



S O U N D D E S I G N S E R V I C E S

Welcome.

Sound. Emotion. Impact.

In a world filled with noise, precise and engaging sound design is key to capturing attention and elevating your message. Whether for videos, podcasts, events, or advertising, expertly crafted soundscapes help your audience connect and feel your story more deeply.

Our team specializes in creating customized sound design that blends creativity with purpose. We develop audio elements that enhance your core message while reflecting your brand's unique style and tone.

This overview explains our sound design philosophy, what you can expect from our services, and our commitment to delivering audio experiences that engage and inspire every time.

What Makes Exceptional Sound Design?

Great sound design is purposeful, clear, and crafted to support your message. It guides the listener's experience with sonic elements that complement and elevate your content without distraction.

Effective sound design:

- Creates atmosphere that draws your audience in
- Matches the mood and context of your project
- Balances realism with creativity to maintain engagement
- Enhances storytelling through thoughtful audio cues
- Adapts seamlessly across formats and platforms
- Avoids distracting or overwhelming noises that pull focus

We focus on delivering sound design that empowers your project to resonate emotionally and leave a lasting impression.

Discover a simple yet thoughtful approach to making your audio more powerful and memorable with every note and effect.

Approach.

Sound Design That Engages and Elevates

Creating sound design is more than adding audio elements. It's about crafting an immersive and meaningful experience that supports your vision and connects with your audience every time. Here's how we approach each project to deliver sound that enhances your message and leaves a lasting impression.

A clear sound design process:

- **Collaboration:** We work closely with you to understand your goals and develop soundscapes that match your brand and story
- **Precision:** Every sound is chosen and crafted to communicate mood and meaning clearly, amplifying your key message
- **Consistency:** Our work ensures audio elements maintain a cohesive feel across all platforms and media types
- **Support:** We offer guidance and revisions to make sure the final sound design perfectly fits your project needs

Let's explore how these steps come together to create sound design that deepens audience engagement and strengthens your overall impact.

Step 1 **Discovery.**

Understanding Your Sound Design Needs

Purpose

Effective sound design should enhance your message while creating an immersive experience that keeps your audience engaged. We begin by gaining a thorough understanding of your goals, style, and the mood you want to convey.

Approach

Our process starts with detailed conversations through meetings or calls, complemented by thoughtful questionnaires. We explore important questions such as:

- What emotions or reactions do you want your sound design to evoke?
- Are there particular themes or elements that require special focus?
- Do you prefer certain audio styles, instruments, or sound techniques?
- Do you have examples of sound design you admire or wish to avoid?

What We Collect

During these discussions, we collect:

- Insights about your target audience and project context
- Information about your brand personality and tone preferences
- Any technical requirements regarding timing, format, or platform
- References or inspirations that guide creative choices

Your Role

Your open and honest feedback is essential. We encourage you to share your ideas, concerns, and preferences so the sound design truly reflects your vision and supports your project effectively.

Result

A comprehensive sound design strategy that outlines mood, style, and structure. This guide helps ensure your audio experience is cohesive, engaging, and aligned with your objectives.

Step 2 Research.

Exploring the Elements of Sound Design

Purpose

To create sound design that truly supports your project, we begin by gaining a deep understanding of your vision and communication goals. Knowing your industry and audience helps us craft audio experiences that feel authentic and consistent across all channels.

What We Do

- **Industry Insight:** We research trends and common sound practices in your field. For example, corporate videos may call for polished, subtle sounds while entertainment projects might embrace bold and dynamic audio.
- **Audience Focus:** We analyze who your listeners are to ensure the sound design resonates with their preferences and enhances their experience.
- **Market Review:** We examine how competitors use sound to find ways to make your audio stand out and strengthen your message.
- **Current Standards:** We stay updated on sound production techniques and delivery formats to ensure your design fits smoothly in any medium.

Deliverable

We provide a comprehensive sound design brief detailing mood, style, thematic elements, and technical guidelines to ensure consistency and impact throughout your project.

Your Role

Offer your feedback on our concepts and drafts. Your participation is key to shaping sound design that reflects your identity and meets your project's goals.

Step 3 Strategy.

Defining Your Sound Design Vision

Purpose

Effective sound design is intentional and aligned with your creative and communication goals. After gathering important insights, we concentrate on shaping a cohesive and expressive audio identity that supports every aspect of your project.

Activities

- **Clarifying Objectives:** We identify the core emotions and messages your sound design should convey, along with the style and tone that best represent your brand personality. This clarity guides our creative decisions and focus.
- **Creating Audio Frameworks:** Our sound designers develop detailed plans that organize key sonic elements, textures, and motifs to capture the mood and atmosphere you want to achieve.
- **Offering Audio Concepts:** We present sample soundscapes and variations so you can select the style and arrangement that best align with your audience and purpose.

Our Approach

We emphasize timeless authenticity and clear communication over fleeting trends. Every sound element is carefully crafted to reinforce your brand character and engage listeners consistently across all platforms.

Your Role

You review the audio frameworks and sample ideas, providing your feedback and preferences. This collaborative process ensures the final sound design truly embodies your vision and connects meaningfully with your audience.

Step 4 Concept.

Bringing Sound Design to Life

Purpose

This phase turns concepts into captivating sound design that effectively supports your message and captivates your audience.

Our Designers at Work

- **Creative Exploration:** Our team experiments with diverse audio styles and arrangements to reflect your brand's identity and project goals.
- **Drafting Versions:** We produce multiple sound samples focusing on atmosphere and emotional impact rather than final mixing at this stage.
- **Refining Sounds:** We assess each version for how well it enhances your key themes, ensures cohesion, and adapts to different formats. Only the strongest concepts move forward.

Key Considerations

- Does the sound create the right mood and support your message?
- Is it versatile enough for use across various platforms and media?
- Does the audio flow smoothly and feel engaging throughout?
- Can the design adapt to future changes or different audience needs?

Your Role

We share selected sound drafts for your review and input, making sure the final design matches your vision and genuinely represents your brand voice.

Step 5 **Rendering.**

From Concept to Detailed Sound Design Guidelines

Purpose

At this stage, we develop the selected sound direction into comprehensive design guidelines using expert audio tools and techniques that ensure clear and consistent sonic communication.

Our Audio Tools

We utilize professional software such as Pro Tools and Logic Pro to craft polished, well-organized sound assets and documentation that make your sound design guidelines easy to understand and implement.

What Happens Here

- Several iterations of the guideline document are produced as we refine mood, style, key audio elements, and technical specifications to achieve the ideal balance between creativity and clarity.
- Attention to detail is essential—every instruction, example, and section is designed to support consistent application and straightforward reference.
- We test the guidelines and sound samples across multiple platforms and devices to ensure they remain effective and accessible in all project contexts.

Accessibility and User Experience

We focus on clear explanations, logical structure, and usability to ensure the guidelines are inclusive and easy for everyone involved in your project to follow.

Your Role

You will be invited to review two to three polished versions of the guideline document, complete with notes clarifying design decisions and suggestions. Your feedback is vital for delivering a final guide that truly strengthens your sound design's consistency and impact.

Step 6 **Presentation.**

Your Sound Design, Ready for Presentation

The Presentation

In a dedicated review session, we present the sound design created specifically to support your message and engage your audience. For each element, we provide:

- A clear explanation of how the sound enhances and reinforces your communication objectives
- Examples of effective and less effective uses of the audio across various platforms and contexts
- Tips on maintaining audio consistency, adapting sounds for different media, and making sure your message is heard clearly

Our Commitment

Every sound element is carefully crafted to reflect your brand's distinct character and intention—no generic presets or quick fixes.

Your Role

- Listen closely to the audio materials and assess their clarity and emotional impact
- Ask questions about specific sounds, transitions, or how to adjust audio for different applications
- Share honest feedback, pointing out what resonates, what could be improved, and any fresh ideas you want to try

What Happens Next

We incorporate your feedback to refine the sound design, improve examples, or tweak any pieces until we deliver a final version that truly represents your brand and connects deeply with your audience.

Step 7 Revisions.

Perfecting Your Sound Design

Purpose

Outstanding sound design results from careful and continuous refinement. We focus on fine-tuning every audio detail and arrangement until the sound clearly conveys your message, engages your audience, and aligns seamlessly with your brand character.

The Refinement Process

- Making precise adjustments to your selected sound drafts
- Modifying tone, texture, rhythm, and key audio elements to better embody your brand's personality
- Sharing updated sound versions regularly for your feedback, progressively enhancing the design based on your input

Thorough Testing Across Environments

Before final delivery, we rigorously evaluate the sound in:

- Various listening settings including live events, online platforms, and recorded media
- Different playback devices such as speakers, headphones, and mobile systems
- Diverse audience contexts including accessibility considerations and ambient noise conditions

Ensuring Practical Flexibility

We confirm the copy works well across::

- Multiple media formats including commercials, presentations, and digital content
- Both formal and informal settings
- Situations that require clear, inclusive, and adaptable audio elements

Your Role

Provide thoughtful and honest feedback and feel welcome to request any further refinements until the sound design genuinely reflects and supports your brand message.

Step 8 Delivery.

Your Sound Design Delivered and Ready

What You Receive

A complete digital package that includes:

- **Editable Audio Files:** High-quality stems and sessions organized for easy adjustments and customization
- **Final Mixes:** Mastered files in multiple formats optimized for various playback systems and platforms
- **Sound Usage Guidelines:** Clear instructions on tone, style, volume levels, and layering to ensure consistent brand audio across all media

Additional Support

- Advice on how to implement your sound design effectively across different channels and contexts
- Ongoing support from our team for revisions, updates, or preparing audio for collaborators and future projects

Protecting Your Brand

We recommend considering copyright and licensing options for your sound assets and can guide you through the best practices to protect your brand's audio identity.

Beyond the Sound.

Defining Your Sound with Expert Design

Carefully crafted sound design elevates your brand's identity and creates a deeper connection with your audience. Upon request, we offer:

- Custom sound elements such as signature motifs, alternative audio cues, and mood variations
- Audio scripts for social media including synchronized sound effects, background music ideas, and voiceover prompts
- A personalized collection of sonic assets like intros, transitions, and call-to-action audio suggestions
- Detailed guidelines addressing sound structure, style consistency, and usage across different platforms

Our aim is to help you communicate a clear, unique, and memorable audio brand experience.

Case Studies.

Sound Design Services in Action

Case Study: Detroit Startup Website

Challenge: A tech startup needed sound design to enhance their website user interface and brand identity. The existing sounds were generic and failed to create an engaging or cohesive experience across notifications, alerts, and interactions.

Approach: We developed a unique set of sound cues that reflected the brand's modern and friendly character. Different versions were created for casual users and professional audiences to ensure accessibility and appeal.

Result: User engagement increased by 20% within three months, and website ratings improved notably due to enhanced user experience.

Case Study: Detroit Wellness Center Promotional Video

Challenge: A wellness center wanted sound design that conveyed calm, trust, and rejuvenation for their promotional video used at events and online platforms. Previous audio choices were inconsistent and lacked emotional depth.

Approach: We crafted layered soundscapes combining ambient music and subtle natural sounds, tailored to evoke relaxation and well-being. Versions were prepared to fit both online streaming and live presentations.

Result: Viewer retention rates improved significantly, helping to boost client sign-ups by 15% over four months.

Case Study: Detroit Corporate Training Modules

Challenge: A Detroit company required sound design for their corporate training videos, aiming to create clear, motivating, and professional audio that supports diverse global audiences. Earlier materials suffered from flat and uninspired sound elements.

Approach: We created dynamic and polished sound elements including voiceover enhancements, transitions, and background layers, with versions adapted for different languages and cultural contexts.

Result: Training completion rates rose by 25% in the first six months, with positive feedback highlighting improved learner focus and enjoyment.

Insights.

Why Choose Professional Sound Design Services?

The Impact of Thoughtful Sound Design

Effective sound design does more than add noise. It creates atmosphere, reinforces your brand identity, and deepens audience engagement across every project and platform. Expert sound design ensures your audio is polished, purposeful, and aligned with your creative vision.

Benefits of working with skilled sound designers:

- Craft soundscapes that feel natural and captivate listeners
- Establish consistent audio themes and moods for all media
- Eliminate distractions by balancing clarity and emotion in sound
- Streamline your production with versatile audio assets ready for any format

Common Challenges Without Professional Sound Design

Typical issues that arise include:

- Audio elements that clash or feel out of place
- Inconsistent sound quality or style weakening your brand
- Overwhelming or underwhelming audio that loses audience interest
- Difficulty adapting sounds across different platforms and uses

Collaborating with experienced sound designers ensures your audio is focused, cohesive, and memorable, leaving a strong impression every time your audience hears your work.

FAQ's.

Frequently Asked Questions

How long does the sound design process typically take?

Most projects are completed within 6 to 8 weeks depending on the scope and feedback cycles. We work closely with you to ensure deadlines are met without sacrificing quality.

How many sound design options will I receive?

We generally provide 1 to 2 different sound design concepts aligned with your brand identity and project requirements.

Can I request changes during the sound design process?

Absolutely. Your feedback is essential, and we offer multiple revision rounds to make sure the final audio fits your vision perfectly.

Will you deliver all the audio files I need?

Yes. You will receive all necessary formats including high-quality masters, stems, and any additional assets with clear usage instructions for your convenience.

Is the sound design tailored specifically to my brand?

Definitely. Every sound element is crafted to complement your brand's personality and project goals.

Do you offer support beyond creating the sound?

Yes. We provide advice on audio implementation, mixing considerations, and ongoing updates whenever needed.

Will I have full ownership of the final copy?

Yes. After project completion and final payment, you will have full ownership and rights to all delivered audio materials.

Tips.

Tips for Getting the Best Results from Sound Design

- **Clarify Your Vision Early:** Clearly communicate your project goals, target audience, and the mood you want to create. This helps shape soundscapes that truly support your story.
- **Consider Where Audio Will Be Heard:** Think about whether your sounds will play in videos, apps, live events, or other formats to ensure they suit the listening environment.
- **Provide Prompt Feedback:** Sharing your impressions early and often allows us to refine the audio smoothly and keep the project on track.
- **Be Open to Creative Suggestions:** Sometimes new ideas in tone or style might feel unfamiliar, but being open can lead to more impactful and memorable sound design.
- **Ensure Audio Consistency:** Maintaining a coherent style across all your sound elements strengthens your brand identity and creates a unified experience.
- **Organize Your Audio Assets:** Keep track of final files and notes carefully so you can easily update or reuse your sound design for future projects.

Our Story.

We are Round Table

We are Round Table Agency, a creative studio rooted in Detroit, Michigan. We craft brand identities — from naming and visual language to tone of voice and storytelling. We lead creative direction, design digital experiences, and build campaigns that connect. Along the way, we collaborate with strategists, developers, photographers, and musicians to help shape companies, products, and ideas into something meaningful.

What We Do

Brand strategy, Positioning, Naming, Identity design, Copywriting, Verbal identity, Logos & Marks, Guidelines, Editorial design, Art direction, Digital design, Motion, Social content, and Campaigns.

Why We Do It

We believe in design that speaks clearly. Work that is thoughtful, inclusive, and distinct. Work that simplifies the complex and brings clarity to the clutter. We aim to solve real problems — to make brands more useful, more beautiful, and more engaging.

How We Work

There's no fixed framework here. No rigid models or fancy acronyms. Our process shifts with each project, because no two problems are the same. But one thing stays constant: our curiosity. We believe in digging deep — talking, listening, challenging assumptions. We pull ideas apart to understand them, then build something better together. Our method is simple: conversation, exploration, collaboration.

Welcome to the table.

Testimonials.

"The quality of the sound design changed how we engage viewers. Clear and dynamic audio helped us communicate our ideas powerfully and consistently every time."

– Helen S., Detroit

"Partnering with the team was seamless and effective. They captured our vision precisely and delivered audio that complements our style perfectly."

– Harry M., Detroit

"The custom sound elements perfectly reflect our brand's energy. Having versatile audio assets gives us confidence across all our multimedia projects."

– David E., Detroit

"Professional sound design truly elevated our training videos. The crisp and motivating audio enhanced our message and connected well with our global audience."

– Tracy L., Detroit

Thank you!

Your Next Step – Transform Your Project with Professional Sound Design

Ready to create audio that captivates and elevates your content?

Here's how we support you:

1. **Start the Conversation:** Book a free consultation to discuss your vision and sound challenges
2. **Define the Soundscape:** We collaborate closely to capture your brand's personality and design audio that resonates
3. **Experience the Impact:** Receive polished, versatile sound files that bring your projects to life with clarity and emotion every time