

Integrated Design Curriculum
Parsons The New School for Design

IDC Lab 1: Media

Project 2: Thinking Through Sound – 10/27 – 11/17

In this project you will use your ears much more than your eyes or any other sense. You will discover, and unleash, the potential of communicating through this medium.

How you communicate through sound is up to you, but what you communicate must relate to the mission of <http://350.org/> - to spread awareness about the number 350.

Your final 3-minute, 50-second sound piece should describe this potential and use it to its maximum. What can we describe through sound, and no other medium? What kind of attention do we have from a listener, and what are the various ways we can take advantage of that attention? How can sound spread the message of 350.org? How will you incorporate language if you are thinking of a global audience? What kinds of sounds are more global than others?

Your concept will be developed from your understanding of the 350 website and examples screened in class. Essential to this project is to really LISTEN, constantly, for the duration of the project.