

Highlights of the Study of Sound for Animation: Designing Sound with a Low Budget

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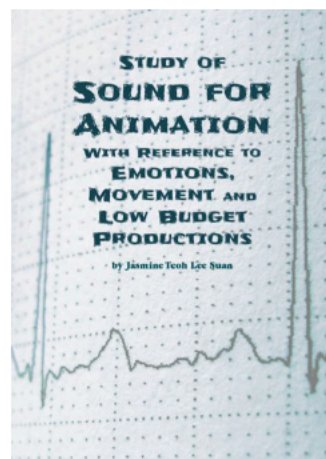


Figure 1. Study of Sound for Animation: With Reference to Emotions, Movement and Low Budget Productions Dissertation by Jasmine Teoh Lee Suan (2019).

Abstract There is a noticeable amount of research on sound design, with emphasis on the importance of sound in media. This article touches on the highlights of sound in animation, in terms of the challenges of sound design and how to overcome them. The researcher hypothesizes that 'Good quality sound in animation can be created with a low budget'. A new understanding on the topic of sound design and animation was proposed, while applying the knowledge from existing research by other scholars. Sound design can be accomplished with a reasonable budget and it involves the sound designer to create sound through movements and feelings. These were the conclusions made by the researcher based on the research findings that were obtained through two qualitative methods of research (online interview and visual analysis), in which the findings were presented, analysed and discussed. This article may contain faults and errors as it is still a crude study on the topic itself. Further research is needed for a more detailed justification of the current conclusions.

Key words Sound design, animation, low budget productions, sound performance, sound perception, Foley

Introduction

Sound for animation has been introduced to the entertainment industry since the year 1927 (Finan n.d.), with *The Jazz Singer* (Figure 2) as the feature film. Sound plays an important role in animation and videos, even more to the present day. "It has long been said that you do a great job in sound when no one notices it," said Gary Rydstrom (Kushins, 2016). Good sound designing is when the audience gets too absorbed into the music and sound of a video to even notice it. However, people seem to overlook the designing of sound and its importance. There is an abundance of research on sound design, with emphasis on the importance of sound in media, justifications and experiments related to sound and how it affects the feelings of audiences.

This research focuses mainly on sound for animations from Western and Asian media, with the information collected ranging from the 1990s to the present time. The communities that were being targeted through the research were mainly sound designers, animation directors that are working in the industry, and the audience of animated films. Two different types of research methodologies were used while collecting data for the research, namely qualitative research (online interview, visual analysis) and mixed research