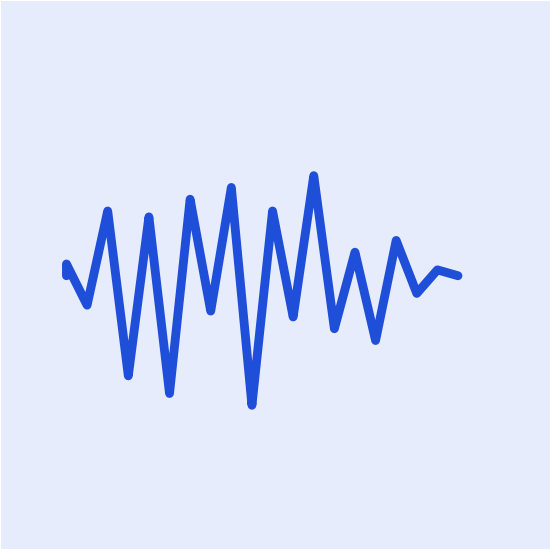
Discipline

Sound design

Designs the sounds of a product, an interface or a place, so that they inform, guide and create an atmosphere.

In Spanish
Diseño sonoro

Origin
Schafer (1977); Gaver (1986) for interfaces



What it deals with

Sound is heard even when you are not looking. A badly designed alert annoys or goes unnoticed; a well-designed one is understood without thinking.

Principles

Inform
A sound tells you what happened without you having to look.

Resemble something
Sounds that recall the real world are understood faster.

The environment sounds
Every place has a soundscape that is also designed.

Applications in design

✓ Use it like this
Use sound to confirm important actions or warn of something urgent.

✗ Avoid
Making sound the only way to convey a piece of information.

👁 Don't fall for it
Test the sounds in the real place: with background noise, many can no longer be heard.

Especialidad



Specialty

Sonic branding

Designs the sounds a brand is recognized by: sonic logo, jingle, music and voice.

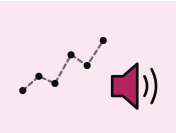
Concepts



Concept

Auditory icons and earcons

Sounds that inform in an interface: some imitate the real world, others are a musical code.



Concept

Sonification

Turning data into sound so you can follow it by ear instead of by eye.

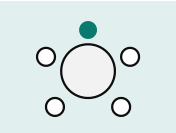
Methods and tools



Method

Sketching

Drawing ideas quickly and cheaply to think them through and share them.



Approach

Participatory design

Designing with the people affected as full partners, not just as informants.



Method

Wizard of Oz

Testing a system that doesn't exist yet, with a hidden person acting as the machine.



Method

Prototyping

Building quick, incomplete versions of an idea to test it before developing it.

Connections

Related to

- Audiovisual design
- Interaction design
- Title design
- Voice UX
- Scenography
- Inclusive design
- Multisensory design
- XR design (extended reality)

Authors and works

1977	**R. Murray Schafer**	Proposed studying and designing the soundscape of places.
1986	**William W. Gaver**	Proposed auditory icons: everyday sounds that convey information in an interface.

Sources

Original sources

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- Gaver, W. W. (1986). Auditory icons: Using sound in computer interfaces. Human-Computer Interaction, 2(2), 167–177. View source (https://research.gold.ac.uk/id/eprint/15059)
- Hug, D., & Kemper, M. (2014). From Foley to function: A pedagogical approach to sound design for novel interactions. Journal of Sonic Studies, 6. View source (https://www.researchcatalogue.net/view/237166/237167)
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Last reviewed: October 29, 2026

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