Sound

- we tend to ignore it, or be marginally aware of it
- news reports
- TV, film, games, web:
  - visual media--Story, actors, performances, images first
  - but sound can be the defining factor
Its importance

- segment(s) w/out sound
  - lifeless
  - not understandable
- Soundscape
- Usually weakest link in student film/video
Kill Bill --no sound
Kill Bill w/sound