



BARTON JAMES CHRISTNER

MARKETING / STUDIO

PORTFOLIO

discover

A DESIGN/MARKETING PROFESSIONAL

Strong background in digital media; experience presenting to CEO's, divisional managers, technologists, creatives, contractors, and clients.

CARE

Needs. Incentives. Meanings. Resolve. Benefits. Ethics. Participants.

CLARITY

Awareness. Insight. Stability. Potential. Entropy. Improvements. Optimization.

COMPASS

Obstacle. Symptoms. Hypothesis. Inquiries. Diagnosis. Intentions. Strategies.

CRITERIA

SWOT (Strengths, Weaknesses, Opportunities, Threats). Demands. Supplies. Products. Services. Disciplines. Prospects.

CANDIDATE

Persuasions. Resumes. Portfolios. References. Best Practices. Qualifications.

COMMITMENT

Comparisons. Rankings. Prioritizations. Considerations. Selections.



Barton J. Christner

COMMUNICATION

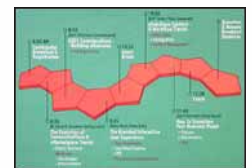
Businesses are demanding new cost effective marketing tools that cut through the clutter - provide customers with easy access to information and impact a company's core business.

EXPERIENCED

This portfolio of select marketing products and services summarizes my corporate affiliations, awards of merit, speaking engagements, and client appreciation excerpts. At right and on the next page is a timeline of affiliations.

"There is nothing that marketing professionals enjoy more than helping businesses communicate. It's what we do best. It enables customers to focus on what they do best.

Please find on the following pages, my portfolio of business experiences, design methods, marketing awards, and excerpts from client appreciation letters."



MANY FACETS

Seminars and partnerships highlight successful marketing methods. Considerations entail the many aspects of developing solid solutions. A sound plan, the right team, exceeding expectations, and generating revenue.

2003

CLEMSON UNIVERSITY

Kristen Kinnison
Media Applications Institute

PMA
DAMA/PIRMA A

2002

Novell
Cambridge Technology Partners

PNCADVISORS
Mellon
Federated

JOHN D. ROCKEFELLER IV
WEST VIRGINIA
Pittsburgh Technology Council

2000

ROBERT MERRILL'S UNIVERSITY

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LENSC

1998

US WEB B.
ELECTRONIC IMAGES INC.

Bayer
ALCOA
PNC BANK
Carrier
bryant
CENTRIA

LENSC



RESULTS

To compete in today's complex business environment, it's important to focus on product and service core competencies. Additionally, marketing and communications have become more important to success than ever.

COMMITMENT

Setting and meeting project goals requires an in-depth understanding of the needs of clients, the markets to whom they sell, and how to best reach them with a message that matters. This level of commitment ensures that the targeted audience will receive the right solution, the right message, in the right medium.



AGENCY / STUDIO

Private studio. Experience with print, audio/video, interactive, animation, photography.

RELATIONSHIPS

Marketing relationships with organizations should become natural extensions to sound business practice.

MUTUAL BENEFIT

Most of all, it's important to recognize that an organization's success is a marketing professional's success.

COMMUNICATION

The power of communication. The power of information. The power to achieve a company's marketing and revenue goals.

1996



1994



1992



1990



1988

WH Brady Pasqualli



1986



INNOVATION

Some innovative business solutions include:

- Marketing Strategies
- Corporate Identities
- Multimedia Solutions
- Merchandising Programs
- Publications
- Internet Development
- Internet/eCommerce
- Business Presentations
- Seminars/Training
- Events/Seminar Planning
- Direct Mail
- Advertising Campaigns
- Information Management
- Project Management

Contents:

*d*ISCOVER.....2

*d*EFINE.....4

*d*ESIGN.....6

*d*EVELOP.....8

*d*ELIVER.....10

*g*ALLERY.....12

*a*BOUT US.....14

COVER PHOTO

Featured in Clemson's spring edition of "Semantics" magazine, this picture of Lake Hartwell, South Carolina was shot at low water, when stumps reach out like giant octopi.

Work presented and the "Funnels" process (C) Copyright 2003 Barton James Christner and/or respective owners as identified.



Sponsor MESPIN (Media Specifications Institute)

DEFINE

SET-UP DESIGN/MARKETING DEPARTMENTS

Executive experienced in launching, staffing, and directing organizations that deliver valuable national and international marketing initiatives.

CUSTOMERS

*Citizens. Custom/
Culture. Genetics/
Environment. Audience.
Employers. Human
Resources.*

CONTRACTS

*Legislative. Insurance.
Proposals. Negotiations.
Agreements. Guarantees.*

CAPITAL

*Infrastructure. Assets/
Cash. Holdings. Raw
Materials. Resources.
Equipment.*

COSTS

*Liabilities. Notes. Debt.
Utilities. Acquisition.
Creditors. Payments.*

COMMAND

*Executive. Prudence.
Leadership. Operations.
Orders. Responsibilities.*

CONTROL

*Judicial. Discipline.
Prevention. Enforcement.
Security. Oversight.*



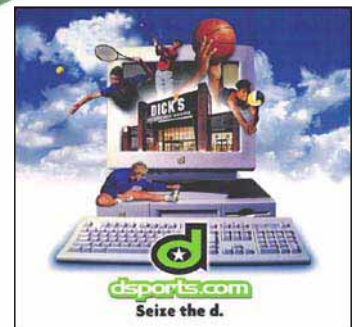
BUILT IN-HOUSE DSPORTS.COM AGENCY

Dick's Sporting Goods, with over 100 big-box retail locations, nation-wide, requested a strategy toward an award winning online approach. The answer: Defined, organized, hired, produced, and directed in-house staff. Captured seasonal products through photography, video, and animation. Provided copy and produced ancillary content. Maintained an online presence supporting retail, catalog sales, 24/7/365, for over 40,000 current SKU's.



CORPORATE PROGRAMS

Campaigns produced award winning support (below) that yielded a coordinated plan of attack.



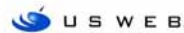
IN-STORE BRANDING

Programs launched for vendor and on-site marketing and communication needs made an impact.



VENDOR SERVICES

Companies like Nike, The North Face, and Columbia, benefitted by joint-marketing tools strengthening partnership, vendor, and franchise communication to customers.





INTERNAL AGENCY

Cambridge, now a subsidiary of Novell, requested a new regional, creative agency, within the North-Eastern United States. Its purpose was to develop targeted, aesthetic, usable solutions for clients such as Federated, Mellon, and PNC Advisors, among others. Popular products, services, and advertising seminars complemented marketing programs and design deliverables with award-winning advertising agencies, such as Blattner-Brunner.



PARTNERSHIPS

Through partnerships with clients, such as PNC Advisors, effective communications programs and tools were incorporated and tightly interwoven into core business initiatives.



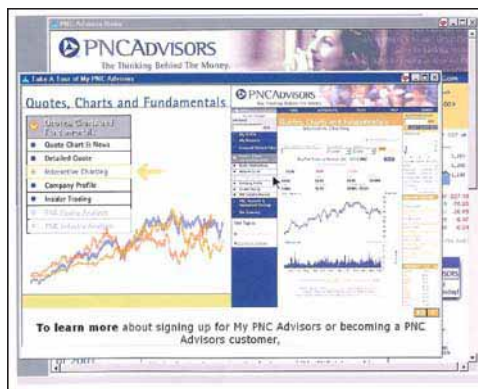
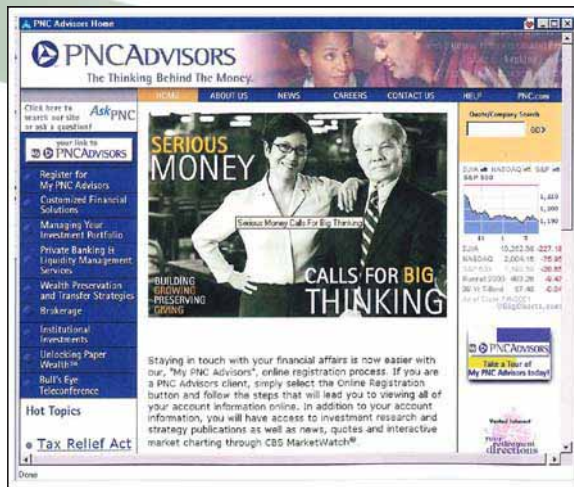
PUBLICATIONS

Achieved a new level of communication with IBM customers: Provided targeted IBM publications and generated increased mindshare through various delivery media which included print, CD, DVD, diskette, others.



ESTABLISHED FIRST MEDIA DEPARTMENT

Fisher requested the establishment and operation of its first electronic Internet presence, complementing existing, more traditional, and industry-renowned print catalogs. From marketing programs to product brochures, corporate identities, to websites - the power of communication where it belongs - in the hands of Fisher clients.



"I worked with Bart during the formation of our eCommerce Division [USWeb contract for dsports.com]. We hired Bart to be a Director.... I found him to be hard working and reliable."
William J. Colombo,
President and COO
Dick's Sporting Goods

"I feel Bart Christner deserves special commendation. I found his methodical approach to be - and let me use the term usually not used in business - comforting.... his project management style brought an unusual clarity.... smoothing the way for prompt decisions on our part.... Bart is a person that you cannot for any reason, lose to your competition."
Lee McCaffrey,
Sr. Vice President
Corporate Training,
PNC Bank

"[Bart Christner's] cooperative approach and valuable experience yielded benefits to our department."
Janine Flanigan,
Director Marketing,
Fisher International

"Exceptional products. Exceptional designs. Brand equity built and extended. Bart's award winning IBM BESTeam Channel Marketing efforts have set a new bar for IBM's Software Marketing endeavors."
Beth Scanlin,
Director Marketing,
IBM Software, U.S.

"Bart would be an excellent addition to any organization. He would be ideally suited to work in training or in consulting. I would recommend his [services] without reservation, as I believe him to be a most valuable addition to any staff."
Jack J. Tallon,
Sr. Analyst,
Fisher Scientific

DESIGN

BRANDING, CREATIVE, AND ADVERTISING

Proven experience in identity, aesthetic, and message development, market and channel impact, generating motivated customers and increased mindshare.

CONCEPT

Brainstorming. Patterns. Functions. Features. Blueprints. Projections. Prototypes.

COGNITIVE

Audience. Personas/ Characters. Sensations. Perceptions. Languages. Human Factors. Usabilities/Scenarios.

CREATIVE

Stories. Thumbnails. Styles. Themes. Identities/Brand. Treatments. Storyboards.

CONTENT

Data. Information. Knowledge. Wisdom. Entities. Attributes/ Properties. Messages.

CONTAIN

Classifications. Schemas. Containers. Shells. Queries. Pick-Packing.

CARRIER

Systems. Transports. Traffic. Routers. Logistics. Handlers.



MULTI-NATIONAL

Travel to Frankfurt, Dusseldorf, and Leverkusen Germany yielded effective solutions for Bayer's second largest worldwide division, Bayer Polymers and Plastics. This united both NAFTA (U.S. Corporate) and non-NAFTA (German A.G.) market initiatives. Rare cultural consensus was achieved, and Bayer targeted international customers through a centralized, multi-lingual Internet presence.



BRAND IDENTITY

"Team Fitness Builder" brand imagery was created for human resource Multi-Source Feedback Systems (work group products) benefiting the U.S. Navy, AT&T, and others.



PRESENCE

Branded electronic distribution of commercial unitary and residential product and company information spoke to a primary audience of heating, ventilating and air conditioning (HVAC) contractors and dealers.



CREATIVITY

It is about craftsmanship, imagination, and satisfaction derived from finding new ways to spread the word and improve the design.





"Our international channel has continually praised the IBM BESTeam brand, the loyalty program, and the concise, standardized format IBM has longed to achieve, in presenting marketing material, actual software and guides, training tools, and other collateral assisting our channel to increase revenues. Bart Christner's vision and implementation of two years worth of successful Channel Marketing programs receives commendation from us. Thanks for two great, very profitable years."

Stephen Pratt,
Vice President
International Marketing,
IBM Software

"EXTREMELY high praise.... per the meetings at Bayer A.G. [international headquarters] on the recent trip to Germany... The results being a "buy-in" to [Bart Christner's] methodology and development process. The fruits of this labor is the awarding of a major international contract, much more than was originally hoped for. Our German counterparts "hammered the table" (the German equivalent of applause) at the solution presented."

Joe Liccese,
Director Marketing
Polymers Division U.S.A.,
Bayer Corporation

"Bart - well done! You deserve a hand for this Bayer win."

Joe Stafura,
Partner/Practice Lead,
Consumer Retail
USWeb Corporation

"As evidenced by our counter offer, a 30 percent salary increase, you'll be missed. Remember us at Dick's Sporting Goods, and come visit often."

Marco Cardamone,
President
USWeb/CKS, Pittsburgh



LOYALTY

Strengthening image through an effective combination of visuals and messages, the IBM Premier club identity and respective materials, targeted IT executives throughout the world.



INTEGRATION



Presented nationally, seamless training and validation tools, integrated ATT's core business, goals, and vision which augmented their national human resources programs.



CONTINUITY

An IBM first: **branded, standardized collateral.** Information gathered, organized, presented, and packaged from over 250 IBM software products, from nine international corporate divisions - in one place. A hugely successful reseller program: sample product code, run-time demos, sales tools, and other helpful resources promoted increased channel capabilities.



develop

CORPORATE STANDARDS, POLICIES, METHODS, & PROCEDURES FOR DESIGN/MARKETING

*Cost efficient processes, goal-oriented implementation,
and effective teamwork through results-driven ROI,
(Returns on Investment) and proven workflow.*

CALIBRATE

*Preparations. Tolerances.
Measurements. Formulas.
Alignment. Standards.
Safety.*

CAPTURE

*Procurements. Collect.
Assets. Materials. Loca-
tions. Media/Medium.*

CRAFT

*Rough-In. Modeling.
Rigging. Animate/
Dynamics. Textures/
Coatings. Applications.
Atmosphere.*

CONVERT

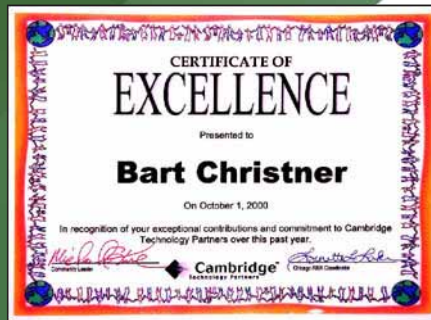
*Performance. Manufactur-
ing. Consumptions.
Execution. Translations.
Transformations.*

COMPOSE

*Filters. Assemblers.
Compilations. Arrange-
ments. Editors. Proofs.
Renderings.*

COMPLETE

*Quality Assurance.
Verifications. Freeze.
Mastering. Curing.
Packaging. Label/Serialize.*



EXCELLENCE

"Thank you for your contributions and commitment to Cambridge Technology Partners over the past year. Your ["Funnels" process and methods] have been key to our ability to deliver value to our clients and to help speed Cambridge's transition toward a position of market leadership.

Michael Kuehn,
V.P. Central Market,
Cambridge Technology Partners



FASTER SALES CYCLES

"Never in my career with Mellon, have I seen such a short sales cycle as the opportunity for the [new Creative Agency] team with Mellon Labs. Bart... you ARE the team. Great job. The value you bring to the table... the methodology, your skillsets, your drive and enthusiasm, your knowledge... is awesome! It was a great experience watching and listening to you yesterday - and obviously a great experience for Mellon."

Julie Livingston, Client Partner
Cambridge Technology Partners



FUNNELS PROCESS

Today's digitally convergent marketplace is highly competitive, fast-paced, and ever-changing. Consistent communication is important to well managed projects and yields optimal results. Whether print, video, interactive or other media, including architecture, experience has necessitated formulation of the "Funnels" process.

DISCOVER

Discovery management... This is the "handshake" and introductory "meet and greet", getting to know you phase. Milestones include a surveying and recognizing of mutual benefits with regards to requests for proposals. A continued win-win relationship is contingent upon complementary synergies and strengths.

DEFINE

Definitions management... This strategic phase includes a proposal containing detailed considerations which involves an implementation plan, an organizational structure, a forecasted budget, and obligations surrounding win-win relationships. Milestones include binding agreements and detailed expectations defined with little or no room for ambiguity.

DESIGN

Design management... This tactical phase outlines and specifies the framework describing a market driven deliverable, typically a product or a service. Considerations reach across both form and function through convergence of "left brain" technology, "right brain" aesthetics, and the underlying "informative message". Milestones include a specification and respective "blueprint" which depicts the appropriate set of activities toward an expected, tangible result.

DEVELOP

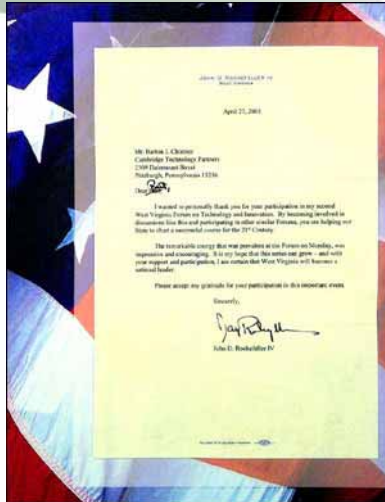
Development management... This "build" phase considers the selection and procurement of materials, components, craftsmanship, manufacturing, assembly, and reiterative quality assurance. Milestones include finished products or services, with indication that the results met or exceeded the design intent.

DELIVER

Delivery management... This "fulfillment" phase considers the appropriate dissemination of goods and services. Milestones include a "version release", and various explanatory documentation, assimilation, reviews, yielding solid, target-market satisfaction.

MERIT

By invitation: Accepted and participated in the development of national certification exams, training programs, marketing, and digital production methods. Received merit as a national market expert; a four-time excellence awardee.



JOHN D. ROCKEFELLER IV
WEST VIRGINIA

"I wanted to personally thank you for your participation in my second Forum on Technology and Innovation... Please accept my gratitude for your participation in this important event."

John D. Rockefeller IV,
U.S. Senator
State of West Virginia



".... having read through your [marketing plan, creative brief and style guide] let me first tell you that it is a very good piece of work and it should help us move faster toward our goal. We appreciated very much the clear methodical approach, step by step, and the solution....."

Stephan Pouyat,
Director Marketing,
Federated Investors
PayVest Division



PANELIST

Rockefeller's Technology Forum featured Bart Christner, Partner, Cambridge (right), Dr. Robert L. Moore President, Gensum (center), and Jan Berkow President, Applied Industrial Solutions.

".... This ["Funnels"] process is quite a comprehensive listing with over 100 cells or shall I say Work Packages? What I particularly liked was the fact that we could slice it 3-4 different ways and it builds a "home" for where each Package resides.... Keep those innovations coming!"

Dru Phelps,
Director Assimilations,
Cambridge



".... Per your ["Funnels"] methodology/training ... I'm impressed by this prototype... I think this is useful in two ways: as a training tool that will soon be available in alpha form for a select group of people to use, and as a model for future training."

Stuart Scott,
Corporate Vice President
Methodology,
Cambridge

RECOGNITION

"AT&T [national market] needed training in our Multi-Source Feedback Systems. We asked Bart to handle it.... at first the client was apprehensive [that I wasn't coming] but Bart did so well, the client is now apprehensive about me!"

Dan Hupp,
President, Training and
Development Resources



"Thanks for your Marketing Methodology Binder...it's excellent that you have everything formalized - believe it or not, a lot of large companies don't.... we'll be working with the Los Angeles [national headquarters] to incorporate this approach, ultimately for roll-out nationwide."

Bryan Kester,
Corporate Director
Knowledge Management,
USWeb/CKS Corporation



PRESENTATIONS

"....thank you for the wonderful presentation you made regarding Marketing Methods and Project Management."

Donna L. Cellante, Ed.D.
Associate Professor
Robert Morris University

DELIVER

MARKETING AND SALES TOOLS

Revenue generating "deliverables", award winning corporate marketing plans, sales support media, training programs and market growth materials.

CONTACT

Communicate. Promotions. Public Relations. Advertising. Marketing. Sales.

CHANNEL

Distribution. Shipping. Warehousing. Resellers. Retailers. Merchandisers. Consumers.

CONFIGURE

Clean Out. Install. Setup. Customize. Adjust/Tweak. Maintain. Support.

COMPETENCE

Certify. Educate. Instruct. Learning. Workbook. Coursework. User Guidelines.

CATALYST

Deploy/Launch. Roll Out. Assimilation. Ready. Willing. Able. Fulfillment.

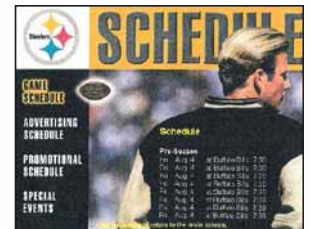
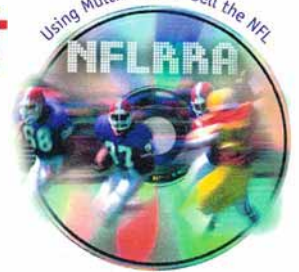
CLOSURE

Recall. Terminate. Retire. Recap. Sunset Review.

INVENTURE



Using Multimedia to Sell the NFL



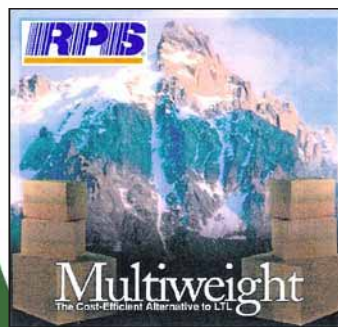
CUSTOMIZED PRESENTATIONS

Stronger customer bonds built through memorable marketing programs. NFL Rightsholders, such as WTAE TV/Radio, Pittsburgh, received an opportunity to take a customized, templated and media rich sales presentation to regional businesses. This enabled station representatives to present a consistent, engaging, highly emotional pitch, supporting the benefits of game-time advertising.

IBM. sng

RETAIL DISPLAYS

Discount programs, at-register displays, cash-backs, coupons, two-for-ones... successful incentives that increased revenue.



FedEx Ground

INVENTURE

DIRECT MAIL

Now FedEx Ground, RPS Multiweight offered an interactive, diskette-based direct mail piece. Customizable, competitive pricing charts were presented through a stand-alone, run-time, Click2Learn (Asymetrix Toolbook) package. This delivered targeted information.





CAMPAIGN PLANNING

Brand recognition and incremental sales increased using innovative campaign planning, product design, and a new audio visual Point-of-Purchase (P.O.P.) invention.



VIDEO TRAINING

Economically reached over 2000 sales representatives, informing them of complex procedures involving new point-of-sale government regulations.

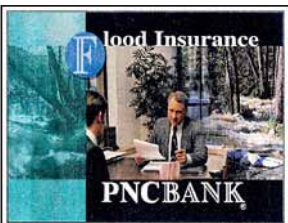


EXHIBIT BOOTH, BEST-OF-SHOW

Designed and produced award winning, thematic trade show booths winning "Best Of Show". This one (below) received a number of other recognitions for aesthetics, originality, and memorability. The booth, the award and (below right) Dan Hupp, President of Training and Development Resources.



"The founding of the Sound Marketing Group, based upon the invention of a unique, interchangeable, electronic P.O.P. device [Bart's Shelftalker], is likely one of the most exciting audio projects that I've produced in years. I look forward to introducing you to Marco Cardamone, Owner of USWeb/CKS, Pittsburgh. It's possible his clients Rite Aid, True Value, and Service Star could embrace this marketing approach wholeheartedly.

Barney Lee
President,
Air Craft Studio

"Attached is a letter from [Clemson University's] President, Max Lennon. He wishes me to congratulate you, Bart, on a job very well done and I would like to take this opportunity to tell you how proud all of us are for your artistry in designing the cover of the spring issue of Feedback [magazine]."

J. Charles Jennett, Ph.D.,
Dean of Engineering
Clemson University

"On behalf of the McGraw-Hill College Division sales and marketing department, I would like to thank you for participation in our March 12 teleconference, "The Accounting Curriculum: Today and Tomorrow". The response to this event has been incredible. More than 1000 professors initially viewed the live teleconference and countless faculty members currently have access to the video. Judging from evaluation forms, the vast majority felt that the program was highly informative and would like to see more programs of this nature. Your participation was key to achieving this degree of success, and I salute you."

Tim Stookesberry
Sr. Marketing Manager,
McGraw-Hill



ONLINE TRAINING

Deregulation opened up new sales channels that marketed PNC's financial products using insurance agents nationwide. Click2Learn's (Asymetrix Toolbook) instructional technology provided a platform for online training and certification.



GALLERY

GRAPHIC DESIGN BACKGROUND

Design Awardee. Professional Photographer. Internet Expertise. B.S. Graphics: Printing, Engineering ; Post-Baccalaureate in Media: Broadcast, Digital Effects.





"Bart was a very good student, with obvious talent in graphic arts, and a leader on campus. Bart developed excellent leadership and human relationship skills as a Committee Chairman and Vice President of the Union Board. he is a hard working, effective leader and is well trained in outdoor activities. These attributes, along with his engaging personality, made Bart popular both with the students and staff."

Buford E. Trent, Director of Alumni Relations and Student Affairs, Clemson University

"Bart is a hard working, energetic and dedicated person with very fine organizational and interpersonal skills. He couples these attributes with a genial personality and a positive attitude. He readily accepts responsibility and responds well to supervision. I am continually impressed with the quality and quantity of work he produces.... Bart is one of those individuals that comes along every ten years. I have no doubt that he will uphold the high standards of past Graphic Arts Scholarship recipients."

Michael Arnold, Director University Union Clemson University

"Bart was a straight "A" student in three years of my Technical Drawing, Descriptive Geometry, and Architecture classes; in fact the top student of over 250 students at the time.... his work was thoroughly completed, artistically creative and of superior caliber. He was among the top students I've encountered in my 30 year career. He was employed as a first rate videographer under my supervision at Mountain Streams (whitewater rafting outfitter). I give Bart Christner my highest recommendation."

Scott Patton, Instructor Mt. Lebanon Sr. High



ABOUT US

“WEEKEND WARRIORS” ...

*Interests: Family! Design. Art. Invention.
Outdoor Adventure. Extreme Sports.
Lifelong Learning; Continuous Education.*



CAROLINA SNOW?

A one of a kind in this town - our home adorned by a snowman.

FAMILY FIRST

Lynnea, my wife, our sons Reed and Luke, and “Roo” (Italian Greyhound). Also, cliche, we know... our dog “Spot” (Ausey Cattlelog). Located through a rescue organization he responded so well to his name, we just couldn’t change it!



GENERATION GAP

This image of my son and grandfather, complemented by a neighbor’s generous inscription, is summarized here: “Great Grandpa, I’m little and new with gifts for you”, “Thank you Reed, I offer you... the shelter of my gathered wisdom”.



In this picture of two a white construction worker
Frank Reed,
“Thank Grandpa, for this and more, but I think gifts for you
a corner of wisdom and of joy.”
Thank you Reed, I offer you... the shelter of my gathered wisdom.”
“Thank you, Reed. My gifts to you are for to come (young life
and the wisdom of an old gathered wisdom.”



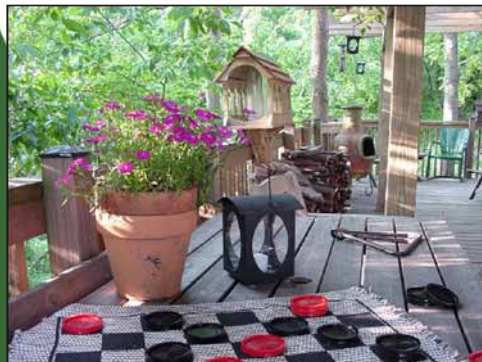
BEFORE AND AFTER

My wife, then a real estate professional, was challenged to locate an acre of residential land, a short drive from home and office. The goal? Urban redevelopment in a relatively secluded, wooded city lot. My father designed and built a weekend cottage when I was in grade school. This offered me an opportunity to tap this knowledge. Wanting for years to renovate an old house, I acted as my own architect/self-contractor. I added a new red roof, windows, drywall and utility lines throughout, kitchen, bathroom, 60x10 foot deck, gabled tin-roof porch, landscaping, and more. The result? A unique long-term investment property. Our tenants moved from Oregon and enjoy the hemlocks, rhododendron, and the tranquil pond we put in.



CIRCA 1872

This tiny “shoe box” has a new lease on life, head to toe, inside and out.



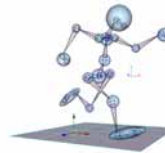
BENEFITS KIDS; BENEFITS CATS

Inspired by the plight of seven abandoned kittens, a digital video unfolded, making stars of the lot. Featuring original soundtrack, animations, and a percentage donation that benefits a local non-kill animal shelter. The cover details my niece, "cloned" compliments of Adobe Photoshop, my 90 year old grandmother, and our infant son - ohh yeah... and lots of kittens!



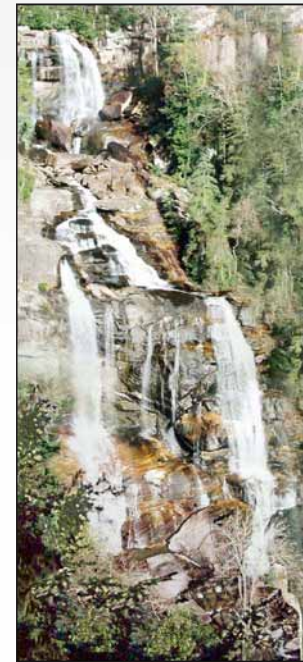
AD LIBBING IT

Foundations in video as a teenager, capturing every rafter's expression, with interviews before, during, and after, for "in the box" (no editing) sales to customers, immediately following their trip.



ANIMATION

This animated short (2 min.), highlights the adventures of an infant's ride (my son) down the longest cascading waterfall in Eastern America. The ride of a lifetime: includes a fifty second drop. It's a natural progression from my humble beginnings as a whitewater videographer to the world of high-tech animation. He'll be safe, mom - trust me.



IT'S IN THE BROCHURE

A new Clemson interdisciplinary MFA program, Digital Production Arts, draws from Computer Arts, Science, and Theatrical Entertainment. In need of eye-catching collateral, student work was gathered and this brochure completed. It captures the minds and commitments of future students.



SCALE MODELS

Personally designed and blueprinted, I used miniature railroad supplies to construct this model to scale. One day I plan to build and self-contract this coastal home; kayak included.

Virtual Lights, Camera, Animation! Do you have an interest in creating special effects for digital animation for feature films, television, or computer games? If so, Clemson University's Digital Production Arts program will provide an exciting opportunity for you to meet your needs. We provide the latest software and expert instruction necessary to learn the skills in demand by employers in the computer art and animation industry, and maintain close contacts with professionals in the field to help students secure internships and leading positions. While learning the digital product on paper in our students' initial modules and group projects, film sets and professional conferences.

We Want You! We are looking for talented creative students who want to learn computer art and animation. Specifically, students should have a bachelor's degree in art, computer science, cinema, theater arts or a related field. New students must also meet Clemson University's admission requirements. School requirements for admission to the program will be discussed in our undergraduate transcript.

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Exit, Stage Left! The combined on- and off-camera work (VHS, video, print, digital illustrations are successful), and a lot of experience in the industry or the arts.

While You're Here, the Digital Production Arts program includes a unique blend of instruction from such disciplines as art, computer science, graphic communications, performing arts, physics, fine and psychology, as well as a specially designed course in general of specific production techniques. The Digital Production Arts program capitalizes on Clemson's well-known strengths in computer graphics, virtual reality systems, image processing, photography, art, film and theatrical.

Interested? See our website at www.clemson.edu/dpa or contact Dr. John Kurdek-Obbe at jkurdek@clemson.edu.

FAST FACTS

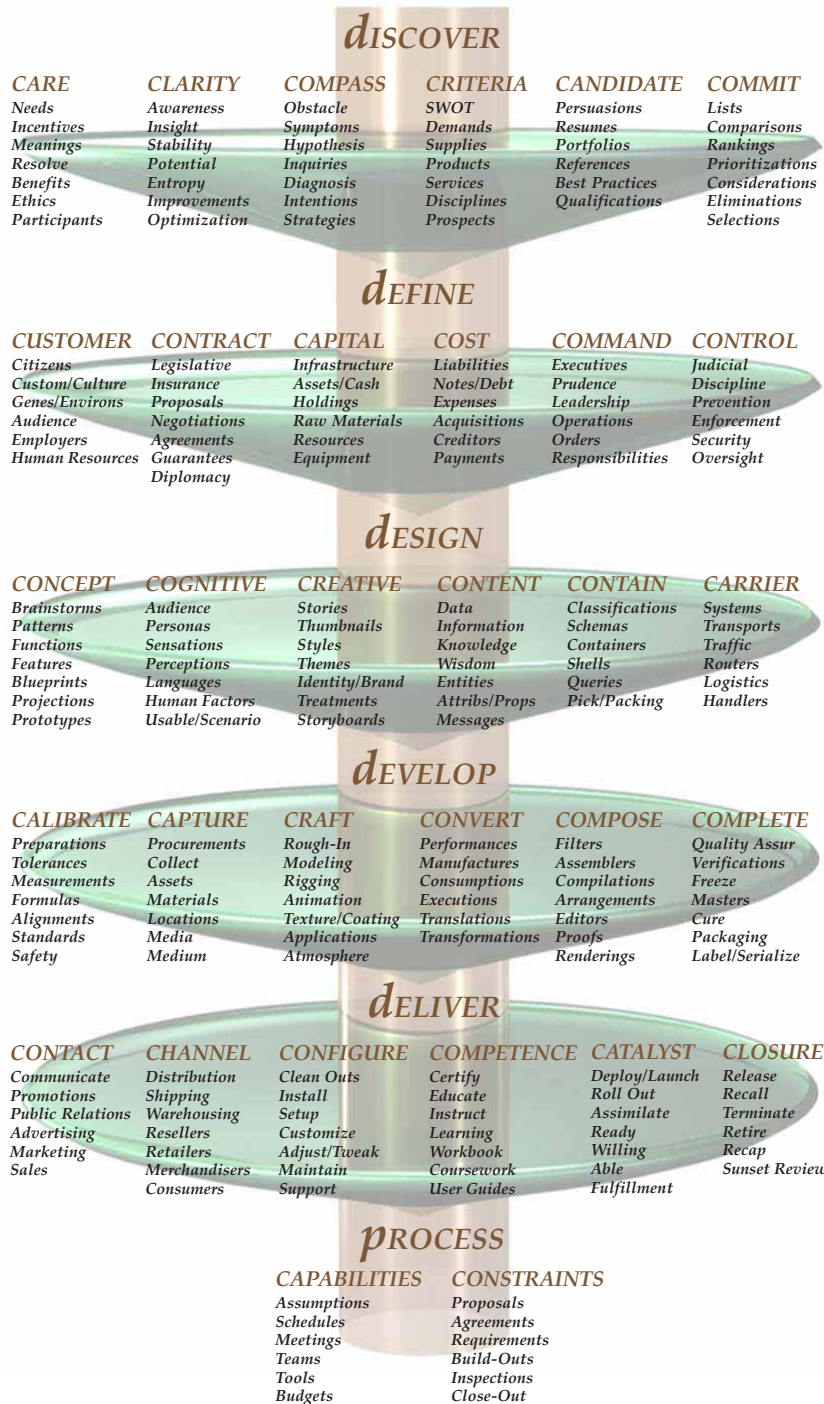
- 2 Year Terminal Master of Fine Arts Degree
- State of the Art Facilities & Small Class Sizes
- Faculty and Experts in Their Fields
- Courses Include:
 - Virtual Reality
 - Computer Art
 - Special Effects Production
 - May Professional 3D Software
- Prepare To Work In:
 - Feature Film
 - Technical Direction
 - Special Effects
 - Animation Graphics
 - Game Development
 - Architecture & Scientific Visualization
 - University Teaching & Research

As a student, you will have the opportunity to work on real world projects. You will be able to work on projects that are challenging and fun. You will be able to work on projects that are challenging and fun. You will be able to work on projects that are challenging and fun.

DPA
DIGITAL PRODUCTION ARTS
A Unique Blend of Art and Technology
CLEMSON UNIVERSITY

FUNNELS PROCESS

Today's digitally convergent marketplace is highly competitive, fast-paced, and ever-changing. Consistent communication is important to well managed projects and yields optimal results. Whether print, video, interactive or other media, experience has necessitated the formulation of the "Funnel" process. Five phases, delineated by specific tasks and solid milestones, conceptually resembles stacked funnels. Within each vertical phase, a reiterated workflow cycles through horizontal tasks like falling coins, on edge, spiraling toward the center. At the low point of each phases "funnel," the preparation of a compact, consistent, and coherent deliverable indicates that a milestone has been achieved. Each deliverable contributes to the subsequent phases, cycling through the next level of horizontal tasks, or the deliverable can be "thrown back up" into a higher level "funnel" if significant retrenching becomes appropriate.



DISCOVER

Discovery management... This is the "handshake" and introductory "meet and greet", getting to know you phase. Milestones include a surveying and recognizing of mutual benefits with regards to requests for proposals. A continued win-win relationship is contingent upon complementary synergies and strengths.

DEFINE

Definitions management... This strategic phase includes a proposal containing detailed considerations which involves an implementation plan, an organizational structure, a forecasted budget, and obligations surrounding win-win relationships. Milestones include binding agreements and detailed expectations defined with little or no room for ambiguity.

DESIGN

Design management... This tactical phase outlines and specifies the framework describing a market driven deliverable, typically a product or a service. Considerations reach across both form and function through convergence of "left brain" technology, "right brain" aesthetics, and the underlying "informative message". Milestones include a specification and respective "blueprint" which depicts the appropriate set of activities toward an expected, tangible result.

DEVELOP

Development management... This "build" phase considers the selection and procurement of materials, components, craftsmanship, manufacturing, assembly, and reiterative quality assurance. Milestones include finished products or services, with indication that the results met or exceeded the design intent.

DELIVER

Delivery management... This "fulfilment" phase considers the appropriate dissemination of goods and services. Milestones include a "version release", and various explanatory documentation, assimilation, reviews, yielding solid, target-market satisfaction.

PROCESS

Process management... Project tasks are represented through a central, reiterative, cohesive core.