

INTERNATIONAL FACULTY HIGHLIGHTS

College of Arts and Architecture faculty members are involved in international activities around the globe. Here are a few recent highlights:

Two posters by **Fang Chen**, associate professor of integrative arts, were named winners in Good 50x70, an international poster competition that aims to advance social communication on the issues of AIDS, environmental damage, human rights violations, underdevelopment and war. The 2007



competition received 1,659 entries. Both of Chen's posters, "Make food, not war" and "Stop AIDS," were exhibited at the prestigious La Triennale gallery in Milan, Italy, June 19–24, 2007.

Langston J. Fitzgerald III, professor of trumpet, performed Haydn's Trumpet Concerto in E-Flat Major in three concerts with two different Parisian orchestras as part of the Baltimore Choral Arts Society's July 2007 tour of France. He was the featured trumpet soloist with the Academie Saint Louis en l'Île orchestra in a concert at Eglise Saint Louis en l'Île, as part of the Festival de Musique en l'Île. The balance of the program featured the Choral Arts Society performing Mozart's *Requiem*. Fitzgerald is principal trumpet and orchestra contractor with the Baltimore Choral Arts Society. The chorus's tour of France, its first international tour since 1987, included a total of three concerts in Paris, Angers and Aix-en Provence.

Chika Okeke-Agulu, assistant professor of art history, has been invited by the office of President Horst Köhler of Germany to co-organize an exhibition, *Contemporary German and African Art*, at the Nationalgalerie Hamburger Bahnhof Museum in Berlin for summer 2009 (the Nationalgalerie is comparable to the U.S. Smithsonian Institute). He will curate the exhibition with Dr. Britta Schmitz, senior curator at the Hamburger Bahnhof, which is one of the premier venues for contemporary art in Germany and Europe. The exhibition is part of a major "African initiative" sponsored by the German presidency and will showcase major German/European and African contemporary artists. Okeke-Agulu is on leave from Penn State during 2007–08 and is serving as the Robert Sterling Clark Visiting Professor of Art History at Williams College during the fall semester and as a Clark Fellow at the Clark Art Institute during the spring semester.

COLLEGE OF ARTS AND ARCHITECTURE ALUMNI AWARD WINNER

MCINTYRE'S GRAPHIC DESIGNS STAR ON BIG AND SMALL SCREENS

Unlike many people who move to Southern California, Pennsylvania native **Michael McIntyre** ('90 B.A. Art) did not have dreams of a career in the entertainment industry. But after some mediocre jobs, he snagged a position as a graphic designer for the movie trailer company Cimarron, Bacon and O'Brien (CBO), and realized he had found his niche. Today McIntyre is founder and president of mOcean, a leading entertainment marketing agency with clients across the United States and abroad.

McIntyre was among the first to do desktop animation for movie marketing, although he started out in print work at CBO. "When I started, I did not have an animation skill set, but I had learned the principles of time and sequence while at Penn State," he explains, noting entry-level designers today need to have stronger computer skills to obtain jobs in animation.

While at Penn State, McIntyre also learned how to survive all-nighters, ruthless critiques and an intense working environment. "When you graduate from Penn State's Graphic Design program, you feel like there's nothing you can't do. If you survive that boot camp experience, everything else seems easier."

McIntyre admits he knew nothing about graphic design, let alone the rigors of Penn State's program, until he took an introduction to design course. "I realized it was the first course at Penn State I really enjoyed and was good at. It gave me some insight into what the Graphic Design program was like; it was like a window into a 'secret sect.'"

McIntyre thrived as part of that "secret sect," and says he never became discouraged despite the challenging curriculum. He credits the Graphic Design program with teaching him not only how to design, but also how to succeed as a business owner. "What I learned at Penn State translated into me being able to build a company," he explains.



MICHAEL MCINTYRE

McIntyre started mOcean in 2000 after stints at CBO and entertainment advertising agency Craig Murray Productions (CMP). At CMP, he was the creative director in the motion graphics area. But when he felt like he had "hit a ceiling," he decided to launch his own company. "I wanted to take what I had learned and do it my way," he says.

Doing it his way required him to come up with a name for his agency. While "mOcean" seems fitting for a company that does motion graphics and is located near the beach, McIntyre says the name was the result of a "serendipitous" turn of events. As a collector of unique items, one day he was browsing a yard sale and found an old saw blade that was engraved with "M. Ocean." He already had secured a location in Venice Beach, so naming the company "mOcean" just made sense. He continued the saw connection by using a round blade as the agency's logo.

mOcean was one of the first agencies in a new wave of entertainment marketing firms that popped up after the cost of producing trailers and movie marketing in general came down in the 1990s, leading film companies to become more demanding. McIntyre says his company is now doing more than he had ever envisioned, including commercials, network branding and print graphics, in addition to promotions for movies and television.

Although mOcean has experienced significant growth in the past seven years, McIntyre still remains involved in every job on some level. He says 50 percent of his work is serving as chief creative director. "I like the creative process too much not to be involved," he says.

Among other projects, the company recently produced trailers for the films *Ocean's 13* and *August Rush*, television promotions for the films *Resident Evil 3* and *War*, launch campaigns for FX Network's *Damages* and *Nip/Tuck*, and the network launch (both broadcast and print) for *L.A. INK* on TLC. Other clients have included ABC Sports, AOL/Time Warner, Disney Studios, DreamWorks, the Food Network, Paramount Television and Paramount Pictures, and Showtime, to name a few.

McIntyre says there are now about 55 companies, mainly in Los Angeles, that specialize in entertainment marketing. "mOcean is known for coming up with creative ways to get a message out there," he says, noting the agency excels at combining graphics with sound and vision. mOcean received the Golden Trailer Award for Best Comedy Trailer in both 2005 (*Napoleon Dynamite*) and 2006 (*The Wedding Crashers*). The agency has also received dozens of PROMAX and Telly Awards for its cable TV promotions, among other honors.

Although the hours can be long and the entertainment industry is a cut-throat one, McIntyre says he couldn't imagine another career. He acknowledges that all-nighters sometimes come with the package, but is grateful that, for the most part, he has manageable hours that allow him to spend plenty of time with his wife Franchon, two young children, dog, cat, parrot and a couple of goldfish.

And at the end of the day, it's still a thrill to him to work on projects seen by so many people. "It's just amazing to think that 80 million people around the world may be watching your trailer—and, most importantly, your mom." —AMM