



Anthony Faiola, MFA, PhD
Associate Director, Human-Computer Interaction Graduate
Program

535 W. Michigan Street IT Building, Room 485
Indianapolis, IN 46202-3216 Indiana University - School of
Informatics (IUPUI)
Date: November 28, 2006

Dr. Faiola,

I have reviewed the proposed curriculum documents for the Media Arts & Science certificate program and want to give my support. With 10 years of interactive design and animation experience, I have watched the new media industry grow from “new” to “now”. The Basement Design + Motion provides interface design, motion graphics and animation services to local and national advertising agencies. The media industry is in the middle of the most significant transition it's seen in the past 50 years. As advertising becomes more interactive, the blend between information design and engaging content has become critically important. The School of Informatics has properly aligning themselves to support the industry and these changes. With continued support from industry and local universities, we can build sustainable, media companies in Indiana.

Sincerely,

Brian M Phillips
Art Director
The Basement Design + Motion