

University of Rochester
Department of Electrical and Computer Engineering
Audio and Music Engineering Seminar Series

Current Trends in Music For Advertising

Douglas Hall

Pi6-1. TJ 22.6 0 Td [(y)39.3 (i)0.7(n)6(cr)5.7(eas)11.7(i)0.7(n)6(g)
in chief at Clio-winning Mess Hall Music and Sound Design Doug has
Spots, Coca Cola, General Mills, Dell, Adidas, Ford, Intel, BMW, Jeep, Honda,
Mercedes, Nabisco, The New York Times, Nike, Partnership For a D
Tax, Visa, and Washington Mutual. His music has also appeared in
label recordings.

Inspired by all genres of music and empowered by new technologies, D
exploration of sound, Doug is pushing the boundaries of what is possible in
In addition to his own composing, arranging and sound design, Dou

