



# NEWSLETTER

IDSA Texas Chapter - JUNE 2004

SXSW04

## Entertainment Design: The Technology of Fun

7th Annual IDSA Texas @ SXSW - Saturday, March 13th

What is Entertainment Design? Who gets to create FUN for a living? If you were one of the lucky ones to have been there you got to witness 6 professionals in the fields of television and movie special effects, animation, game design and illustration share their experience and enthusiasm with an audience of over 100 IDSA members and interactive designers. The weekend was complete with open houses at M3 Design, id-ONE (their first open house during SXSW!) and Design Edge (including their second annual charity art auction) and the return of frogdesign's SXSW shindig. Special thanks to all for being part of another successful Big III event!

## Southern District Conference

Design at the Speed of Business 4: Design Delivery



Texas was well represented at this year's Southern District Conference, held March 20-22 in Charlotte, North Carolina. Robert Palmer of PDS Development gave a presentation on Global Sourcing and Chris Cavello of the Mixer Group shared his experience with Branding. Brian Roderman and yours truly also moderated some lively Process of Life panel discussions. It was nice to see a lot of friendly Texas faces and a big group of University of Louisiana students!

## Coming Events

Dallas and Houston...

Our next Big III event is planned for the Dallas area in September followed by the final meeting of the year in Houston in November.

Any ideas for speakers, topics, lunch menus?

Contact [julie@mixergroup.com](mailto:julie@mixergroup.com)

## Cool prize for a good cause

win a Dyson vacuum for only \$1!

A lot better odds than the lottery - for just \$1 per ticket you can have a chance to win this \$400+ Dyson vacuum cleaner

Contact [lauren@id-one.net](mailto:lauren@id-one.net)



## Call for Participation

Opportunities to contribute your time and your mind...

1) As a practicing design professional, one of the greatest contributions you can make to your profession is to pass your insight and experience onto younger designers and students. It's also a great way for you to keep your eye on fresh and design talent and future potential employees or interns! To make this personal, straightforward, and simple program work we need you to donate a small amount of your time. Just email us your name, locality (i.e. Dallas Area, etc.), a brief summary of your specialty/design expertise and your email address. A potential mentee will email you and you will have the option to accept or decline. If declined, a mentee will simply contact another mentor on the list. It's that easy! This program can't launch until we have a reasonable number of mentors to list...so please sign up today!

2) It may sound like a long way off, but October 2006 is only 27 months away and will be here before we know it! We are currently seeking chapter volunteers to begin brainstorming ideas for the conference theme, content, etc. This is a unique opportunity to showcase the creativity, diversity and unique Texas flavor to this internationally attended event - let's make it the best national conference in history!

Contact [Ty Rarick](mailto:Ty.Rarick@pacificdesign.com) to sign up or for more information about both of these opportunities: [tyr@pacificdesign.com](mailto:tyr@pacificdesign.com)

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