

Ai The Art Institute of Philadelphia® **COLLEGE NEWS**

an informational newsletter for students at The Art Institute of Philadelphia
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Spring Grads Meet With Mayor Nutter

On May 14, 2010, **Roxanne Cromwell** (Fashion Marketing), **Thomas Perrone** (Industrial Design Technology), **Jennifer Rittenhouse** (Baking & Pastry) and **Debra Sacca** (Culinary Arts) represented The Art Institute of Philadelphia at the "Toss Your Caps: Philly Graduates From College" photo session.

The Spring 2010 graduating students got to wear their caps and gowns a month early when they joined **Philadelphia Mayor Michael Nutter**, **Bill Cosby**, **Dr. Lori Shorr**, the city's chief education officer, and graduating students from 18 other regional colleges and universities to pose for a "class portrait" on the steps of the Philadelphia Museum of Art.



Pictured L-R: Thomas Perrone, Debra Sacca, Philadelphia Mayor Michael Nutter, Jennifer Rittenhouse, Roxanne Cromwell

Student Leadership Retreat

27 students attended the 2nd Annual Student Leadership Retreat, held at YMCA Camp Bernie in Port Murray, NJ on May 15 and 16. Students were trained in team-building activities, leadership styles and personalities, and how to work with those different than themselves. They did a values exercise and completed a high-ropes course, which involved jumping on a zip line out of a 45-foot tree. Students were chosen by application and included Resident Assistants, Student Government and leadership among the Residence Hall Association (RHA) and Student Clubs.

Memorial Day Holiday Weekend Hours

No classes are scheduled for **Friday, May 28; Saturday, May 29; Sunday, May 30; Monday, May 31; or Tuesday, June 1** in observance of Memorial Day.

- The **6th Floor Equipment Cage** will be closed from Friday, May 28 through Tuesday, June 1. *Equipment for Memorial Day weekend will be checked out after 12pm on Thursday, May 27 and will be due back Wednesday June 2 before 8:00am.*
- **The Library, Computer labs and the Service Bureau** will be open from 8am – 5pm on Friday, May 28 and Tuesday, June 1, but will be closed Saturday, Sunday and Monday.
- **Fashion labs at 2300 Market Street** will be open **only** on Saturday, May 29 from 11am – 4pm.



Above: *Winter's Bone* director Debra Granik (center) with students

Director Debra Granik Visits

Digital Filmmaking & Video Production faculty and students filled the seventh floor screening room on May 19 for a screening of *Winter's Bone*, which received the Grand Jury Prize at the 2010 Sundance Film Festival. Director **Debra Granik** was available after the screening to answer questions about the film and the filmmaking process.

Granik was involved in adapting the Daniel Woodrell novel for the screen and told the students she tried to retain as much of the novel's original dialogue as possible in order to authentically recreate the Ozark mountain setting of the story.

Often finding herself working with non-actor locals in remote southern Missouri, Granik generally tried to fill the cast with people who had the same job as the characters they were playing on screen. An Army recruiter tapped to fill that role "performed much as he would in a recruitment interview."

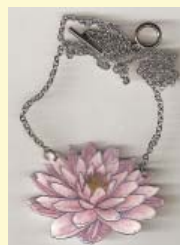
Granik told the students that the actor **John Hawkes**, lately appearing as Lennon in *Lost*, arrived on location a week before shooting began to get used to the area, listen to the local accents and collaborate with the make-up artist to create the right "look" for his character.

Granik described the *Red One* digital camera she uses as "a democratic tool for filmmaking," which will open the field to many more independent filmmakers.

Shooting *Winter's Bone* in only 24 days required Granik to utilize some techniques from documentary filmmaking. She tried to keep the lighting set-up simple for most of the shots, she said.

Granik told the students about her life as an independent filmmaker. In-between feature films, Granik confided, "I still shoot weddings and educational films."

Granik was adamant about the marketability of filmmaking skills and knowledge of programs like *Final Cut Pro*. Those are skills "right up there alongside nursing" in her opinion.



AIGA Student Chapter Presents a

CRAFT FAIR

12 noon - 6 pm

Thursday, May 27th
1610 Chestnut Street

Everyone is welcome to come browse!
Come see our unique handmade crafts and affordable artwork created by the faculty, staff, students and alumni of
The Art Institute of Philadelphia

Winter 2010 Honors Convocation

On May 12, 2010, The Art Institute of Philadelphia President **Dr. Bill Larkin** and Dean of Academic Affairs **Dr. Ray Becker** presided over the Winter 2010 Honors Convocation.

At the awards ceremony, proud family members and friends looked on as the college honored **54 students** for achieving a **4.0 GPA during Winter Quarter** along with **170 students** chosen to receive **Best of Quarter awards**. Best of Quarter awards are given to students whose projects are considered to be exceptional by their instructors.



Pictured: Fashion Marketing Student **Gerome Barnes** was presented with a Best of Quarter award by Academic Director **Dr. Alison Paster**

Sarah Rodowicz from the Philadelphia Chapter of Fashion Group International congratulated Fashion Design student **Keith Wiggins** as the recipient of a \$1000 scholarship for his entry in the *Third Annual Red Carpet Scholarship Fashion Design Competition*, held on April 19 at The Chestnut Club.

Fashion Design students **Donte Livingston** and **Carolina Perez** also entered designs in the annual competition, which showcases evening gown designs.



Spring 2005 alum **Christopher Hill** was on hand to share some advice with the students.



Oscar de la Renta's Bebhinn Timmins

Over 100 Fashion Design and Fashion Marketing students filled the 1622 Chestnut Street Gallery on May 11 to get advice from *Oscar de la Renta's* **Bebhinn Timmins** on how to get a foot in the door of the fashion industry.

After briefly describing her own background, Timmins plunged right into a question and answer session with students, providing information on how to prepare for an interview and the importance of gaining experience through internships and volunteering at fashion shows.

Timmins emphasized the importance of being realistic with potential employers and internship providers during the interview process. She suggested that students tell the interviewers, "This is what I'm looking for and this is what I can offer you."

"It's great to be a designer, but you have to understand the whole merchandising process," Timmins told the Fashion Design stu-



dents. To the Fashion Marketing students, she added, "It's important to know how things are made and be able to talk about the designs."

Even once she landed her first job at *Oscar de la Renta*, Timmins told the students, "I would come in on the weekends because I wanted to be a fly on the wall and I wanted to learn from them."

Timmins is now the account executive responsible for accessories, including a new fashion jewelry line which *Oscar de la Renta* launched in fall 2009.

Pictured: Bebhinn Timmins with faculty member Emil DeJohn



Judy Korchak and students with David Van Allen and Jeff Baxter

Students Visit Noir Worldwide

On May 18, students in Associate Professor **Judy Korchak's** Business of Animation (AD41141) class visited the offices of *Noir Worldwide*, which specializes in graphic design, animation and interactive work for commercial, broadcast and corporate markets.

Owners **David Van Allen** and **Jeff Baxter** shared sample production checklists and proposal outlines for the students as well as providing them with an overview of the industry and suggestions for how to be a successful creative professional.

David Van Allen told the students to focus on learning the basic skills for creating effective designs. "Learn the term and technique," he told the students. "Software is ever changing...The concept, process and terms will never change."

Van Allen also provided advice on how to deal with clients. "Get it in writing," he advised, adding that clients are more receptive to this if it is called a 'proposal' rather than a 'contract'.

Noir Worldwide requests half of agreed fees before starting work on a project and also has provisions to limit what Van Allen called "scope-creep," when companies hire an artist for one project but then slowly increase the complexity of the work without adjusting the agreed-upon payment.