

Panel: Getting the Word Out: How to Publish in the 3D World

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Abstract

Universities, colleges and high schools are often rich areas for technique development, technology progression, and the opportunity for dynamic advanced in learning 3D concepts. Unfortunately, often all of these great advances go unnoticed locally, nationally and internationally even though dissemination of research is an important part of most college and university professors' job descriptions and career development.

The exposure publication provides for a professor, a department or a university is hard to over-rate. Exposure helps the professor's career and brings attention to the department and opportunities for the department's students. A publishing professor brings benefits to everyone from the University he teaches at to the students who attend the institution.

But despite all the benefits known to educators, finding venues for distribution of new ideas or techniques can be a daunting task. Who wants the ideas? Are trade magazines interested in teaching techniques? Do the ideas warrant an article, a series of articles, or a book? Even more intimidating is the prospect of trying to package the ideas in a way that is attractive to publishers. Do I write the article or book and then submit it to potential publishers or do I send just the idea? Or does the solution exist somewhere in between?

Ironically, publishers (those with the power to distribute the ideas that are so carefully developed in academia) are always on the lookout for new ideas, new techniques, and writers who can articulate them. They are aggressively looking for the same kind of ideas that their readership eagerly awaits. Good articles and good books mean good sales and good distribution. They want to publish educator's work.

So if educators want to publish and publishers want to publish educator's work, why is there such a disconnect?

There needn't be. This panel would be the means of bringing together those with the ideas together with the publishers and editors who are hungry for them. The panel consists of two book publishers who publish books for the beginning to advanced 3D market. Many of their books are used as textbooks throughout the country. Additionally, the panel also has the Editor in Chief of one of the top international 3D trade magazines.

These panelists can provide details on what they are looking for in proposals. They will expound on desired focus, scope, and what the details of proposals should be. Additionally, the panel will give words of wisdom on "who to send what to whom"

1 Scope and Audience

This *advanced* panel would be aimed at educators and freelance artists who have developed or are currently developing new 3D instruction techniques and are looking for venues for dissemination. This implies that participating attendees would have been working in the 3D market or teaching in 3D education long enough to develop the techniques and have the desire to publish their findings.

This is also an excellent opportunity for those who now publish to allow educators in on the things they are ? More specific? It will also help the publishers by giving them a one-stop chance to spread

the word of opportunities available at their publication house.

The panel provides real benefits for educators by providing them face-to-face contact with publishers while providing educators a chance to ask questions about the proposal process.

2 The Panelists

Adam Watkins, [moderator] is the author of four books on 3D animation and digital video, and a contributor in three more volumes. Several of these books are in use as textbooks at high schools and universities across the world and are available at all major book retail centers. In addition, Watkins has over 60 articles in a variety of 3D trade magazines and educational journals. Topics include a wide breadth of topics from developing 3D curricula, to choosing software best suited for your program, to Q&A's, to in-depth 3D tutorials. Presently, Watkins is the director of the Computer Graphic Arts program at the University of the Incarnate Word in San Antonio, Texas. He heads the 3D Animation branch of the program.

Jenifer Niles [panelist] is the publisher for Charles River Media, a quality publisher of graphics books for designers, artists, and programmers. For the past six years, she has led the successful growth of the publishing program in the graphics and game development areas and has worked in the computer graphics area for over 11 years. Prior to working for Charles River Media, she worked for Academic Press as the executive editor responsible for the graphics program, including the Graphics Gems series. She began her publishing career with Addison-Wesley as a textbook editor, and has been a guest lecturer for the Emerson College Publishing Graduate Certificate program.

Jim Hill [panelist] is a publisher with Wordware Publishing, Inc., a publisher of a variety of books including computer graphics and 3D animation volumes. He has been with Wordware since 1996. Other publishers he has worked with include Microsoft, Sybex PennWell, and McGraw-Hill. He has also been involved with education for some time as a part time instructor at the Collin County Community College near Dallas, Texas.

Jim Thacker [panelist] has been writing about the 3D and post-production industry since 1998. He is currently the editor of 3D World, an international magazine aimed at artists and animators – and one of the few dedicated 3D magazines left in existence. Jim has also written extensively for a variety of trade and technology titles, including *Video Age*, *Cre@teOnline*, *T3*, *.net* and *Screen International*, thereby experiencing life from both sides of the commissioning editor's desk.

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