

Panels

Panelists discuss and debate in a free-flowing format that generates consensus, controversy, confusion, and clarity – sometimes simultaneously.

Full Conference registration allows attendees access to all SIGGRAPH 2008 Panels. Seating is on a first-come, first-served basis. Please be sure to arrive early for the Panel sessions you wish to attend.

Studio Views of Student Demo Reels

Tuesday, 12 August, 1:45 - 3:30 pm
Room 406 AB

A distinguished group of industry professionals from various computer animation and visual effects facilities reviews (and illustrates by example) what they (and their studios) look for when reviewing demo reels and art portfolios of recent graduates. The session addresses demo reels (what to include and what not to include, structure and length, format and design, audio, credits and contact information) and issues related to the job search and application process.

Moderator:

Arthur Durinski
Otis College of Art and Design
durinski@otis.edu

As the World Turns: Debating & Examining Online Digital Earth Technologies

Tuesday, 12 August, 3:45 - 5:30 pm
Room 502 B

New geo-visualization tools are changing how people use interactive mapping programs. It is now possible for general users to build their own mash-up visualizations from information available on the web and geo-referenced via digital earth technologies. This panel highlights how these technologies will continue to affect society. Panelists demonstrate their digital earth systems and debate how mapping and connectedness will evolve.

Panelists

Theresa-Marie Rhyné
North Carolina State University
tmrhyné@ncsu.edu

Dean Johnson
Western Michigan University

Don Brutzman
Naval Postgraduate School

Randy Kim
NASA

Michael Jones
Google Inc.

Franz Leberl
Microsoft Virtual Earth

Teaching Computer Animation for Results

Wednesday, 13 August, 8:30 - 10:15 am
Room 406 AB

Success in animation depends on getting the priorities right: knowing what to emphasize and what to put on the back burner. The biggest dilemma we face is "what" to teach in computer animation as opposed to "how" to teach. This is exacerbated by the fact that students prefer to learn the latest 3D animation software tools, because they believe this will compensate for any lack of creative skills. But in reality, the computer amplifies students' limited skills.

This session shares examples of successful education programs at four levels: foundation (Griffith University), undergraduate (Ringling School of Art and Design), graduate (California Institute of the Arts), and industry (Electronic Arts).

Panelists

Craig Caldwell
Griffith University
c.caldwell@griffith.edu.au

Karen Sullivan
Ringling School of Art and Design

Kevin Geiger
California Institute of the Arts

Jack Lew
Electronic Arts

The Convergence of IP Law and Business

Wednesday, 13 August, 10:30 am - 12:15 pm
Room 411

The intersection of intellectual-property law and business from a personal "war-story" perspective. Drawing on their own experiences, panelists explain key business issues relating to IP such as how to prevent employees or consultants from "walking out the door" with IP, how to fashion an effective and strategic patent portfolio, the emergence of "patent trolls" as a potential additional revenue stream, and creative licensing and other IP monetization models.

Moderator

Karl Renner
Fish & Richardson PC

Panelist

Lori Hoberman
Fish & Richardson PC

Related Birds of a Feather Session

Legal and Business Issues Faced by Emerging Companies in the Computer Graphics and Interactive Communities

Wednesday, 13 August, Noon - 1:30 pm
Room 511 A

Megan Sullivan
msullivan@fr.com

35 Years of Computer Graphics: The Game Show!

Wednesday, 13 August, 3:45 - 5:30 pm
Room 403 AB

In this Jeopardy-style game show, each "question" is a classic CG video clip from the SIGGRAPH Video Review archives. Examples of scientific visualization, broadcast, and experimental early work are especially highlighted. Categories include: The (Very) Early Years, Vertically Challenged, Weird Science, Ready, Willing, Abel, and more.

Moderator

Terrence Masson
Northeastern University
tman@visualfx.com

Games Evolving on an Order of Magnitude

Thursday, 14 August, 8:30 - 10:15 am
Room 408 AB

During initial development of Playstation games, development teams averaged 15 artists, designers, and programmers with three to four technical engineers. For PS2, average project requirements increased to 55 artists, designers, and programmers with a technology team of 20 engineers. Now, for next-generation platforms, developers are seeing asset and team growth of an order of magnitude, but not necessarily the same growth in budgets or timelines.

The greatest challenge now for game developers is to create economies of scale and pipeline efficiencies to accommodate project teams that are currently averaging 100-120 artists, designers, and programmers with 30 technical directors, programmers, and engineers. How do these companies address the complexity of programming and increased demands for quality and quantity of art assets to achieve near-life visuals?

Moderator

Michel Kripalani
Autodesk, Inc.

Panelists

Lyle Hall
THQ Inc.

Martin Walker
Artificial Mind & Movement

Steve Theodore
Bungie, LLC

Steve Sullivan
Lucas Arts

Jeff Lander
Electronic Arts