

Audio Department



Organizational Strategy

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Department Organization

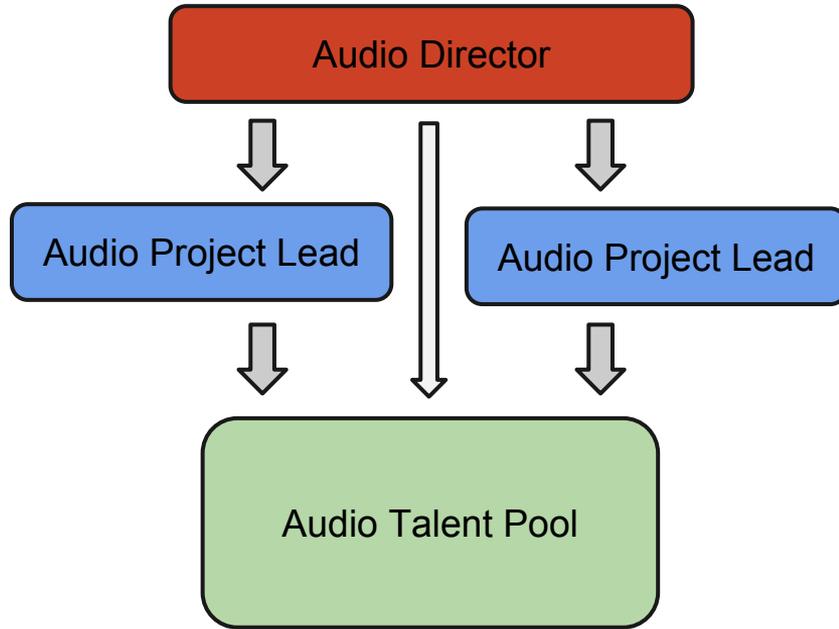
The Telltale Games Audio Department will be organized in the following manner:

Audio Director - oversees the entire department, ultimately responsible for the quality of all audio content released by Telltale. The **AD** (along with the Leads and Creative) identifies the needs and sets the goals for all projects, as well as coordinates with **Production** over the preliminary schedules and staffing for each project. The **AD** will appraise all audio content, guide the final mix and maintain QC for each episode. The **AD** is also responsible for all department staffing, purchases, and reviews.

Audio Project Leads - primary point-of-contact for each project, responsible for day to day management of the audio production on their respective project.

Audio Talent Pool - the main team of sound designers from which each project will pull resources. Designers will flow between one assignment to the next based on the needs of each project's schedule.

Department Org Chart

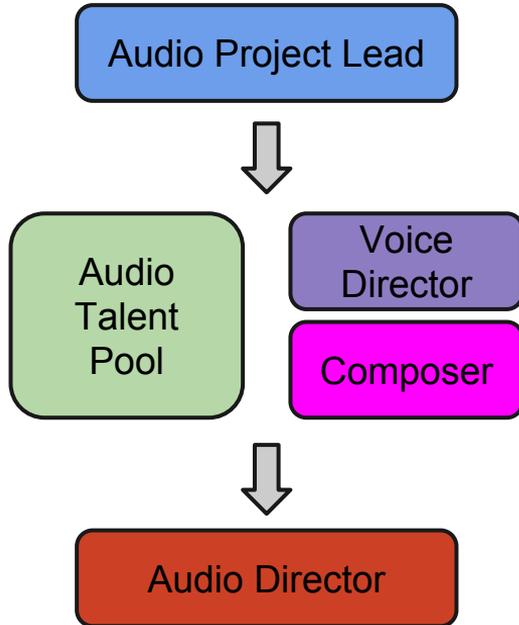


The **Audio Director** assigns a **Lead** sound designer to a Telltale project. The **Lead** will be the main point of contact for all things audio on the project.

The **AD** and **Audio Lead** will make a staffing plan for the project from the available **Talent Pool**. The **Talent Pool** is shared between all ongoing projects.

The **AD** will conduct bi-weekly 1-on-1's with the whole audio staff and write up the yearly reviews with input from the **Audio Leads**.

Project Org Chart



The **Audio Lead** is responsible for overseeing all of the audio creation and implementation for the project. They assign scenes to the **Talent Pool** for tagging, asset creation, implementation, and mixing.

The **Audio Lead** attends all project Leads meetings and keeps the **Talent Pool** up-to-date about any scoping cuts or schedule changes. The **Audio Lead** also works with the **Composer** and **Voice Director** to ensure the delivery of all assets remains on schedule.

The **Audio Director** is ultimately responsible for the timeliness and quality of the audio on each project. They will be consistently reviewing the project's' progress and directly oversee the final mix and delivery of each episode.

Areas Of Responsibility

The **Audio Director's number one priority** is to establish and maintain the **highest level of quality** for the audio on **all projects and materials produced by Telltale..** This includes all game and media projects and their associated marketing and promotional materials. Just as Telltale is consistently praised for its storytelling, so should it be for its high standards of audio production.

To address that priority, the **AD** has three areas of responsibility:

Personnel - Hire and cultivate the best talent in the industry. Provide an optimal work environment and ensure the team has the tools they need. Maintain clear communication so there is always an atmosphere of understanding and learning.

Presentation - Understandable and reachable goals for audio quality in all of Telltale's projects. Understand the needs of each project and plan how to fulfill those needs.

Procedures - Establish work methods that create consistent and measurable results, from asset creation and implementation to interactions with other departments.

Personnel

The Audio Department is first and foremost a team of people; individuals who have their own levels of talent, drive, and ambition. It is the **Audio Director's** job to recognize these diverse facets of the team and work with them to enhance their strengths and help them minimize and overcome their weaknesses. This is accomplished in a number of ways:

Bi-Weekly One On Ones - the simplest and best way for the **AD** to stay in tune with the team and a place for each team member and the **AD** to learn what is needed and expected.

Clear and Concise Goals - a team works the best when the goalposts are well defined and success is easily recognizable, on both the individual and team levels.

Challenges and Rewards - developing appropriate team and individual challenges to foster growth, competitiveness, and camaraderie and rewarding the team when those challenges are met.

Providing Support - whether it's making sure they have the software and gear they need to feel fully creatively empowered or following up on tool workflow enhancements, the team should always feel like the **AD** has their back and is providing them the means to meet the stated quality goals.

Presentation

Thanks to the diverse nature of the Telltale Games portfolio, each project has a unique set of audio needs and goals. The Audio Department should not be content with simply pulling sound effects from the same libraries, over and over. The team should always be looking for the innovation within each project; to make that project special and distinguish the appropriate audio signature. When a team is able to do that, a positive synergy is created; the designers' level of personal engagement intensifies as well as increases their desire to engineer a quality product.

It is the responsibility of the **Audio Director** to recognize the specific needs and challenges of each project, both on a creative and a technical level. The **AD** will then define the unique goals for each project and, along with the **Audio Lead**, formulate a game plan for how the audio team might realistically achieve those goals. It may require special tech from **Engineering**, opportunities to record fresh sound effects in an exotic location, or simply exploring new and interesting ways to utilize a set of software plug-ins.

Procedures

The stated goal of high quality audio across all Telltale productions can be met by the Audio Department consistently if there is a set of comprehensive procedures and methodologies established for the team.

While each project will have its own challenges, there are a number of best practices that can be established which will be relevant regardless of specific project needs. Procedures such as naming schemes, asset organization, and tool shortcuts can all be utilized to save time and improve workflow, and these can all be project agnostic.

Each project will have its own quirks and unique problems to solve. To prevent the audio team from faltering, it is the responsibility of the **Audio Director** to identify any potential pitfalls or obstacles and then work with the **Audio Lead**, (and probably **Production** and **Engineering** along the way), to proactively create and implement solutions.

Leadership Group Interactions

In order to achieve the primary goal of high quality audio across all Telltale productions, the **Audio Director** will need to meet regularly with other members of the Leadership Group.

The two members that the **AD** will likely interface with the most are the **Studio Manager for Chore/Audio** and the **Director of Choreography**. Audio will always be dependant on the production cycle of the Chore Department. There is much room for improvement here and it is the responsibility of both Directors to develop ways to improve and optimize the interdepartmental workflow.

The **AD** must also be in communication with the **Creative Branch** leaders, especially the **Voice Directors**, to ensure that the dialogue is consistently meeting quality expectations. The **AD** will establish the audio needs and goals of each project with the **Creative Directors** at the beginning of each season, and meet continuously with the **Episode Directors** during production to make sure that every episode is meeting those goals.

Designing and maintaining smooth workflow procedures is key to keeping the Audio Team creating at their highest potential and consistently achieving both the project's and the company's standards. Therefore it is critical that the **AD** collaborate with **Engineering**, specifically with the **Director of the Telltale Tool** and the **Director of Core Technology**. Together they will make sure that any technological obstacles which the Audio Team encounters are promptly addressed and that any optimizations which would enhance the Audio Team's process are integrated appropriately.

Audio and Production

Next to **Chore**, the department which the audio team will be interfacing with the most is **Production**.

Following the initial establishment of needs, goals and expectations (including the input from **Creative and Engineering**), the **Audio Director** and Audio Project Lead will then work closely with **Production** to define the timetable for achieving said goals.

Given the fluid nature of game creation, the **AD** will establish and maintain a dialogue between **Production** and the audio team, ensuring the team stays in the loop, especially in terms of schedule and scoping changes. Throughout the creative process, the **AD** and Project Lead will be communicating with **Production**, modifying the schedule and expectations for the audio team(s), based on the evolution of the project as a whole.

The **AD** will always make sure that the audio team's time is considered with each shift of the global schedule. The most critical aspect of this ebb and flow is that **Production** is committed to giving the audio team the time required to deliver their highest quality assets possible as well as providing Telltale and its consumers the polished, final mix that each episode deserves.

Audio and Publishing

The **Audio Director's** responsibility for maintaining Telltale's audio standards should not stop at just the games the company produces. As Telltale looks to expand its brand through Third Party Publishing and explore new media endeavors via Supershows, the need to maintain a consistently high level of audio quality only grows more complex.

Even if the **AD** is not directly managing the audio on these other projects, he or she needs to establish a set of standards and expectations which other teams can follow in order to meet and maintain the quality of each Telltale production.

In addition, the **AD** should be involved with every piece of media that is released by the Telltale PR and Marketing Departments. Outside of the products themselves, nothing is more vital to the continued success of Telltale Games than the quality of its marketing materials. The **AD** should work closely with the **Director of Marketing** and the **Director of PR** to make sure that all trailers and other media releases are given an appropriate mixing and/or QC pass for their audio content.