

Alumni and Friends News



Cogswell

Polytechnical College

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Founders' Day -
March 21, 2009
at Cogswell College

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**Cogswell
Polytechnical
College**

1175 Bordeaux Dr.
Sunnyvale, CA

Cogswell Recognized by Boeing for Outstanding Product Delivery



Cogswell Polytechnical College today announced that it has received a 2008 Boeing Performance Excellence Award. The Boeing Company issues the award annually to recognize suppliers who have achieved superior performance. Cogswell maintained a Silver performance composite performance rating for each month of the 12-month performance period from October 1, 2007 to September 30, 2008.

This year Boeing recognized 411 suppliers who achieved either a Gold or Silver level Boeing Performance Excellence Award. Cogswell is among 325 suppliers to receive the Silver level of recognition.

Cogswell, through its Engineering Simulation and Animation Laboratory ([ESAL](#)), developed a Real Time Virtual Environment based on a game engine and concept of operation animations for future Boeing technologies. The products developed by the ESAL are used in a variety of capacities at Boeing. Participants in the program use skills and concepts acquired in the classroom while engaging in problem solving to tackle issues that arise during the project.

The work with the Boeing Company started in 2004 when Cogswell began working on interdisciplinary projects that leverage the engineering and digital arts departments through ESAL. Cogswell has helped Boeing explore new ways to integrate engineering with

94089

408.541.0100
www.cogswell.edu

Bonnie Phelps
Dean, Institutional
Advancement
408.541.0100x145
bp Phelps@cogswell.edu

animation methods to enhance the ability to rapidly assess future complex systems-of-systems.

"We at Cogswell are extremely proud of this honor and are most appreciative to Boeing," said Dr. Hadi Aggoune, Director of the Engineering Programs at Cogswell. "One of our goals is to prepare our students for professional careers in industry and the high standards of Boeing are a wonderful model for them."

To see the list of 2008 Boeing Performance Award recipients, please visit [Boeing's website](#).



Cogswell Alumnus Authors Book on Game Feel



Cogswell Alumnus, Steve Swink (2005), authored the book *Game Feel: A Game Designer's Guide to Virtual Sensation*. The publication was released in paperback in October 2008 by Focal Press/Morgan Kaufmann.

"Picture yourself playing Super Mario Brothers. Bring to mind the sensation of moving Mario around the level, the feel of jumping over pipes and platforms," said Swink. "In digital game design, 'feel' is the most overlooked facet of game design. It's a powerful, gripping, tactile sensation that exists somewhere in the space between player and game."

In a simple, user-friendly format, teacher and industry professional, Steve Swink demystifies this crucial and mostly unexplored aspect of game design. He draws on case studies, fully interactive examples via an associated website and interviews with industry luminaries.

Game Feel exposes "feel" as the hidden language in game design that no one has fully articulated yet. The language could be compared to the building blocks of music (time signatures, chord progressions, verse) - no matter the instruments, style or time period - these building blocks come into play. Feel and sensation are similar building blocks where game design is concerned. They create the meta-sensation of involvement with a game. The understanding of how game designers create and affect feel are only partially understood by most in the field and tends to be overlooked as a method or course of study, yet a game's feel is central to a game's success.

The book covers topics like the role of sound, ancillary indicators, the importance of metaphor, how people perceive things and a brief history of feel in games. The associated web site contains a playset with ready-made tools to design feel in games, six key components to creating virtual sensation. There's a play palette too, so the designer can first experience the importance of that component by altering variables and feeling the results. The playset allows readers to experience each of the sensations described in the book and then allows them to apply them to their own projects.

Steve Swink graduated from Cogswell in 2005 with a Bachelor degree in Computer and Video Imaging. He is a game designer and managing partner at Flashbang Studios, a creator of independent games in Tempe, Arizona. Prior to joining Flashbang, Steve worked at Neversoft as a game designer on titles including the Tony Hawk franchise. He is co-coordinator of his local chapter of the International Game Developers Association. He teaches Game Design and Level Design at the Art Institute of Phoenix and is a guest lecturer at several schools in the country.

Cogswell Hosts a Panel Discussion with Audio Industry Experts

Sound Advice: Making a Living In the 'New' Music Industry

Sound Advice is the brainchild of Cogswell Digital Audio Technology student, Daniel Codella, who wants to show students the diversity of opportunities open to them.

"It really breaks my heart to see talented young people, who are passionate about music, give up their dreams because they believe there are no opportunities for them," said Codella. "I felt a need to take action so created a forum where those interested in this career field receive honest information about the music industry. Though the industry is in a state of change, and growing pains are to be expected, there are literally hundreds of different career paths available. Talent can't go to waste."

DATE: Saturday, March 14

TIME: 7:00 p.m.

PLACE: Cogswell Polytechnical College, 1175 Bordeaux Dr, Sunnyvale, CA 94089

RSVP: Call 408-541-0100 ext 155

The event begins with a screening of the critically acclaimed film, [Before the Music Dies](#). A question and answer period with the panel members will follow the film. Panel members will also talk about where they see the industry now and what trends they see emerging in the future.

Panel members are:

Jason Slater - Founding member of Third Eye Blind, music producer for the film, Can't Hardly Wait, music director on the original soundtrack for the Activision PlayStation game, Interstate 76, current band member of Snake River Conspiracy and Brougham. He has produced and engineered albums for Queensryche, Good Charlotte, and Smash Mouth.

Dale Everingham - Songwriter and veteran engineer - known locally as "D-Wiz" - has been instrumental in the development of the Bay Area hip hop scene. He has written beats and engineered for nationally known hip hop groups including E-40 and Too \$hort. He has also produced albums for Mazzy Star, Boyz II Men, and En Vogue.

Dr. Timothy Duncan - Composer, performer and educator who has won numerous awards for his original compositions. He is the founder and director of Cogswell's Digital Audio Technology program. As an educator, he advocates the use of global digital technologies to promote inherited and diverse cultures along with popular cultures as our mainstream culture.

Dr. Don Diekniete - Composer and songwriter, currently employed at Leapfrog Toys and Games. Recently did music and sound for their Kung Fu Panda line of products.

Alex Wilmer - Director of Video Game Audio at [Berkeley Sound Artists](#) (BSA) where he heads the Gaming/Multimedia Division. Wilmer has been credited on over 30 films as sound designer, mixer and sound effects editor. He has also composed music for companies such as Skype and Storia Inc. At BSA Wilmer has managed sound design and music composition work for major companies including Midway Studios-Austin and Paleo Entertainment. In late 2007, Wilmer helped reform the San Francisco IGDA by creating the SF IGDA organizing committee and bringing in local developers.

Doug Wright - Doug brought his energy and talent to Cogswell in the summer of 1993 as a major in Music Engineering Technology. Before he graduated, Doug was offered a job at Be, Inc. the maker of Be Box and BeOS, and was on his way. He spent several years there creating demonstration programs. In 2003, Doug and two other audio engineers founded [Sonoma Wire Works](#). They set out to develop an easy and fun recording application for guitarists that would allow them to get their ideas into the computer. The result was RiffWorks, winner of numerous industry awards. The company's new online collaboration community, RiffWorld, received a Best in Show - Trendsetter Award at the 2008 NAMM Show.

Alumni Notes

Daniel Ahn (2005) works at Akeena Solar. **Ronald Andaya (2005)** is still with Electronic Arts, now working as a Technical Artist. **Dan Barrett (1999)** works at WildPackets in Walnut Creek as a Senior Web Developer. **Brendon Bengtson (2007)** joins several Cogswell Alumni at Anatomage as a 3D Production Manager. **Jason Bettinger (2007)** has returned to the Bay Area and is a lab tech in the 2D animation department at the Academy of Art University in San Francisco, where he tutors students in 2D and 3D animation. He is also working on his demo reel. **Kyle Brown (2004)** left Collision Studios and is now a Level Designer at Savage Entertainment. **Jim Carroll (1995)** is an IT Project Manager at Sempra Utilities - SDGE in San Diego. **Will Christiansen (2006)** just landed a plum job as an animator at Bungie in Kirkland, WA. **Elvin DeGuzman (2004)** works at Genentech as a Senior QC Inspector. **Mike Dibble (1998)** is a Hardware Engineer at Echelon in San Jose. **Vic Falgiano (1989)** is a Senior Technical Marketing Manager at Silicon Image in Sunnyvale. **Soroush Ghaderi (1998)** works at Sun

Microsystems as a Quality Engineer and Software QA at Sun Microsystems. **Kent Hull (1996)** is a Consultant at Cymechs in Santa Clara. **Jeff Johnson (2005)** is an IT Technician at ClickAway Computers where he troubleshoots and repairs Windows & OS X installations, installs hardware and repairs laptops and desktops. **Sean A. Johnson (2006)** has been invited to speak at the International Search and Rescue Conference to be held in Washington D.C. at the end of March. **Jared Kuharski (2005)** who was part of the EA migration has landed at Tricky Software as an artist. Tricky Software is the company behind Spore Origins on the iPhone and Armado. He is working on a new title for the company and enjoys the chance to participate in every part of the production pipeline. **Steve Lewis (1993)** is a CMA Support Manager at EMC, Support Manager at EMC/Captiva Software and Support Manager at EMC Captiva. **Steven McCoy (1997)** is the Director of RF Engineering at Stevens Water Monitoring Systems Inc. in Portland, Oregon. The company is a manufacturer and marketer of integrated hydrological, meteorological and oceanographic monitoring instrumentation, accessories and information systems that help optimize water resource management and enhance forecasting. **Jesse Moreno (1994)** is a Sr. Whitbox QA Engineer at Accuracy where he creates automated test tools in .NET frameworks and IBM Robot. **Timothy O'hara (1979)** works at KLA-Tencor in Milpitas as a Product Engineer. **Alvin Pagkalinawan (1988)** is a Systems Administrator at Frank, Rimerman & Co. LLP. **Tom Palomo (1994)** is a Business Marketing Engineer at National Semiconductor in Santa Clara. **Brandon Russell (2008)** was hired as a concept artist at Black Point Studios in San Francisco. **Michael Sarrett (1985)** is the Senior Program Manager at Logitech Inc. in Fremont. **Chelsey Shuder (2007)** just moved to Japan to accept a position with OLM Digital Inc. She works on projects from feature film to cinematics for games as a CG Animator. **Chris Sutherland (2005)** is at Rhythm & Hues working on Land of the Lost, starring Will Ferrell. While at Laika he worked on the just-released film Coraline as a Rotoscope Animator and Paint/Roto Artist. **Martial Tipsey (2007)** is a Software Engineer for Gaia where he does OOP in php 5 and Java for the company's online website. He is proud of the fact that the team he works on has the fastest turnaround rate of any of the other teams. **Carlos Vaquerano (1991)** has been working steadily since he left Cogswell and is currently an Electronic Technician III at Cholestech Corporation based in Hayward.