

## LIST 10 QUOTES FROM THE READING YOU FOUND IMPACTFUL AND EXPLAIN WHY.

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### HILLMAN CURTIS ON CREATING SHORT FILMS FOR THE WEB

**“I don’t believe in total freedom for the artist. Left on his own, free to do anything he likes, the artist ends up doing nothing at all. If there’s one thing that’s dangerous for an artist, it’s precisely the question of total freedom, waiting for inspiration and the rest of it.” Federico Fellini**

This quote makes me mad and sad, but it’s so true. I guess it causes these emotions because he’s so right. I was totally free before I came to PC, and I wasn’t in a good place. Not that I have projects with limitations and guides, I have a new type of freedom.

### ANALOG IN, DIGITAL OUT

**“Every time I approach design, I think of the flawless simplicity and stunning visual feedback of the humble pencil.”**

Pencils are underrated, but they also represent many underrated amazing things that are forgotten in the push for better design and technology. Think of what it can do and the ease with which it does them, and you can see how great a simple pencil truly is.

**“The page has a story impregnated into it, a narrative that has been permanently stuck to it. Because that’s what paper pages can do – they acquire signs of use and accidents that tell a future reader about what they mean to someone.”**

I love the entire chapter, Evidence of Use, that this is from. This highlights Dawe’s view that there is little that can show signs of wear in the digital world. While that may sound good to some, there’s a lot of story that goes missing as well. Without the story, things take on a cold and soulless aspect. I like buying used books, be it at Amazon or the thrift store, and reading the notes left behind, the dog-eared pages, and points of interest underlined. I feel almost like I’m getting two books in one and inheriting another story to solve. The digital world, however, rarely leaves a fingerprint behind.

**“Something that we once loved can actually be brought back to life and mutated into a different useful, fun object with a full future ahead.”**

I love the fact the Dawes looks back at things that were of everyday importance to him and finds a new way to bring it into his current everyday life – even if it’s nearly 30 years later. Appreciation for these things is wonderful, and it makes me feel like it’s ok to keep “stuff” for nostalgic purposes instead of dumping everything that hasn’t been used in a year. After reading this book, I really regret having given away my first Atari.

**“The actual process of getting to the end, the journey to the goal, it what makes being there a much more special experience.”**

Sylvia engrained this in our heads during our first quarter, and she’s actually right. The process is the journey, and once it’s over it’s not as exciting. Well, I think it can still be exciting, or maybe relaxing is the word - and everyone needs a break.

### SMALL IS THE NEW BIG

**“There is no correlation between success and hours worked.”**

When I am at work, I couldn’t agree more. I could get much more accomplished in less time if need be, but as an hourly employee, I don’t see the benefit. This statement is also painfully true about my class projects. During last quarter, I spent incredible amounts of time on a project that turned out the worst. That doesn’t

mean I shouldn't spend lots of time on something, but rather not expect that time used to equate to automatic greatness.

**“Anonymity is the enemy of civility.”**

It's true, and not just with street culture. If you are nameless in society, it's also going to hurt your networking. Knowing the right people may not get you the right job, but it can get you closer, or at least a foot in the door.

**“If your target audience isn't listening, it's not their fault, it's yours.”**

If we don't get the reception for what we want when we show something to another person, it's easy to blame them for being ignorant or mean. However, if we really want to get their attention getting upset won't help, we just need to change what it is that we're doing wrong.

**“Initiative is hard to measure and direct and reward. Task completion, on the other hand, is a factory orientation that is predictable and feels safe.”**

I don't think you can offer rewards or measure initiative; you just have to have the inner desire to accomplish something that your peers may not see or pat you on the back. No one at a typical workhorse corporation would see any logic in this altruistic behavior, as people are trained to receive something to honor good work completed. PC, however, does somewhat break the mold. Though they don't directly reward initiative, there is fertile ground for it, and any initiative taken during those two years will likely be useful once it is time to move back to the real world.

**“Cursive is a fundamentally useless skill in this century.”**

Seth Godin isn't always right, and I think it's ok to disagree and form our own opinions. I talked to several other students about this, and they were rather appalled with this quote. Or just talk to my husband, he never learned Latin cursive (Cyrillic has its own cursive). He is frustrated when he has to read notes at work or elements in a sign that are in cursive - it is incredibly difficult. It's an extra aesthetic that I do not see as useless, but in fact time-saving when notes are taken in a hurry or a certain touch is needed in a design element.

**FROM THIS LIST PICK ONE QUOTE THAT BEST REPRESENTS YOUR EXPERIENCE AND CREATE A DESKTOP IMAGE/POSTER BASED ON THIS IDEA.**

I took initiative to give you free pizza, rather than just task competition, which was predictable and felt safe. I'm really bad at baking things.



## WHAT IS FREE PIZZA?

Free Pizza is the extra something and unexpected you get with a product or service. Maybe it is a reuse for a product or its uber cool packaging. I think some examples for our class have included the boxes for Starbucks cupcakes and the unique “bottle” for POM.

## WHY IS IT IMPORTANT TO BE A PURPLE COW?

Do you want to end up at Big Lots? Standing out is a key to success. Make something or be something special, superior, and extra unordinary! Go for the ridiculous if the trends say do the sane, go for yellow if everything is purple, and, of course, think about the small when everything else is big. What does it mean to twist the ones and zeros?

## WHAT ARE 5 MAJOR DIFFERENCES BETWEEN PRINT AND INTERACTIVE.

The underlying difference is that Interactive is a two-way conversation, while print is just one. Additionally, print has a few seconds to make a point, whereas the engaging attributes of interactive often have a longer time to draw you in. Similarly, print is often seen as something in passing, or flipping through pages. Interactive calls you to action, to do something, and be directly involved. In some sense, print is passive – it only has visual elements to attract your attention. Interactive is more aggressive in that it engages all senses. Brendan Dawes’ book exemplifies ways of using almost every sense in interactive design. I’m sure he’ll have a use for scratch’n’sniff soon too.

Also, while print is pure visual, interactive may be both visual and expressed through the physical. The Wii is visual in that it is present on screen, but its control is actually moved with your real motions. Interactive calls for thinking in all dimensions and in all mediums – to all people. It can break language barriers, reach the blind and illiterate, and motivate the lazy and bored. With enough creativity, it can be contained in a physical object just like print (weren’t Choose Your Own Adventure books an early form?) or adapt the wild and every changing mediums that technology develops.

## LIST 5 - 10 VIDEOS YOU FEEL STUDENTS NEXT QUARTER SHOULD WATCH.

<http://fishki.net/comment.php?id=21103>

Prior to this I thought web video was just for entertainment. This showed me that in a very simple way you could make a very huge point.

<http://www.youtube.com/watch?v=aSlv12o8C2Y>

The power of video on the web – you can see just about anything, even if it predates the internet by decades. My project manager showed me this at work when she was having a miserable time with her job. It helped let off steam and refocus for a second. We both stopped and realized we shouldn’t be taking things so seriously, and that her life needn’t be so miserable. Afterward, she contacted her old boss from an internship at Disney. A little over a month later, she put her house on the market and headed down to Orlando, where she has just begun her dream job in costume design. I know this video could be one of many, but I’ll always remember it as a time when Seth Godin’s words about taking risks and changing jobs were fresh in my mind, and someone I knew actually had the guts to do it.

<http://andrearf.wordpress.com/2007/05/29/editing-for-anne/>

If you have enough time and are willing to try anything, you never know what will result. I had never opened Flash before or fathomed making things move with clay...so this is just a little personal example.

<http://www.flightphase.com/about.html>

I think the commentary with the video sums it up: We are elevated from the everyday reality through this element of fantasy into a world with more dimensions, possibilities and perhaps beauty. This example of creativity and imagination exemplifies just that, and can serve as an inspiration for anyone looking to take technology to a new artistic level.

<http://www.youtube.com/watch?v=c04ptjC21uE>

You can take a look at Grace's post about this for some background info

(<http://graceposer.wordpress.com/2007/05/26/beautiful-things-take-time/>)

For those who love the fine arts of have a fine arts background and worry that digital will destroy that beauty, this is a great video. It's also an inspiring way to merge the two mediums together and create something amazing.

## **FROM YOUR BLOG AND OTHER STUDENT BLOGS LIST 5 ARTICLES YOU FEEL SHOULD BE PASSED ONTO NEXT QUARTER STUDENTS. DESCRIBE WHY EACH IS IMPORTANT.**

**[http://www.what-the-huck.com/helms\\_interview.htm](http://www.what-the-huck.com/helms_interview.htm)**

This is Jackie's interview with Christian Helms, and she does a swell job explaining the process involved in her interview. Not only are the steps listed, but her emotions and feelings about it – which can be a comfort to future students who are very intimidated by this process. Also, it shows that you just need to try to contact who you want to talk to, regardless of distance or success they accumulated. Most of all, this is just a great example of process, creativity and production. I'm envious and it makes me feel like I could have done so much more with this assignment.

**<http://graceposer.wordpress.com/2007/04/26/i-have-a-confession-to-make/>**

Grace's honest posts are a must-read for any student intimidated or struggling with the technological aspects of design. However, I Grace gives us more the think about here – here is one student that is frustrated by the simple idea of using computers...imagine how many people think the same exact way in this world, especially outside these borders! When we work with future clients, we need to realize that not everyone has had the same background and understands the same jargon and functions that the digitally savvy encompass. We need to take a step back and remember everyone is coming from a different place, and we need to make them feel comfortable if we're going to work well together.

**<http://graceposer.wordpress.com/2007/05/16/scared-and-not-in-a-good-way/>**

This is another honest post from Grace about networking and selling her self. Though she is an introvert, her blog actually brings her into an extroverted environment where suddenly she divulges her innermost fears and worries. I think that if other students read this, they can see that they are not alone in feeling this way. Also, they can read the feedback from others and see how to work through it to become the best they can but not loose soul.

**<http://jessicatillyer.wordpress.com/2007/04/11/touching-feeling-smelling/>**

In the latter part of this post, Jessica talks about the Digital Portfolio Questions. She touches on a topic that disturbs many – the virtual versus the tangible. Like many, she reveals her concerns for loosing touchable, physical objects like books, even food. Her descriptions are honest and real, and I think it's important to hold onto this perspective so the future is not dominated by screens and bare shelves.

**<http://andrearf.wordpress.com/2007/04/29/mighty-belka/>**

Great link to something great that will be coming soon. Ok, just shameless self promotion, but wouldn't Seth be proud?

## **FROM YOUR BLOG AND OTHER STUDENT BLOGS LIST 5 SITES YOU FEEL SHOULD BE PASSED ONTO NEXT QUARTER STUDENTS. DESCRIBE WHY EACH IS IMPORTANT.**

**<http://www.porliniers.com/>**

This is a great example of an online portfolio! I love the turning pages, turning off the light, and just seeing the ugly man hands pop up when I do certain things. I also like the use of a "real" atmosphere, the true to

form image of what this Linier's desk probably really does look like. In a world of static portfolios, this one definitely stands out.

**<http://www.bravia-advert.com/paint/thead/>**

Sony's Bravia commercial is simply beautiful. However, the site also enables you to see more than just the amazing minute of color explosion. I feel like the site acts like an "extra feature" section of a DVD...I can get photo stills, background info, and some other downloads

**<http://www.shameyourride.com/>**

if this doesn't make you want to be involved in interactive design, then you don't belong there.

**<http://okaysamurai.com>**

Yes Dave Werner is a celebrity right now, but his blog will take you back to when he was just another PC student. I read it while he was still a student before I came to PC, and I read it after I started. I wanted to see what was happening, what I would be going through and see how another person did it. Sometimes he's a little too rosy about things, but I still love the extensive archive that reveals so many of his experiences.

**[http://en.wikipedia.org/wiki/Year\\_Zero\\_\(album\)](http://en.wikipedia.org/wiki/Year_Zero_(album))**

What is Media Arts? Well, I think this coverage of all the interaction going on with Nine Inch Nail's newest release is an amazing example that everyone can wrap their heads around. From creating your own mixes, the secret codes, mysertious jump drives, there are just countless examples of "media art", not to mention a whole new way of making fans even more involved in the music.

## **AFTER POSTING TO A BLOG AND FLICKR WHAT IS YOUR PERSPECTIVE ON DIGITAL PUBLISHING?**

### **LOVE IT? WHY? HATE IT? WHY?**

Love it. I've always loved writing and having an outlet for my thoughts and ideas, regardless if anyone really cared. I'm not a "talker" and prefer to present my thoughts in written form rather than verbal. I have many journals I have kept throughout my travels and other times in life, and to me a blog was the next step. I set up my first blog to chronicle my journey through PC – what Seth Godin would call a "cat blog". I never thought of it as a marketing tool, just perhaps way potential students could hear the good, bad, and ugly, and something I could later have to remember these two years. Now I use it to show my progress on my projects, as could be seen in my flip book for Anne Elser's class (which resulted in a link from her page and generated a bit of traffic). Now I can see that a blog can be more powerful than an online record of my boring life. I also see that people actually sometimes read my blog, which is a little bit scary. I seriously need to think about what I write and how it could effect myself and others.

Despite the scary, I love the interaction a blog can create. During my first quarter, I felt incredibly isolated from all other students. As one of the few students who is married, works for a big, cold corporation, and doesn't live in the "PC dorms", I felt very old and ostracized. I struggled to get to know my classmates beyond their presentations in class, and often felt I was alone in my experiences. Toward the end of the quarter, a small group of us communicated through MySpace, and there was something comforting in getting 4 am posts. I loved these little interactions and felt connected.

Our classes' blogs are so much more, of course. I see a deeper side to everyone, interests I didn't know they had, and hear feedback and comments I would otherwise never have an opportunity to receive. Thus said, our blogs, in addition to out-of-class gatherings (Octane, visiting design firms...), have really had an impact on my relations and my own feelings about PC journey.

## **WHAT WOULD BE SOME IDEAS FOR THEME WEEKS FOR THE NEXT QUARTER PHOTO STREAM.**

Guys that look like Mason  
Graffiti  
Tacky Billboards  
Bad Fashion Mishaps

## **WHAT ARE TWO PROJECTS WOULD YOU SUGGEST FOR NEXT QUARTER?**

Find a way to meet local designer and firms – for us it was the Octane show, but I know that can't be repeated every four months...find a different way – create a yellow pages for design in Atlanta or host an event/charity that involves outside people (think ping pong paddles), and make a face. Also, get into the blog world - two and a half months will not kill any student. It forces them to think differently about the words they write and the ideas they present. They can also start to see the power of networking it has, and the need for a unique digital portfolio down the road.

## WHAT ARE THE CORE TAGS USED TO CREATE A WEB PAGE?

```
<html>
  <head>
    <title>What are the core tags used to create a web page?</title>
  </head>
  <body>
    <h1>these are the core tags</h1>
    <p>aren't they great?</p>
  </body>
</html>
```

## WHAT IS THE VALUE OF USING CSS?

CSS separates the content of a document from its presentation. The separation can make content more flexible and easy to control, so that overall changes can be made easier and faster.

## WHAT QUESTIONS SHOULD BE ASKED FOR THE NEXT QUARTER STUDENTS IN THE FINAL EXAM?

### HOW WOULD YOU ANSWER IT?

What is this guy's name:



- A. Skippy
- B. Duane
- C. Shane
- D. Shazam

(answer: all names have been applied, though C is the correct answer)