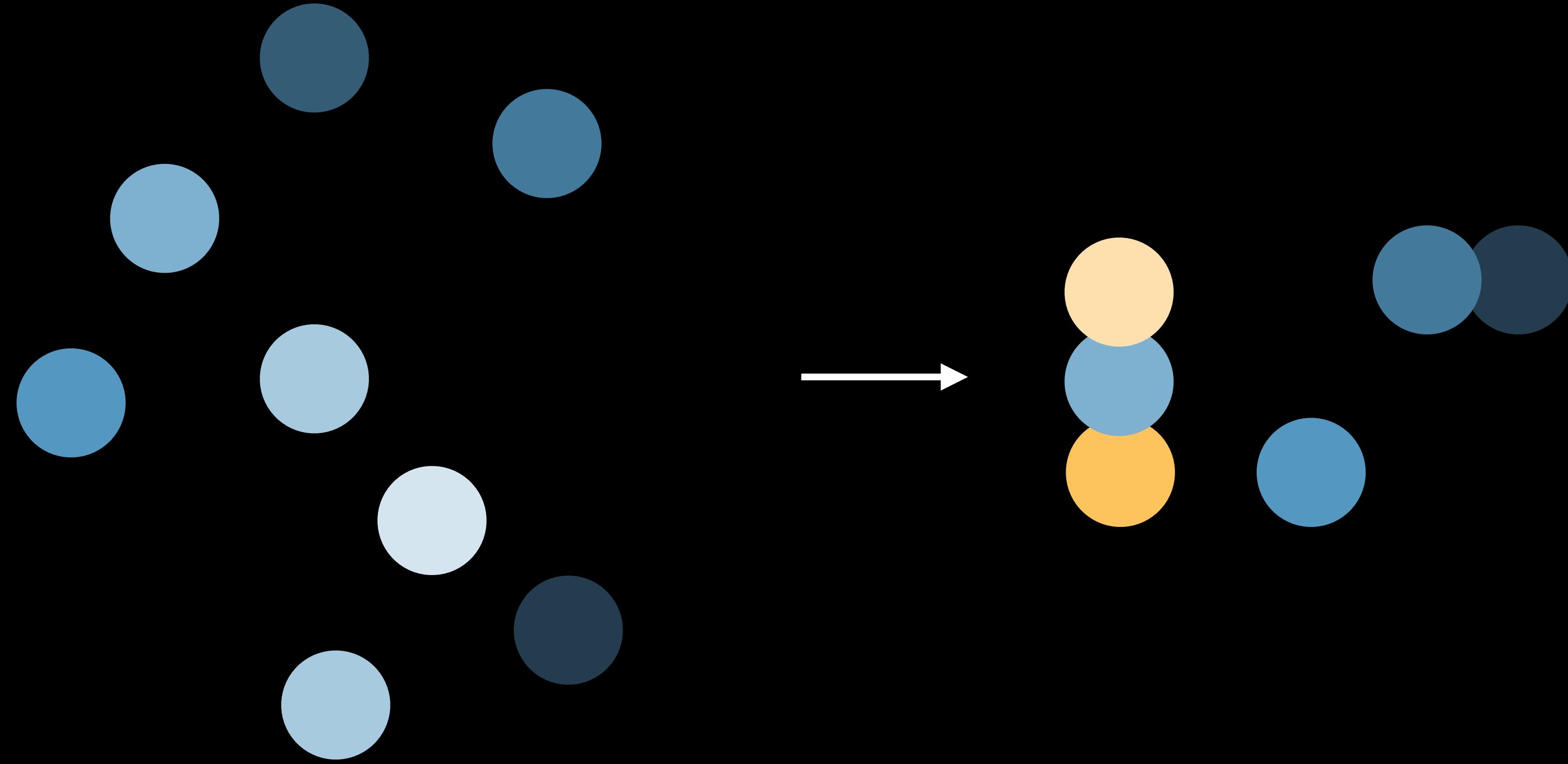


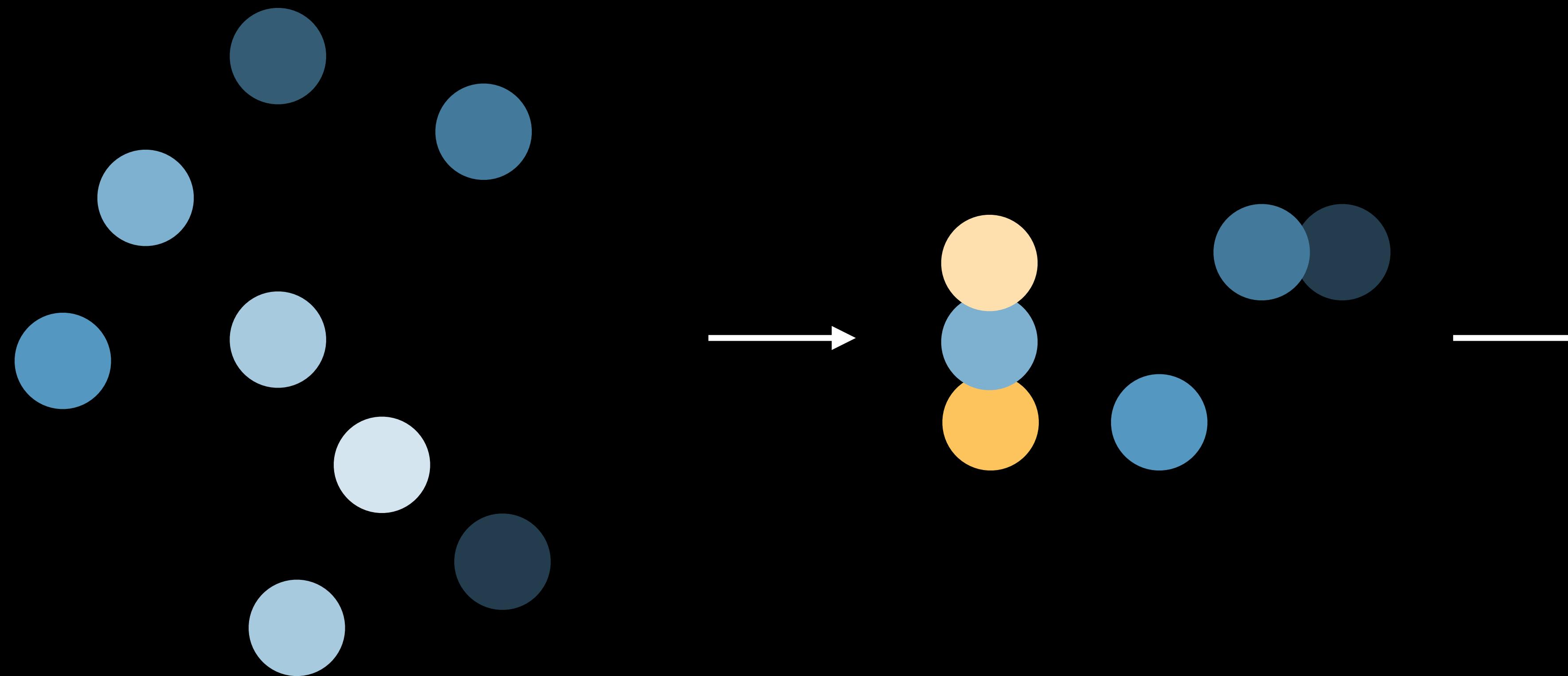


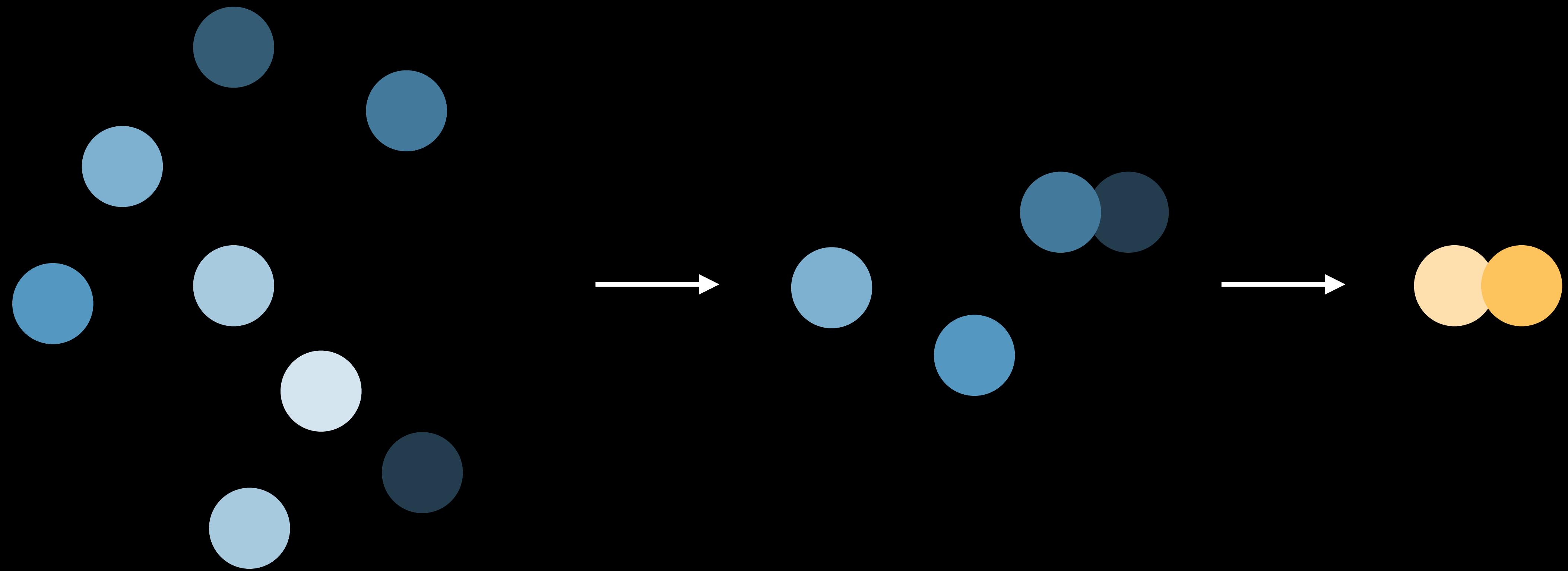






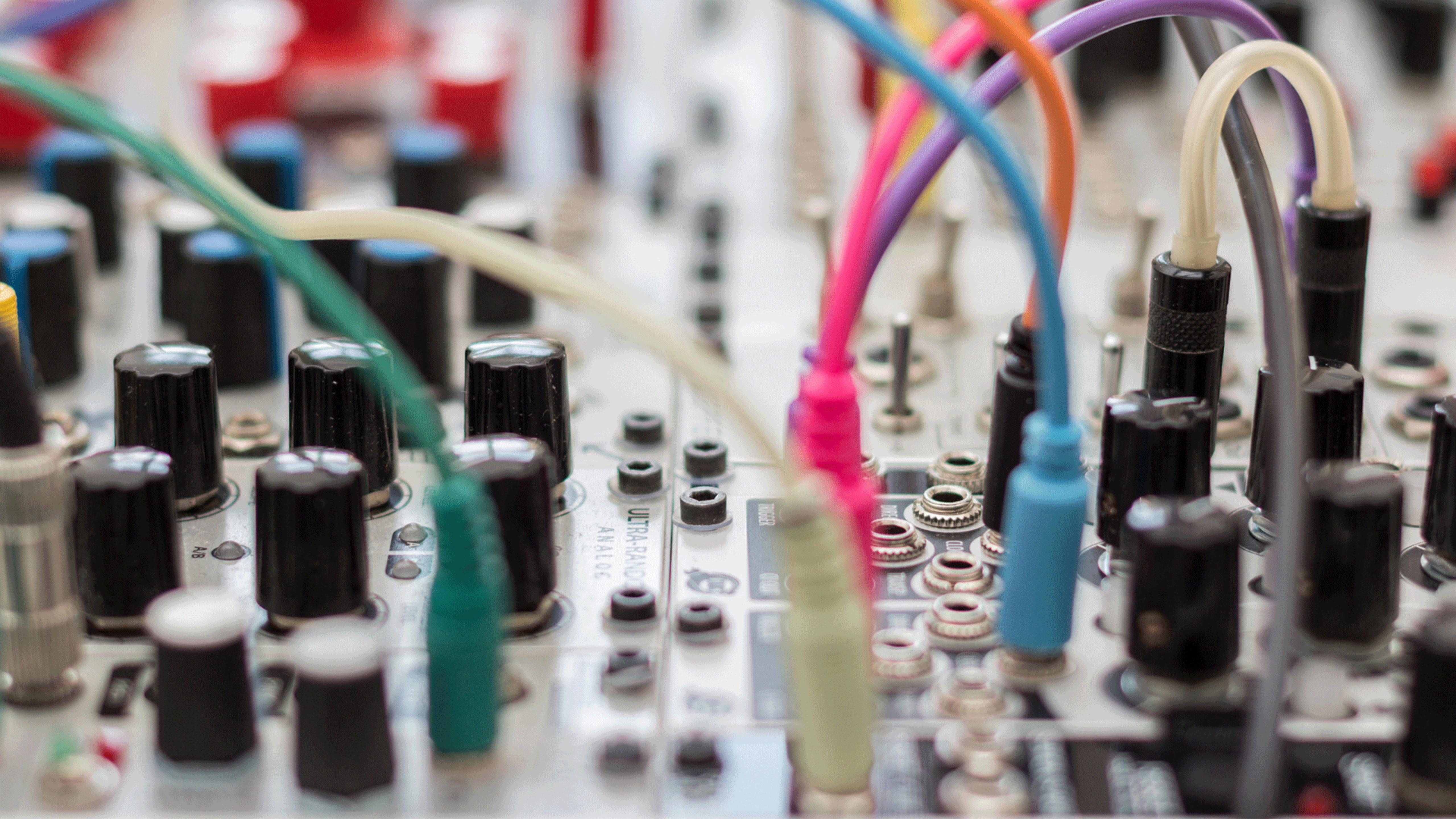






Sound sources







Peek behind the curtain

380,000

messages per second at one point during the Super Bowl







Recording and editing tools

Recording and editing tools



Voice Memos

Recording and editing tools



Voice Memos



Music Memos

Recording and editing tools



Voice Memos



Music Memos



Garage Band

Recording and editing tools



Voice Memos



Music Memos



Garage Band



Logic Pro

Characteristics of a good notification sound

Characteristics of a good notification sound

Distinguishable

Characteristics of a good notification sound

Distinguishable

Matches design

Characteristics of a good notification sound

Distinguishable

Matches design

Unobtrusive, repeatable

Characteristics of a good notification sound

Distinguishable

Matches design

Unobtrusive, repeatable

Clear

Why sound is an important aspect of design

Designing sound for notifications

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Tips and techniques



UI Sounds

UI Sounds

Keyboard

UI Sounds

Keyboard

Scrolling

UI Sounds

Keyboard

Scrolling

Button

UI Sounds

Keyboard

Scrolling

Button

Tapping

UI Sounds

Keyboard

Scrolling

Button

Tapping

Swiping

UI Sounds

Keyboard

Scrolling

Button

Tapping

Swiping

Transitions

UI Sounds

Keyboard

Button

Transitions

UI Sounds

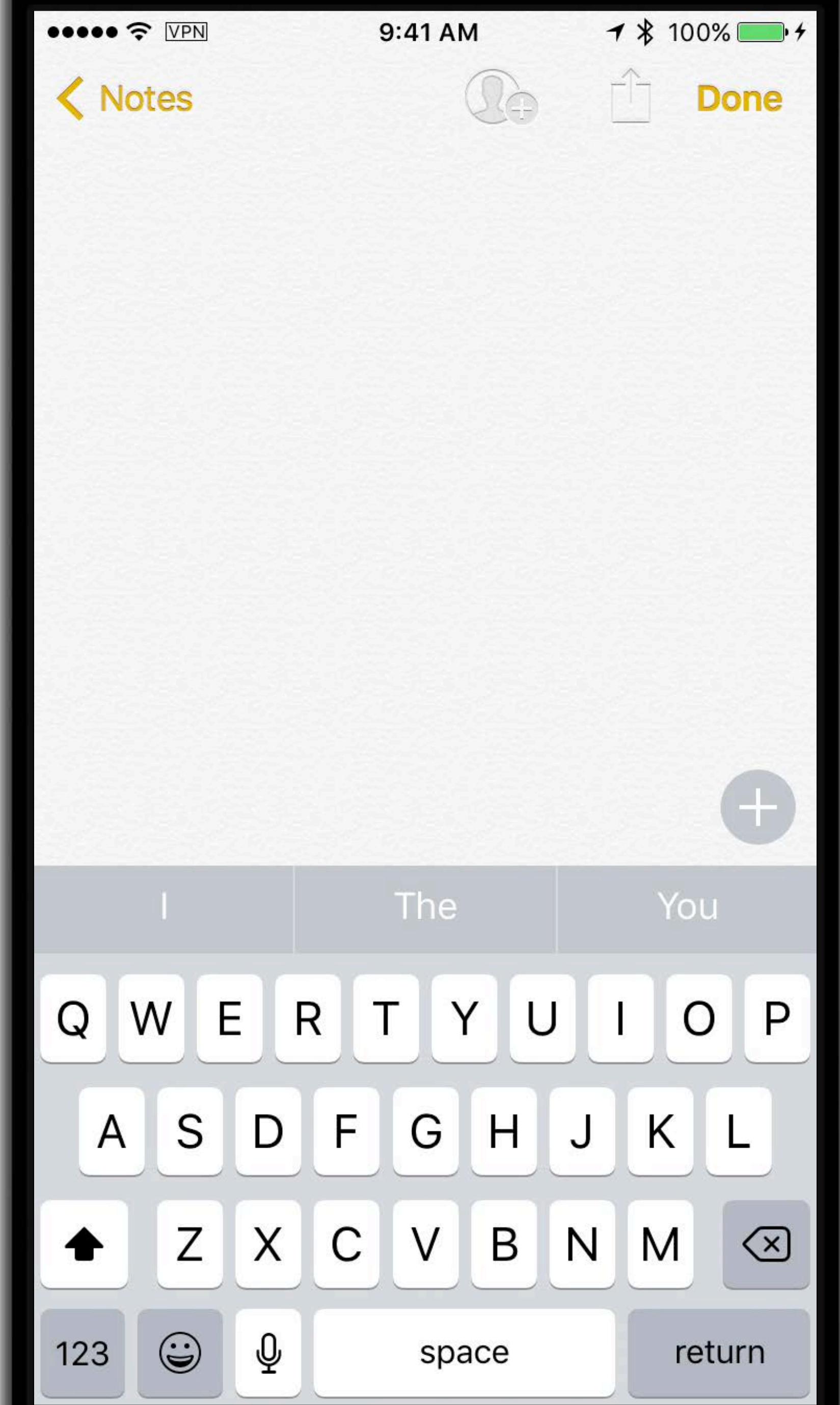
Keyboard

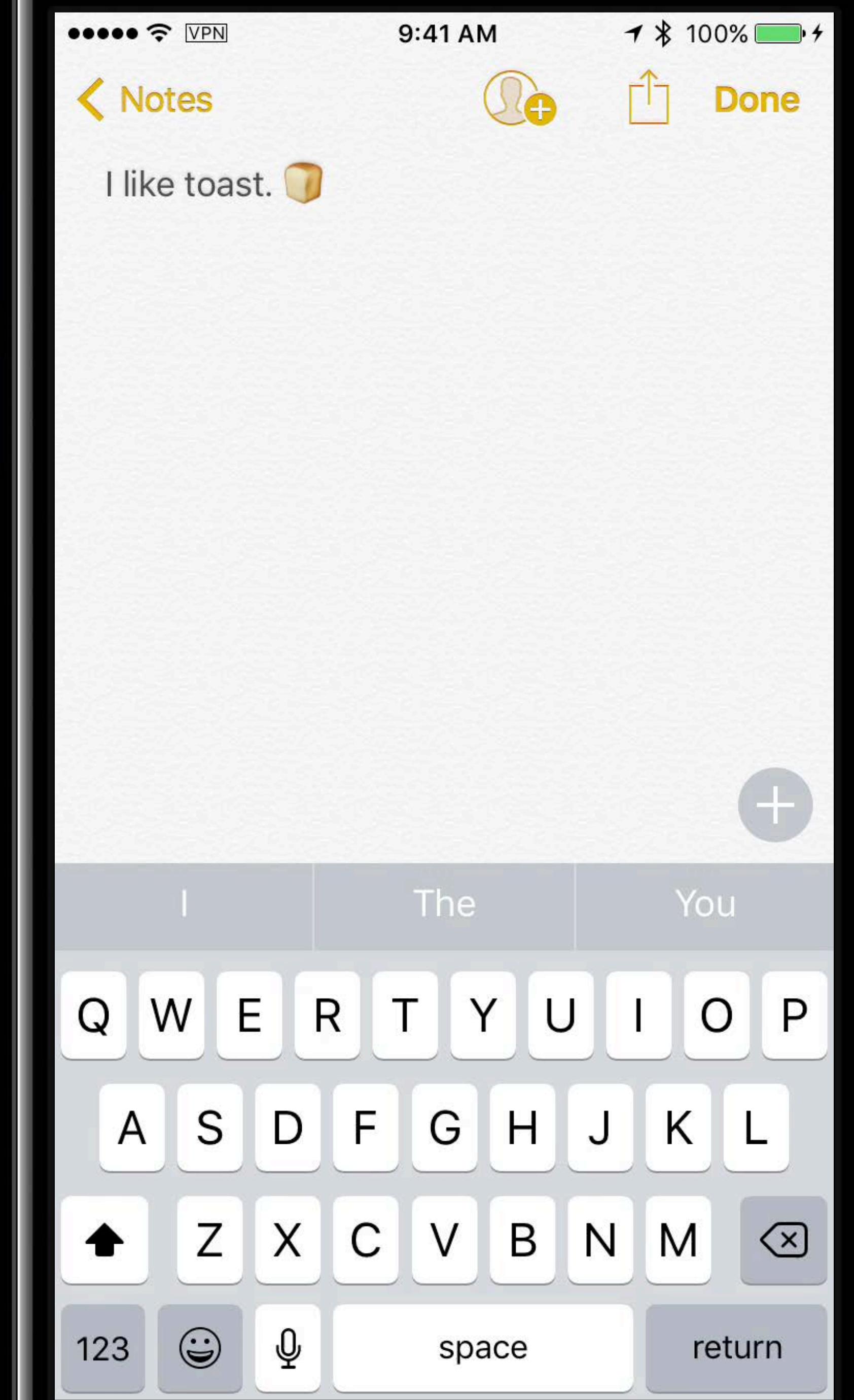
Button

Transitions









UI Sounds

Keyboard

Button

Transitions



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Done

Choose Your Click

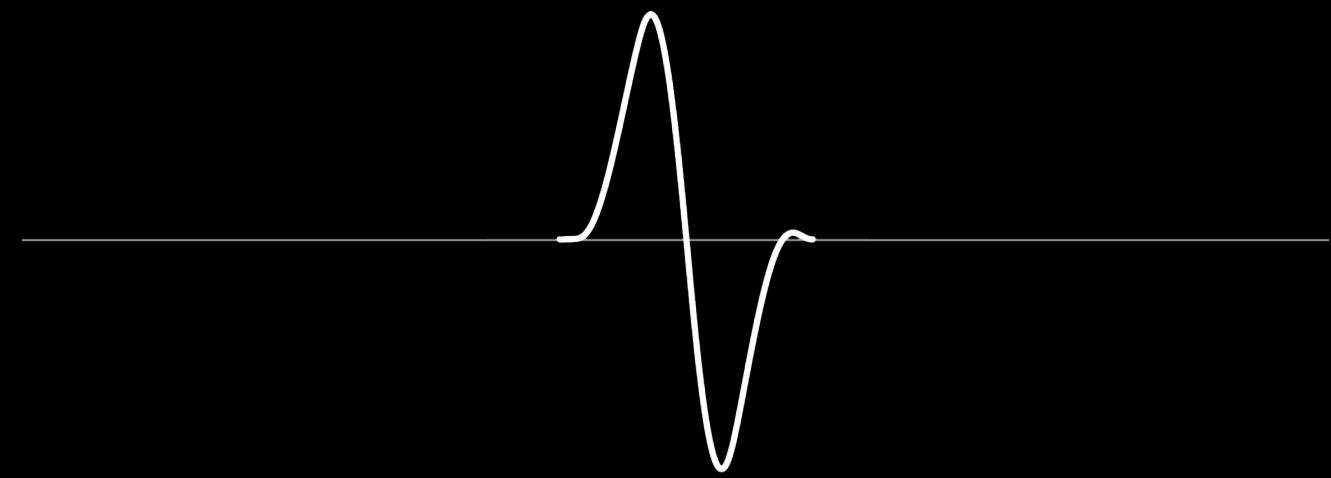
Tap an option below, then press the Home button to give it a try. To set the one you like best, tap Done.



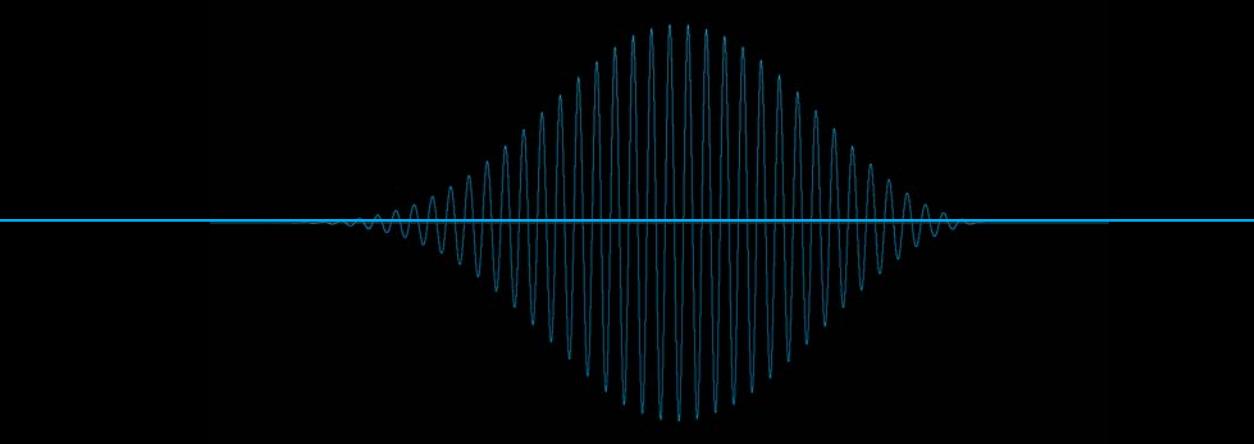
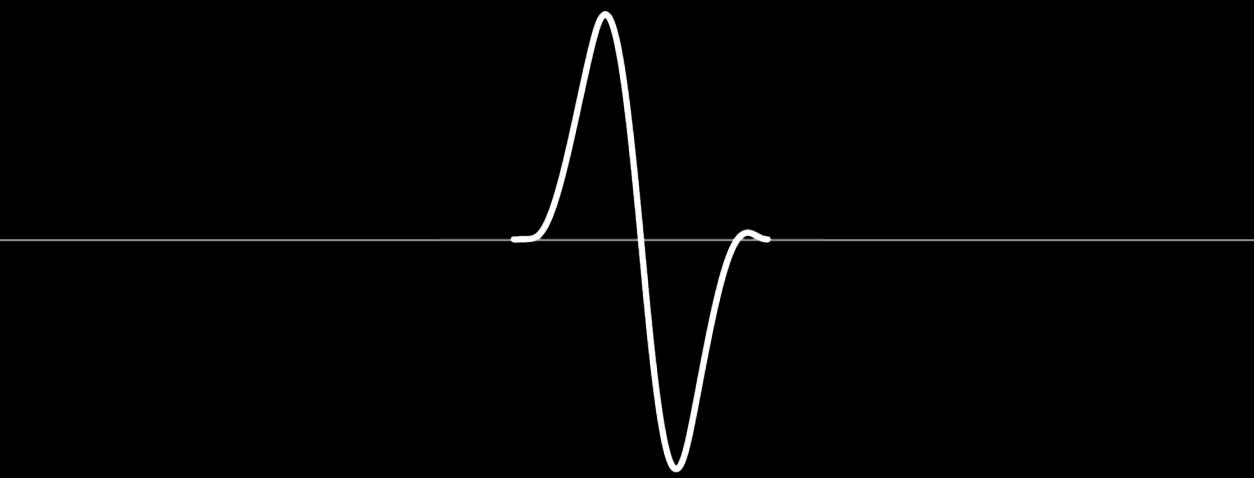
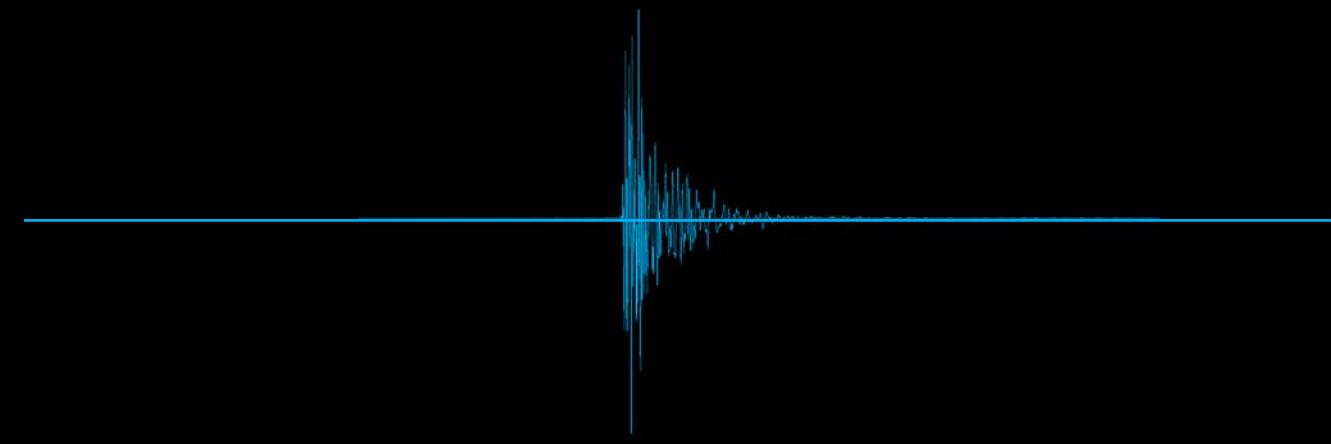
Press the Home button to try it



Haptic



Sound



UI Sounds

Keyboard

Button

Transitions

Up Next



Recently Added
Comedy

Saturday Night Live



Recently Added
Comedy

A Hologram for the King



New Episode
5/15/2017



TV



Characteristics of good UI sound

Characteristics of good UI sound

Used sparingly

Characteristics of good UI sound

Used sparingly

Has a lower volume

Characteristics of good UI sound

Used sparingly

Has a lower volume

Helps and delights

Characteristics of good UI sound

Used sparingly

Has a lower volume

Helps and delights

Creates a visceral experience

Why sound is an important aspect of design

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Tips and techniques

Tips and techniques

Keep sound in mind from the start

Will my app send frequent notifications?

Will my app send frequent notifications?

Can sound play a role in my app's branding?

Will my app send frequent notifications?

Can sound play a role in my app's branding?

Can the UI benefit from an audible component?

Will my app send frequent notifications?

Can sound play a role in my app's branding?

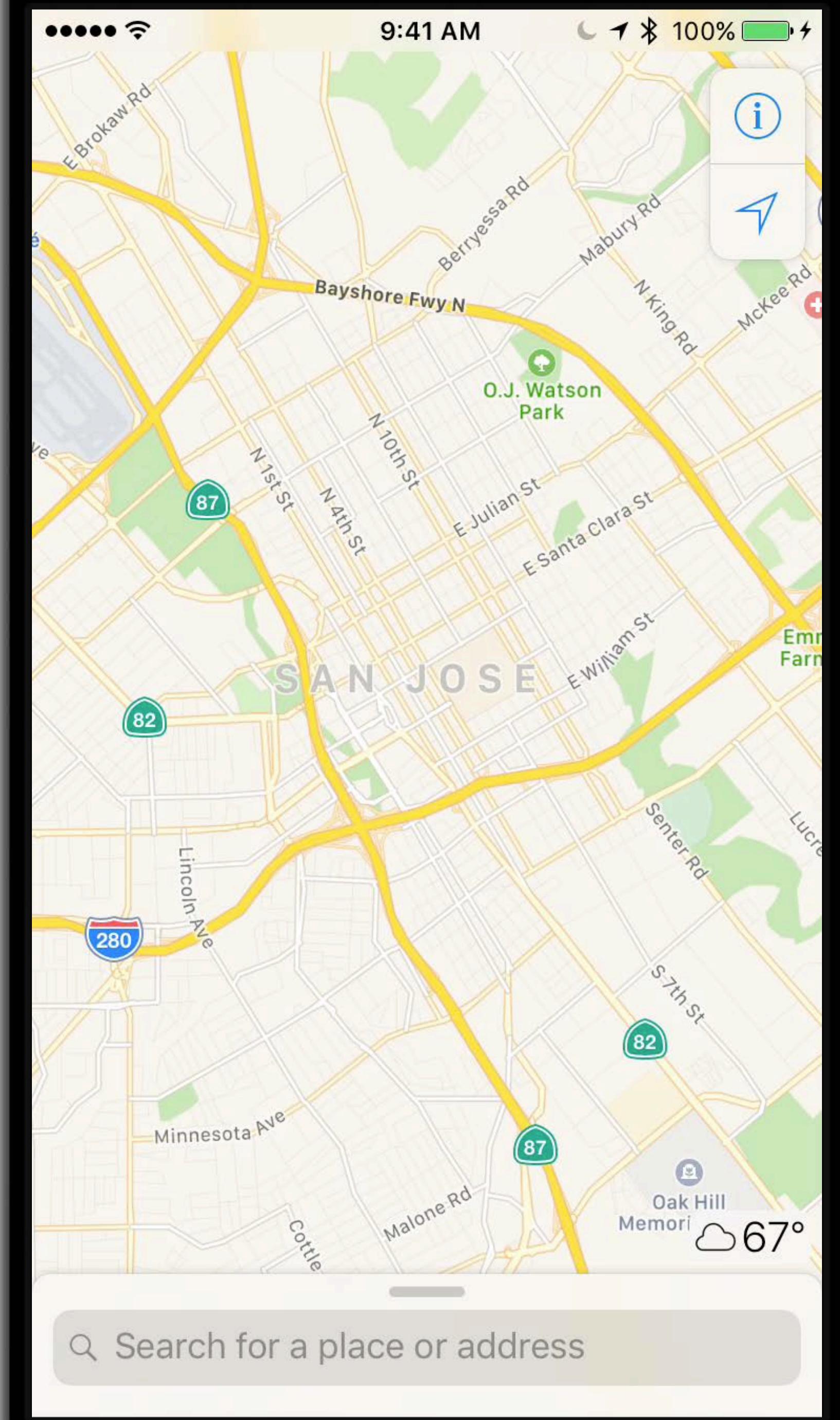
Can the UI benefit from an audible component?

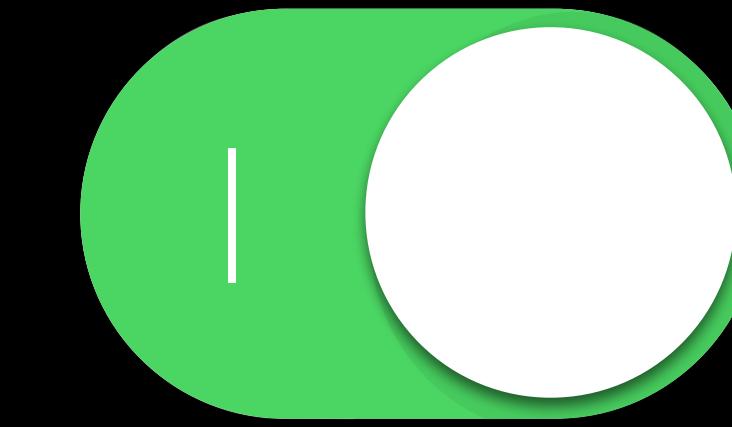
How would I understand my app without a GUI?

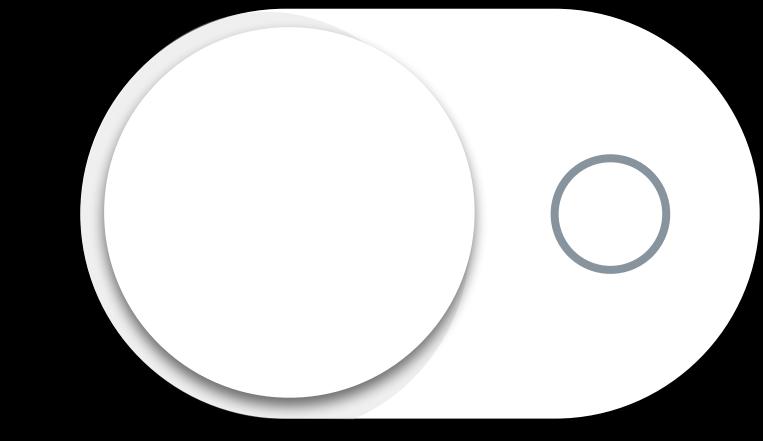
Tips and techniques

Keep sound in mind from the start

Don't overdo it







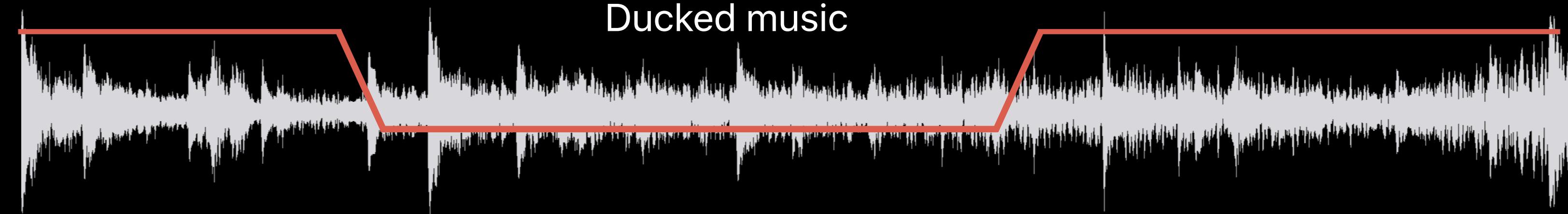
Tips and techniques

Keep sound in mind from the start

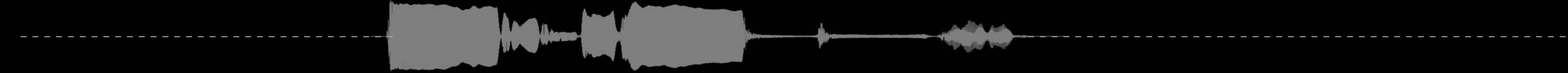
Don't overdo it

Details matter

Music



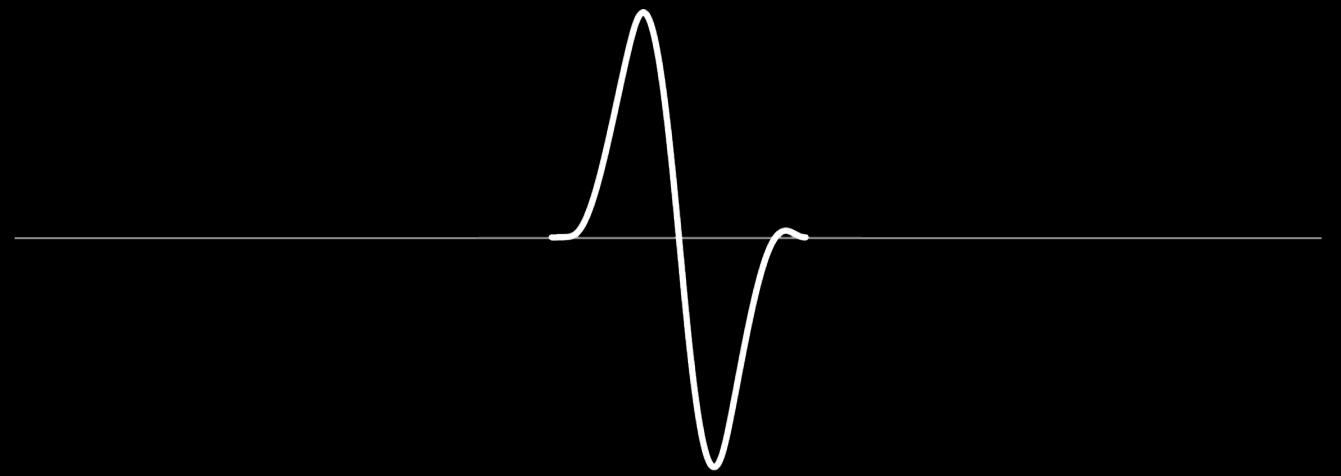
Notification



Does it get in the way?



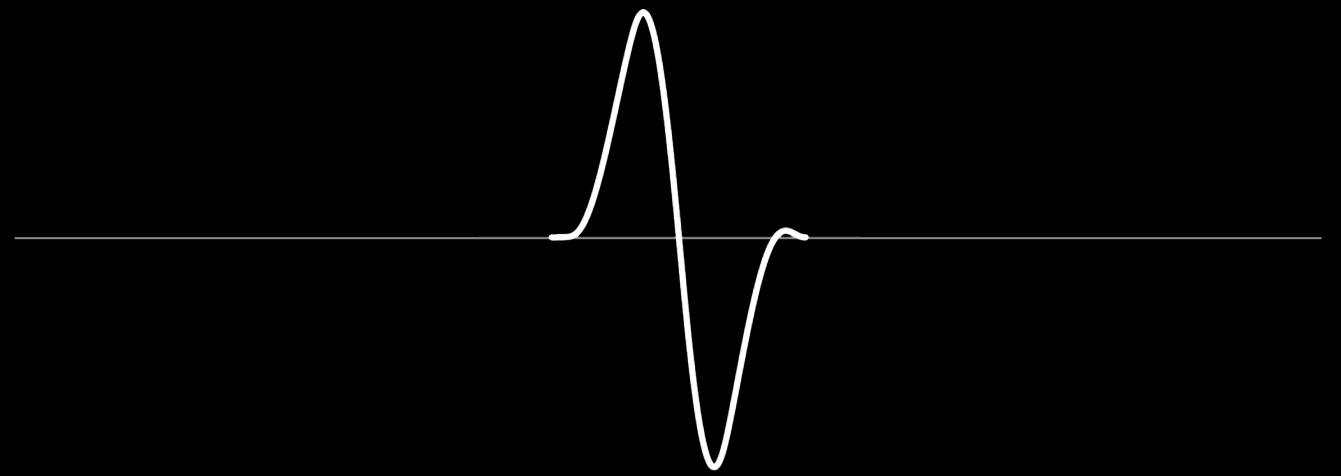
Haptic



Sound



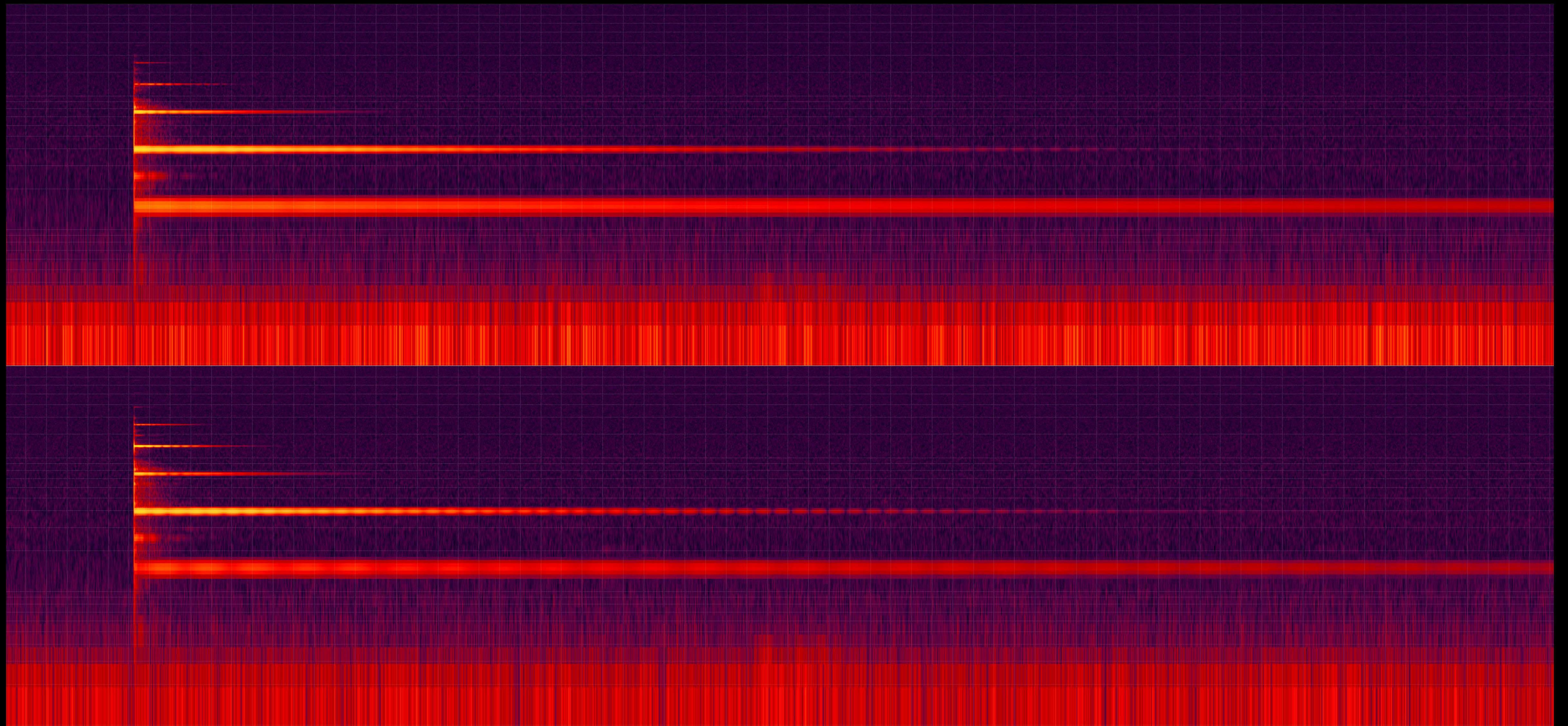
Haptic

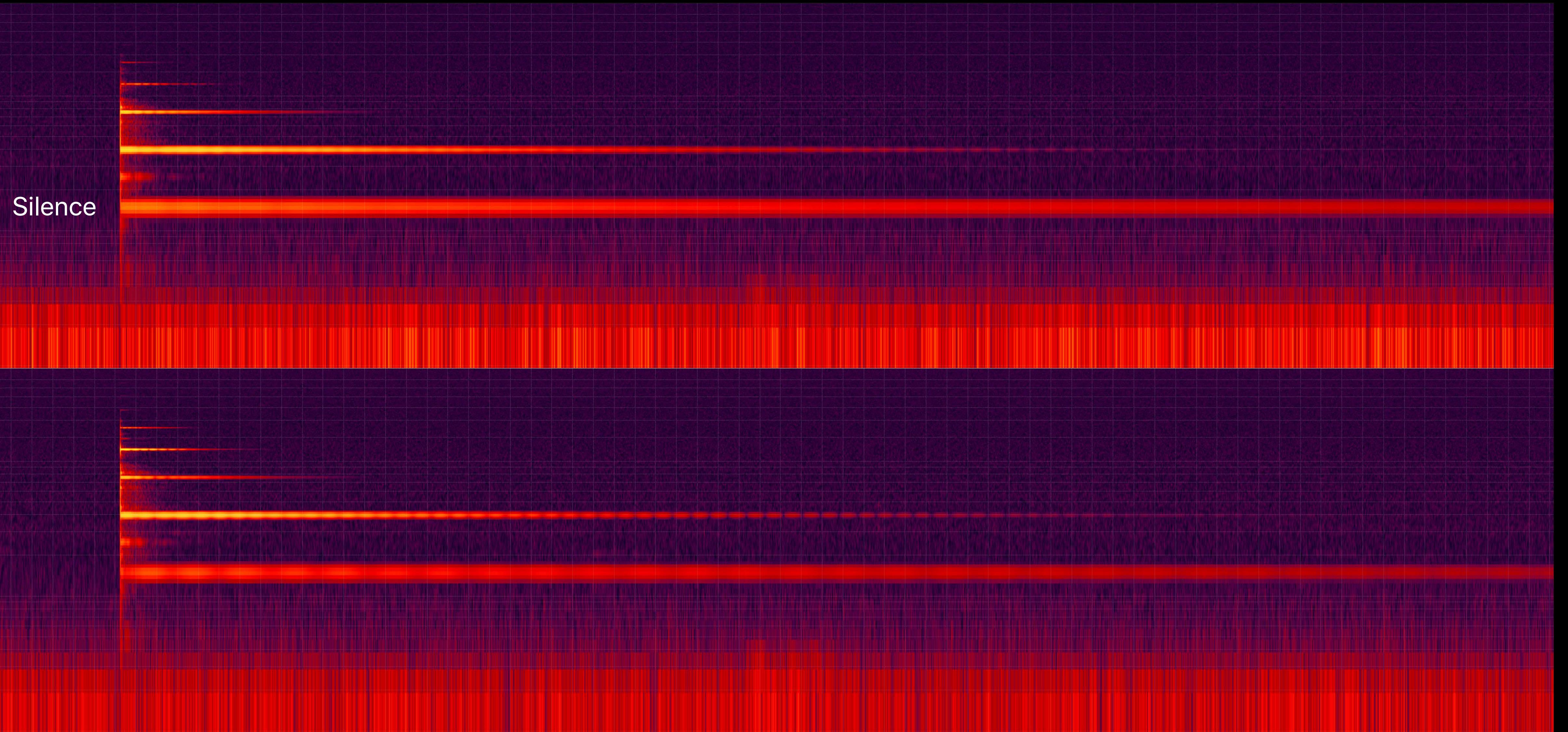


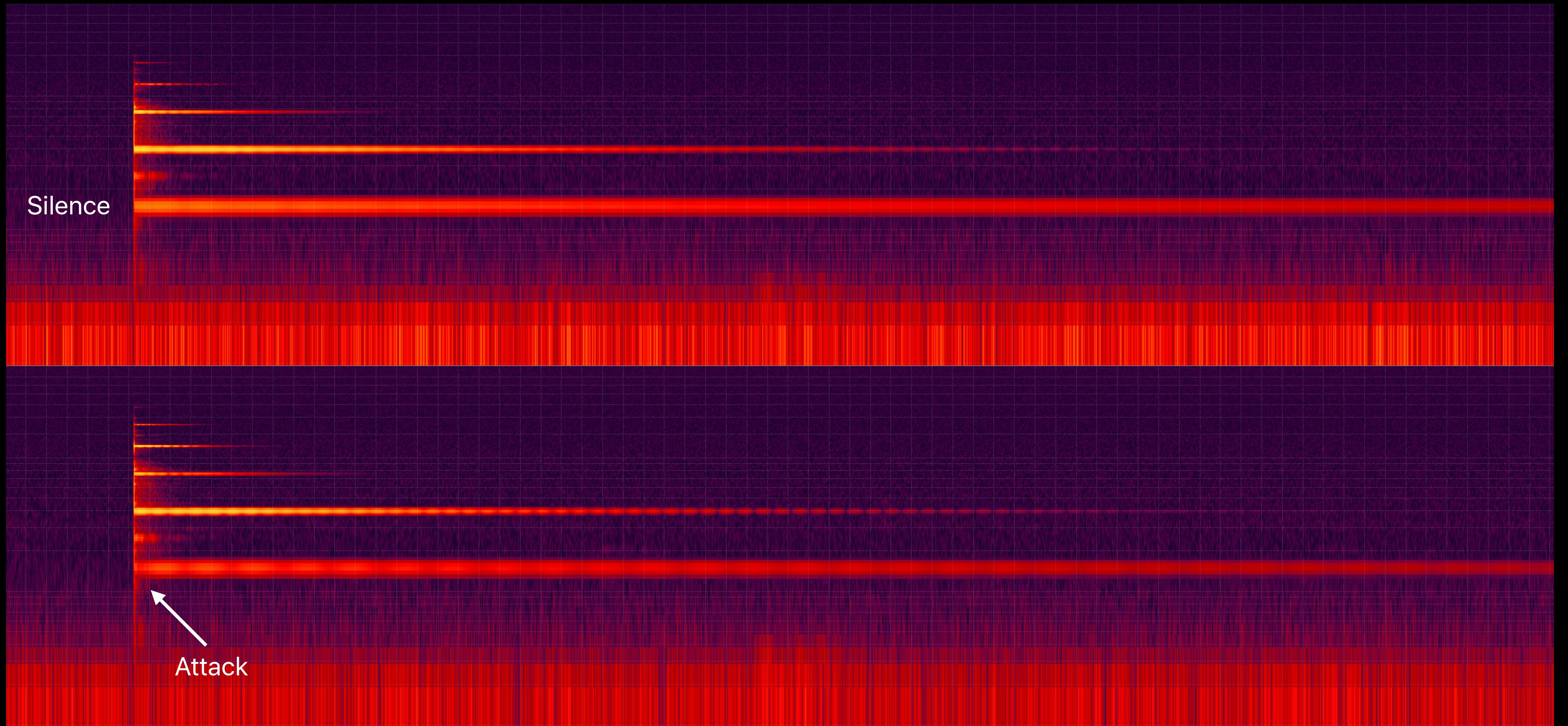
Sound

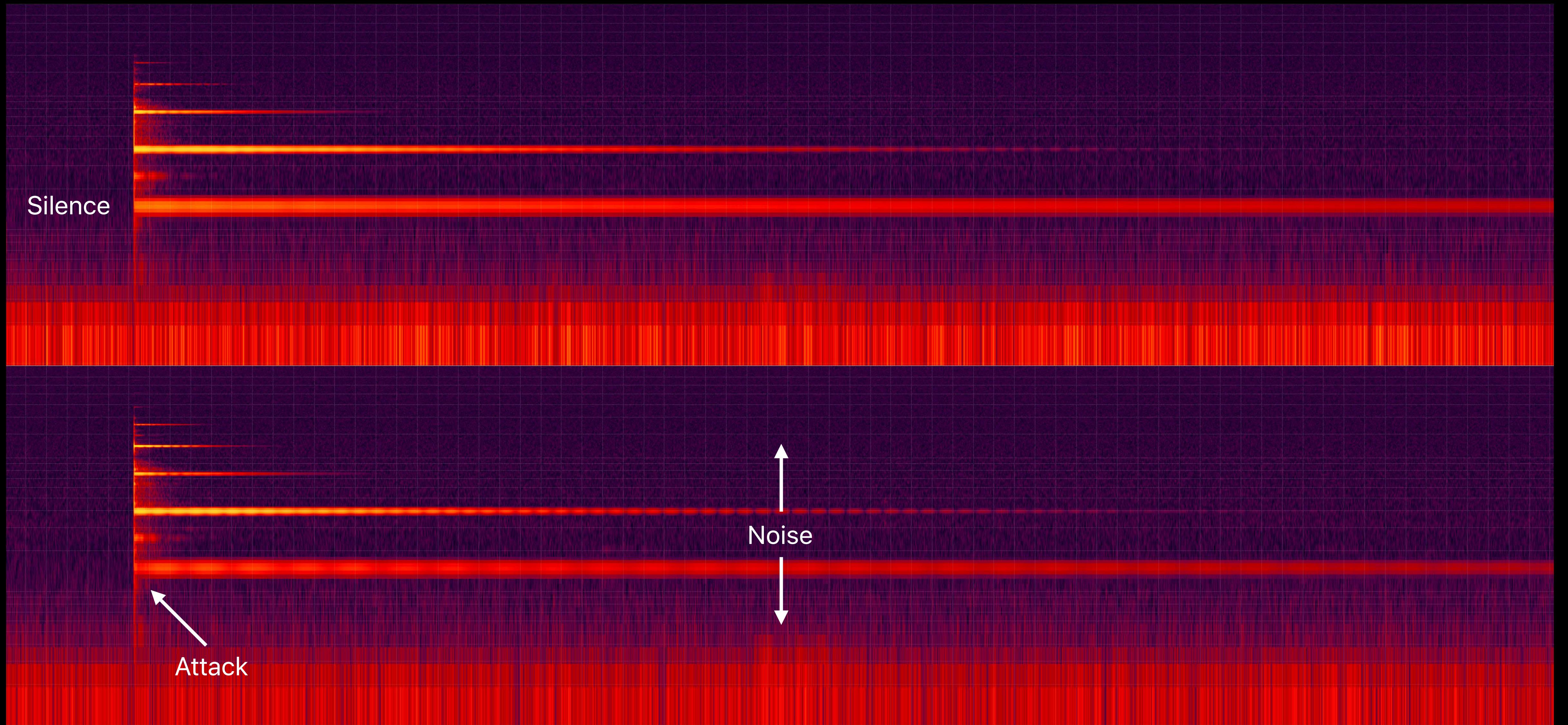


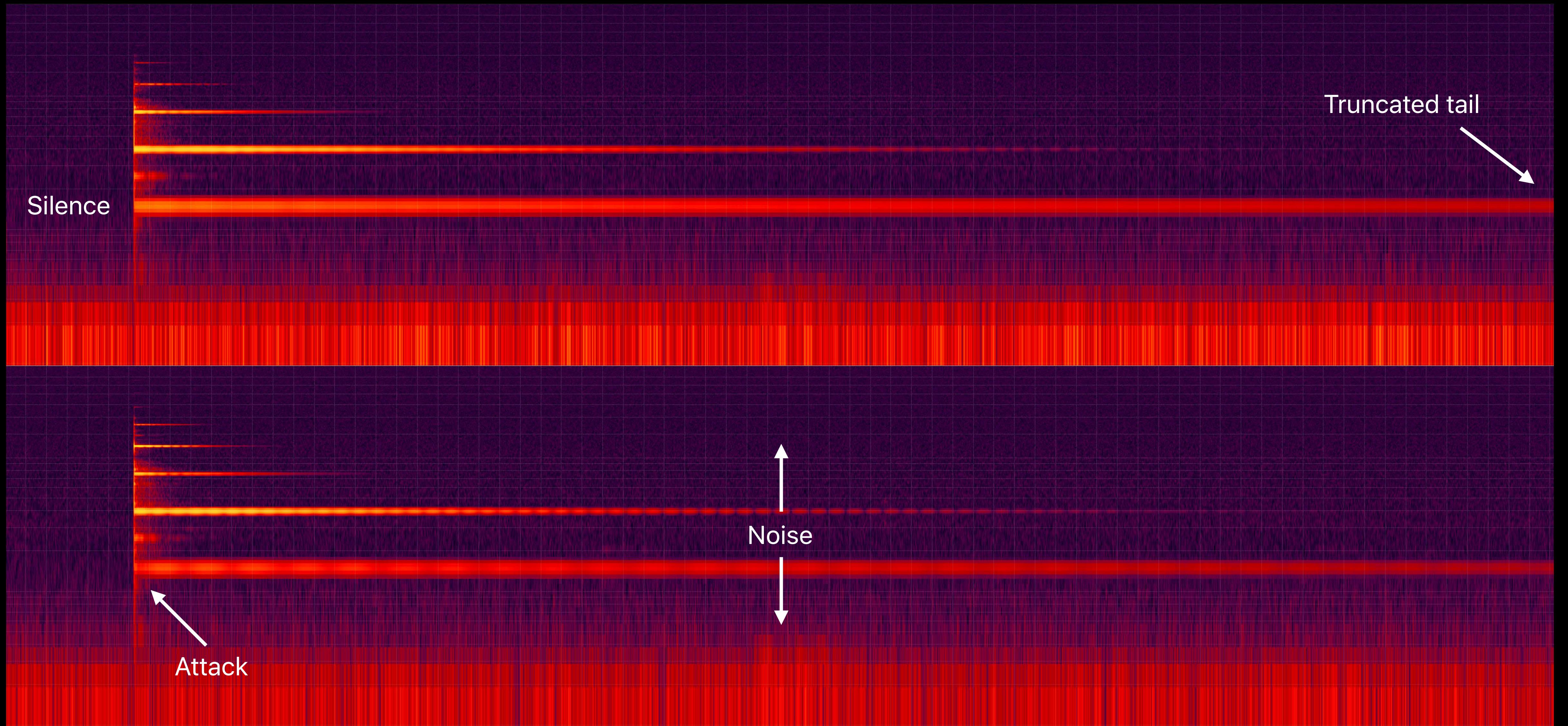
Pro tips

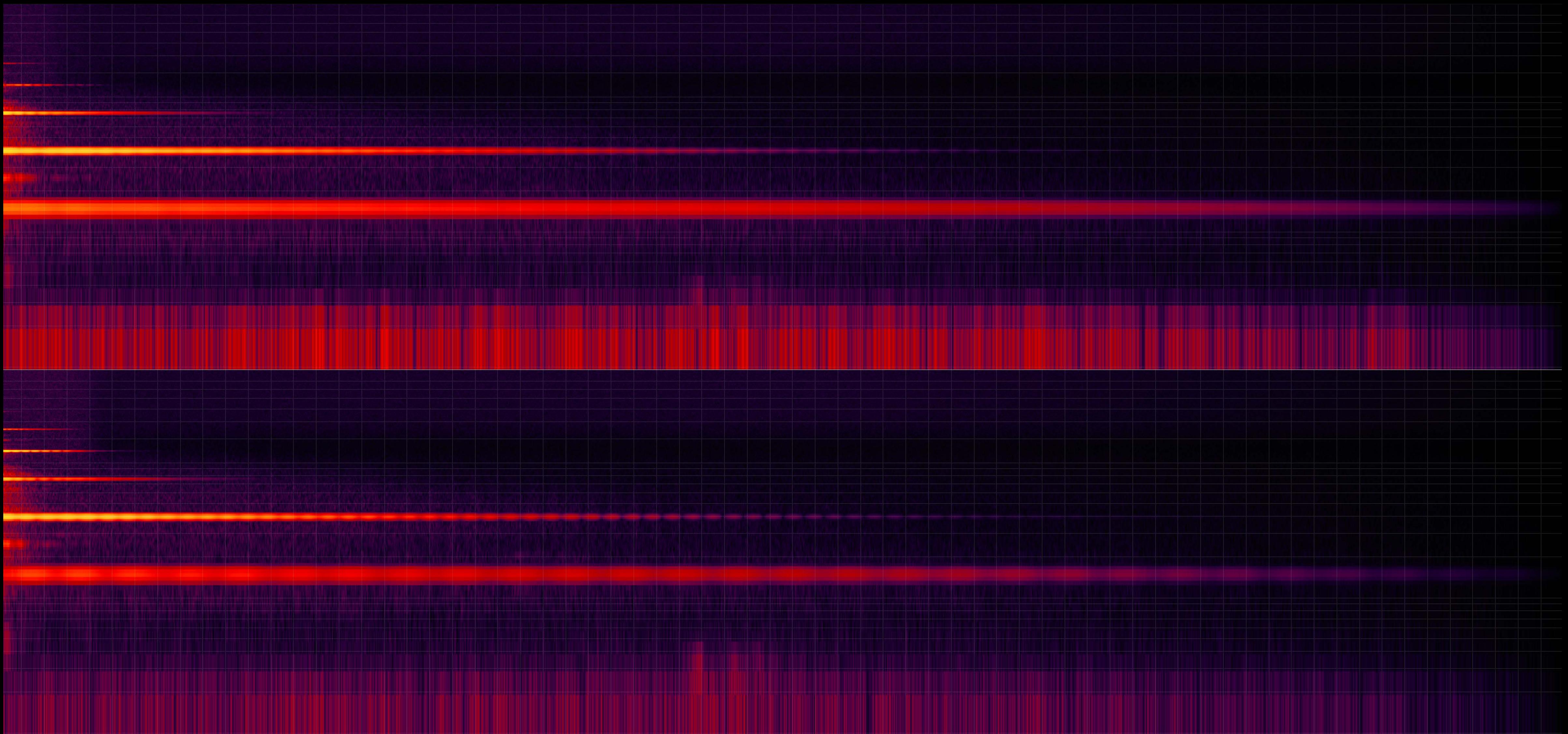


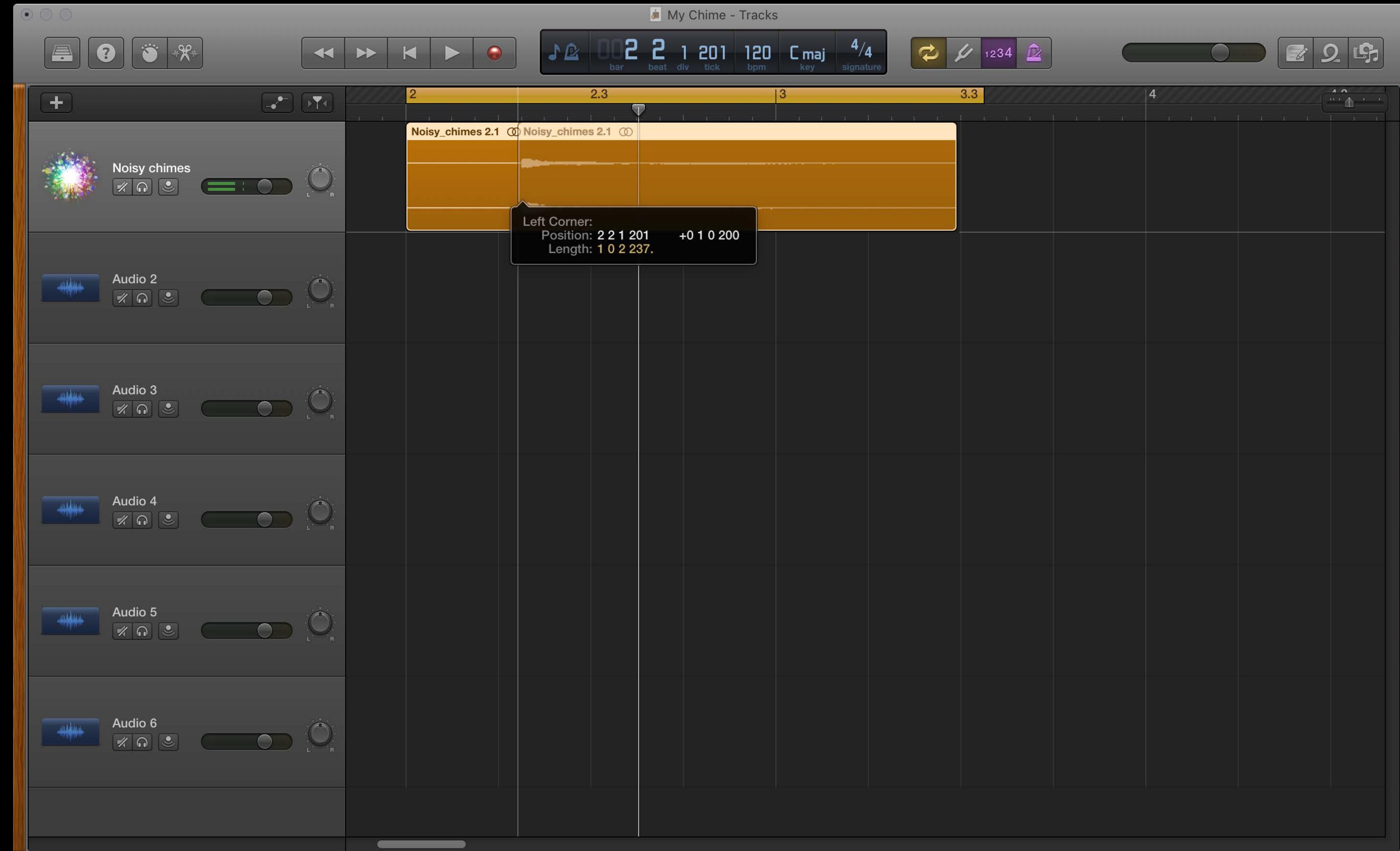






















Tips and techniques

Keep sound in mind from the start

Don't overdo it

Details matter

Test all sounds on device

Tips and techniques

Keep sound in mind from the start

Don't overdo it

Details matter

Test all sounds on device ... and headphones

Tips and techniques

Keep sound in mind from the start

Don't overdo it

Details matter

Test all sounds on device

Work with an expert

Tips and techniques

Keep sound in mind from the start

Don't overdo it

Details matter

Test all sounds on device

Work with an expert

- Sound designer

Tips and techniques

Keep sound in mind from the start

Don't overdo it

Details matter

Test all sounds on device

Work with an expert

- Sound designer
- Sound engineer





More Information

<https://developer.apple.com/wwdc17/803>

WWDC17