

# NABA

NUOVA ACCADEMIA  
DI BELLE ARTI

**SUMMER  
COURSES**

**Sound Branding**

2<sup>nd</sup> SESSION:  
July 13th – July 23rd 2021

# SOUND BRANDING

**School:** Nuova Accademia di Belle Arti Milano (NABA)

**Address:** Via Darwin 20, 20143 Milan, Italy

**E-mail:** [summer@naba.it](mailto:summer@naba.it)

**Course Structure:** 45 hours – 9 lesson days

**ECTS:** 3 ECTS credits\*

\*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

## TITLE – AREA

Sound Branding

## COURSE TEACHERS

Igor Muroi

## COURSE DESCRIPTION

*What is a brand? It is a promise with a name and a value. The identity of a brand is communicated involving all the senses of the recipient: visual, olfactory, tactile, architectural and acoustic.*

*The communion of the senses exponentially increases the possibility of penetration of the brand message. Within the set of human senses, the course of Sound Branding aims at focusing on the value of sound in building a brand identity.*

*The course combines critical-cultural knowledge, creative research and technical and technological practice with the analysis and design of the Sound Brand. Students will be introduced and will face the methodology of sound design, in order to acquire knowledge and competencies necessary for the production of their project of sound branding.*

*The final projects will be broadcasted on PRE-DELAY /// WEB RADIO. [www.pre-delay.com](http://www.pre-delay.com).*

## COURSE OBJECTIVES

*The aim of the course is to introduce the students to the dimension of the Sound Brand in all its practical features aspects and to apply the theoretical and technical knowledge acquired in the different operational contexts of the sound brand.*

## ADMISSION REQUIREMENTS

*The course is addressed to students who have not a background in sound design and branding but have a strong interest in exploring this practices.*

## OUTPUT

*At the end of this course students will be able to:*

- 1. outline a research and analysis to develop sound branding project.*
- 2. develop a sound brand project*
- 3. understand the sound branding methodology*
- 4. use properly of the sound tools*

*Students will acquire an overall understanding towards sound brand production through Learning by Doing techniques. The final project will consist of sound brand.*

#### **LIST OF MATERIALS AND TOOLS to be brought by students**

- Laptop (preferably Mac).
- USB Key
- Digital Audio Recorder (a smartphone is enough).
- Headphones

#### **ATTENDANCE POLICY**

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

#### **COURSE POLICY**

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

#### **TEACHING METHODS**

A mix of theoretical lessons, field trips and practical workshops.

#### **TEACHER'S SHORT BIO**

IGOR MURONI (Genoa, 1976), is a sound artist who lives and works in Milan. He graduated from the Faculty of Architecture (University of Genoa). He then obtained a MA Degree in New Technology in Contemporary Art (Academy of Fine Arts of Brera, Milan) and master's degree in EMP Electronic Music Production (SAE Milan, Italy). From Djing and Electronic Music Production he has extended his interest in sound to sound art and experimental music. He has presented his work internationally at the Cité Internationale des Arts (Paris), NoCrew Art Center (New York), Grimmuseum (Berlin), Maxxi Museo (Rome) and Museo Pan (Naples). He has participated in several group exhibitions. Since 2006 he has been a lecturer at NABA - Nuova Accademia di belle Arti in Milan and from 2013 to 2019 director of the NABA SOUND Design Department. In 2015 he founded the label and label /// PRE-DELAY [www.pre-delay.com](http://www.pre-delay.com)

## Grading

Total number of ECTS assigned for the successful completion of the course: **3 ECTS**

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
<b>TOTAL</b>	100 %	Poor = 59 or below

	<b>Excellent</b> 90 -100%	<b>Good</b> 80 – 89%	<b>Average</b> 70 – 79%	<b>Below Average</b> 60 – 69%	<b>Poor Below</b> 60%
<b>Attendance</b> (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
<b>Participation and Creative Process</b> (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
<b>Original Project</b> (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

## Course Schedule\*

### 1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday		NABA Staff		Welcome and Registration
				Course kick-off
Day 2 Wednesday				Lecture on Sound Brand
				Lecture on Sound Brand
Day 3 Thursday				Lecture on Sound Brand
				Sound Brand workshop
Day 4 Friday				Sound Brand workshop
				*Field Trip

**2<sup>ND</sup> WEEK**

<b>Day</b>	<b>Time</b>	<b>Professor</b>	<b>h</b>	<b>Lesson-subject</b>
Day 5 Monday				*Field Trip
				Sound Brand workshop
Day 6 Tuesday				Lecture on Sound Brand
				Sound Brand workshop
Day 7 Wednesday				Lecture on Sound Brand
				Sound Brand workshop
Day 8 Thursday				Sound Brand workshop
				Sound Brand workshop preparing the final project
Day 9 Friday				Sound Brand workshop Preparing the final project
				Final Presentation
				<b>Final Presentation</b>

\*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.