

# iDMAa *at* Digital Hollywood

**Monday, May 5th, 10am-5pm**

A one-day workshop dedicated to students, academics, and bleeding-edge professionals. Covering user experience, interface, success stories, video, mobile, videogame, and architecture. The day concludes with time to network.

The workshop will be held at The Grand Ballroom at Hollywood and Highland and the adjacent Renaissance Hollywood Hotel, 1755 N. Highland Ave., Hollywood, CA.



**Digital Hollywood**

# General Agenda

## Introduction

10:00am – 10:15am

INTRODUCTION TO THE DAY, AGENDA REVIEW with Co-Chairs Dave Ferguson, Tim Langdell and Kurt Kratchman

## User Experience

10:15am-10:45am

USER EXPERIENCE DESIGN, THE FASTEST GROWING SEGMENT OF INTERACTIVE DEVELOPMENT by Ann Supawanich, VP of User Experience, Schematic

## Interface

10:50am-11:30am

ADAPTABLE INTERFACES by Jon Ruppel, Director of the Advanced Interaction Group, Schematic and Mat Rappaport, Multimedia Artist and Professor of Television and Media Arts, Columbia College, Chicago

## The New Entrepreneur

11:35pm-12:15pm

THE BACK-STORY by Christian Lander, author of the blog [StuffWhitePeopleLike.wordpress.com](http://StuffWhitePeopleLike.wordpress.com)

## Break

12:15-1:00pm

Food available in mall

## Television and Film

1:00pm-1:30pm

“What we got here is... failure to educate.” HOW COLLEGES ARE FAILING TO TRAIN THE NEXT GENERATION OF MEDIA MAKERS by Michael Niederman, Chair of Columbia Colleges School of Television and writer

1:30pm-2:00pm

THE SYMBIOTIC RELATIONSHIP BETWEEN CONTENT AND PROMOTION: THE EFFECTS OF COMMERCE ON INTERFACE DESIGN FOR CONTENT DELIVERY SYSTEMS by Jason Brush, UCLA Film School Professor and Schematic Visionary and Researcher

## Mobile

2:00pm-2:30pm

MOBILE MEDIA AND ITS IMPACT ON SOCIAL CHANGE by Scott Shamp, Director of University of Georgia's Institute of New Media

2:30pm-3:00pm

POLICY AND INNOVATIONS: MOBILE TECHNOLOGY by Michael Kleeman, Senior Fellow at IGCC, Homeland Security Educator, and Wireless Expert

## Gaming

3:00pm-3:45pm

WHERE THE NEXT BIG GAME TECHNOLOGY WILL COME FROM by Tim Langdell, Game Developer and Professor of Video Games in the Department of Media at National University

## Architecture

3:45pm-4:15pm

METAMORPHIC ARCHITECTURE by Miles Kemp, Architect and User Experience Leader at Schematic

## Consulting

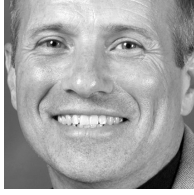
4:15pm-5:00pm

WHAT MAKES A GREAT CONSULTANT AND HOW TO BUILD YOUR CAREER AS ONE by Andrew Solmssen, GM and EVP, Schematic

BEING A CONSULTANT WHILE BEING A STUDENT by Glenn Platt, President of iDMAa

## Meet/Network

5:00pm



# Introduction / David Ferguson

*David Ferguson is Executive Director of the Center for Media Design (CMD) and Associate Vice President for Emerging Media Initiatives at Ball State University.*

Under his guidance, the CMD has created four immersive learning Institutes, a research arm, Insight & Research, that conducts internationally recognized media research, and has initiated hundreds of projects that engage faculty, students and experts from the private sector. These efforts also support both graduate and undergraduate programs in interdisciplinary digital media studies. CMD has become a catalyst on campus that has helped enable awards such as two recent Academy Awards, the Intel Wireless Campus of the year award and numerous other recognitions.

As the head of the new Office of Emerging Media Initiatives at Ball State, he is leading a comprehensive effort to reshape how universities work across internal boundaries and with industry and government to develop new educational and commercial models that take advantage of the power of emerging media. Dave has been a part of the university faculty and administration for more than 20 years. His earlier background in Ball State's College of Architecture and Planning provided deep grounding in interdisciplinary design programs, computer visualization, and strategic planning applications.

e: [dferguson@bsu.edu](mailto:dferguson@bsu.edu)  
p: 765 285 0123



Center for Media Design  
Ball State University

iDMAa



# Introduction / Kurt David Kratchman

*Kurt Kratchman is Chief Strategy Officer at Schematic and an executive adviser to iDMAA.*

Kurt guides Schematic's Client Services group, overseeing business strategy and revenue growth, and aligning Schematic's wide range of corporate services to maximize client's success. Kurt is an executive advisor on white space innovation focusing on digital services/products for Fortune 100 companies, the United States Air Force, Venture Capitalists, and Entrepreneurs. He sits on the advisory board of iDMAA and contributes to international conferences and events such as Venice Festival of Media, Stream, nextMedia, Digital Hollywood, Consumer Electronics Show, Adobe Max, Microsoft Mix, Integrated Media Association (IMA) and the International Digital Media and Arts Association (iDMAA).

Before joining Schematic, Kurt founded Nozaique Kratchman Inc., an international consultancy that offered expertise and access into key emerging markets for clients in Dubai and Kuwait. During this time, he co-founded the software company AppSpin, a web application automation service. Prior to that, Kratchman helped build Blast Radius into an international interactive services consultancy, acting as general manager and running client services and business development in New York and Los Angeles. In 2007, both Schematic and Blast Radius were sold to WPP, the largest communications and marketing company in the world.

Kurt holds a BA from Tulane University and a certificate in New Media from the Vancouver Film School.

**e:** kkratchman@schematic.com

**w:** www.schematic.com

**p:** 310 202 2900





# User Experience / Ann Supawanich

*Ann Supawanich is VP of User Experience at Schematic.*

## PRESENTATION: USER EXPERIENCE DESIGN, THE FASTEST GROWING SEGMENT OF INTERACTIVE DEVELOPMENT

Ann is responsible for Schematic's team of user experience designers in the Pacific region. Her duties include staffing, hiring, training, and maintaining the department so that it scales readily to satisfy our larger projects.

An award-winning expert in CMS, search, content migration and ecommerce, Ann has led enterprise-level implementations for Cisco, LADWP, Disney, SCE, Red Bull, Farmers Insurance, Intel and Sony. She also specializes in digital planning and strategy roadmaps.

Before joining Schematic, Ann headed the User Experience department at the Los Angeles offices of AvenueA /Razorfish, and has taught User Experience Design at UCLA Extension.

Ann is a graduate of the Institute of Design, Illinois Institute of Technology.

**e:** [asupawanich@schematic.com](mailto:asupawanich@schematic.com)

**w:** [www.schematic.com](http://www.schematic.com)

**p:** 310 202 2900





# Interface / Jon Ruppel

*Jon Ruppel is Director of the Advanced Interaction Group at Schematic.*

## PRESENTATION: ADAPTABLE INTERFACES

This will be a wide focus show and tell of next generation interfaces from both my personal work and of that of Schematic. As users get more sophisticated, their demand for deeper interactions becomes greater. I will be discussing the importance of building an application that can respond to a participant's wants and needs by adapting its form, function and/or content. We will cover everything from creating synthetic data, visualizing it in a useful and compelling way, transitioning between tasks and finding surprises through experimentation.

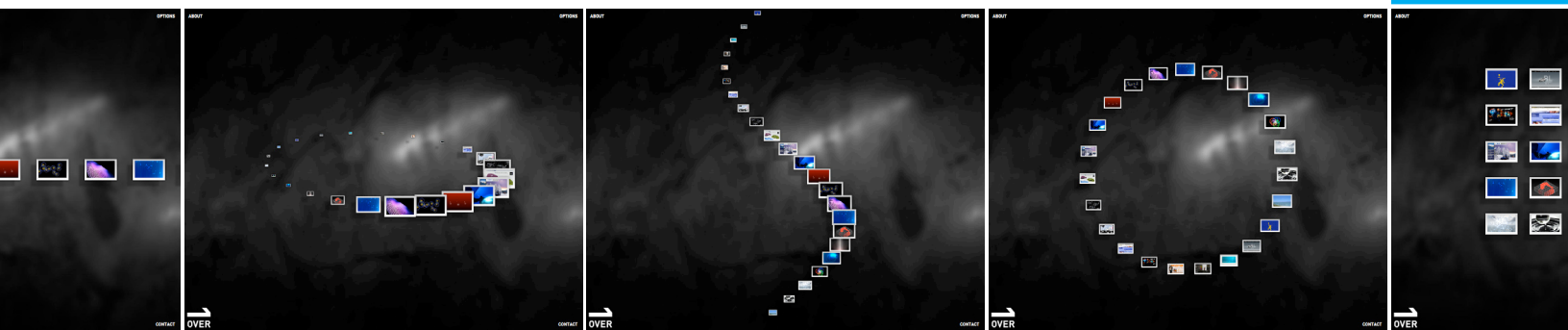
Jon Ruppel is graduate of UCLA's Department of Design|Media Arts and is a true believer in practical experimentation. The classically trained designer with a background in 3D and motion graphics made the move to Flash design and development over 6 years ago. His experience spans everything from traditional online advertising to application development for clients such as Acura Motors, Microsoft, Sony Playstation and Disney. His work for Scion was featured in Communication Arts: Interactive Annual as one of the "Best of Interactive 2006" and his award winning portfolio site ([www.oneover.com](http://www.oneover.com)) has been called the future of interface design.

Currently residing at Schematic, Los Angeles [[www.schematic.com](http://www.schematic.com)], Jon heads up the Advanced Interaction Group, a creative technology department focused on emerging media and future interfaces.

**e:** [jruppel@schematic.com](mailto:jruppel@schematic.com)

**w:** [www.schematic.com](http://www.schematic.com) / [www.oneover.com](http://www.oneover.com)

**p:** 310 202 2900





# Interface / Mat Rappaport

*Mat Rappaport is currently an Assistant Professor of Television at Columbia College in Chicago where he coordinates the motion graphics area, a shared curriculum in the School of Media Arts.*

## PRESENTATION: ADAPTABLE INTERFACES

Rappaport's work has been exhibited in the United States and internationally in galleries, film festivals and public spaces. His current work utilizes mobile video and performance to explore habitation, perception and power as related to built environments. Rappaport is a co-initiator of V1B3 [www.v1b3.com], which seeks to shape the experience of urban environments through media based interventions. He has received fellowships from the Howard Foundation, the Mary L. Nohl Fund, the Montgomery County Ohio Cultural District, and UWM's Center for 21st Century Studies. Rappaport received his MFA from the University of Notre Dame.

Mat writes,

"I am intrigued by the link between experience, memory formation and recollection, and the subtlety with which proximity and perspective effect access and perception.

Memory is a paradox. Its process simultaneously erases while it transcribes. Recollection is a field for creating meanings from the information associatively and directly retrieved. Re/collecting, like re/assembling, brings together related and sometimes disparate materials to construct an event. What is created through this process is a re/presentation, in the present, of a past event. By being a representation, the recollection is inherently not the same as its inspired experience. It is the trace of our experience, a notation. This difference allows for an individual's filtering, evaluating, and interpreting. Likewise, forgetting is a fainter trace of the experience in that it is a marker of something forgotten, a memory of loss.

I explore these issues through the use of immersive, interactive and media based structures that implicate the viewer's own re/collective processes."

**e:** [mrappaport@colum.edu](mailto:mrappaport@colum.edu)

**w:** [www.v1b3.com](http://www.v1b3.com)

**p:** 312 344 7203





# The New Entrepreneur / Christian Lander

*Christian Lander is the author of the popular “Stuff White People Like” blog.*

**PRESENTATION: HOW I DIDN'T DO IT. HOW YOU MIGHT DO IT. WHAT I WAS DOING BEFORE I DID IT. WHAT SHOULD I DO NEXT?**

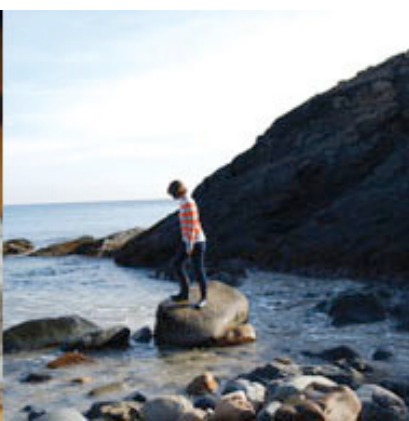
Christian has appeared in The New York Times, The Los Angeles Times, Wired Magazine, The Atlantic, The Toronto Star, The Globe and Mail and was recently named one of LA Weekly's 99 Most Interesting People of 2008.

His blog has been read by over 10 million people and it was started less than 3 months ago. He'll discuss how he got trampled by agents, studios, picked one, now has to write a book by May.

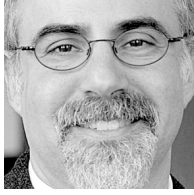
Christian created this blog while working at Schematic.

**e:** christian.lander@gmail.com

**w:** <http://stuffwhitepeoplelike.wordpress.com>



**Stuff White People Like**



# Television & Film / Michael Niederman

*Michael Niederman is an award winning film and video maker and is currently the chair of the Television Department at Columbia College Chicago.*

**PRESENTATION: "WHAT WE GOT HERE IS... FAILURE TO EDUCATE."**  
How Colleges are failing to train the next generation of media makers.

Michael's award winning projects include the narrative film "The Paled Man," the documentaries "Voices from Northern Ireland," "Presumed Guilty" and "Shades of Grey." In 1996 he hosted "Reel Time," a thirteen-part series focusing on student film/video makers and their works produced at and broadcast on WYCC in Chicago. He also works extensively in corporate and educational media production, writing films and tapes for a wide variety of organizations.

His areas of expertise include television and popular culture in general, the impact of technology on culture and the growth of evolving media forms. He has written and lectured extensively on emerging narrative forms and the role of digital technology plays in transforming our culture and ourselves.

Niederman holds a bachelor's degree in Theater from Grinnell College and an MFA in Film and Video from Northwestern University.

**e:** [mniederman@colum.edu](mailto:mniederman@colum.edu)

**p:** 312 344 7277

television department  
COLUMBIA COLLEGE CHICAGO

interactive  
television



# Television & Film / Jason Brush

*Jason Brush is a UCLA Film school professor and Schematic visionary and researcher.*

**PRESENTATION: THE SYMBIOTIC RELATIONSHIP BETWEEN CONTENT AND PROMOTION: THE EFFECTS OF COMMERCE ON INTERFACE DESIGN FOR CONTENT DELIVERY SYSTEMS.**

Jason Brush is Executive Vice President of User Experience Design at Schematic, a pioneering interactive design agency, where he directs the company's Interaction Design and Information Architecture practices. His work spans the Web, TV, and interactive environments, with an emphasis on evolving the dialectics of human-computer interaction.

Recent projects have included ABC's Emmy-award-winning full episode broadband video player, interfaces for Electronic Arts, Motorola, and Accenture's interactive touch screen walls in JFK and O'Hare international airports.

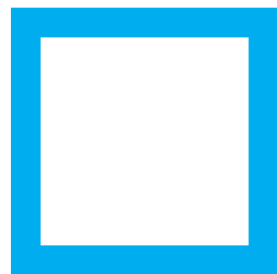
Jason has also served as visiting assistant professor in UCLA's department of Film, Television & Digital Media, where he has taught classes in interactive media production and art practice for filmmakers, and is on the advisory board for the UCLA Center for Research in Engineering, Media and Performance (REMAP). Brush was a core participant in the creation of the UCLA Film Department's Lab for New Media and HyperMedia Studio. He holds a MFA in Film Direction from UCLA, and is based out of Los Angeles where he lives with his daughter and his wife, filmmaker Mia Trachinger.

**e:** [jbrush@schematic.com](mailto:jbrush@schematic.com)

**p:** 310 202 2900

**ucla**

**school of theater  
film and  
television**



**REMAP**



# Mobile / Scott Shamp

*Scott A. Shamp is the Director of the New Media Institute in the Grady College of Journalism and Mass Communication at the University of Georgia.*

## PRESENTATION: MOBILE MEDIA AND ITS IMPACT ON SOCIAL CHANGE

The New Media Institute is an interdisciplinary unit created to explore the creative, critical, and commercial implications of new digital communication technology. In his new position as the Director of the New Media Institute, Dr. Shamp is helping companies map out strategies for success using new communication technologies and students carve out careers in the rapidly evolving field of new media.

Currently Dr. Shamp heads the Mobile Media Consortium [<http://www.nmi.uga.edu/mmc>] at the University of Georgia. This industry/academic partnership is dedicated to promoting mobile media and wireless development. The Mobile Media Consortium focuses on the role of wireless technologies in improving individuals' quality of life. Industry partners in the Mobile Media Consortium have included Intel, Nokia, Cingular, McDonald's, HP, Turner Broadcasting, BelAir Networks, and iAnywhere. Shamp holds the rank of Professor on the faculty of the Telecommunications Department in the Grady College of Journalism and Mass Communications. Shamp received his undergraduate (ABJ 1981) and Master's (MA 1983) in Journalism from the University of Georgia. He received his Doctoral degree in Communications (Ph.D. 1989) from the University of Utah where he studied how computers affected the ways people communicated with one another.

Dr. Shamp has provided consulting services for several companies including Turner, Disney, UPS, Coca-Cola, and First Union. In addition, Shamp holds a patent and trademark for his work in wireless and mobile media. During his tenure at the University of Georgia, Shamp has served as the Director of the Dowden Center for New Media Studies and the Director of Information Technology for the Grady College of Journalism and Mass Communication.

**e:** [sshamp@uga.edu](mailto:sshamp@uga.edu)

**p:** 706 542 2857

**w:** <http://www.nmi.uga.edu/mmc>





# Mobile / Michael Kleeman

*Michael Kleeman is a senior fellow at IGCC (University of California Institute of Global Conflict and Cooperation) and involved in several projects involving homeland security and critical infrastructure protection, including "Training and Exercises in California Homeland Security." He has also worked with the California Institute of Telecommunications and Internet Technology at UC San Diego on complex modeling, wireless technology applications, and complex visualization systems.*

## PRESENTATION: POLICY AND INNOVATIONS: MOBILE TECHNOLOGY

Kleeman is a technology industry strategist whose particular skill is in bridging technical and business issues. For more than 30 years he has been involved in the technology industry in engineering, planning, management, and advisory roles. Formerly a vice president at the Boston Consulting Group, director at Arthur D. Little, and executive at Sprint, Kleeman has been involved with numerous technology companies in North America as advisor and executive.

He has most recently served as the co-founder, vice president, and chief technical officer of Cometa Networks, a nationwide 802.11 firm. Kleeman serves as the national chair of Strategy for the American Red Cross as science advisor for the University of California Center in Sacramento, and on the boards of Equal Access, a not-for-profit providing digital satellite radio services to developing nations and the Marine Mammal Center in Sausalito. He is also on the advisory council for the San Diego Technology Council. He holds an undergraduate degree from Syracuse University and an M.A. from the Claremont Graduate School.

**e:** [mkleeman@ucsd.edu](mailto:mkleeman@ucsd.edu)

**p:** 858 534 7646





# Gaming / Tim Langdell

*Tim Langdell, Ph.D. is the Lead Faculty for Videogames, Department of Media, National University, the Chairman of EDGE Games, and is the Co-Chair of the Digital Hollywood University Project.*

## PRESENTATION: WHERE THE NEXT BIG GAME TECHNOLOGY WILL COME FROM

Tim is an early founding member of the game industry: he formed one of the first companies, EDGE Games, which at one time was effectively Electronic Arts Europe and Sega Europe as well as being a top five European game publisher. EDGE is one of the longest established game companies and its brand is well known to many for the highly regarded EDGE Magazine. In the early 90s he co-founded the American Academy of Interactive Arts & Sciences (AIAS) and chaired the Awards Committee which put on the first televised games awards show that AIAS aired on TBS in 1994. With more than 180 games to his credit, Tim is not only passionate about games, but also a highly experienced member of non-profit boards having served on the Board of Directors of the British Academy of Film and Television (BAFTA/LA), been Chairman of The Guild of Software Houses, a director of the Federation Against Software Theft and is currently Vice Chair of the Writers Guild of America New Media Caucus. He is also a member of the International Game Developers Association, the Television Academy (ATAS/Emmys), the Producers Guild of America and AFTRA.

In addition to being the Chairman of EDGE, Tim is a vocal advocate for game education: he instigated what may be the first game curriculum anywhere when in 1992 as an adjunct professor at the University of Southern California he launched the first game classes in the USC Film School and went on to teach there for 14 years in both the Film and Engineering Schools. In 2006 Tim joined National University (California's second largest private university) as its new Chair in of the Media Department and over the past year Tim designed and launched one of the first MFA programs in Videogame Production & Design, for which he is lead faculty. Tim is also a published author with several books on game design, game testing, and virtual reality as well as being a chapter author in the IGDA book Game Writing: Narrative Skills for Videogames.

Tim earned his joint BS in Physics and Psychology at Leicester University England, his MA at Nottingham University and his PhD at University College London.

**e:** [tlangdell@nu.edu](mailto:tlangdell@nu.edu)

**w:** [www.timlangdell.com](http://www.timlangdell.com)

**p:** 310 662 2149



# Architecture / Miles Kemp



*Robert Miles Kemp is a Senior User Experience Designer at Schematic.*

## PRESENTATION: META-MORPHIC ARCHITECTURE AND REPROGRAMMABLE SPACE

A multi media lecture discussing the convergence of embedded computation and kinetics in real-time interactive architecture environments; specifically looking at past kinetic architectural precedents, current trends in automation and computation, new means of digital manufacturing, developments in the thinking behind transformable robots and contemporary real-time interactive systems.

Featuring: Hal 9000, Home Automation Systems, Automated Cars, Transformable Architecture, Robot Snakes, Meta-Morphic Robots, Nanotechnology and many others . . .

Miles has been designing interactive products and environments for the past ten years and building interactive media and interfaces for the last four. He has worked on many Schematic projects that emphasize using real-time information in spatial ways, including multi-touch projects for Microsoft Surface, gestural navigation systems for Emotiv and Primesense, multi-touch remote and user interface work for Time Warner and video player design for Televisa.

Before joining Schematic, Miles worked for US and European architecture firms for more than a decade. His architecture portfolio contains more than 70 built projects, including skyscrapers, reprogrammable apartments, reconfigurable furniture, showrooms, schools, and houses (some based on variable parts). He has lectured on flexible design strategy, automation and robotics in architecture and interface design, and reprogrammable interactivity.

Miles holds a Master's degree in Architecture from the Southern California Institute of Architecture and is currently wrapping up his first book, "iA:interactive architecture," which will be the first comprehensive overview of tangible interactive environments.

**e:** [mkemp@schematic.com](mailto:mkemp@schematic.com)

**w:** <http://www.variatelabs.com> / <http://www.seriesdesignbuild.com>

**p:** 310 202 2900



welcome to **series** Design / Build  
(a sub-company of variate labs)



# Consulting / Andrew Solmssen

*Andrew Solmssen is the GM and EVP of Schematic, LA.*

**PRESENTATION: WHAT MAKES A GREAT CONSULTANT AND HOW TO BUILD YOUR CAREER AS ONE.** Consulting is more a state of mind and a form of professionalism often misunderstood. Consulting in the world of interactive services is not the same as being a consultant for a big 5 consultancy, yet there are skills and procedures that both share. Andrew will examine what goes on behind scenes during the business development cycle, production cycle and post delivery cycle. Andrew will share his experience, best practices and mentoring capabilities during this session.

Andrew has over a decade of experience in digital media as a creator and strategist for online marketing destinations, interactive projects, new advertising models and software applications. A co-founder of Schematic, he has been involved with the technology, cable and telecommunications industry since 1997 working with consumer brands, TV networks, technology companies, and MSOs on Web sites, television applications, mobile phones, and new methods of delivering media and services. His work at Schematic has garnered numerous awards, including a 2006 Emmy for ABC's Full Episode Player, and numerous BDA, AdTech, and W3 Awards.

The General Manager of Schematic's Los Angeles office, Andrew also serves as a consultant for key global Schematic accounts. As such, he provides strategic planning and leadership for key Schematic clients, advises them and helps craft the vision of the business model. Andrew's work has been covered by publications in the cable television, consumer electronics, and business technology fields. He is a frequent speaker on the role of the interactive media in business and a leader in the Los Angeles technical community. Recent speaking engagements include International CES, Streaming Media, Digital Hollywood, and NATPE.

Prior to Schematic, Andrew served as executive producer at Kaufman Patricof Enterprises (KPE), a subsidiary of Grey Advertising, where he spearheaded major initiatives for Variety, TBS, Discovery, Capitol Records, and America Online. Andrew moved to Los Angeles in 1998 to start KPE's West Coast office, where he produced interactive projects for CBS, Nielsen, and New Line Cinema. Before KPE, Andrew lived in Namibia teaching English as part of the Harvard Institute for International Development. He is a graduate of Hamilton College.

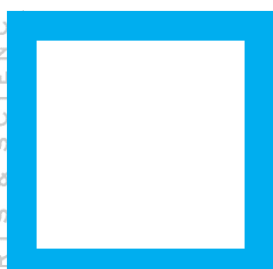
**e:** [asolmssen@schematic.com](mailto:asolmssen@schematic.com)

**p:** 310 202 2900

**w:** <http://www.schematic.com>



ACADEMY OF TELEVISION  
ARTS & SCIENCES





# Consulting / Glenn Platt

*Glenn Platt is currently President of the International Digital Media and Arts Association (iDMAa).*

## PRESENTATION: BEING A CONSULTANT WHILE BEING A STUDENT

This discussion will focus on how to leverage your areas of interest/skills and how to develop the consulting skills to attract and retain clients, build your portfolio, refine your resume and increase your bank account. Platt provides tactical approaches, case studies and resources for you.

Glenn Platt received his Bachelor of Arts in Economics (with departmental honors) from University of Florida and his MS and PhD in Economics and in Political Economy from Carnegie Mellon University, graduating in 1993.

He was recently appointed the C. Michael Armstrong Distinguished Professor and is a Professor of Marketing and has been Director of the Interactive Media Studies Program since 2000 (recently named Armstrong Institute for Interactive Media Studies – AIMS.) Glenn, along with his colleague Prof. Lage, coined the phrase “inverted classroom” with a 2000 seminal work outlining the benefits of using technology to move active learning into the classroom and lecture outside of class. He has won the School of Business Teaching Effectiveness Award, the Associated Student Government Effective Educator Award, and the University’s Knox Award for Teaching.

Besides directing AIMS, Glenn teaches the AIMS capstone consulting course, which contracts with corporate clients to develop digital solutions to business problems. Past clients include P&G, HP, Cintas, Convergys, Gensler, and others. He also teaches the Business School’s course in Internet Marketing. He consults in areas of Internet Marketing, Technology Opportunities and eCommerce.

e: [plattgj@muohio.edu](mailto:plattgj@muohio.edu)

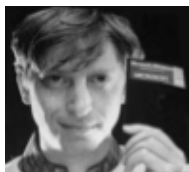
p: 513 529 6666



# iDMAa



# They all had big dreams in college. *Do you?*



**Gates**  
*Microsoft*



**Jobs**  
*Apple*



**Page & Brin**  
*Google*



**Anderson**  
*MySpace*



**Zuckerberg**  
*Facebook*



**Chew**  
*Halo*

Digital Hollywood is a conference for established professionals in interactive media. But, because your school is a member of iDMAa (International Digital Media & Arts Association), you can take part in this exciting networking event if you participate in the day-long “iDMAa at Digital Hollywood” program, sponsored by Schematic, on May 5. We’re looking for the best and brightest new talent on the West Coast—could it be you?

There is no recession in the interactive world; in fact, it’s getting exponentially crazier (in a good way) on a daily basis. Hooking the right kind of young, energetic and imaginative talent to the proper resources is the hard part. Our mission is to give creative college students like you the ideal environment in which to explore your dreams and find success.

iDMAa at Digital Hollywood is not a classroom discussion. It’s real life stuff happening in the real world, real fast, right now. So let Schematic and iDMAa set you up with amazing contacts, show you the latest innovations that no one else

has seen yet, and talk to you about your ideas, ambitions—and career plans. And then off you go, to soak up all the excitement, information and networking opportunities presented by the industry’s premier insider’s event.

## *Here’s the deal:*

- 1** Only 400 college students can attend iDMAa at Digital Hollywood.
- 2** You have to fax us your college ID in order to qualify. (First come, first served.)
- 3** You have to register as a group of THREE or more to get the student discount of 75 bucks each. (*Everyone else in the industry pays \$635 for the three-day conference.*) We’re cutting you a deal because we were all broke college students, too.

Registering for the iDMAa program at Digital Hollywood may be the best thing you ever do for your career in interactive media.

The two links below will let you know all the details about what’s what.



<http://digitalhollywood.com/08DHSpring/UniversityProject.html>  
<http://digitalhollywood.com/DigitalHollywoodReg.html>

# The best interactive clients, projects & people have one thing in common: *US.*

GRADUATING? Take advantage of a once-in-a-lifetime opportunity to connect with one of the most exciting and innovative interactive agencies in the world—all while networking at the nation's #1 entertainment/tech conference, May 5-8 in Los Angeles. The first 400 students to register with us\* will experience all the excitement of **Digital Hollywood**—plus an exclusive day of insider's information only for new graduates—for just \$75 (*while everyone else pays \$635*). Schematic (schematic.com) and the International Digital Media & Arts Association (iDMAa.org) will set you up with amazing contacts, show you the latest innovations that no one else has seen yet, and talk to you about your ideas, ambitions—and career plans. Prepare to be amazed at what your future holds.

\*Details at   
<http://digitalhollywood.com/08DHSpring/UniversityProject.html>

GET TO WORK! Register today for Digital Hollywood 2008 brought to you by Schematic and iDMAa.

 schematic  iDMAa  Digital Hollywood