Douglas Rand Addressed Cogswell College 2011 Grad

Mr. Rand Also Helped Launch Innovative Entrepreneurship Degree Programs

Policy Advisor to the White House Office of Science and Technology, Douglas Rand, delivered the keynote address at the May 14, 2011 Cogswell College Commencement Ceremony. Mr. Rand is a leading architect of the Startup America initiative and other federal policies to promote entrepreneurship. Rand's appearance coincided with the first phase of the College's launch of its highly innovative entrepreneurship degree programs for undergraduate and community college transfer students, as well as its first Masters degree program.

As an entrepreneur himself, Rand understands the critical role that innovative and resourceful people play in driving the economy forward and creating jobs.

Startup America is a White House initiative to celebrate, inspire and accelerate high-growth entrepreneurship throughout the nation. This coordinated public/private effort brings together an alliance of the country's most innovative entrepreneurs, corporations, universities, foundations and other leaders working in concert with a wide range of federal agencies to dramatically increase the prevalence and success of America's entrepreneurs.

The Cogswell Entrepreneurship and Innovation Program is unique in that it has been created from the ground up specifically to educate entrepreneurs and to accelerate the growth of their business, in contrast to most entrepreneurship programs that are centered in corporate-focused business schools. Initiated by entrepreneurs, the WASC accredited program focuses on hands-on and experienced based education, with even first year students immersing themselves in the launch and growth of new companies.

Cogswell fuses this innovative program with its highly regarded digital media and engineering degree programs.
thus promoting entrepreneurship in all areas, but with a particular focus in the dynamic and creative digital media industries. From the advent of animated film to the proliferation of serious game applications - artists and engineers, working together, continue to push the boundaries and turn ‘what if’ into something tangible.

Doug Rand was a particularly fitting speaker for Cogswell's commencement as he is both an entrepreneur and leader in publishing and the arts. Prior to working at the White House, Douglas Rand was Co-Founder and CEO of the innovative publishing company Playscripts, Inc, as well as a Co-Founder of the live theater review aggregator StageGrade. He is a graduate of Yale Law School and the Yale School of Management. He received a master's and undergraduate degrees from Harvard where he studied evolutionary biology. Rand has also authored numerous articles covering subjects from insects to politics to theater.

Kevin Richardson Publishes First Book

Cogswell College alumnus, Kevin Richardson (class of 2003), just released the first book in his young adult book series, Andy McDougal and the Crypt of the Chimera, which is for sale now on Amazon.com in a Kindle version. The paperback version was also available in Mid-May. Watch his introductory video on YouTube.

In the vein of Harry Potter and A Series of Unfortunate Events, Richardson says the main thing he was going after with Andy McDougal was to ground the book series in everyday life and then springboard into fun, frights and danger.

"The series is a tribute to the scary books I read from my youth like Witches, Witches, Witches by Helen Hoke," said Richardson. "In addition to the scares, I hope the series inspires young adults to follow their passions even when the stakes are high. Andy has to face every imaginable danger and just like real life, he's not prepared and has to adapt fast!"

When Andy begins reading the new thriller Crypt of the Chimera, he is drawn into a nightmare far worse than the books he reads for thrills. Locals from his grandparents' farm community are vanishing and Andy suspects it's the creature from the book. It's up to him to learn if his suspicions are true before it's too late.
"Books two, Andy McDougal and the Beast from the Bestiary and three, Andy McDougal and the Revenge of the Twins, are nearly completed and will be out later this year or early next," said Richardson.

You can purchase a copy on Amazon.

Preeminent Foley Artist, Marnie Moore Visits Cogswell

Marnie Moore stopped by Cogswell in March to lend her extensive expertise in Foley recording techniques as the audio crew for the latest Project X film fine-tuned its work for the final edits. With more than 25 years experience in the audio recording industry, Moore's film and game credits include: Seven, Terminator 2: Judgment Day, The Sixth Sense, Jurassic Park, The English Patient, Indiana Jones and The Last Crusade, Star Wars: Battlefront, Star Wars: Episode III and Starship Troopers 2: Hero of the Federation.

Foley artists bring realism to a film or game by recreating the sounds that the audience would expect to hear. These sounds are generated in a recording studio and include things like footsteps, the crunch of snow under car tires and the rustle of clothing. According to Moore, a good Foley artist must be very observant about the world around them in order to ensure that the sounds they create are realistic.

In Worlds Apart, the new Project X film, Cogswell Foley artists produced slamming doors, footsteps, the creaking of an old house in a storm, spaceships and aliens communicating.

"The work these students did on this film was very well done, very professional," said Moore.
The student audio team for Worlds Apart spent the past year working on the project and provided both the Foley work and the original score for the film.

Moore began her professional career as a recording engineer with Russian Hill Recording where she met and apprenticed with Dennie Thorpe, the leading Foley artist in the San Francisco Bay Area at the time. Eventually Moore alternately worked for Skywalker Sound in Marin and Fantasy Studios in Berkeley.

"I was attracted to Foley because figuring out how to produce the sounds is fascinating and demands a high level of creativity," said Moore, "but you have to balance that positive against the really bad schedule and tight deadlines. Getting into the profession is difficult but I couldn't imagine doing anything else."

**WeilyApps Founders Share Lessons Learned with Cogswell Students**

WeilyApps began as a collaboration between Anita Weil, an educator and former programmer, and Nancy Daniels, a graphic designer. Daniels had also worked in the field of children's informal learning and educational toy development since 2002. They saw a need for high-quality, interactive learning tools for younger children in the mobile space and decided that they could fill it. Weil's experience as a teacher helped her see that the majority of children are visual learners.

Their first app was PhotoMatch developed for the iPhone and then the iPad. Children match photos that can either be stock photos or the family's own photos. The iPad offers a great opportunity to engage children in the learning process.
"With the first app we got our feet wet," said Daniels. "We learned a lot about the market, how to market, distribution, competition and how to price our products."

Their second project is a Visual Math app that will begin with shape recognition, basic measurement, number recognition, patterns and introducing children to the concepts of less/more comparisons and time. They envision their app to be used in an informal learning space as part of their everyday activity.

During the testing of the program they learned that they needed an intro to the learning concept so they added cues and hints along with animated interludes that provided a pause between levels. They also discovered that reward and feedback mechanisms reinforced the learning process.

Other things they learned along the way - when you get into the app store you need to find a way to get noticed - so they searched for an appropriate app reviewer who targeted the audience they were trying to reach.

The pair discovered they enjoyed the creative process and the opportunity to offer new learning tools to eager, young minds. They look forward watching their company grow and can't wait to see what's next.

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**JOB SECTION**

**May Featured Jobs**

**343 Industries** a division of Microsoft (Redmond, WA)
- FX Artist, Senior
- Software Development Engineer
- Animation Engineer

**Idol Minds** (Louisville, CO)
- Level Designer
- Combat Designer
- Character Animator

**Rhythm & Hues** (Santa Monica, CA)
- Matte Painter
- Technical Animator/Creative TD
- Junior Pipeline TD
- Software Developer
Alumni Notes

Andy Cameron (2008) is a QA Analyst at Namco Bandai. Evan Clover (2010) left the Project X team a little early to take a job as a Junior Animator with Luma Pictures in LA. Luma is a large special effects house that works on blockbuster movies. Matt Gibilisco (2004) works at ESPN as an Operations Technician as a member of the Network Control Department and oversees on-air broadcast (domestic & international). Heath Grant (2009) and Stuart Hallock (2009) and their short animation, "Diablo Loco," were invited to participate in the 2011 Santa Cruz Film Festival. The film screened on May 8 and according to Heath, "It had a great screening with 14 other films. It was awesome to see such enthusiasm for something we worked so hard on." Learn more at Heath's blog. Christine-Michie (Hara) Brown (2007) is now a Creative at Ladysmith Chronicle in British Colombia, Canada. Ivy Lam (2004) works at Sugar Publishing in San Francisco as a Freelance Motion Graphic Designer. Ash Monif (2002) joined Human Head Studios in Madison, Wisconsin as a COO where he is leading the company in business and product development, marketing and PR. Mike Paget (2002) is the Manager for the Technical Marketing Engineering team for TelePresence at Cisco Systems. Michael Panov (2007) has relocated from The Mill NY to The Mill LA location. He still holds his position as a CG Artist. Steve Swink (2004) was profiled in an in-depth interview in the April issue of Gamasutra on "The Art of Experimental Games. Read the article. Justin Winokur (2001) was nominated for "Best Music Educator" by the National Association of Music Industry Professionals in March.

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