

音频技术

10月12日(周一)

10:05-18:00

3F/3C+3D 会议室

10:05-11:05

演讲题目: 中国的游戏音频设计

演讲嘉宾: [杨杰, 维塔士 Virtuos 音效总监](#)

演讲摘要:

整体看来,中国游戏开发团队对于音频设计的重要性还远未受到应有的重视。这种重视不仅仅停留在对于质量的要求上,还在于整个项目管理与开发的体系上。

此次演讲将主要阐述游戏音频设计开发的一些关键点,以及它们为高质量项目所带来的多方面帮助,尤其是对于中国的游戏开发状况和中国玩家而言。

11:10-12:10

演讲题目: 游戏语音设计与声音氛围的搭建

演讲嘉宾: [彭濛, 影视 / 游戏音效设计师、作曲家](#)

演讲摘要:

近年来,游戏语音设计越来越受到开发者的重视。本次演讲将以《魔兽世界》为例,和与会者分享《魔兽世界》语音开发经验,并将分析游戏语音设计开发的关键点。同时,演讲会围绕音乐,音效的融合度及艺术化效果设计,阐述如何搭建游戏声音的氛围感。

13:30-14:30

演讲题目: 从剧本到实践

演讲嘉宾: [Greg DeBeer, 美国索尼电脑娱乐对白经理](#)

演讲摘要:

高质量的游戏对话需要关注细节以及进行大量的前期准备。为了让项目能够在预算内按时完成,各项工作都必须协调一致的进行,包括剧本准备和组织以及对应的配音、指导、录音等工作,编辑和本地化的准备。在准备你的配音工作的时候,记住一些要点将会让你的音频团队保持清醒,也会让你的制作人高兴。

14:35-15:35**演讲题目:** 如何用游戏音乐为您的项目加分**演讲嘉宾:** [阿鲲 \(陈鲲\)](#), 资深游戏音乐作曲家, 中国音乐家协会会员, 阿鲲游戏音乐工作室首席作曲**演讲摘要:**

游戏音乐可以成为游戏开发者手中一件强大的武器。如果运用得当, 游戏音乐将极大的为项目加分增值。本演讲将告诉您如何用同样的预算而获得更高质量的游戏音乐, 不同的音乐将如何影响到玩家的情绪、行为。您还将知悉游戏音乐是怎么创作出来的, 制作过程的秘密何在, 游戏音乐与其他形式音乐 (例如电影音乐、流行音乐等) 的异同。演讲者也将讲述游戏音乐创作中真实的案例故事, 来多方面的阐述您如何利用游戏音乐来为您的项目加分。

15:55-16:55**演讲题目:** 混音: 游戏音效最后的巨大挑战**演讲嘉宾:** [Garry Taylor](#), 欧洲索尼电脑娱乐音效经理**演讲摘要:**

对于线性媒体, 例如电视和电影, 你每次看的时候, 节目内容并不改变, 所以为这些节目配音就相对很直接。然而, 由于游戏天生的非线性特点, 为游戏配音对我们行业的音频专家而言却是一个困难得多的任务。我们花费了大量时间、金钱和努力来为游戏制作高品质的音频内容。本次讲座将向你展示如何才能尽可能表达好这些音频内容。该讲座还会讨论在为游戏混合音轨的时候可能遇到的一些挑战, 并且将就如何达到最佳效果提供一些技巧。

17:00-18:00**演讲题目:** 将音乐转化为利润**演讲嘉宾:** [日比野则彦 Norihiko Hibino](#), GEM Impact, Inc. 首席执行官、作曲家和制作人**演讲摘要:**

从掌上游戏到复杂的游戏机游戏, 科技的进步使得我们可以在这些不同的游戏类型中使用高品质的音频。随着音频质量的提高, 通过销售游戏音乐专辑和举办音乐会, 游戏音乐商业迅速成长成为一种额外的利润来源。这次讲座将论述高品质的声音在游戏中举足轻重的原因, 以及有效声音和无效声音之间的细微差别。我们还将详细讨论音乐版权和版税金的问题, 并且着重强调游戏音乐可以产生的长期利润。

Audio**MONDAY, OCTOBER 12****10: 05-18: 00****3F/Room 3C+3D****10:05-11:05****Session: Designing Sound for Games in China****Speaker: [Jie Yang, Sound Director, Virtuos](#)****Brief Description:**

The importance of sound design is still underestimated by many teams in China, when not overlooked entirely. Improper sound design can very negatively affect the quality of a game and create severe project management issues.

This lecture elaborates how following several key principles of sound design can benefit the success of a game, and the specificities to consider when designing sound in China for an audience of Chinese gamers. Topics will include the importance of proper sound design, issues commonly facing Chinese game developers, and how to tackle them.

11:10-12:10**Session: Dubbing Design and Setting Up the Auditory Atmosphere in Games****Speaker: [Peng Meng, Sound Designer, Composer](#)****Brief Description:**

Game developers have emphasized the dubbing design more in recently years. Taking the World of Warcraft as an example, the speech today is tailored not only to share the dubbing design experiences with the audience, but to analyze the key points of the dubbing design. Meanwhile, based on the combination of the music and sound effect as well as the artistic effect, the speech would explain how to construct the acoustic atmosphere in games.

13:30-14:30**Session: From Script to Implementation****Speaker: [Greg DeBeer, Dialogue Manager, Sony Computer Entertainment America](#)****Brief Description:**

High caliber game dialog requires attention to detail and a great deal of pre-planning. Areas like script preparation and organization, along with casting, direction, recording session behavior, editorial and localization preparedness must all work in unison to get a project done on time and under budget. Keeping a few specific things in mind while planning your VO can keep your audio team sane, and your producers happy.



14:35-15:35**Session: How to Use Music to Add Value to Your Games****Speaker:** [Roc Chen, Senior Game Music Composer, Lead Composer of Roc Music Studio Inc.](#)**Brief Description:**

Music can be a powerful weapon for game developers. If used properly, game music can add value to your games. This session will let you know how game developers can get better quality of music with the same budget, how game music can influence player's emotions and behavior through different examples. It will also tell you how game music is created, the workflow of game music composition and production, how game music is different from other forms of music (film music, pop music, etc.). The speaker will also tell you true stories and cases of scoring for video games and let you know how music can add value to your games.

15:55-16:55**Session: Mixing It Up: The Last Great Challenge for Game Audio****Speaker:** [Garry Taylor, Audio Manager, Sony Computer Entertainment Europe](#)**Brief Description:**

In linear media such as TV and film, the program material doesn't change every time you view it, and mixing for it is usually a relatively straightforward affair. However, due to the non-linear nature of games, audio professionals in our industry have a far more difficult task. A lot of time, money and effort goes into producing top quality audio assets for games. This session will show you ways of presenting those assets in the best way possible. It will also look at some of the challenges that may be encountered when mixing game soundtracks, as well as offering tips and tricks for getting the best results.

17:00-18:00**Session: The Business Of Game Audio: Turning Music Into Money****Speaker:** [Norihiro Hibino, CEO, Composer and Producer, GEM Impact, Inc.](#)**Brief Description:**

Advances in technology have made high-quality audio possible in a variety of game settings, from handheld gaming to dedicated consoles. With this improvement in quality, the business of game music is quickly becoming an alternate avenue for additional profit through soundtrack sales and concert performances. This session will describe why high-quality sound is important in games, and what some of the subtle differences are between effective and ineffective sound. The issues of music rights and royalties will also be discussed at some length to emphasize the long-term profits that can be generated through music in games.