

MUSE 2010

A PLATT COLLEGE ANNUAL OF STUDENT WORK



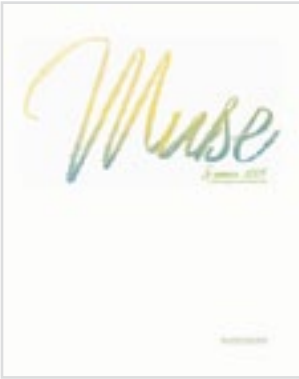
FALL 2010

INTRODUCTION by Marketa Hancova



Welcome to the Muse.

For thirty years, Platt College has offered education in media arts to about three hundred and thirty students a year. The students come from various corners of the world and various walks of life. They have one thing in common: a sensitivity to the world and an urge to contribute to joy, fairness, inspiration, welfare and beauty of our life by creating. This is how you recognize them: they take without hesitation a leap of faith and imagination only to turn it into something tangible, meaningful, inspirational and wondrous. It is an arduous task, and so they come to us for help.



We gladly become the guides on our students artistic journey. And this is how we challenge that noble task: we take the raw talent and mold it, stretch it, flex it, tame it, buff it, polish it just enough not to take away its authenticity. Next, we present to them the achievements of extraordinary minds and together we celebrate the fruits of genius from those who lived before us and live around us. Finally we gently suggest how to recognize the presence of a Muse, how to hear her gentle sweet calling full of inspiration and answers to our burning questions.

You may judge if they succeeded, you may decide whether our students recognized the *Muse* whisper. We believe they did and it makes us proud.

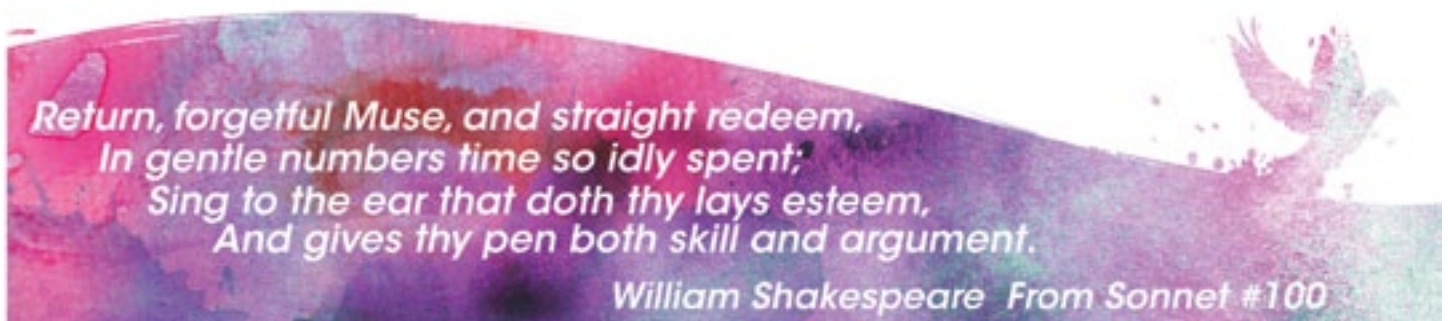


If our world had more people willing to listen to inspirational whispers or willing to raise a voice at the right time, our beautiful life would have even more colors and attractive shapes.

Enjoy the artistic expressions harvested within the Platt world.

May the *Muse* bring you joy, inspiration and validation of your own sensitivities.

- Marketa Hancova



Special thanks to: Ed Boretz / Jim Doody / Terry Warner / Malon Meredith / Steve Schultz / Demian Dunkley / Fred Winton / Dave Bittorf / Melissa Cabral / Stefanie Schneider / Ed Kane / Lynda Felder / Alexis Campanis / Otto Lai / Tiziana d'Agostino / Leslie Cory / Brad Maxey / Kim Olsen

MUSE 2010

INSIDE

Design by Geoff Canady

for more creativity and inspiration go to platt.edu or myplatt.com

4 GRAPHIC DESIGN +

An exploration of, and training in, the principles and processes of design, brainstorming and theme development.

10 VECTOR ILLUSTRATION +

A collection of object-oriented drawing concepts and practices designed with Adobe Illustrator.

14 DIGITAL PUBLISHING +

Advanced techniques in image composition and optimizing illustrations and photographs for the print medium.

20 WEB DEVELOPMENT +

Fundamentals of web page design using HTML, CSS, Javascript and Flash scripting and PHP programming.

24 3D ANIMATION +

Modeling, animation, lighting, texture mapping and rendering for 3D environments.

28 VIDEO PRODUCTION +

A critical examination of cinematic elements and storytelling and the art of commercial video.

32 COMMUNITY +

Platt students' campus life, exhibits, and trip abroad.

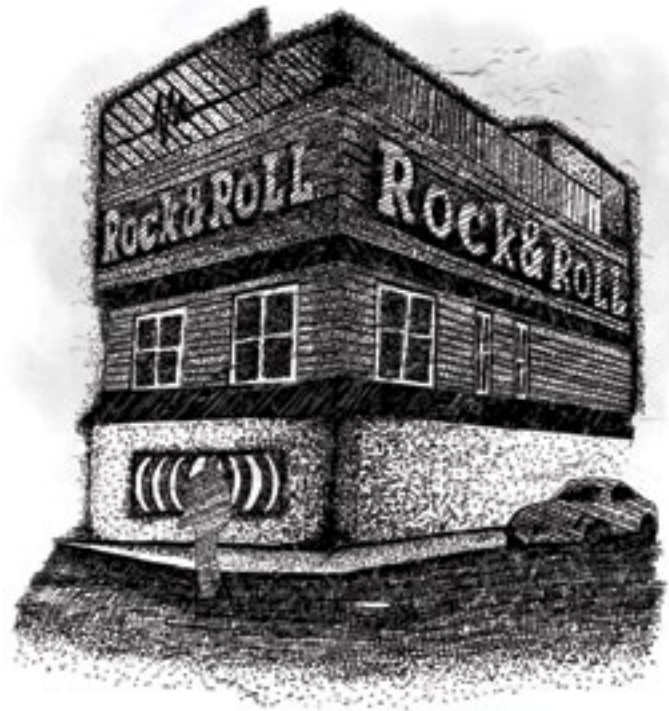


GRAPHIC DESIGN +

01

graphic design // terms 1 + 2

An exploration of, and training in, the principles and processes of design, brainstorming and theme development. Students are taught line art techniques, perspective, color theory and template use.



LINE AND TEXTURE STUDIES

01 Adrian Padilla

02 Francisco Quinones

03 Salvador Perez

02



03





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08



LOGO DESIGN

04 Aleks Justesen

05 Ryan Delaney

06 Krasimir Dondukov

07 Ryan Schiff

08 Patrick Pheng



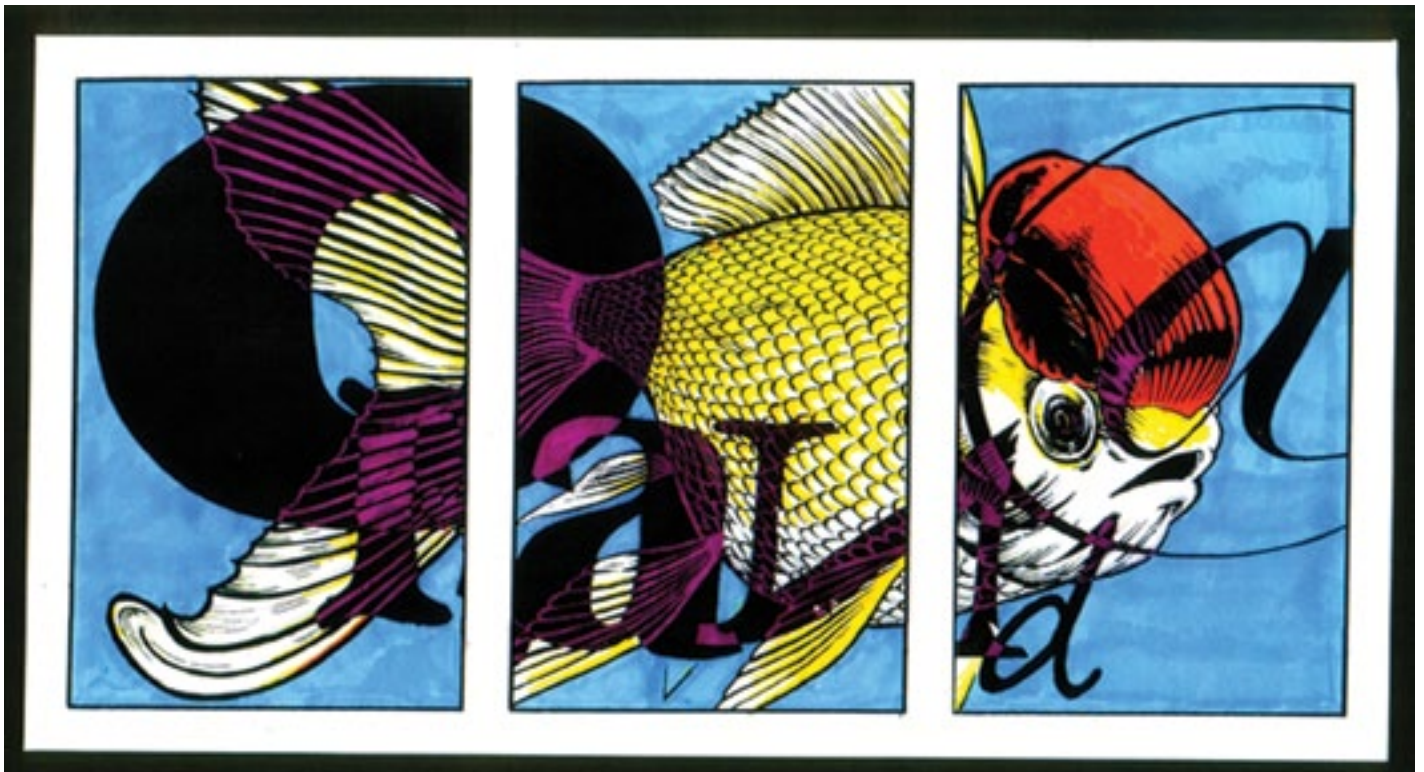
09



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12



13



TYPOGRAPHY STUDIES

09 Brandon Harris

10 Jaime Sandoval

11 James Garrovillas

12 Aleks Justesen

13 Dion Pieterse

14 Christopher Franco

14





15



15 Jeanette Ortiz
CD Packaging

16 Mike Imdieke
CD Packaging

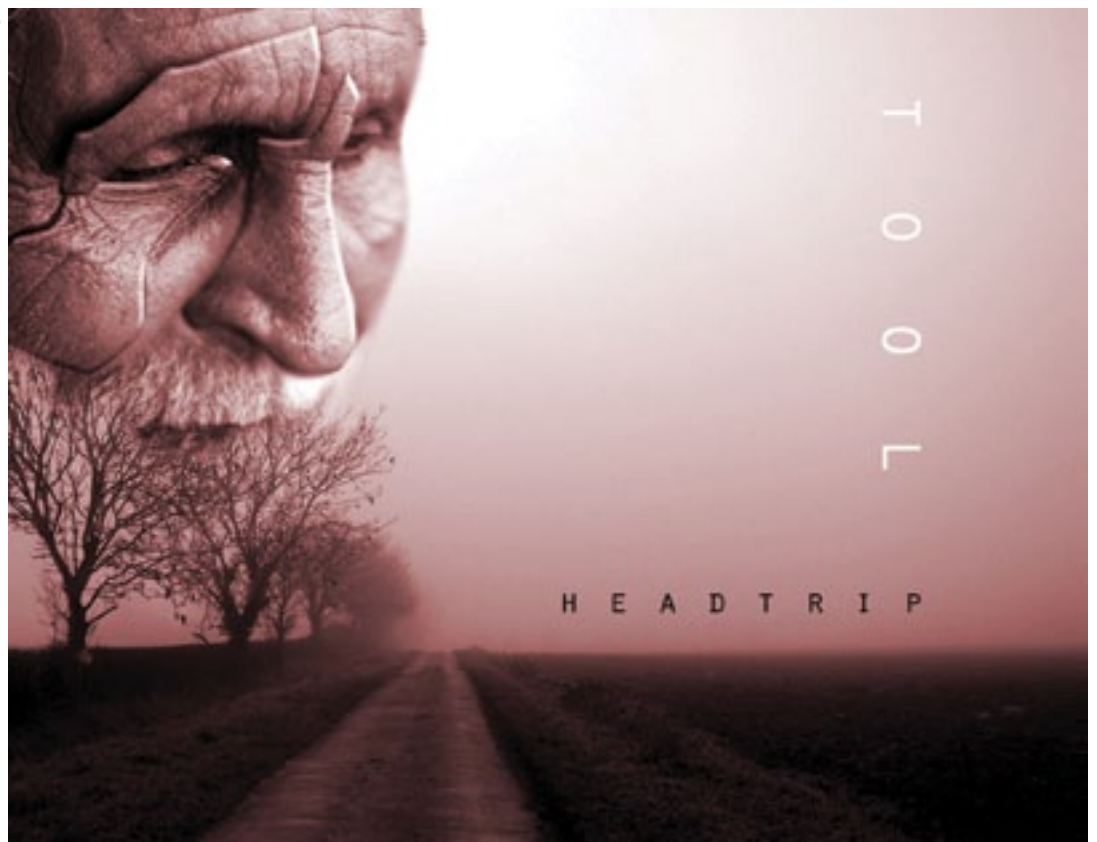
17 Oscar Fonseca
Poster Design

18 Oscar Fonseca
Poster Design

19 Alan Tran
Poster Design

20 Jonathan Kleiner
Poster Design

16





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01

VECTOR ILLUSTRATION+

graphic design // term 2

An introduction to object-oriented drawing concepts and practices, with emphasis being placed on developing formal drawing skills. Topics discussed include illustration, composition, type-setting, image transformation, and Post Script image preparation for commercial printing.

Projects include self-portraits, product labeling, and illustrated book covers.

- 01 Alana Brannon
- 02 Brian Garoutte
- 03 Jennifer Gotsch
- 04 Kayla McKay
- 05 Geoff Canady



02





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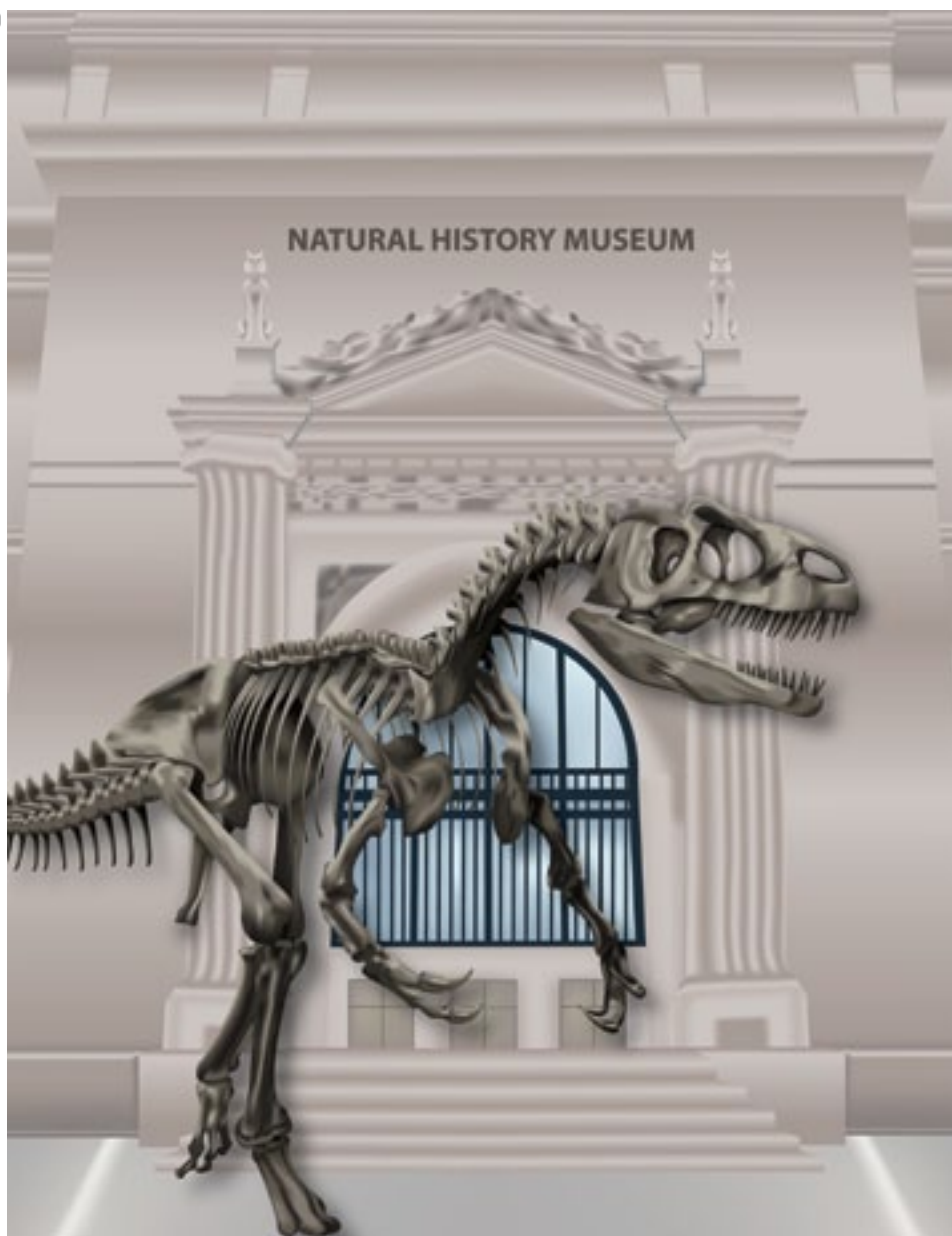


09





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- 06 Megan Butler
- 07 Albert Rivera
- 08 Kayla McKay
- 09 Erica Miller
- 10 Megan Butler
- 11 Lisa Abeles

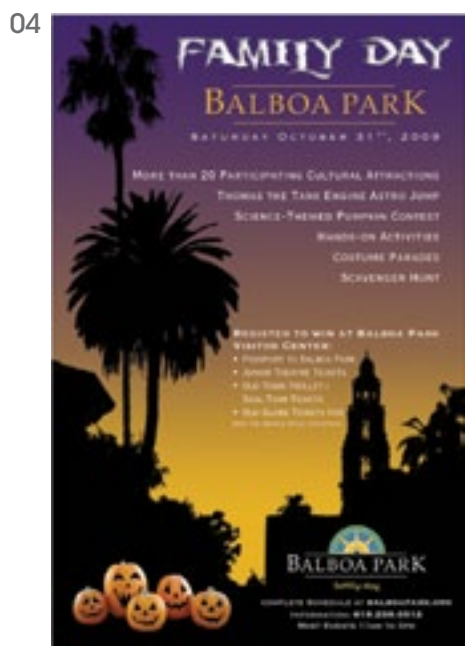
11



DIGITAL PUBLISHING +

graphic design // term 3

Students are instructed in advanced techniques in Adobe Photoshop and Illustrator, specializing in image composition and optimizing illustrations and photographs for the print medium.



- 01 Oscar Fonseca
Poster Design
- 02 William Mangham
Poster Design
- 03 Geoff Canady
Poster Design
- 04 Michael Serna
Poster Design
- 05 Jay Klein
Poster Design
- 06 Tamara Iamarino
Poster Design
- 07 Barbara Rogel
DVD Packaging
- 08 Vanessa Robbins
DVD Packaging



05



Take your gaming to the next level at BlizzCon 2010
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06



The Future is NOW!

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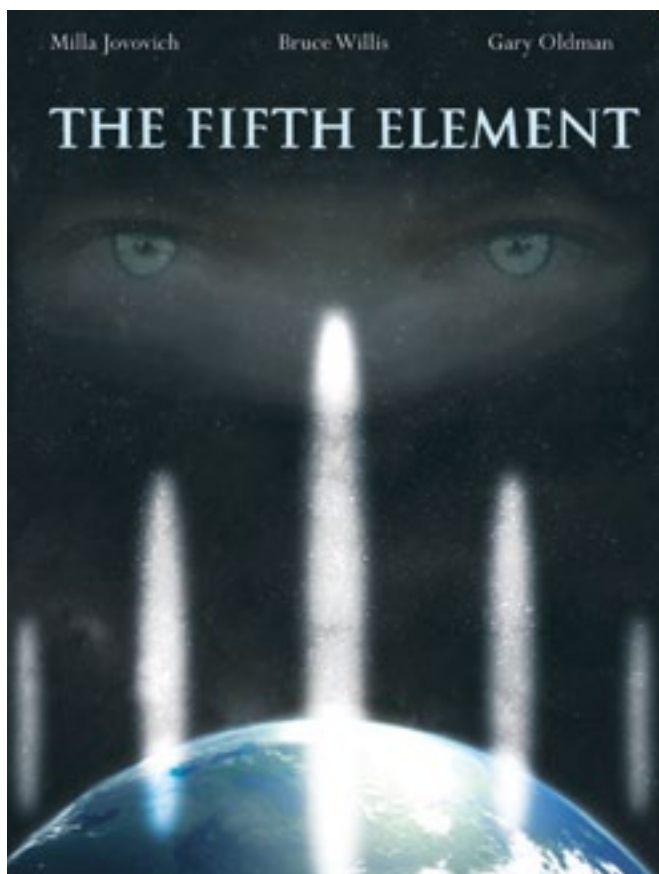
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 Photoshop World Workbook
 with detailed notes on all classes
 Seminars and World Renowned
 Guest speakers

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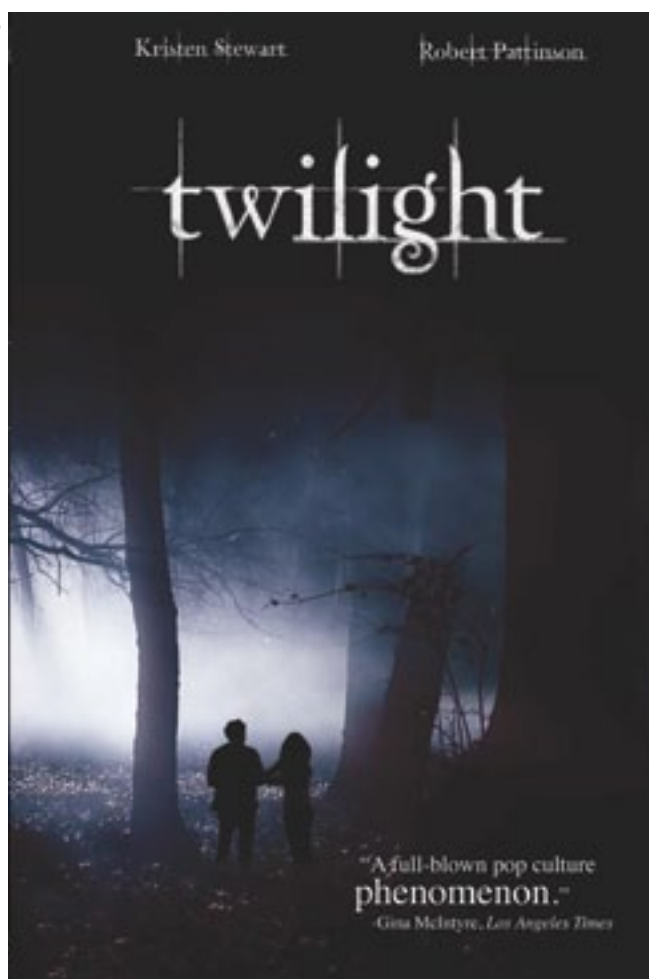
07



Milla Jovovich Bruce Willis Gary Oldman

THE FIFTH ELEMENT

08



Kristen Stewart Robert Pattinson

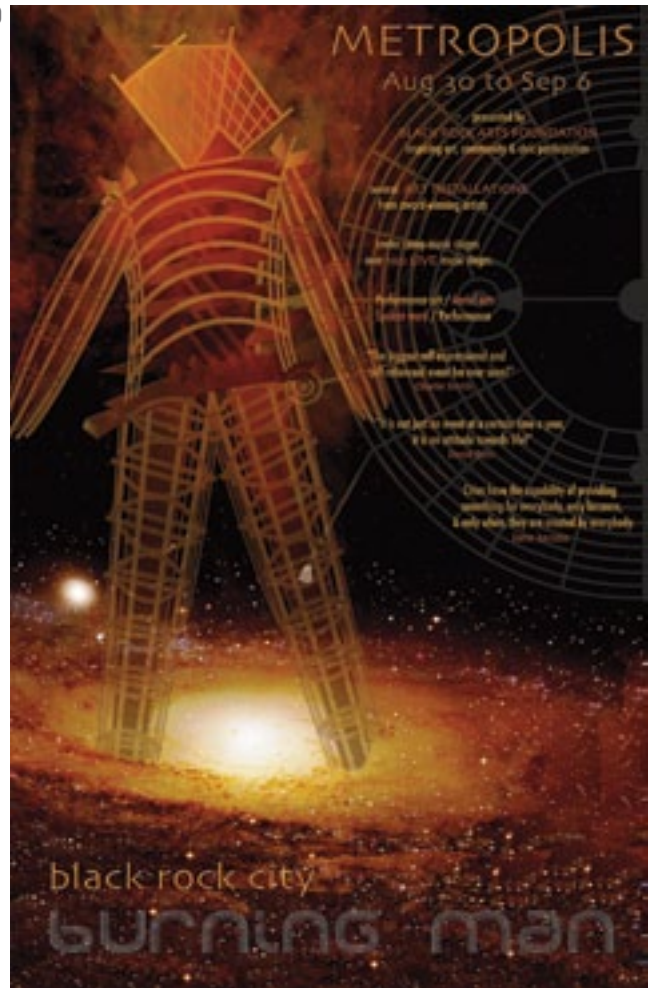
twilight

"A full-blown pop culture phenomenon."
 Gina McIntyre, *Los Angeles Times*

09



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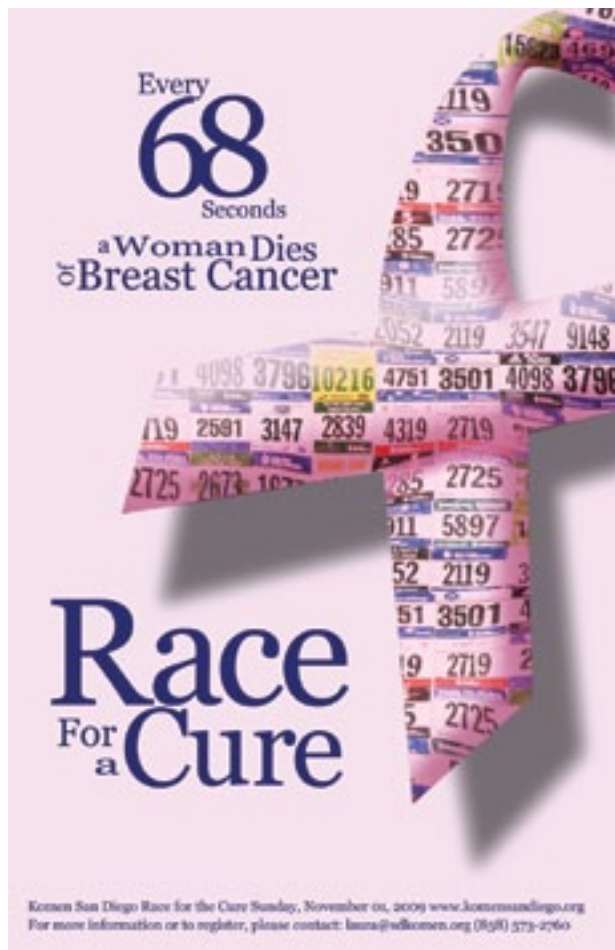
- 09 Oscar Fonseca
Poster Design
- 10 Isabel Gyenes
Poster Design
- 11 Erica Miller
DVD Packaging
- 12 Scott Coburn
Poster Design
- 13 William Mangham
Poster Design
- 14 Jannica Pascua
Poster Design
- 15 Alexander Eastman
Poster Design



12



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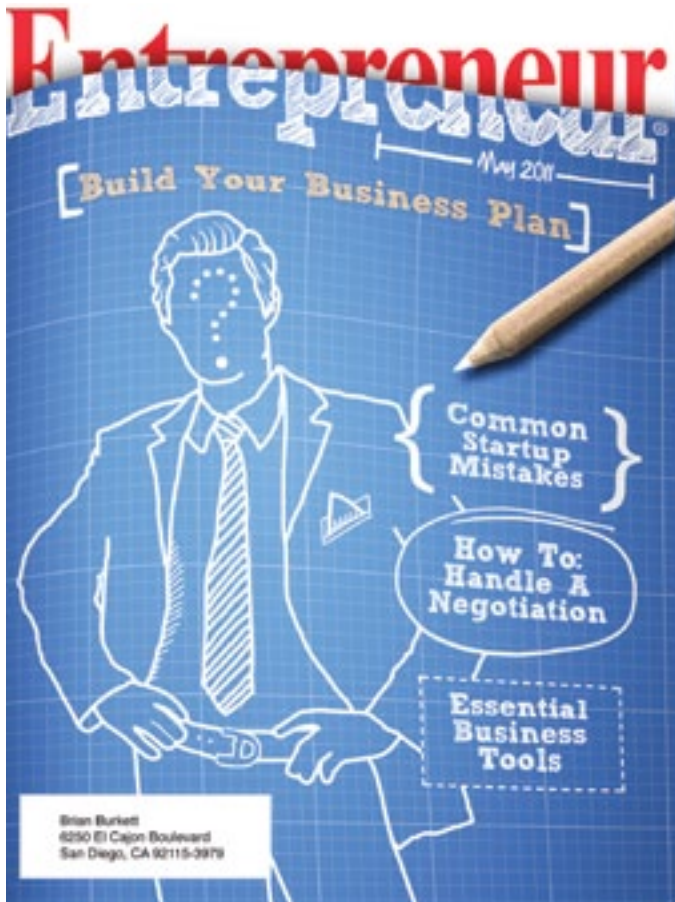


Table of Contents

	10	Common Startup Mistakes <small>43 entrepreneurs share the biggest mistakes they made to avoid common avoidable mistakes.</small>
	16	How To Handle A Negotiation <small>A professional negotiator's guide to how to negotiate on your own terms and win every time.</small>
	21	Essential Business Tools <small>The 10 best tools for your business that will save you time and money and make your life easier.</small>

Building A Brand on a Budget

Perhaps no tool is more effective at putting a business name on a firm than social media—but to that it has competitors, sites in addition to MySpace and Facebook and Twitter. 30 Level Working recommends that small businesses leverage their own blogs as a means to pass along content that demonstrates the company's knowledge and expertise, with an emphasis on local information that directly affects customers. For example, an accountant might post about changes in city or state taxes that are likely to affect his clients, positively or negatively.

"Make sure you're regularly adding fresh content," Whiting advises. "Not only are you providing value, you're also adding pages to your website—there's more reason for search engines to index, and more opportunities for customers to find you."

Continued on Page 33

Featured Article

Build Your Business Plan

Do you want to start your own company? You need plan out everything you can in your business plan. The biggest thing early companies neglect is the business plan. CEO's think they can just wing it. When you don't know where you are going, how can you get there? We've interviewed top CEO's and presidents and gathered together their tips and compiled a list for you. Let's start building!

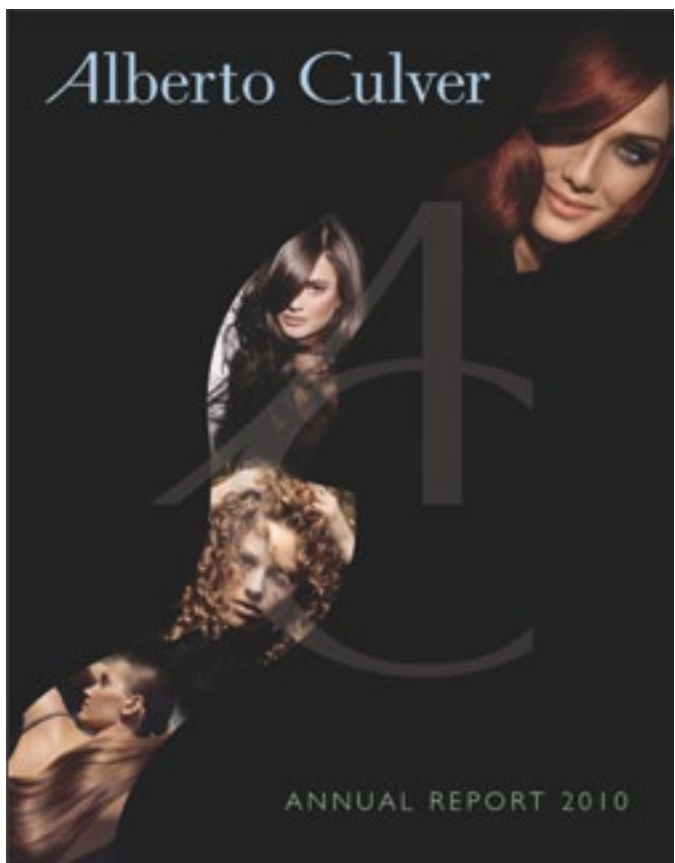
Continued on Page 49

17





18



16 Brian Burkett Magazine Layout
17 Sarah Conley Magazine Layout



18 Tamara Iamarino Annual Report
19 Isabel Gyenes Annual Report

19



WEB DEVELOPMENT +

web design // terms 5 + 6

Students learn the fundamentals of web page design, using HTML, CSS, Javascript, Flash and PHP programming. An exploration of various theories behind interactivity and usability help students to create a memorable web experience.

Michael Serna
Personal portfolio site.
www.sernadesigns.com



Geoff Canady
Personal portfolio site.
www.geoffcanady.com





Michael Serna

Mock site for a locally themed bicycle retail/repair shop.
www.sernadesigns.com



Nishan Ounjian

Project for an exclusive golf resort and tennis club.
www.nishanounjian.com



Geoff Canady

Mock site for a locally themed bicycle retail/repair shop.
www.geoffcanady.com

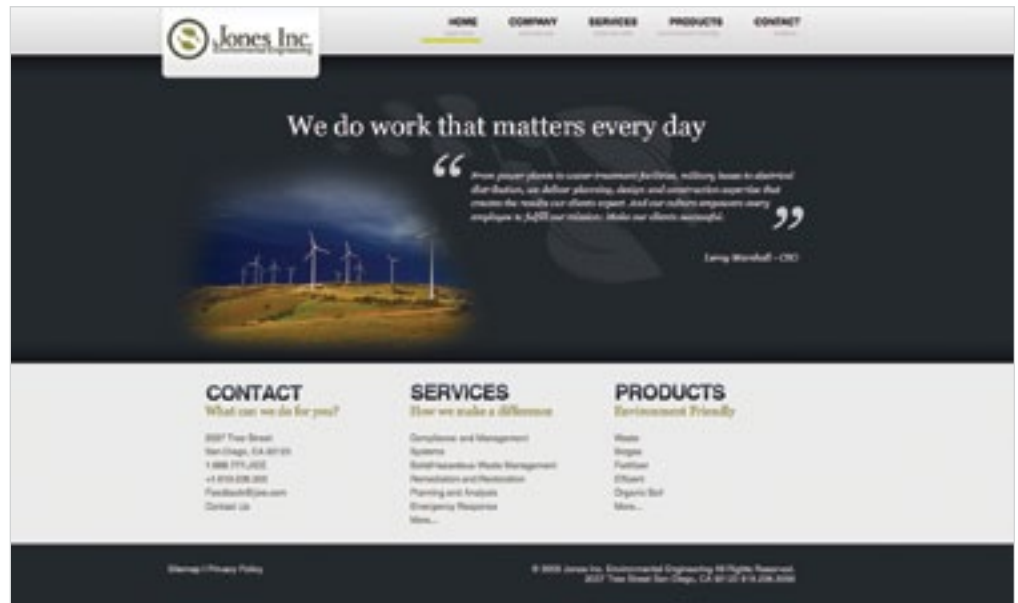
Leyla Manavi

Mock site for a private event planning service.
www.leylamanavi.com



Raymond Lopez

Corporate site for an environmental engineering agency.
www.pixoliacreative.com



Casey Ochinang

Mock site for a local tavern.
www.caseyochinang.com





Marco Delgadillo

Corporate site for a luxury spa resort.
www.mad-production.com



Dana Brown

Mock site for a private event planning service.
www.danadesignonline.com



Jarred Badillo

Mock site for custom motor sports service and repair.
www.jarredbadillo.com

3D ANIMATION +

3d animation // terms 4, 5 + 6

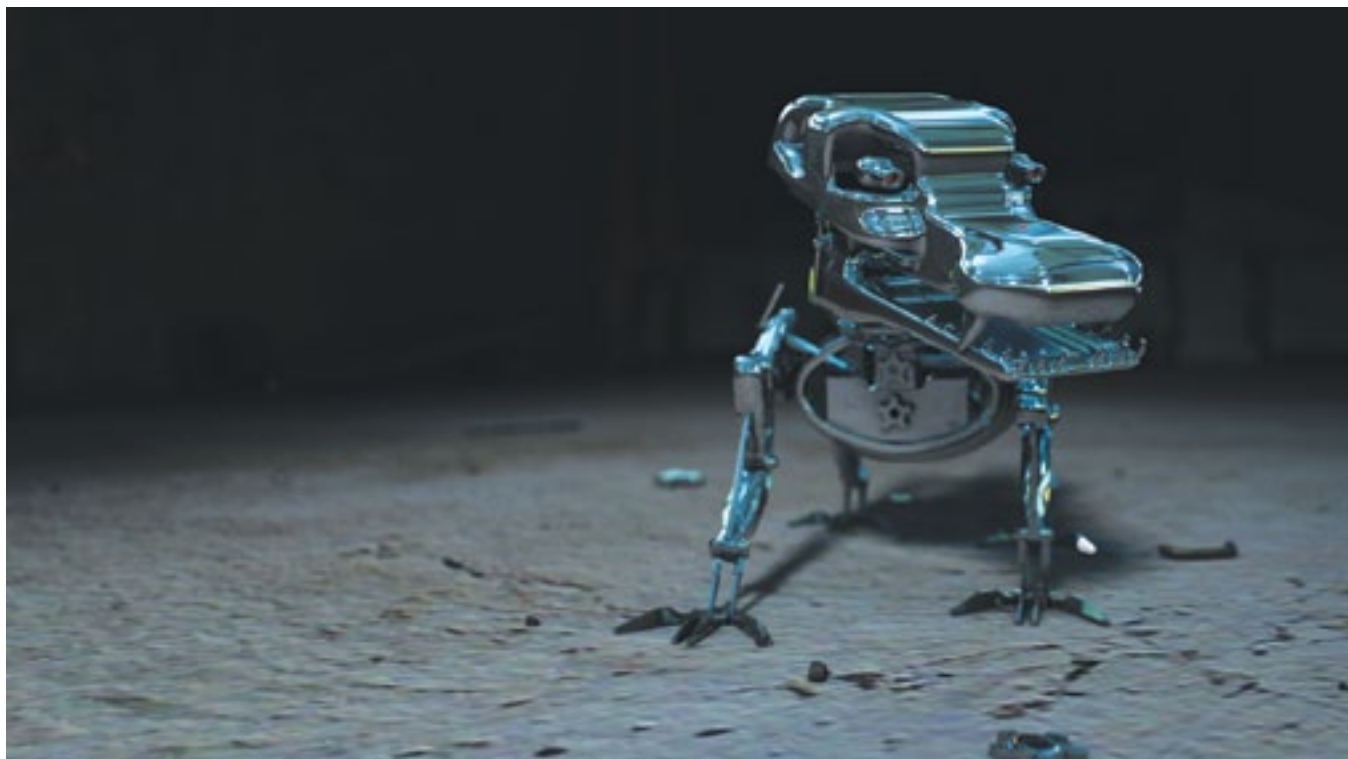
Modeling, animation, lighting, texture mapping and rendering are introduced in a production setting to give students a better understanding of the different disciplines that collectively make up computer graphics production.



- 01 Lee Anthony Chappell
Character Design
- 02 Dave Bittorf
Lighting and Rendering
- 03 Michael Gankiewicz
Character Design
- 04 Teocali Chairez
Character Design
- 05 Dylan Sanchez
Lighting and Rendering
- 06 Dave Bittorf
Lighting and Rendering



05



06



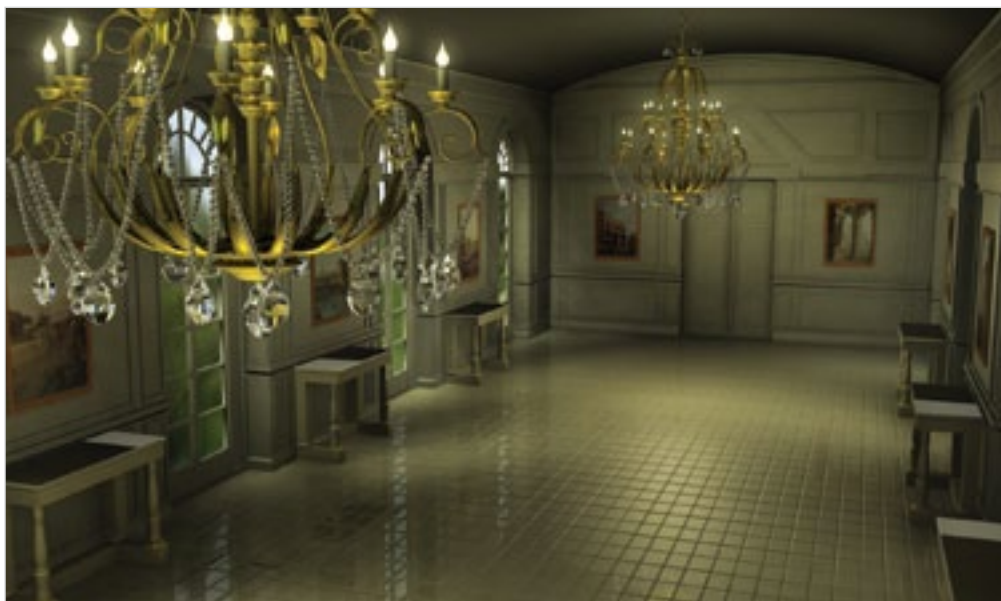


Amber Bouley
Character modeling
with Pixologic ZBrush.



Wesley Schultz
Character modeling
with Pixologic ZBrush.





Teocali Chairez

Advanced lighting and rendering with Maya/Mental Ray.



Patricia Garvin

Advanced lighting and rendering with Maya/Mental Ray.



Wesley Schultz

Advanced lighting and rendering with Maya/Mental Ray.





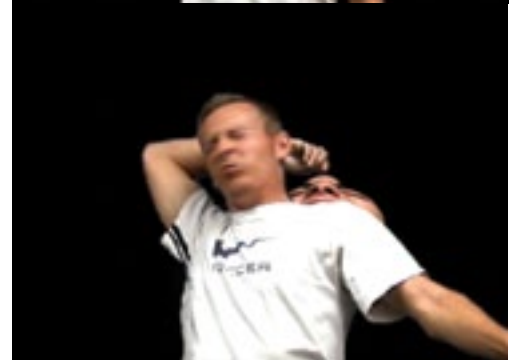
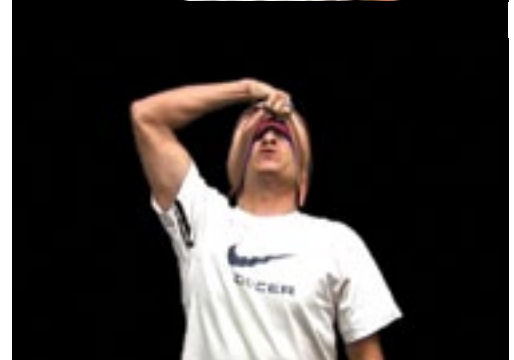
VIDEO PRODUCTION +

digital video production // terms 5 + 6

Advanced video production teaches students how to critically examine the many elements of cinema and storytelling and how to render and apply material to commercial video.

Shannon O'Conner

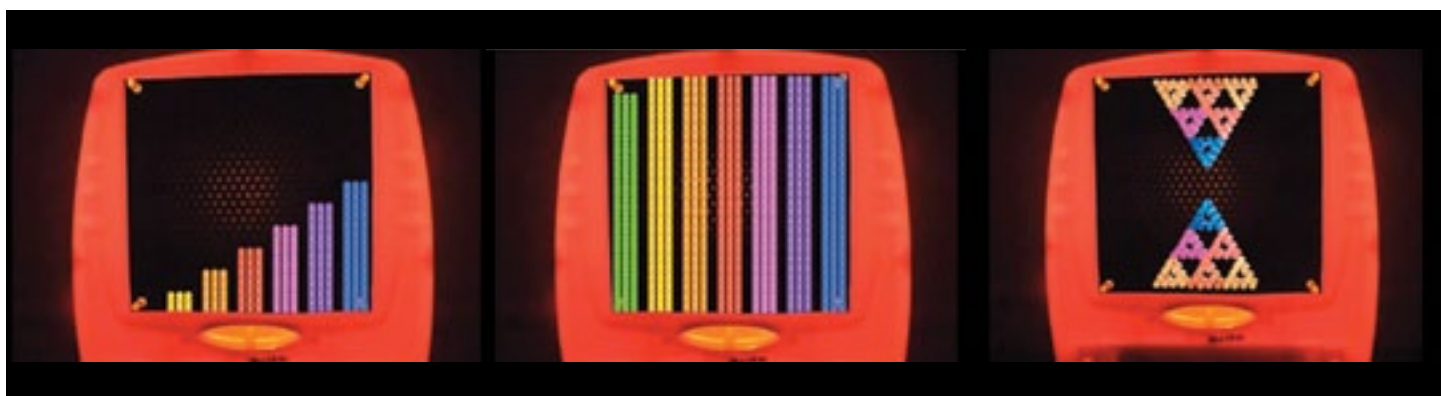
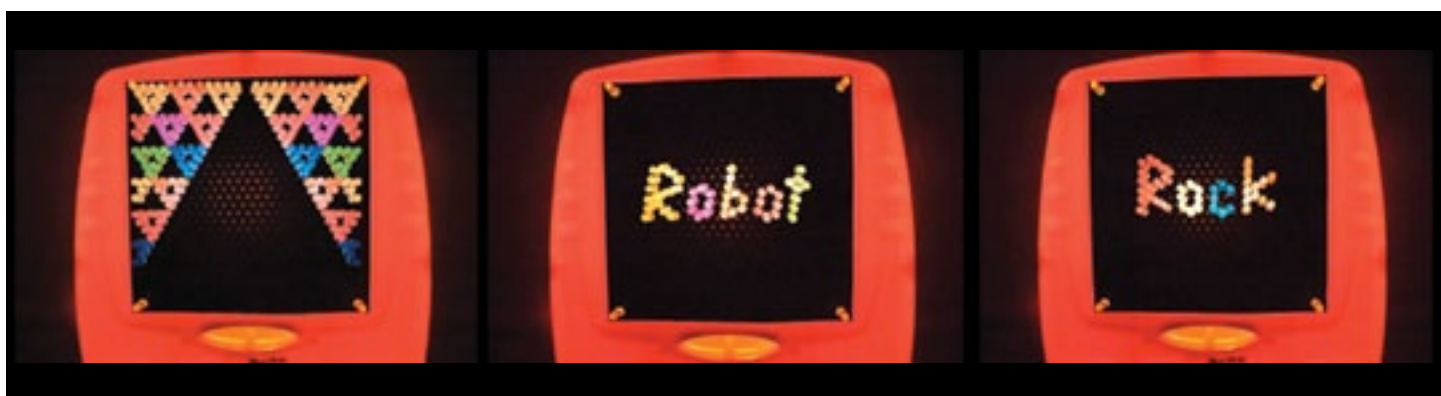
Joshua Deason & Donovan Vaught





Angela Harris

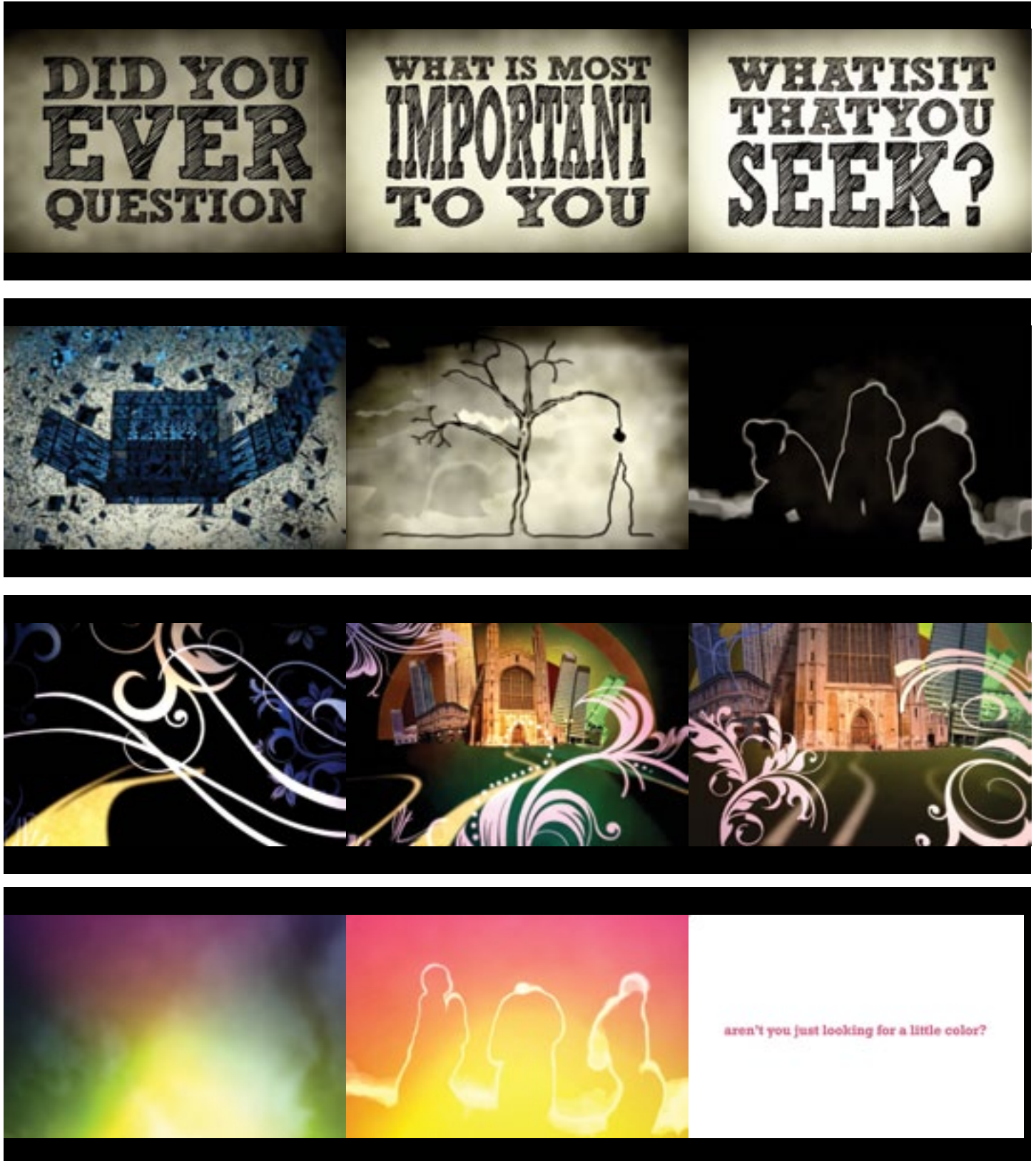
Stop-motion animation project for Intro to Digital Video Production.





Demian Dunkley

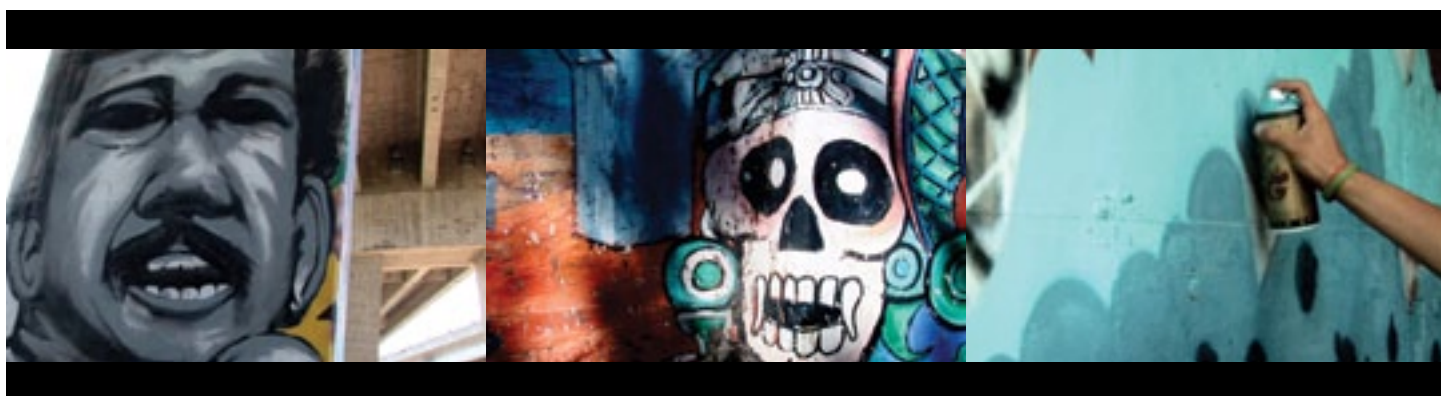
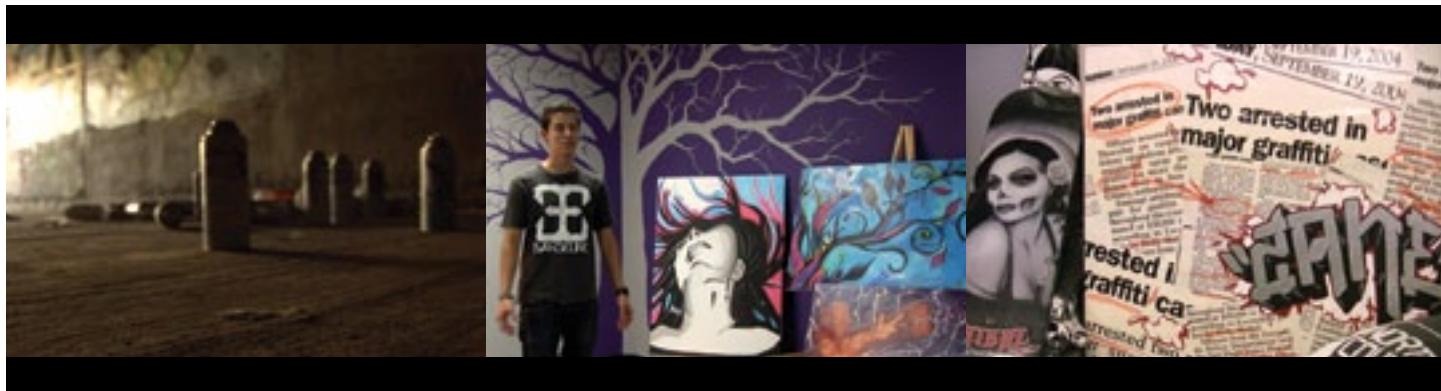
Exercise in motion effects with Adobe After Effects.





Grace Lazaga

Documentary presenting graffiti as an art form and means of communication.



COMMUNITY +

student exhibitions

The following pages illustrate the efforts of Platt College to share the talent of its students with professional and cultural communities. From relief efforts, to visits to museums and performances, to annual trips abroad—we offer our students opportunities to grow as professionals, artists, and citizens.

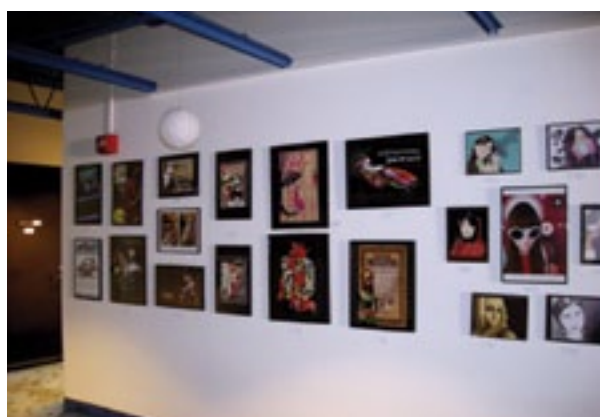
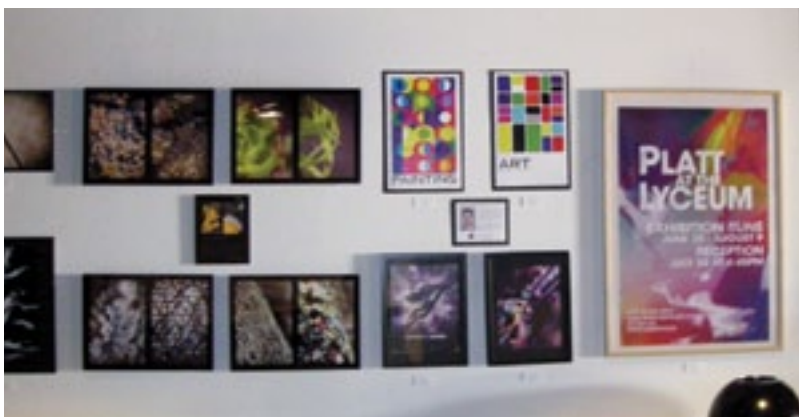
Liberty Station Exhibit May, 2010





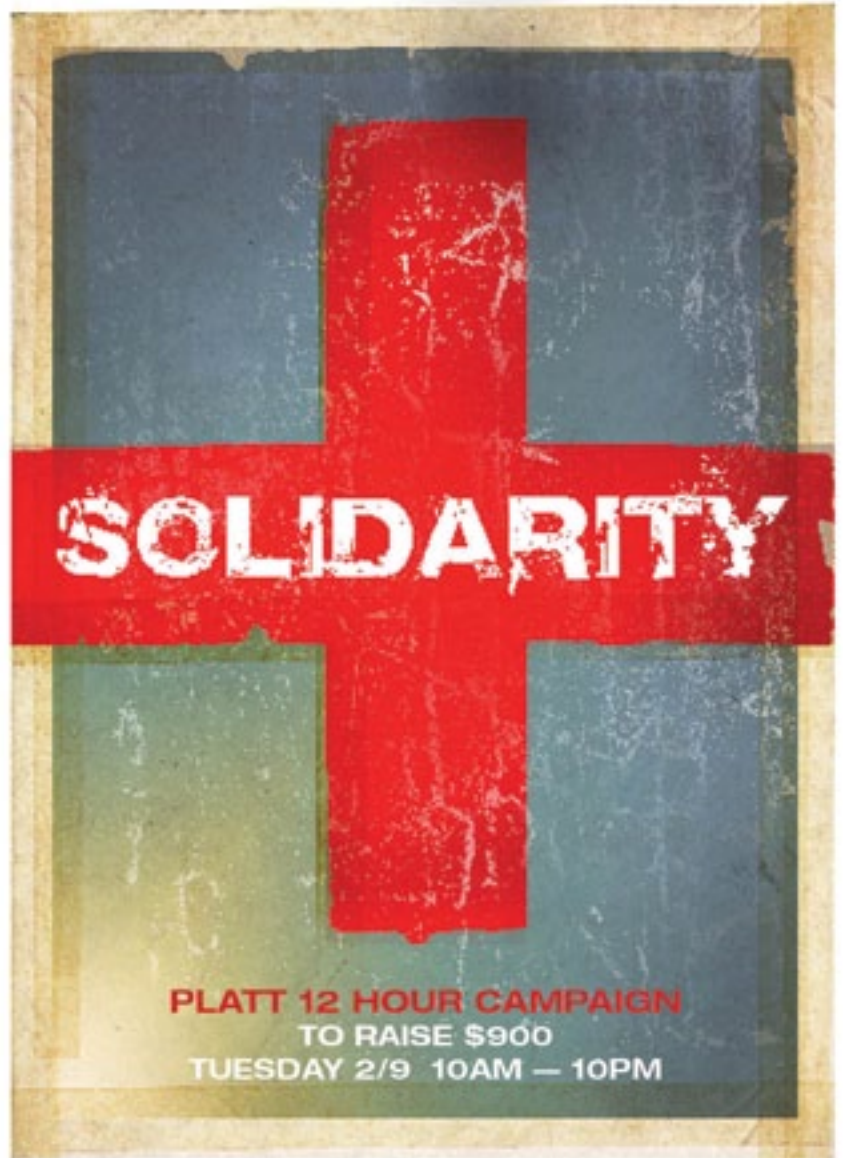
San Diego Repertory Theater Summer 2010

For the last twelve years, Platt College has attended San Diego Repertory Theater performances. It has been six years since our college began selecting various students to design visuals for the theatre. This is significant, for we share a similar mission: embrace diversity, seek inspiration daily, and become an aware and sophisticated citizen.



Relief for Haiti

In February of 2010 Platt students helped to raise \$2000 for earthquake victims in Haiti. Our donation went to the Artists for Peace and Justice organization that helps build schools for Haitian children.





Tour Abroad to Japan October, 2009

In the last four years Platt College has sent almost one hundred students to study abroad . Students have visited Italy, Spain, Japan and Greece to gain an understanding of diverse cultures, customs, art, and to have the pleasure to admire the achievements of the minds that have enriched our lives.

All of our students returned transformed by their experiences. They gained a new perspective of life and became world travelers in their spirit and desire!





PLATT COLLEGE
— SAN DIEGO —

For more information please go to
www.platt.edu
www.myplatt.com