

# **Embracing Audio Technology** for Enhanced Creativity

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34BigThings, Audio Director







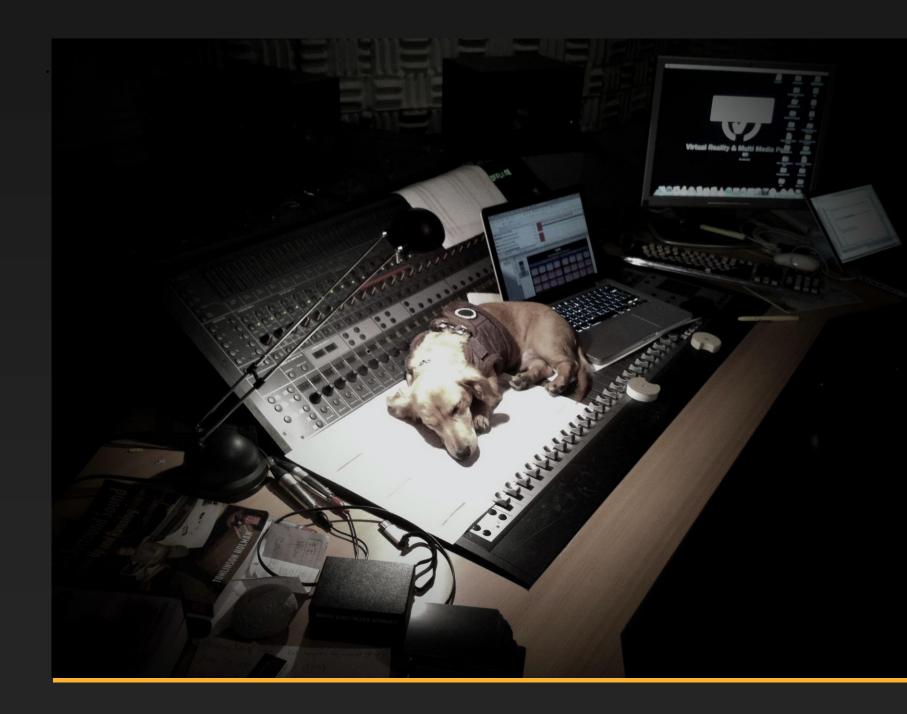








- 1 The Listening Art
- **2** Creating Connections
- **3** A 3-Step Creative Process
- 4 Open Question









# THEARTOF LISTENING







Our hearing is the most adamant of our senses. It's the last thing that goes with anesthesia and it's the first thing that comes back as we awake.

Dirk Schwender, professor of anesthesia





### HEARING SYSTEM

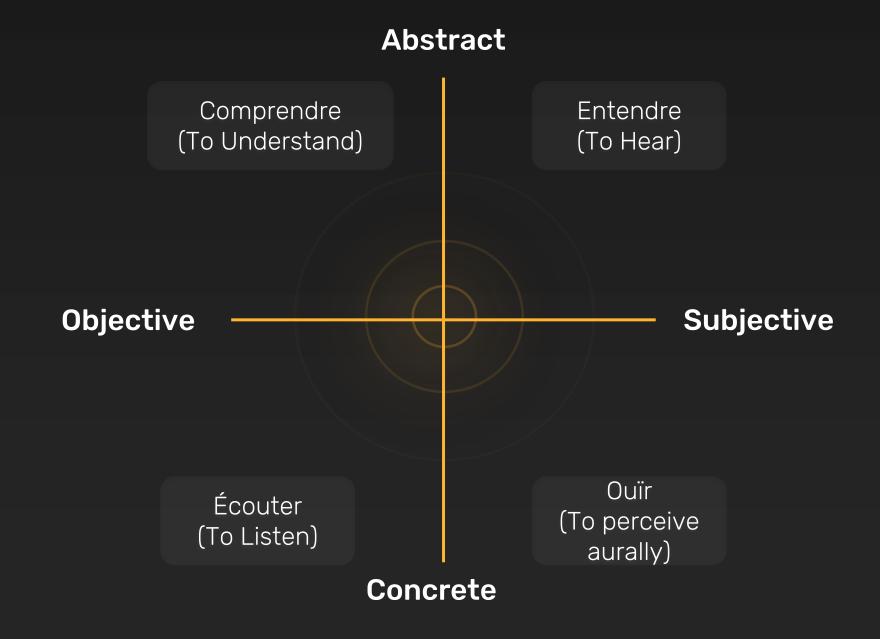
- Full maturity at around 20 weeks into gestation
- Always awake
- Our brain processes a vast amount of auditory information daily







### THE FOUR LISTENING MODES



To listen as well as to look or to contemplate is to touch the work in each part - or else to be touched by it

**Jean-Luc Nancy** 





## COMPARING SOUND EXPERIENCE





### A LISTENING TRIANGLE

#### **SOUND DESIGNER**

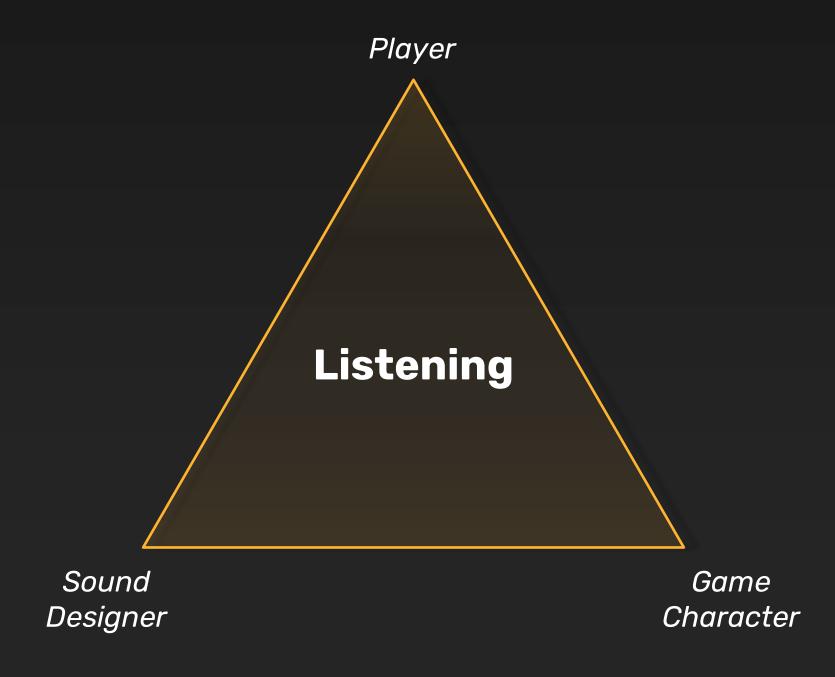
empathize with character + player

#### **GAME CHARACTER**

how sounds reflects its personality?

#### **PLAYER**

immersive experience with Sound Design





### **BRIDGING THE GAP**



#### WITH THE CHARACTER

- Understand their unique perspective
- Reflect their identity







- Capture their attention while playing
- Leave a lasting impression after





# CONNECTING WITH CHARACTERS: STRATEGIES

Flow Power Sound of the Future Focus

Pressure

# A Free Writing Exercise

Freedom Trance Frustration Adrenaline Junkie

Nostalgia Vibration



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### **CONNECTING WITH THE PLAYER**

- Real Life Vs. Immersive Worlds
- Sound as camera focus
- Creating deep boundaries
- Gain Trust

Mix type	Music	Player Engine	NPC Engines
Driving solo		-	
In the pack		_	<u></u>







Sound is important for mood setting, anticipation, and directing attention. Sound goes deeper: a sonic approach is often more revealing than the conventional visual one.

The sonic is about the connection between viewer and viewed. It's more intimate and passionate, it gets under your skin like a successful pop song.

#### Julian Henriques



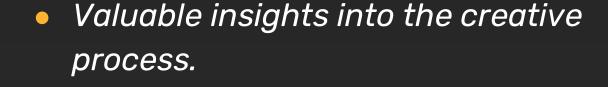


#### **CONNECTING WITH THE TEAM**

- Engage/Involve in the audio work.
- Small actions to keep music and sound at the forefront of their minds.

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• Don't limit conversation to workrelated stuff.



- Show how music is connected to the vision for the game.
- Creates a positive feedback loop.





## REDOUT 2 MUSIC GENRES

Old Cairo	Drum and Bass	
V.E.R.T.E.X.	Outrun (Synthwave)	
Neo Tokyo	Electro Metal	
Mt. Fuji	Psy-trance	
Black Hole	Techno	
Mariana Trench	Psy-trance	
Tartarus Mines	Metal Step	
Mars 2 Memorial	Italo Dance	
Genesis	Metal Step	
Ocean Cloud/New Macau	Electro Step	

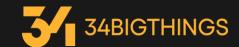




# 3-STEP CREATIVE PROCESS







## **IMPROVISE**

- The performative aspect
- Instinct & Intuition
- The power of improvisation

Uniformity is monotonous while diversity is thrilling



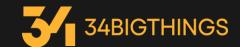




## REDOUT 2: ENGINE PILLARS

- Up to 1000 mph
- One gear only
- Not a driving simulator, not an arcade
- Engine Sonic Branding
- Different engine technologies





# SCULPT

- Shape the aesthetics design
- Add details/texture

No matter what tools you use to create, the true instrument is you

R. Rubin



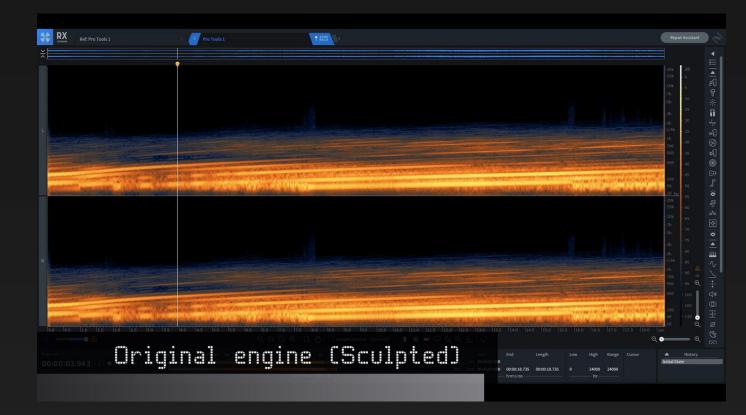


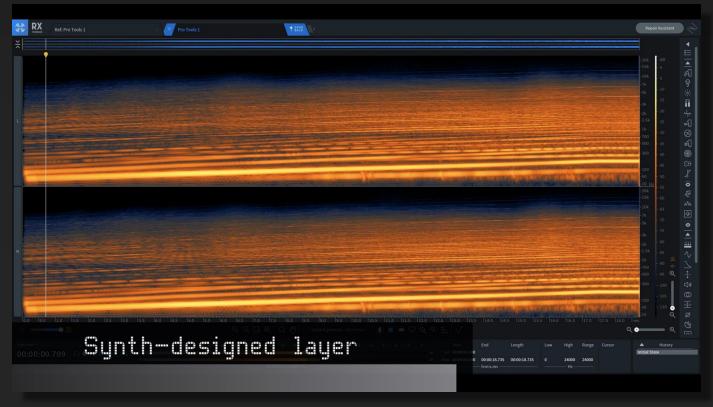
## **ENGINE AESTHETICS**

Team	Real World Engine Reference	Libraries pole position production production Soundwares from Source to Mind
Lunare	Ferrari FXX Evo	Lamborghini Aventador
Asera	Kawa Ninja H2R, H2R Supercharged	Kawasaki Ninja ZX10R
Sulha	Formula 1	Synth generated
Koen	Honda Moto GP	Audi R8 2017
Conqueror	Porsche 993	Corvette C6 Racecar
Esa	Jet Engine, Jet Car	Lotus Exige-S 2013
Akhal-Tech	Formula E	Synth generated
Buran	BMW E89 z4 GT3, Truck Race	Dodge Ram 1500 HEMI SUV 2014
Helix	Audio 200 Quattro	EXTRA 330LX (Aircraft)
WRG	Ducati Desmosedici, DesmoRR	Yamaha MT 09/2015
Mantis	f-16	Nissan GTR r35 2012
Behemoth	Honda Goldwing Cafè Racing	BMW S1000RR HP4 2012











## **OBLIQUE STRATEGIES**

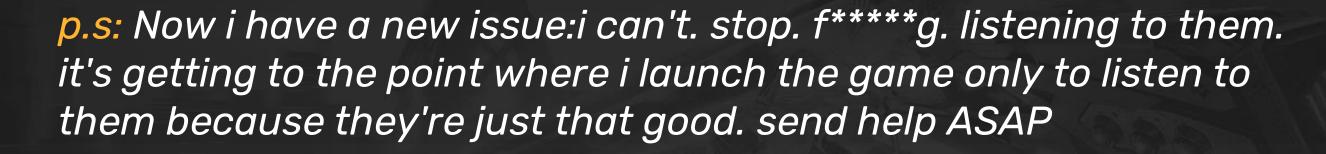
Make an exhaustive list of everything you might do and do the last thing on the list

Discover the recipes you are using and abandon them

Look closely at the most embarrassing details and amplify them







Redout 2 player



# Open Question

- in www.linkedin.com/in/paoloarmao
- www.paoloarmao.com







Executive Producer
Creative Director
Game Designer
Audio Programmer
Music Implementation
Sound Designer
Audio Director

Valerio Di Donato
Ivano Zanchetta
Giuseppe Franchi
Giacomo Ferronato
Stefano Caiazzo
Claudio Affaba
Paolo Armao





# Thank you!

