

Integrated Design Curriculum
Parsons The New School for Design

IDC Lab: Media

Project 2: *Sonic Media*

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 critique media (in how you define it for this project.)

Your final 3-minute (approximately) sound piece should describe sound's 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 a critical message? How will you incorporate language if you are thinking of a global audience? What kinds of sounds are more global than others? What are the relationships between media and sound?

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

NOTE: You can use moving or static images in your piece ONLY if they are the original source of the sound, and if you feel they are core to your concept.