

# VA335

## SOUND AND IMAGE

Week 11

Microphones

Instructor: Assist. Prof. Dr. Selcuk ARTUT

Email: [sartut@sabanciuniv.edu](mailto:sartut@sabanciuniv.edu)

Web: [selcukartut.com/teaching](http://selcukartut.com/teaching)



All materials are used for academic purposes

# MICROPHONES

A microphone (colloquially called a mic or mike) is an acoustic-to-electric transducer or sensor that converts sound into an electrical signal.

(<http://en.wikipedia.org/wiki/Microphone>)



# TYPES OF MICROPHONES

# DIRECTIONAL RESPONSE

# DIRECTIONAL RESPONSE

# MICROPHONES

# MIC CONTROL PARAMETERS

# SETTING YOUR LEVELS



# FINAL PROJECT ANNOUNCEMENT



# VA 335 Sound And Image

Final Project(s)

1 - Sound Design / Commercial Project

Or

2 - Film Scoring Project



# 1 - Sound Design / Commercial Project



natural hydration

# What is H+?

---

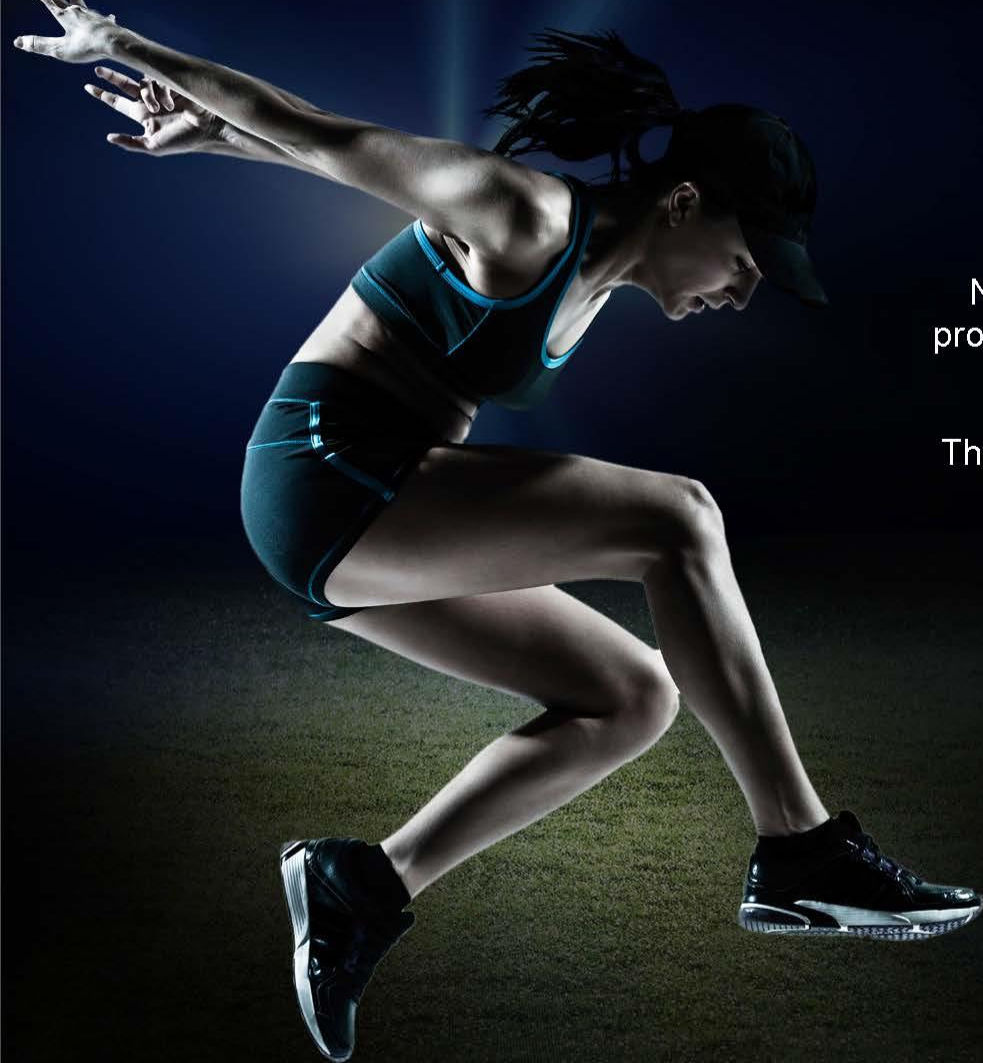
An electrolyte based sports drink designed specifically to replace important nutrients and rehydrate fluids lost during intense exercise.

When an athlete loses water through perspiration during physical exercise, they also lose salts.

This means that it is important to replace salts as well as water for healthy rehydration.







# All Natural

---

Natural sources of minerals from plant infusions provide non-synthetic combinations of electrolytes such as sodium, potassium and chloride.

These give the proper balance of electrolytes that an athlete needs for strong performance of the heart and muscles.

What an athlete doesn't need is sugar.

# Low Sugar

---

Sugar can provide a short term boost in energy, but when simple sugars such as glucose, fructose and sucrose are taken into the body, they rapidly enter the bloodstream.

In high concentrations, these sugar molecules can draw fluids away from the tissues of the body, actually contributing to dehydration.

That's why H-Plus has less sugar than any other sports or energy drink.





# Benefits

---

Pure water

Natural Electrolytes

Low Sugar

Dye and Chemical Free

The cleanest sports nutrition drink you can buy.



A close-up, low-angle shot of a person's legs in white sneakers, positioned on a starting block. The person is in a starting crouch, ready to begin a race. The background is dark and out of focus, showing a red running track.

# The Brand

---

H-Plus athletes...

are sophisticated not aggressive.

are clever not confrontational.

work hard and play fair.

know that natural rehydration is best.



# Commercial Script

The visual style will be a series of highly stylized live action quick cut montages that resolve to a "bullet time" hero shot that has been graphically treated with H-Plus logo motion graphics tracked into the footage.

You work hard and play harder  
Water alone can't give you back the minerals you lose  
H-Plus has what you need.

All natural electrolytes  
From plant infusions not chemicals,  
H-Plus isn't made in a lab.

Too much sugar can dehydrate you  
Robbing you of energy when you need it most...  
H-Plus has only 5 grams.

Everything you need... Nothing you don't.  
H-Plus: Natural Rehydration

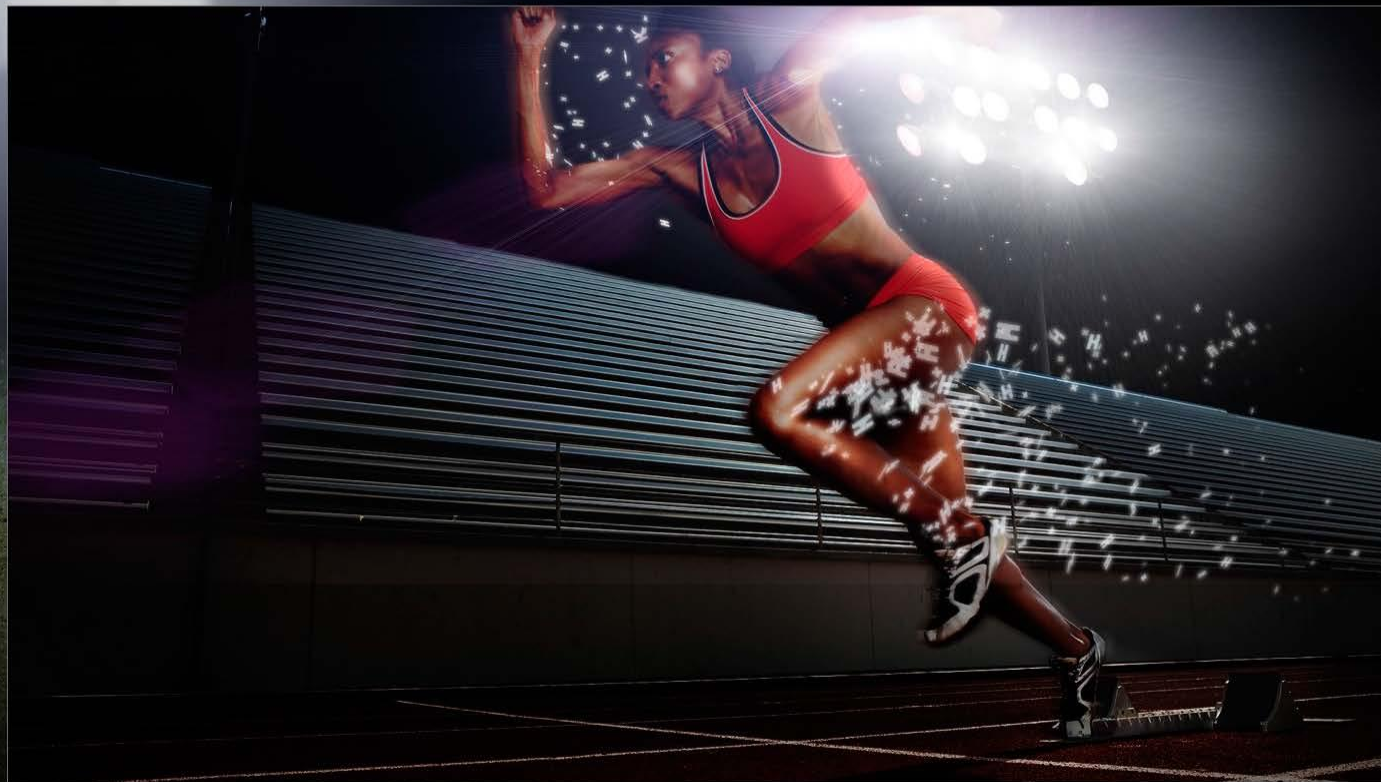


# Style Frames



# Style Frames

---





# Style Frames

---



# Style Frames

---



# Style Frames







natural hydration

THANK YOU





Final Project - Let's see the Rough Cut



# Key points

- Simple Memorable Melodic Theme : SMART
  - Music hits picture
- Punchy & Energetic & Exaggerate Emotional Movements
- Glitchy Rhythmic Tech Elements to hit picture (crashes, swooshes, risers, bombs, etc.)
  - Keep Viewer Interested
- Be Careful about not obscuring VO



## 2 - Film Scoring Project

## 2 - Film Scoring Project

You will be given a film script  
You are required to make music  
for the beginning and ending  
credits

Compose a theme music and  
apply the theme to three  
different scenes

A 21st Century Noir Horror Film.

A graphic investigation into parallel  
identity crises.

A world where time is dangerously out  
of control.

A terrifying ride down the lost highway.

AS CREDITS ROLL

EXT. TWO-LANE HIGHWAY - NIGHT

We see a clean moving POV illuminated by headlights. We're  
floating down an old two-lane highway through a desolate,  
desert landscape. This gliding, eerie POV continues as  
credits roll. When the credits end, the headlights seem to  
dim and soon we're moving through BLACKNESS.

FADE OUT:

Delivery: Bring your project & render your video as mp4  
h264, sound as 44100 16bit wav.

## Time Table

Week11 (Dec 5,19) : Customer Brief

Week12 (Dec 12,19) : Individual Revisions (class attendance)

Week13 (Dec 19,19) : Individual Revisions (class attendance)

Week14 (Dec 26,19) : Final Delivery (online, fileshare)