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## Greetings from Academy-Seattle!

October 2008

Greetings from the Academy-Seattle! Now that the fall quarter has started, we are very excited to welcome our new students and to see the familiar faces of our returning students! We are hearing reports of two spectacular trips taken by our faculty and students during the break between the summer and fall quarters. Greg Anderson led some of his students from his International Design Perspectives Class to Amsterdam and Berlin. Jody Laflen and Dan Crandall had the exciting opportunity to visit Japan. For more on these trips, please scroll below.

On August 29th, more than 800 guests attended our Design Expo at the Academy's campus in Tukwila, which included up-and-coming designers, celebrities and members of the press. Imagine! showcased a multi-disciplinary approach to design and included the exhibition and work of students from the Academy's digital arts, interior design and fashion design programs. The fashion show portion of the expo was staged under canopies and in tents in the same style as the celebrated fashion week in New York City. Bravo TV's Project Runway Celebrity Designers Nick Verreos and Sweet P. hosted the fashion show.

The design expo is the third-annual, major show launched by the Academy and was the first time a major award was given to a leading, Northwest industry professional. Designer Luly Yang was recognized for her contribution to the world of fashion design. Luly Yang is widely known for her exquisite couture and bridal collections, as well as her downtown studio boutique located in the Fairmont Olympic Hotel. Known as a breakout designer, Ms. Yang has catapulted from the Northwest arena to the national scene, particularly in Los Angeles and in New York, where her work is highly acclaimed.



Our next speaker for the Lecture Series 2008 is Sue Corcoran, an expert in Independent Filmmaking and Director and Owner of Von Piglet Productions. Sue's lecture "Making the Independent Film: An Expression of Art and Reality" will take place on Wednesday, November 19th 6:30pm. Her lecture is open to the public and free of charge.

In this issue we feature a member from our advisory board in game design, Cindy Hunt, who is with WildTangent. We also profile two recent Academy graduates in Interior Design, Jessica Hoffman and Deborah Towner. We also have the return of guest columnist Brandi Pierce. Here in her column Fall into Color, Brandi discusses the abundant natural color of autumn. As always, we welcome inspiring contributions from experts in all facets of design and technology. If you are interested in being a contributor, please contact Laura Nielsen [lnielsen@iadtseattle.com](mailto:lnielsen@iadtseattle.com) or phone (206) 575 1865.

**Academy-Seattle  
Lecture Series  
Guest Lecturer  
Wednesday, November  
19th, 6:30pm  
Sue Corcoran**

**Expert in Independent  
Filmmaking**

**"Making the  
Independent Film: An  
Expression of Art and  
Reality"**

***Sue will discuss how  
the making the  
independent film is a  
confluence between  
both art and reality.***



Award-winning Director Sue Corcoran is the owner of Seattle-based production company Von

Piglet Productions. Sue directs commercials, features, shorts and music videos that have won awards and played in festivals and theatres internationally. Sue's corporate and commercial work has won numerous Telly Awards and Remis and she was named One to Watch by the Seattle Stranger's Genius Awards in Film. Sue's feature film "Gory Gory Hallelujah" played to packed crowds in 16 festivals, including Sarasota, San Francisco Indiefest, and Raindance (London). The film won Best Fantasy Feature at

Shockerfest and was awarded a special jury prize from Gus Van Sant at the Bend Film Festival for The Bravest Film of the Festival. "Gory Gory Hallelujah" is currently in worldwide video release. The London Standard called Sue a bankable Yankee blond and her short film "Circus of Infinity" won Best in Show by the Accolade Award, who referred to Sue as an emerging force in filmmaking.

Sue's music video "She's a Dog" won Houston Worldfest Best in Show, Honorable Mention at the Chicago International Film Festival and is currently touring with KidsFest. Her music video "Alibi" is currently circulating at film festivals worldwide. Sue is in development on her second feature film. To find out more about her commercials, films and music videos you can visit her website at <http://www.vonpiglet.com>

Sue Corcoran's lecture will take place Wednesday November 19th at 6:30 pm on site at the Academy-Seattle campus in Tukwila, 645 Andover Park West. Driving directions can be located on <http://www.iadtseattle.com>. Space is limited! Admission is free.

Please RSVP to Laura Nielsen 206 575 1865 or [lnielsen@iadtseattle.com](mailto:lnielsen@iadtseattle.com).

### Coming attractions!

#### Lecture Series 2008

**Wed, November 19th,  
6:30pm  
Expert in Independent  
Filmmaking  
Director and Owner of  
VonPiglet Productions  
Sue Corcoran**

**"Making the Independent  
Film: An Expression of Art**

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## Academy-Seattle Trip Report

### BERLIN AND AMSTERDAM

From September 22 to October 3RD, during the two weeks in between quarters, Greg Anderson, Program Chair for Digital Arts, led a group of 13 Academy students to Berlin and Amsterdam. Enrolled in the class International Design Perspectives, the students had individual projects that they designed and planned prior to going on their trip. The students were studying either graphic design or digital media production and were all pursuing Bachelor's degrees. Greg Anderson noted that it was rewarding to see the expression on his students' faces when they walked into the room and saw a Rembrandt or a Van Gogh.



"The trip was more than fun and inspiring; it showed my students the true connection between fine art and the elements of design." The group visited the Bauhaus Archives in Berlin, the Rijksmuseum and the Van Gogh Museum, and the Anne Frank House in Amsterdam. The student projects ranged from advertising to poster art and typography to video and photography. One student actually did a study on graffiti. Greg Anderson plans to make the trip on ongoing tradition for the breaks between quarters.

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### Star Student Jessica Hoffman!

#### BFA Interior Design

Jessica Hoffman grew up in a small town in Michigan, much different than Seattle where she attended the International Academy of Design & Technology (Academy-Seattle). Her father's and mother's careers interested Jessica and led her to develop a love for architecture and art. In her first year of college at Central Michigan University she found it difficult to choose a major, until one day in an art class an assignment to sketch different parts of the building made her realize what her passion was - color, design, and architecture. She knew right then that she wanted to create amazing environments for people someday and inspire them along the way. One of the reasons that Jessica was attracted to Academy-Seattle was because the teachers have experience in their fields. Jessica went on to say, "I loved the fact that everyone going to Academy-Seattle was into the same things as me, like art & design. I felt distracted in a large university, and liked that the program at the Academy was accelerated. I felt that would help me to concentrate more on design." Jessica believes the faculty's enthusiasm and passion about what they were teaching made her experience at the Academy exciting for her. "The teachers pushed me to work the hardest I ever have. Because of that I accomplished things I never thought I could. They gave me confidence and they taught me that I can do anything if I put my mind to it." After graduation her military husband was transferred from Seattle to Louisville, Kentucky. She was soon hired at an architectural and interior design firm located downtown, called Hubbuch & Company, as an Interior Designer. She works on a team of designers and architects on assisted living facilities and various health facilities throughout the Mid-West. She worked on one residential project as well. Jessica's advice to students: "Never give up on your dreams even when your dream seems impossible. Keep on going and try your best. It will take some hard work but it will pay off in the end. -Always remember that anything is possible."



and Reality"

To learn more about Sue Corcoran go to [www.vonutglet.com](http://www.vonutglet.com).  
Location-IADT Campus,  
645 Andover Park West,  
Seattle WA 98188  
Admission--Free

### Meet Deborah C. Towner. She has a new career in interior design!

In December 2007, Deborah Towner graduated, with highest honors, from the Academy with a BFA in Interior Design. Going back to school was a mid-life career decision for Deborah. Her previous occupation as a senior-level executive in commercial real estate investment afforded her the ability to leave her job and return to school. For a long time, Deborah had wanted to work in a creative field. She had always loved textures, textiles, color, fashion and the environment, and so she began thinking about pursuing a career in interior design.

Deborah had always thought that creativity was something with which you were born. Once she began her studies at the Academy, she found that creativity was a matter of exploration. For the first time, she began to uncover an innate creativity within herself that had been there all along and was just waiting to be uncovered. Now Deborah thinks there is untapped creative potential in everyone-it just takes the right mentorship and academic setting to nurture it.

It took Deborah only two years to get her BFA in Interior Design because she had already acquired some core subject credits when she had earned an earlier degree. Because of her prior successful work history, Deborah has savvy

### Spotlight on our Advisory Board Meet Cindy Hunt!

Hi! I began as a graphic artist for Neiman Marcus, creating store and event signage by hand with a printing press. During my time at NM, I became very interested in advertising art direction, so I went to school at the Portfolio Center in Atlanta, GA. For the next 2 years I was paired with copywriters and photographers to create ad campaigns--some for real clients to place in my book.

Fast forward a few years and a few jobs, and now I'm working in Silicon Valley. In 1994 I was at ground zero designing Netscape 1.1's interface. I worked on several high-profile websites and got head-hunted (digital literacy was in huge demand). Next thing I know, I'm building, training and marketing internet departments in ad agencies with other large Fortune 100 clients.

Whether it is 1990 or 2008, it's always a constant challenge building a brand, creating a great customer experience, responding to the market, leveraging existing technologies and preparing for inevitable changes. I would never have guessed when I was working on a printing press that one day I would be working on design for mobile games on telephones!

Right now I am excited about being in the games industry. It still feels a little like being in the Wild West. This industry is exploding, captivating gamers by melding emotion with compelling imagery and technology. 5-year olds get as excited and engaged as 35-year old housewives. And those 20-something guys (and girls) have grown up expecting everything to work, be easy to use and understandable.

--Cindy Hunt  
Creative Director  
WildTangent



### Japan Trip Report

Jody Laflen, Program Chair, General Education, and Dan Crandall, Program Chair, Interior Design, were joined by their respective spouses and made a tendar trip to Japan to participate in an experiential program that was designed to enhance the overall general education program. A current Academy student and a few other interested participants joined the group. Some of the sites and stops included Kyoto, Gion (old Kyoto) to see the sheltered streets and geisha where they Explored The Cube, Kyoto's gigantic train station, mall and social hub. They visited Kawashima Selkon textiles, Kinkaku-ji Golden Temple and the National Design University. They also traveled by train to Nara, the old capital, to see the deer park, Todai-ji Temple and its giant Buddha statues and a great number of Shinto shrines, Old Nara and the Nara Museum. The group took the Shinkansen bullet train for Tokyo, where they visited the Studio Ghibli Museum in Mitaka, then to the markets in Ueon and to Anime Center and electronic district. Some of the group went to Mori Tower to view the city skyline at night from the 52nd floor and then explored Roppongi Hills. They visited the Meiji Shrine, Imperial Palace Gardens and the Ginzadistrict for high-class shopping. Jody commented that it was "very meaningful to step out of American culture, but not step out of the industrialized world and to see modern conveniences and technology in a truly different way."



about networking for a job.

She had already been keeping an eye on about 20 websites for job openings. She also utilized the full services of the Academy, which helped her to put together her portfolio and included consultation with Director of Career Services Laura Nielsen. Soon she was on her way.

Deborah is now with Burgess Design, a full-service, commercial interior architecture firm based in downtown Seattle. Founded in 1992, the 30-person firm is led by its President and founder Jim Burgess. She is an integral part of the interiors team, working on commercial office interiors, which connects her newly found passion in interior design with her past experience in commercial real estate. Her ambition for the future? She wants to roll up her sleeves and get as much experience as possible in all phases of design. And someday she would like to be a key influencer in sustainable design.

**Her advice to students:**

"There are always jobs for people who have a strong work ethic and good creative skills. There are jobs out there, but it takes networking to find them. Networking is everything. Say 'Yes' to exploratory interviews and participate in industry events. Pound the pavement at the show rooms and at the design centers. You really have to get out there and get what you want!"

**ACADEMY-SEATTLE TREND REPORT**

**Fall into Color  
By Brandi Pierce**

Summer leaves and fall arrives. With this new season, we start to see the landscape bursting with the colors of autumn: citrus oranges and yellows, crimson and cherry reds, burnt brown sugars and bright limes with many hues in between! Such vibrant, natural palettes deserve to be celebrated with this year being no exception. The weather may be cooling down just outside the window pane, yet bringing these colors into your home will surely warm you. Reds bring love, desire, and romantic fantasies. Citrus shades of yellow and orange bring energy and light. Browns bring stability and earth. Limes create a feeling of fresh, clean and change. Play with your creative side, don't over think where to put the colors, just allow things to fall into place.



*Brandi L. Pierce is a graphic artist and web developer who focuses on the power of color to compatibly brand and market clients. Based in the beautiful Greenlake area, inspiration can be found everywhere. She follows the latest trends, keeps up to date on design standards, continues to pursue new avenues for personal growth as well as professional, and maintains high integrity and work ethics.*

aShadow, LLC has become a one stop design firm for clients from all backgrounds and marketing needs. Building a network from the ground up has been a long, rewarding process that allows aShadow to serve its clients in a variety of capacities from business strategy consulting to trade show graphics, business cards to websites, vehicle wraps and billboards.

**BrandiPierce.com + aShadow.com**

**About IADT - Seattle**

The International Academy of Design & Technology provides educational programs that are designed to prepare students for professional opportunities and career success in select design and technology fields. At the Academy, students are part of an energetic community that shares ideas, solves problems, and finds new ways to approach career training today and in the future. While enrolled at the Academy, each student is given an opportunity to grow vocationally, intellectually and professionally.

The Seattle campus, which opened in 2004, offers a variety of Associate of Applied Science and Bachelor of Fine Arts Degrees in Fashion Design, Interior Design, Visual Communication, Graphic Design, Digital Media Production, Fashion Merchandising and Game Design & Development. Both credential levels are not available for all programs. The International Academy of Design & Technology is accredited by the Accrediting Council for Independent Colleges and Schools to award associate's degrees and bachelor's degrees. The Academy is a member of the Career Education Corporation (NASDAQ:CECO) network of universities, colleges and schools. For more information on the Academy- Seattle, call 206.575.1865 or visit [www.iadtseattle.com](http://www.iadtseattle.com).



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