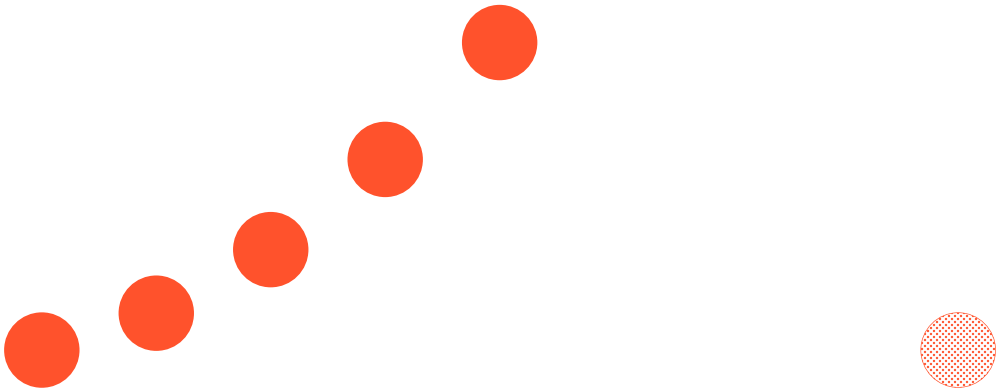
“sound in motion”

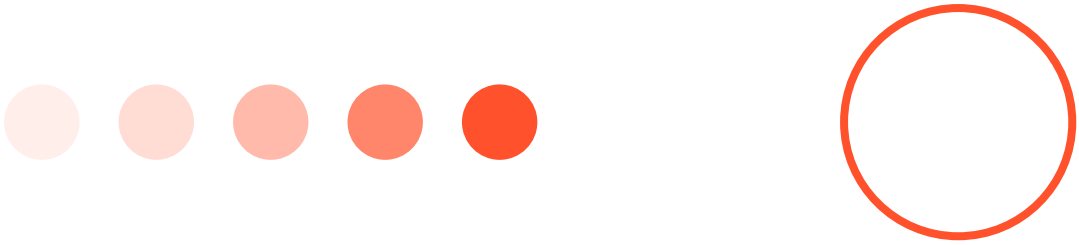
GRIDS

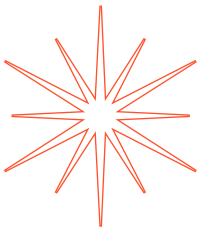
Weds 6PM

11/30/2022

CSUS • Kadema Hall 113 • 6000 J St. Sacramento, CA







Brief

Using one of the five sound beds provided, create a motion design piece that visually complements what we are hearing. Listen to each and select one that speaks to you. It may help to close your eyes to envision what each sound evokes, be it changes in position, size, color, texture, or effect. This is an exercise in reverse-engineering motion from sound— not usually the order in which these things are done, but I find it to be useful in familiarizing ourselves with the interplay of sound and motion. Sound is quite literally movement; a vibration that creates a wave through a medium. Movement (motion) creates sound, so therefore we should be able to infer motion from sound. More practically speaking, as motion designers, we are often asked to add motion graphics to a video that already has voice-over or music locked-in, and being able to identify the rhythm and accents of speech and music steers us towards creating a cohesive audio/visual experience. Think of the gestalt principles of design and how they might apply to sound & motion.

Sound Beds

_abstract.wav

_gentle.wav

_cheery.wav

_night.wav

_???.wav

Create your own sound bed using the sound effects library provided, sourcing samples from the internet, or creating your own entirely.

Workflow

●	**Eagle**	Organizing/cataloguing your assets
○	**PureRef**	Image reference/viewer tool (pay what you want)
◉	**CC Libraries**	Seamlessly move dynamic assets between Adobe programs
◑	**FontBase**	Organize/categorize your fonts
◑	**Figma**	Collaboratively design with a team
◉	**Splice**	Sample library for music/sound design
◑	**Are.na**	Inspiration/reference beyond Pinterest/Behance/Social Media
◑	**The Noun Project**	Icons, icons, icons
◑	**Soundly**	Sound effect library/browser/organization tool
●	**Boombox**	After Effects plugin for sound design
○	**Freesound**	Creative Commons sound effect library

○ **Free** ● **Paid** ◉ **Subscription**

Gestalt

- **Similarity**
- **Continuation**
- **Closure**
- **Proximity**
- **Figure/Ground**
- **Symmetry and Order**
- **Common Fate**

Software

◉	**After Effects**	Industry standard for 2D motion design
◑	**Cavalry**	Procedural 2D motion design, technical but powerful
○	**Blender**	Free 3D software, giant community of creators/teachers
◑	**Cinema 4D**	3D software most commonly used in professional 3D mograph
◑	**Houdini**	My favorite 3D software, procedural very technical but incredibly powerful
◑	**Touch Designer**	Similar to Houdini but for real-time graphics
○	**Spline**	Web-based 3D creation app, great for 3D on the web

YouTube

Do tutorials on YouTube to learn your applications! Design classes are better suited for learning theory and conceptual thinking that can't easily be learned in a 15 minute tutorial. Tutorials are great for teaching you how to use your tools (applications) to enact said theory.

Core AE Skills

- **Keyframes**
- **Graph Editor**
- **Anticipation**
- **Precomps**
- **Mattes**
- **Exporting**

Inspiration

- **Ordinary Folk**
- **Giant Ant**
- **XK Studio**
- **Buck**
- **Zelig Sound**
- **Man vs Machine**

@shodty