

Basics of Audio Production for Producer, Project Manager & Broadcast Engineers

30 September & 1 October 2010

PLAZAMEDIA in Ismaning

"The moment of creation is not necessarily the moment of decision; this would prevent the adventure of discovering new sounds" says Sound Designer David Sonnenschein. But what's the clue to an auditory creation and production in the audiovisual area? By which filmic tools and creative possibilities are produced audio tracks nowadays? What should be considered while creating an audio design? Good audiovisual productions are not just convincing because of the image, but also because of an elaborated mixture of music, sounds and voices. The integral effect of the audiovisual experience is more than the single addition of images plus sounds.

This two-day event organised by Eyes & Ears of Europe and PLAZAMEDIA 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 be focussed.

This event is primarily aiming at producer, project manager and broadcast engineers, who want to know more about this topic. Persons interested in the media, students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum of 20**.

Speaker

**Maximilian Kock, Professor of Audio Production, Study Course Media Techniques and production
University of Applied Sciences Amberg-Weiden**

Born 1965 in Karlsruhe. Studies of Sound and Image Techniques in Dusseldorf (Dipl. Eng.). Sound Engineer at Deutschlandfunk in Cologne, Radio NRW in Oberhausen and Video Editor for Music Videos in Rockamerica Studios in New York City. From 1994 to 2001 Head of Music/Audio Design department at ProSieben. From 2001 to 2008 Executive Producer Audiodesign at ProSiebenSat.1 Production in Unterföhring. Since 1 December 2008 Professor of Audioproduktion at the University of Applied Sciences Amberg-Weiden (HAW) in Study Course Media Techniques and production.

Deadline for registration: 24 September 2010

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

Thursday, 30 September 2010

- 11.00 **Welcome**
Robert Adams, Head of Unit Outdoor
Production & CEO of PLAZAMEDIA, Ismaning
- Programme & Presentation**
Wout Nierhoff, CEO
Eyes & Ears of Europe, Cologne
- 11.15 **Presentation of the participants**
- 11.30 **The human ear – a phenomenal sense organ**
- 12.15 Break
- 12.30 **Listening phenomena I – Listening & Judging: When does a punch become authentic?**
- 13.15 Lunch Break
- 14.15 **Listening phenomena II – Do you listen properly? Listening & Reminding: a complex relationship**
- 15.00 Break
- 15.30 **Audioproduction I – What do we hear? The difference between Music, Voice and Sound**
- 16.15 Break
- 16.45 **Audioproduction II – What is happening with the sound surrounding us? Acoustics for Audiophiles**
- 17.30 Break
- 18.00 **Audioproduction III – The most important sound tools: From a compressor to a Room Simulator**
- 18.45 End of day one

Friday, 1 October 2010

- 09.00 Get together
- 09.30 **Audioproduction IV – The creative Process of Sound design. How are generated new sounds?**
- 10.30 Break
- 11.00 **Sound design for films – Why are film scenes touching 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 & Voice: 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 24 September 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 bus no. 231 in the direction of 'Studentenstadt' and get off at 'AGROB'

By car

Coming from the north: Take the motorway A9, direction 'Nürnberg-München' 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 1km beyond the 'Ismaning' city limits on the left side.

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

Venue

PLAZAMEDIA
Münchener Strasse 101
D-85737 Ismaning

