Media alert

Communication design majors set for ‘action’

Event: Film Wisconsin legislators’ project
Date: Tuesday, Oct. 3, 2:30 – 4:15 p.m.
Place: MIAD, 273 E. Erie St., Third Ward
For more Vivian M. Rothschild, Communications Director; 414-847-3239, cell, 414-507-7364; vrothsch@miad.edu

Design majors to challenge legislators to move Film Wisconsin incentives to 2007

25 communication design majors in MIAD’s Information Graphics class are creating compelling visual collaterals to demonstrate to Wisconsin legislators the fiscal sense of tax incentives for the film industry. The Film Wisconsin incentives currently are to be implemented in January 2008, but the students hope to help convince legislators to advance their implementation to 2007.

Sen. Alberta Darling, co-sponsor of Senate Bill 563, will discuss the effectiveness of the students’ proposed concepts, designs and approaches for Wisconsin legislators on Tuesday, Oct. 3, 2:30 – 4:15 p.m. at MIAD, 273 E. Erie St. in Milwaukee’s Third Ward.

To meet the course challenge, the juniors, under the tutelage of Professor Anne Ghory-Goodman, Part-time faculty member Amy Decker and Dave Fantle of VISIT Wisconsin:

• Researched the experiences of other states that have implemented incentives
• Contacted legislators who opposed the initiative to gain insight into their objections
• Will demonstrate the need to support a state film office.

They are also working on a press kit to promote Wisconsin to filmmakers and visually mapping the Wisconsin resources most attractive to directors.

The two-section classroom project reflects MIAD’s passion for the public service benefit of fostering a creative economy in Wisconsin, especially since:

• A creative economy fosters jobs and income and disseminates a positive state image.
• 80% of MIAD graduates remain and work in the state, contributing a vital brain gain to Wisconsin.
• MIAD’s Time-Based Media major, established in fall 2005, will fill a fast growing and critical niche in our economy – providing the professionals needed in animation, video and interactive digital media.
• MIAD is committed to educating its graduates to enter society with a sense of social responsibility and the ability to transform our world civically, economically and artistically.

MIAD is Wisconsin’s only college devoted exclusively to the education of artists and designers. Founded in 1974, it is accredited to award the bachelor of fine arts degree in 11 majors. With 80 percent of its 1,800 graduates living and working in Wisconsin, the college contributes a “brain gain” to the state that shapes its creative and economic future.