

SIGGRAPH 96

23rd International Conference
on Computer Graphics and Interactive Techniques

COURSE NOTES 24

How to Survive as a Computer Graphics Entrepreneur

Monday, August 5, 1996

Ernest N. Morial Convention Center, New Orleans, Louisiana USA

ORGANIZER

Mark Leon

Forward Edge Technologies

LECTURERS

David Hamby

Lightspan Partnership

Nancy Collier

Barking Dog Software

COURSE OBJECTIVES

This course will help budding computer graphics entrepreneurs understand the risks and benefits of starting their own computer graphics business. Course presenters who have succeeded in making a living with computer graphics will impart business advice specific to the field, examine real world business applications for artistically oriented and technically oriented individuals, and answer audience questions in an impromptu panel setting.

ABOUT THE LECTURERS

Mark Leon

Mark Leon started Forward Edge Technologies in 1985, and has been a computer graphics entrepreneur since 1989, starting first as an animation production house, then branching to become a 35mm slide service bureau. Mark earned a Bachelor of Science in Computer Science from the University of Nevada, Las Vegas in 1984, and has been a Siggraph attendee since 1983.

Contact: mleon@accessnv.com

David Hamby

- 1972 Graduated University of Texas, BFA, Cum Laude
- Post-Graduate studies, University of California, Berkeley
- Spent six years as Air Force Officer
- 1981-1986 Started and managed own business: Mirage Film Graphics, Austin, TX
- 1986-1987 Moved to LA, started David Hamby Design
- 1988-1993 Company purchased by American Film Technologies, San Diego
- 1993-1994 continued David Hamby Design activities
- 1994-1995 Started new business- Aerie Animation, San Diego
- 1995 ... Company purchased by Lightspan Partners, Carlsbad, CA

Experience:

Animated Feature Film Production-

- " We're Back" Amblin Entertainment
- " Fievel Goes West" Amblin Entertainment
- " Gahan Wilson's Diner" 20th Century Fox

Prime-time specials (animated)

- " The Magic Paintbrush" McDonalds
- " Dragonstrike" TSR
- " Wasted: A True Story"

Saturday morning series

- "Attack of the Killer Tomatoes" Fox Children's

Network:

Music Videos

- "Heart-Shaped Box" Nirvana
- "The Outfield"

Numerous National & Regional Commercials for clients such as:

- Coca-Cola, USA; WildC.A.T.S.; Exosquad; Radio Shack;
- Goodyear; Del Taco; Ruffles; Foleys; Spectravision

Theme Park Entertainment Production for

- Jaya Ancol, Jakarta, Indonesia

Contact: BlueGTCS@aol.com

ABOUT THE LECTURERS, continued

Nancy Collier

What began as a career in art has led to involvement in starting multiple graphics firms, venture capital funding, contract management and accounting. With an employment background including Robert Abel & Associates and Ray Tracing Corporation, Nancy now owns and manages Barking Dog Software, an entrepreneurial software consulting firm. Nancy brings 13 years of small business experience to this course, including the excitement and ordeal of startups.

Contact: dootdedoo@aol.com

COURSE SCHEDULE

1:30 pm: General principles of computer graphics entrepreneurship - Leon

Advice that will help you survive, and pitfalls that will kill you.

Case Study Examples, or "How I make a living doing this particular thing":

2:20 pm: Freelance Animator - Hamby

(generally addressing those entrepreneurial computer art majors)

3:00 pm: Break

3:15 pm: Computer Graphics Software Developer - Collier

(generally addressing those entrepreneurial computer science majors)

4:05 pm: Open Discussion, Questions and Answers by the Panel of Entrepreneurs