Recognizing the global nature of digital media industries, Cogswell knows how important it is to foster ties with both educational and industry groups throughout the world. On November 18, 2010 we had the opportunity to host a group of 15 Chinese government officials and business leaders during the group’s Bay Area tour. Mr. Chen Yin, Yangpu District Party Secretary, led the Chinese delegation while the Bay Area Council organized the trip. Cogswell Trustee, David Nieh of Shui On Land, was one of the 8 private sector representatives.

Our visitors sought to learn more about our innovative teaching model and how Cogswell partners with bay area digital media firms. Of particular interest to the group was Cogswell’s work with Concept Art House (CAH) on its Daomu video game project. CAH has offices in San Francisco and the Yangpu District where it offers additional training to digital artists coming out of Shanghai Universities.

During the tour the group had the chance to talk to Cogswell faculty, Albert Chen, who developed the partnership with CAH and created this chance for our students to gain valuable work experience. The delegation also viewed, "The Offering," a short animated film produced at Cogswell under the umbrella of the Project X class. The film has won numerous awards and will be
UPCOMING EVENTS

Global Game Jam 2011
January 28 - 30, 2011
Click here to RSVP!

Founders' Day 2011
Stay tuned for more info!

Check us out!

Job hunting? View our list of company links.

screened at the upcoming 2010 SIGGRAPH Asia Conference in Seoul, South Korea. Project X and the Game Studio classes are both excellent examples of how Cogswell collaborates with industry to enhance the education our students receive.

Cogswell has a history of developing successful, cooperative relationships with Chinese Universities which makes the college ideally suited to work with the Yangpu District as it seeks to develop its intellectual capital and talent exchange especially in the digital media space.

The Yangpu District is one of the three pilot Innovation Districts recognized by the national government. Its task is to prioritize the development of high-tech industries and the rapid creation of modern service, electronic information, solar technology, new materials and innovation industry clusters. These clusters rely on strong universities and their scientific research capabilities for the incubation of new marketable technologies.
The 2011 Global Game Jam - slated from January 28 to 30, 2011 - brings together thousands of game jam enthusiasts from all over the world. Each year the number of participating countries grows as does the number of sites available to participants. The College is pleased to once again be one of the Bay Area hosts for this exciting event. The Global Game Jam begins at 5:00 p.m. on Friday and ends at 3:00 p.m. on Sunday.

During last year’s highly successful event, more than 4300 people took part in 39 different countries and produced about 900 games. Cogswell attracted one of the largest groups in the US with 50 enthusiastic jammers. The teams at Cogswell hold the honor of producing the most playable games - 13 - of all the US sites. Cogswell teams were a great mix of student talent and industry professionals.

Game Jams foster innovation and experimentation - it's all about making games and in the GGJ you're part of a global experiment in creativity. A game jam is not for the faint of heart though. Expect two days of hard work, experimentation, little sleep, new friends, great ideas, laughs, technical issues and the time of your life.

What could be better than the chance to challenge your creativity and technical expertise in a collaborative marathon? Not much if you love to make games!

Learn more about the event and reserve your space now.
Successful Entrepreneurs Workshop

More than 25 people attended the November 20 Entrepreneurs Workshop which showcased Cogswell's entrepreneurship program. Participants took part in market simulations, a product design exercise and a digital scavenger hunt.

During lunch three successful entrepreneurs shared what they learned as they entered the entrepreneurial arena with the first jobs and then beyond. The Panelists were:

**Ash Monif**
Cogswell alumnus, Ash Monif is COO & Executive Producer at Subatomic Studios. He was the first President of the Cogswell Game Club and credits that experience with fostering his entrepreneurial spirit. He formed Iconoclast Productions as the vehicle to produce the kinds of games he wanted to create. Ash has worked at Neo Creations and Electronic Arts (where he worked on James Bond, The Sims 2, The Lord of the Ring: The Third Age, The Godfather), Bioware/Pandemic Studios and Atari Interactive.

**Dan Marques**
Dan Marques is a Boston-based serial entrepreneur, a product innovator and SEO/SEM marketing expert. Dan is currently leading the marketing efforts of venture capital backed start-up Gemvara which was recently featured in TechCrunch for its innovative online marketing success. He was one of the recipients of the National Foundation for Teaching Entrepreneurship (NFTE) 2006 "Young Entrepreneur of the Year" award. He has started ventures in the fields of Internet marketing, venture capital, venture development consulting and e-commerce. His personal
network of advisors, mentors, and investors ranges from leading venture capitalists, angel investors, authors, CEO's, successful entrepreneurs, and a real estate mogul or two. Integrity, ethics, working hard and doing well for society, himself and his stakeholders are his driving philosophies.

Lee Cohen
Lee Cohen's background includes both brand management as well as entrepreneurial experience. She began her career at Naked Juice and launched the brand for the company's East Coast division. Naked Juice was sold to PepsiCo in 2006. She is currently Senior Director Business Development and Sales at Become.com. Prior to joining Become.com, Lee worked for a variety of internet start-ups in the e-commerce and content spaces. At these organizations she oversaw revenue generation as well as all marketing activities. Lee holds an MBA degree from Harvard Business School and a BA in History from Brandeis University.

Founders' Day 2011
Cogswell College and its illustrious alumni will celebrate 124 years of excellence in education on March 19, 2011. Put this date on your calendar now!

The annual event takes place on the Campus in Sunnyvale where faculty, staff and students will showcase the outstanding work of our students and share the latest news. Make a date now to catch up with old friends during a wonderful afternoon of good food and great conversation.

Invitations will be mailed or emailed by the middle of January. We look forward to seeing you!

Upcoming IEEE Meeting at Cogswell
Prof. Bernard Widrow of Stanford University will discuss "Adaptive Inverse Control" on Wednesday, January 19, during the IEEE meeting at Cogswell. The event is co-
sponsored by the IEEE Control Systems Society, SCV and the IEEE Automation and Robotics Society, SCV.

Schedule:
6:30pm: Networking/refreshments
7:00pm: Presentation
8:45pm: Adjourn
The event is free and open to the public.

Unlike conventional control methods, adaptive inverse control uses feedback to control the variable parameters of the controller itself, offering enhanced flexibility and precision in the control of unknown variable systems. Adaptive filtering techniques have been used successfully in a variety of signal processing problems, including antenna systems, channel equalization, echo cancellation and spectral estimation. This presentation will discuss how these techniques are being used in control systems.

To learn more about the presentation and to register, click here.

JOB SECTION

Microsoft Game Studio has the following positions open for Graduating students. Graduating students are considered "college" hires until one year after their graduation date. If you are interested in one of these positions and would like more information, please contact:

Laurie Swift Raisys
Program Manager IEB College Recruiting
v-larai@microsoft.com

If you graduated more than a year ago, please follow this link for a list of other open positions.

Microsoft Game Studios

Animator (College Hire)

Do you tell stories through motion? Are the words "key
pose, expression, timing, emotion" all part of your daily vocabulary? Bring on your talent at Microsoft Game Studios! Work alongside world class artists, designers, programmers and producers to create characters, environments and animations that will make people want to shout to the world how awesome your game is. You will create assets for in-game production and help maintain consistent visual-style under the direction of an art lead or AD. In addition, you'll be given opportunities to assist in the creation of various production designs, conceptual or prototype work to bring visions to life.

Qualifications:
· Passion and knowledge of games industry
· Strong understanding of classic animation principles and fundamentals
· Demonstrate range and techniques through a portfolio
· Solid story telling skills
· Able to communicate simple ideas through movement
· Knowledge and work examples in a traditional 3D package (Motion Builder, Maya, Max, or XSI)
· Ability to learn new tools and technology
· Excellent communication skills
· Collaborative team spirit
· BFA with emphasis in animation

Microsoft Game Studios

Artist (College Hire)

Do you have the passion, initiative and raw talent to learn what it takes to make games? Want to work and collaborate with world-class artists, designers and programmers as they create characters, environments and animations that will make people drop their controllers in stunned stupefaction?. You will create art assets for in-game production and help maintain consistent visual-style under the direction of an art lead or AD. In addition, you'll be given opportunities to assist in the creation of various production designs, conceptual or prototype work.

Qualifications:
· Understanding of color theory, texture/shaders, lighting, anatomy and/or animation depending on art discipline.
· Strong traditional skills with an ability to adapt to project-established styles
· Able to meet deadlines under tight schedules
· Willingness to receive direction and work well within a team
· Ability to learn new tools and technology
· Strong knowledge of Maya, 3D Max, XSI and/or comparable 3D software package.
· Strong knowledge of Photoshop, After Effects, Painter and/or comparable 2D software package.
· Must provide strong portfolio.
· BFA or equivalent experience strongly preferred.

Microsoft Game Studios
Associate Producer (College Hire)

Do you like herding cats? Do you enjoy being at the epicenter of information and team dynamics? Bring your extreme passion, organization, collaboration and communication skills to Microsoft Game Studios. We are looking for a team oriented person who likes to make games, work alongside industry biz experts and amazing talent to bring visions to life. Shows us what juggling 10 cats really looks like!

Qualifications:
· Passion and knowledge of games industry and a desire to learn production skills involved in game development
· Strong cross-team communication skills (be able to talk with artists, designers, programmers and producers alike!)
· Problem solving and critical thinking skills are a must
· Be detailed, organized, and provide clear and concise information
· Follow through is essential
· Knowledge and work examples in a traditional 3D package (Motion Builder, Maya, Max, or XSI)
· Ability to learn new tools and technology
· Excellent communication skills
· Collaborative team spirit
· Bachelor's degree in game design, communication or equivalent track

Microsoft Game Studios
Designer (College Hire)

Do you want to make fun and have fun while doing it? Do you design games in your head while you sleep? If you like the idea of collaborating with artists, designers, programmers and producers to bring visions to life in interactive entertainment, then Microsoft Game Studios is the place for you. You will design, implement and touch a variety of game play features alongside industry experts. This is your opportunity to share your ideas, demonstrate your ability to think outside of the box and be part of a team experience creating AAA quality projects!

Qualifications:
- Passion for the industry with an understanding of marketing trends and styles
- Demonstration of design knowledge and technique through portfolio
- Proactive work ethic, capable and creative problem solver who is not afraid of big challenges
- Ability to communicate project vision
- Be responsible and willing to receive feedback and direction
- Able to work close with other team members in a collaborative productive environment
- Inspire, motivate and participate in vision
- Knowledge of Unreal, Unity, and/or XNA
- Bachelors in Game Design or equivalent track

Alumni Notes

Jessica 'Psy' DeLacy (2010) has joined the growing group of Cogswell Alumni working at Rhythm & Hues. She is a Technical Animator and is working on the same team as Andrew Jennings (2009). Chris DiPaola (2007) left Trion Worlds to become a Modeler at Disney Animation Studios. Chris Evart (2010) was also recruited by Rhythm & Hues as a Technical Animator. The Project X crew was sad to see 'Psy' and Chris leave but wishes them well. Scott Henderson (2002) works at Savvis in the Washington D.C. area as a Senior Account Manager and Sales Engineer. Rob Jolliff (1997) is a Senior VFX Artist at Trion World Network in the San Diego area. Kenneth Klinkowski (2008) is CEO of Vision Machine Studios, a 3D animation studio based in the Bay Area. Stephen Mahaley (1997) is the OES District Manager for San Mateo County. Eric Martin (2009) also works at Chronic Logic in Santa Cruz as a Game Programming Intern in addition to his job at SCEA. Amy Mihara (2008) works at Ring of Fire Studios in the LA area as a Freelance Digital Artist. Marc Miller (1999) was promoted to Lead Lighter at DreamWorks Animation. Daniel Monighetti (1999) is also VP of Finance at HDI Industries Sacramento Chapter in addition to his job at Pride Industries. Eric Pochat (2009) has joined the growing group of Cogswell Alumni at Anatomage and is a Modeling Tech. Mason Sheffield (2004) is a Character Technical Director at Trion World Network in Redwood Shores. Greg Smith (2003) found a job at Legacy Effects as a Digital Design Artist where he does concept and rapid prototyping for feature films. Jordan Smith (2003) is a Designer at Killspace Entertainment in Calabasas, CA. Alexis Swartz (2010) is a Lead Artist at CWS in the Bay Area. Trista Tolles (2000) has her own design studio, Trista Tolles Design, where she is a graphic design and web consultant. Scott Vancil (2002) is a Purchasing Assistant for Stanford
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