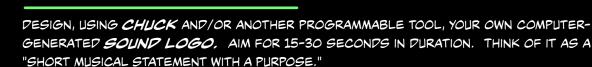
# CHAPTER 4 DESIGN ETUDE

GOOD LUCK, HAVE FUN!





### • PART 1: PRAGMATICS

UNPERSTAND AND ARTICULATE THE SOUND LOGO'S PURPOSE (WHO IS IT FOR, WHAT PO 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 COPE 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, PO 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: POCLIMENTATION

POCLIMENT 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!