

OPPORTUNITIES

The Newsletter of the Design Communication Association



Editor's Note: Thomas M. Lesko

edition of "Opportunities." Our 2009 DCA conference at the Southern Polytechnic State University just outside of Atlanta last Spring was a resounding success! Please see the write-up and pictures from the conference below, if you were there you will recognize the scenes, if you were not, well, why not make it to this year's conference in Montana?

At the Southern Polytechnic State conference, practitioners and educators were invited to present their work in the area of design communication. In the tradition of DCA, the gathering was informal but rigorous.

Additionally, we were treated to a tour of Atlanta, the High Museum with it's new Renzo Piano addition and a tour of the corporate office of HOK architects. HOK claims to be the "largest architectural firm in the world." From the look of their Atlanta office, I believe it! My favorite scene there was one of an employee at HOK using yellow trace on top of his computer screen, I have showed that to many of my students!

CROSSNANO



ROADSSOND

2010 Biannual Conference of the Design Communication Association to be held at the Montana State University, Bozeman, Montana from September 8 - 11 2010.

The theme this year is Crossover/Crossroads in the spirit of mixing it up - how interaction and inter-change of media/ideas/personalities can challenge and change us all for the better.

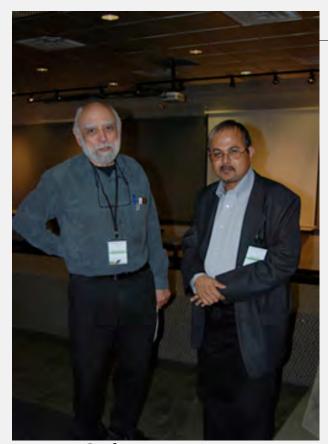
As many of you know, Montana State University hosted our 2005 conference, which was held at Montana State University in Bozeman, Montana and Chico Hot Springs Resort and Conference Center. If you were there, you know what a great conference it was and what a great venue that conference center is. Please join us this fall, see details on the web site and in the next newsletter, coming this Spring.

http://www.designcommunicationassociation.org http://www.designcommunicationassociation.org http://www.designcommunicationassociation.org http://www.designcommunicationassociation.org http://www.designcommunicationassociation.org

Tom

2009 DCA Conference at Southern Polytechnic State University in Atlanta from Saleh Uddin and Howard Itzkowitz





Conference co-chairs Howard Itzkowitz and Saleh Uddin





The Architecture Building at Southern Polytechnic State University

The Architecture building, above, was the venue for the conference. Indeed, the students and faculty are deservedly proud of their school and facilities. Many of us went away saying how we wish our school had some of the amenities that we saw at SPSU! (ed.)

Conference organizers from left: Saleh Uddin, Howard Itzkowitz, Mine Hashas and Robert Tango







Architecture students at Registration desk

Display of books by DCA authors

Paper presentation session

At the business meeting, acknowledging the most wide-ranging international participation of any DCA Conference (North and Latin America, South Asia, Taiwan, the Philippines, and Europe) the membership agreed to add the position of <u>International Director</u>.



A toast by conference participants from France Sandra Marques and Jean-Pierre Goulette



After lunch discussions by Jack Breen of Netherlands, Peter Szalapaj of England, and Howard Itzkowitz of US.

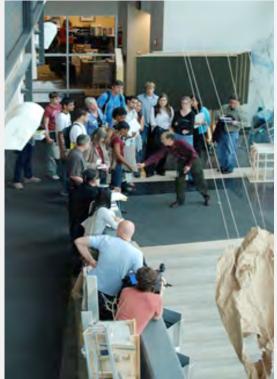


The scene during the conference lunch



Participants Henry Sorenson of Montana State, Michel Mounayar of Ball State, Frank Ching of U of Washington, Harry Eggink of Ball State, Tom Lesko of Wentworth institute, Steve Juroszek of Montana State, and Chris Welty of Southern Poly posing to the camera. (L to R)

As a prelude to the conference, Frank Ching, Tim White, Steve Oles, Henry Sorenson and Michael Doyle ran an afternoon of well-attended workshops for students and faculty.



Hands-on 'Freehand Sketch' workshop by Frank Ching





Henry Sorenson's workshop on 'Color Drawing'



'Google Sketchup for Design<mark>er</mark>s' workshop by Steve Oles



Michael Doyle's Workshop on Hand Drawing



Perspective workshop by Tim White

In keeping with the theme of "Consilience: Connect-Include-Discipline-Media" upwards of 56 papers were presented on a wide-variety of subjects from computer applications to hand drawing.

The field trips to the Piano/Meier High Museum and the offices of HOK to see the presentation of their prize-winning entry in the Civil and Human Rights Museum Competition were part of the scheduled events of the conference.





Bus trip to the High Museum and Atlanta office of HOK Architects



Richard Meier's original High Museum



Renzo Piano's High Museum Extension "A Village for the Arts"



Keynote speakers were Lars Spuybroek and Anth'ony Ames. A notable Atlanta architect, Ames gave us a preview of a show of his buildings and paintings that is about to open at the High Museum, while Spuybroek, Principal of NOX Architects, Netherlands and professor at Georgia Tech, explained his design theories with illustrations from his most recent books.



Keynote lecture by Lars Spuybroek of NOX Architects, Netherlands



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Keynote lecture by Anthony Ames, Architect



1. Concluding banquet address by Saleh Uddin and Howard Itzkowitz. 2. Door prize award presentation by SPSU Vice-President of Academic Affairs Dr. Zvi. 3. After conference informal music session by Henry Sorenson of Montana State and Bronne Dytoc of Southern Poly.



See you all in Montana! Tom L.