

Audio Production for AV Media

11 & 12 March 2010

Brandsome in Ismaning

"The moment of creation is not necessarily the moment of judgment, since this may inhibit the adventure of discovering really new sounds," says sound designer David Sonnenschein. Still, what is behind aural design and production in the audio-visual field? Which technical instruments and creative options are used to produce today's audio tracks? What do you have to take into account during the conception of audio design? Good audio-visual productions captivate the audience not only with their imagery but also with a sophisticated mix of music, sounds and language. Because the overall effect of the audio-visual experience is more than the pure addition of image and sound. The whole is more than the sum of its parts.

This two-day event organized by Eyes & Ears of Europe and Brandsome offers an overview of the basics of hearing, as well as the acoustics of hearing and psychoacoustics. Furthermore, the techniques of audio design, including practical demonstrations of shapes of sounds, will be presented. Beyond that, historical and conceptual sound design in audio visual media will take center stage in this event.

This event is aimed primarily at employees of media and communication companies, (post) production firms, design studios, consultancies, marketing, advertising and dialogue agencies who want to learn more about this topic. Students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum number of 20**. **The seminar language will be German.**

Speaker

Maximilian Kock, professor for audio production in the Department of Media Technology and Media Production, College for Applied Sciences Amberg-Weiden

Born in 1965 in Karlsruhe. Studied audio engineering and image technology in Dusseldorf (qualified engineer). Worked as a sound engineer at Deutschlandfunk Radio in Cologne, Radio NRW in Oberhausen and as a video editor for music videos in the Rockamerica Studios in New York City. From 1994 to 2001, head of the music editorial staff /audio design at ProSieben. From 2001 to 2008, executive producer for audio design at ProSiebenSat.1 Produktion in Unterföhring. Since 1 December 2008, professor for audio production in the Department of Media Technology and Media Production at the College for Applied Sciences in Amberg-Weiden (HAW).

Registration deadline: 5 March 2010

Any questions? Just call us: **+49 (221) 60 60 57 10**

Thursday, 11 March 2010

- 11.00 **Welcome**
Stephan Persdorf, Creative Director
Brandsome, Ismaning
Tillmann Stracke, Creative Director
Brandsome, Ismaning
Programme & presentation
Wout Nierhoff, CEO
Eyes & Ears of Europe, Köln
- 11.15 **Introduction of the participants**
- 11.30 **The human ear, a phenomenal sense organ**
- 12.15 Break
- 12.30 **Hearing phenomenon I – Hearing & evaluating: When does a punch sound effective?**
- 13.15 Lunch break
- 14.15 **Hear phenomenon II – Do you hear correctly? Hearing & Remembering: A complex connection**
- 15.00 Break
- 15.30 **Audio production I – What do we hear? The difference between music, language & sound**
- 16.15 Break
- 16.45 **Audio production II – What happens with the sound around us? Acoustics for audiophiles**
- 17.30 Break
- 18.00 **Audio production III – The most important shapers of sound: From the compressor to the room simulator**
- 18.45 End of day one

Friday, 12 March 2010

- 09.00 Get together
- 09.30 **Audio production IV – The creative process of sound design. How are new sounds produced?**
- 10.30 Break
- 11.00 **Sound design for film – Why do scenes affect us? An acoustic analysis**
- 12.30 Lunch break
- 13.30 **Sound design I – Music, the emotional component of sound design**
- 15.00 Break
- 15.30 **Sound design II – Sound & language, the real components of sound design**
- 17.00 Final discussion & evaluation
- 17.30 End of the event

How to register

For your binding registration, please send your registration form by 4 March 2010 to:

Eyes & Ears of Europe

Association for the
Design, Promotion and Marketing
of Audiovisual Media e.V.

Eyes & Ears Academy

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Fees

Eyes & Ears members: € 250, member students and member trainees: € 75, non-members: € 1.000, non-member students and non-member trainees: € 150. The fees must be paid within a period of one week after receiving the invoice by means of bank transfer.

Accommodation and catering costs are not included in the participation fees.

Eyes & Ears of Europe e.V.

Sparkasse KölnBonn

Bank code 370 501 98
Account no. 101 308 2688

Your registration is binding

Should you wish to cancel your participation after you have registered, we will charge a cancellation fee. If you cancel your participation within the last eight days before the seminar, we will retain the total amount of the participation fees. You can, however, name somebody else to replace you in the seminar. Please note that reduced member fees cannot be transferred to non-members. **Eyes & Ears of Europe reserves the right to make changes to the programme.**

How to get to the event

By public transport

Coming from the airport

Take the urban railway S-Bahn no. 8 in the direction of 'Geltendorf' at terminal 1. Get off at 'Ismaning' station. Change to the bus no. 231 in the direction of 'Studentenstadt' and get off at 'AGROB'

Coming from Munich central station

Take the urban railway S-Bahn no. 8 in the direction of 'München Flughafen' and get off at 'Ismaning' station. Change to the bus no. 231 in the direction of 'Studentenstadt' and get off at 'AGROB'

By car

Coming from northward direction

Take the motorway A9, direction 'Nürnberg-München' until to the exit 'Garching-Süd/Ismaning'. Go left on the B471, direction 'Ismaning/München'. At the third traffic light, B471/Freisinger Str. go right, direction 'Ismaning/München'. At the second traffic light 'Freisinger Str./Münchner Str. go right into 'Münchner Str'. Then go straight ahead, direction 'Unterföhring'. The AGROB area is 1 km beyond the city limits 'Ismaning' on the left side.

Coming from southward direction

Take the motorway A99 until you get to the exit 'Aschheim/Ismaning', then go right on the B471, direction 'Ismaning/Unterföhring'. Next traffic light go left, direction 'Unterföhring'. After the cogeneration plant go right, direction 'Unterföhring/Ismaning'. After 200 metres go right. Next traffic light go left, direction 'Ismaning'. The AGROB area is 1 km beyond the city limits 'Ismaning' on the right side.

Venue

Brandsome
Münchener Strasse 101g
D-85737 Ismaning