

## **Making Multimedia: From Vaporware to Goldrush**

### **Organizer**

**MATT ELSON**

*Magnet Interactive Studios, Inc.*

### **Lecturers**

**JOHN BLAKELEY**

*Magnet Interactive Studios, Inc.*

**BRAD GEAGLEY**

*Magnet Interactive Studios, Inc.*

**GREG JOHNSON**

*Magnet Interactive Studios, Inc.*

**LAWRENCE SCHICK**

*Magnet Interactive Studios, Inc.*

# **Course** **15** **NOTES**



## **SIGGRAPH 1995**

**22nd International Conference on Computer  
Graphics and Interactive Techniques**

**Conference/6-11 August 1995  
Exhibition/8-10 August 1995  
Los Angeles Convention Center  
Los Angeles, California USA**

# **SIGGRAPH 95**

## **Course Notes**

# **Making Multimedia: From Vaporware to Goldrush**

### **Organizer:**

**Matt Elson**

### **Speakers:**

**Greg Johnson  
Brad Geagley  
Lawrence Schlick  
John Blakeley**

**Magnet Interactive Studios, Inc.  
Washington, DC**

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## Speaker Information:

### Greg Johnson, Creative/Technical Director

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The Powerhouse  
3255 Grace Street  
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fax (202) 625-1352

- Greg Johnson is one of the co-founders and a driving force at Magnet. As Vice President and Creative / Technical Director, Greg is charged with maintaining Magnet's dedication to design integrity and technical leadership in all of its products and services. Schooled in multiple design disciplines, Greg brings thirteen years of experience in the design industry to Magnet's team. His plan for Magnet to develop a creative team of such singular vision and grasp of the potential of interactive electronic communications that it becomes the milestone for the next generation. Greg received his bachelor of arts from the University of Maryland. He studied industrial design at the Parsons School of Design in Italy and at the Corcoran School of Art.

### Matt Elson, Director of Visual Effects

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- Matt Elson is currently the Director of Visual Effects at Magnet in Washington DC. He is an internationally award winning artist who has been working with computer graphics since 1983. Following a Masters Degree from NYIT in 1985, he joined the Symbolics Graphics division where he directed special projects including the HDTV short films "The Little Death" (1989) and "Virtually Yours" (1991). After leaving Symbolics he was Creative Director for 3D Graphics at The Post Group in Los Angeles, where he designed and directed computer animation. Matt has annually spoken at Siggraph, and other conferences internationally, since 1989 on the topics of 3D character animation and associated systems.

### Brad Geagley, Executive Producer / Edutainment

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- Brad Geagley is the Executive Producer of Edutainment Software within Magnet's consumer applications. Previously, Brad worked for Walt Disney Feature Animation as a Producer of the Florida Animation Studio Tour. Designing and implementing an interactive retrieval system for Disney Feature Animation Archives, he created a database for over 30 million pieces of original Disney art. At Disney Imagineering he designed and produced two interactive pavilions, "Astroport, the IBM Post Star Tours Show" for Euro-Disney and the "AT&T Post Show Exhibit," a hands-on tour of the Information Super-Highway, scheduled to open at Epcot in 1995. Prior to Disney, Brad was an educational script writer/designer on the Intellivision line for Mattel Electronics. He has produced and written and designed multiple CD-ROM titles for such clients as Warner New Media, G&G Interactive, and Pacific Interactive.

**Speaker Information: (cont'd.)**

**Lawrence Schick, Executive Producer / Consumer Games**

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- Lawrence Schick is currently Executive Producer of Consumer Software Development at Magnet, he has been a game designer and entertainment software producer for 16 years. Credits include Sword of the Samurai, Task Force 1942, BloodNet, and Wings Over Europe. Senior game designer at TSR during the early days of Dungeons & Dragons, he designed Atan, Intellivision, and ColecoVision cartridges at Coleco during the first videogame boom, and worked with Sid Meier at MicroProse during the glory years there. Lawrence founded Cruel Hoax Productions in 1990, a troupe that produces critically-acclaimed role-playing weekends. His history and guide to role-playing games, Heroic Worlds, was published by Prometheus Books in 1991.

**John Blakeley, Director of Software Engineering**

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- John Blakeley is the Director of Software Engineering for Magnet where he is responsible for the development of Software and management of the programming staff for Magnet's multimedia game titles. This encompasses coding for systems such as SGI, 3DO, PC's and Macs. Prior to joining Magnet, Mr. Blakeley lent his talents to the field of engineering and research analysis for such companies as NASA, Apple, and the Consortium for Materials Development in Space (CMDSP). Within these domains, he was responsible for the development of software for ground data acquisition and control, interfacing with NASA for the management of flight experiment production, and training astronauts on the communication systems of the space shuttle. He holds a degree in Computer Science from the University of Alabama.

Course Outline:

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**GREG JOHNSON will discuss present an overview of Multi Media.**

Overview the component teams of the Multi Media production process and their integration  
The economic model of Multi Media will also be discussed as an integral part of the puzzle  
Why we are a 1920's - not 1990's - Studio model

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**MATT ELSON will discuss Computer Graphics in MM.**

CGI's current role in the process  
CGI's future outlook in Multi Media

- Character Animation
- Virtual Sets
- Resolution

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**LUNCH**

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**JOHN BLAKELY will discuss Multi Media software development.**

The role and necessity of programming  
How programming for Multi Media differs from other forms  
What's new and unique about Multi Media programming including multiple platforms and resolutions, tools development, production programming, resolution, and the tower of inter-platform babel

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**BRAD GEAGLEY & LAWRENCE SCHICK will discuss:**

How Multi Media differs from "traditional" communications  
Where are the emotional hooks to be found?  
What is truly unique to Multi Media?