



With accelerating advances in technology and the advent of new delivery systems geared for worldwide entertainment, the need for quality content becomes more critical than ever. Today, the artist is in an extraordinary position to help crystallize and shape the future of new media.

This unique conference will focus on the role of the artist in the new technology. So immerse yourself in filmmaking, new media, graphic design, music and sound design, web-site design, technology, publishing—and the story.

The Kauai Institute for Communications Media
and
The American Film Institute
present

STORYTELLING FOR THE NEW MILLENNIUM

Speakers confirmed at press time include:

Harry Marks	Dana Atchley
	Michael Backes
Martin Behrens	Rebekah Behrendt
	Peter Bergman
Rick Carter	Thomas Dolby
	Barbara Kuhr
Dennis Muren	Graham Nash
	Michael Nash
John Plunkett	Todd Rundgren
	Rick Smolan
Penelope Spheeris	Lisa Wellman
	Hans Zimmer

Workshops April 22-24, 1996

KAUAI MARRIOTT RESORT AND BEACH CLUB, KAUAI, HAWAII

CO-SPONSORED BY ADOBE SYSTEMS INCORPORATED AND THE COUNTY OF KAUAI

International conference April 25-28, 1996

speakers



Harry Marks, conference chair, and senior advisor for AFI Advanced Technology Programs, has spent over 25 years in television on-air advertising and graphic design working with networks in the U.S., Europe, Hong Kong, and Australia. Pushing the boundaries of computer capabilities, he has earned nearly every award in broadcast design and promotion, including an Emmy.



Dana Atchley, San Francisco multimedia artist and digital storyteller, will present his compelling interactive road trip combining state-of-the-art digital technology with the age-old art of storytelling. He will also present a three-day intensive, hands-on workshop on telling stories in innovative and exciting ways.



Michael Backes, screenwriter, display graphics supervisor, and senior advisor for AFI Advanced Technology Programs, is one of the first "hyphenates" of the digital era. His screenwriting credits include *Rising Sun* and *Congo*, which he co-produced (both films were written with Michael Crichton). He was display graphics supervisor for *Jurassic Park* and co-founded Rocket Science Games.



Rebekah Behrendt, art director, iNSCAPE, is responsible for the visual art components of 3-D and 2-D animation, as well as illustration, interface design, graphic design, production, and staff and contract management. A partnership formed by Home Box Office, the Warner Music Group, Time Warner Interactive, Warner Interactive, and Nash New Media, iNSCAPE produces, publishes, and markets interactive CD-ROM titles.



Martin Behrens, president, Artifax Entertainment, is currently overseeing the creation and production of interactive content that will help to define the future of the medium. He was the production executive on the first interactive movie, *Mr. Payback* (released in February 1995).



Peter Bergman, co-founder, The Firesign Theatre, helped found the classic American comedy ensemble. Firesign Theatre has had 21 best-selling albums, and was Grammy nominee for the first digitally recorded comedy album, *The Three Faces of Al*. Bergman has written and appeared in a series of one-man shows, including the award-winning *Help Me Out of This Head*. He has been involved in interactive media since 1986, when he designed games for the Phillips-Sony-Warner Brothers consortium. He is currently producing a CD-ROM comedy-adventure game he created for the Lorichel Company.



Rick Carter, film production designer, is currently co-designing Steven Spielberg's *Movie Maker*, an interactive CD-ROM to be released in 1996. He was production designer for such films as *Forrest Gump*, *Jurassic Park*, *Death Becomes Her*, and *Back to the Future, Parts 2 and 3*. A fine-arts background in painting, a major in sociology from Berkeley, and extensive world travel in the '70s have provided the foundation for Carter's metaphoric work in film. His creation of evocative places for film audiences to go to is deeply rooted in his vision of storytelling and his art.



Thomas Dolby, musician, is world renowned for his pioneering music videos and pop hit, *She Blinded Me with Science*. Dolby has taken up the world of virtual-reality programming and multimedia through his company, Headspace. Currently his work as a musician and composer can be found on the album and video release of *The Gate to the Mind's Eye*, a successor to the series of full-length computer-animated videos produced by Miramar Entertainment.



Barbara Kuhr, creative director, HotWired, with her partner John Plunkett, created the look and feel of the award-winning *WIRED* magazine and the innovative *HotWired*, an electronic publication on the World Wide Web, launched in October 1994.



Dennis Muren, A.S.C., senior visual effects supervisor, Industrial Light & Magic, is the recipient of eight Academy Awards for Best Visual Effects. Muren has been closely involved in the evolution of ILM, as well as the design and development of new techniques and equipment. His credits include: *Casper*, *Jurassic Park*, *Terminator 2*, *The Abyss*, *Empire of the Sun*, *ET: The Extraterrestrial*, *The Empire Strikes Back*, *Close Encounters of the Third Kind*, and *Star Wars*.



Graham Nash, musician, continues his drive to set new standards for entertainment with LifeSize, a major autobiographical multimedia performance. Co-founder of the groups The Hollies and Crosby, Stills, and Nash, he today collaborates with Rand Wetherwax in the Nash Digital Studio, a multimedia production studio using Silicon Graphics and Macintosh computers and digital-audio recording systems.



Michael Nash, president and creative director, iNSCAPE, oversees the acquisition, development, publishing, and marketing of all iNSCAPE titles as executive producer. Nash and iNSCAPE Art Director Rebekah Behrendt are known for some of the most innovative developments in the interactive arena.



John Plunkett, creative director, WIRED magazine, with his partner Barbara Kuhr, created the look and feel of the award-winning *WIRED* and the ground-breaking, innovative *HotWired* on the World Wide Web.



Todd Rundgren, musician and multimedia artist, is a songwriter, video pioneer, producer, recording artist, computer-software developer, conceptualist, and interactive artist, who has made a lasting impact on both the form and content of popular music. Rundgren is capping his long history of multimedia "firsts" by releasing *The Individualist*, a "multimedia album," exclusively on CD-E.



Rick Smolan, photographer, is known for placing himself and his projects directly in the path of the convergent worlds of photography, design, publishing, and technology. He has created an electronic-mail system for photography and publishing, was a founder of the software company Light Source, and helped create the Center for Creative Imaging in Camden, Maine. His books include the best-selling *Day in the Life* series and *From Alice to Ocean*, the world's first interactive coffee-table book.



Penelope Spheeris, director, collaborated with producer Lorne Michaels on the high-grossing Paramount Pictures comedy *Wayne's World* and directed *The Little Rascals* and *The Beverly Hillbillies*. She first achieved renown for her acclaimed documentaries on the Los Angeles music scene, *The Decline of Western Civilization* and *The Decline of Western Civilization Part II: The Metal Years*.



Lisa Wellman, director of the Publishing and Media Market Group for Apple Computer, is responsible for crafting Apple's message for customers, key industry influencers, and the media, overseeing advertising aimed at this market and developing new areas of opportunity for Apple's professional publishing customers and third-party developers.



Hans Zimmer, composer, completed the scores for Peter Weir's *Green Card*, Ridley Scott's *Thelma & Louise*, and Ron Howard's *Backdraft*. Scores to his credit include *A League of Their Own*, *Toys*, *True Romance*, *The Lion King*, *Beyond Rangoon*, *Drop Zone*, *Crimson Tide*, *Nine Months*, *Treasure Island*, and John Woo's *Broken Arrow*.



SCHEDULE

PRE-CONFERENCE WORKSHOPS

Monday, April 22, 1996–Wednesday, April 24, 1996
9:00 A.M.–9:00 P.M. (preregistration required)

CONFERENCE REGISTRATION

Wednesday, April 24, and Thursday, April 25, 1996
8:00 A.M.–6:00 P.M.

CONFERENCE SESSIONS

Thursday, April 25–Saturday, April 27, 1996

9:00 A.M.–4:00 P.M.

KAUAI MOVIE LOCATION TOURS

Sunday, April 28 (optional)

8:00 A.M.–12:00 noon

MEALS AND SPECIAL EVENTS

Included in registration fee

Thursday, April 25, 1996

Welcome reception sponsored by Apple Computer, Inc.

Saturday, April 27, 1996

Closing banquet sponsored by Adobe Systems Incorporated.

HANDS-ON LAB

Computer lab open for demos and classes during conference breaks.

!! PRIZES AND GIVEAWAYS !!

Tens of thousands of dollars' worth of free equipment and software to be given away.

PRODUCT DEMOS

A wide range of products will be on display.

workshops

Digital Storytelling with DANA ATCHLEY, *Digital Storyteller*

Monday, April 22–Wednesday, April 24, 1996
9:00 A.M.–4:00 P.M.
\$395; \$350 with full conference registration

Create your own personal story in this special, intensive, hands-on, three-day workshop. By using Adobe Premiere, Adobe Photoshop, the Apple Media Tool Kit, and other tools, you will learn to tell stories in innovative and interesting ways. Bring material from your own personal archives or use material provided. By the end of class, you will have finished your own project of up to two minutes in length. Dana will be supported by Patrick Milligan of Oakleaf Designs, Joe Lambert of the San Francisco Digital Media Center, and Ralph Rogers from Apple Computer. Basic Macintosh skills essential. Limited to eight participants. Some projects will be shown during the conference. Sponsored by Apple Computer.

Applications Workshops in Adobe Photoshop, Adobe Premiere, and Adobe After Effects with RUSSELL BROWN, *Senior Creative Director, Adobe Systems Incorporated, and friends*

Monday, April 22, and Tuesday, April 23, 1996
2-hour intervals throughout the day
\$35/session; \$30/session with full conference registration

Receive hands-on introductory and advanced training in these two-hour classes in Adobe Photoshop, Adobe After Effects, Adobe Premiere, and related applications. Enrollment is limited. Sponsored by Adobe Systems Incorporated in partnership with the Pacific Imaging Center. Call AFI for schedule.

Design for the Web with RUSSELL BROWN, *Senior Creative Director, Adobe Systems Incorporated, and friends*

Monday, April 22, and Tuesday, April 23, 1996
2-hour intervals throughout the day
\$35/session; \$30/session with full conference registration

Learn smart working practices and cool creative techniques for going on-line. Create your own World Wide Web page, complete with interlaced transparent images, image maps, links to design-rich content, and even movies—all without writing a line of code. We'll use Adobe Photoshop, Adobe PageMill, Adobe PageMaker, and Adobe Illustrator to create interactive Web pages, and Adobe Acrobat Portable Document Format (PDF) files to make the pages readily viewable. Sponsored by Adobe Systems Incorporated in partnership with the Pacific Imaging Center. Call AFI for schedule.

Narrative for Interactive Media with MARTIN BEHRENS, *President, Artifax Entertainment*

Monday, April 22–Wednesday, April 24, 1996
9:00 A.M.–4:00 P.M.
\$195; \$175 with full conference registration

Explore the principles of interactive design by examining an existing body of work and creating your own model. The world of interactive narrative is challenging all preconceived notions of the art of storytelling. Whether you are a screenwriter, novelist, or programmer, this three-day workshop will provide you with the framework to develop your own interactive narrative. No computer skills necessary. Enrollment is limited. Made possible by a grant from GTE Hawaiian Tel.

Digital Video Master Class with RUSSELL BROWN, *Senior Creative Director, Adobe Systems Incorporated*

Wednesday, April 24, 1996
9:00 A.M.–4:00 P.M.
\$165; \$150 with full conference registration

Produce a finished digital video project in this day-long master class. Receive expert guidance in using Adobe After Effects and Adobe Premiere, incorporating Adobe Photoshop, Adobe Illustrator, and more. Prerequisites include an advanced understanding of graphic design and proficiency in the use of desktop computers. Some projects will be shown during the conference. Sponsored by Adobe Systems Incorporated in partnership with the Pacific Imaging Center.

Digital Music and Sound Design with CHRIS MEYER, *Technical Research Manager, Roland Audio Development/CyberMotion*

Wednesday, April 24, 1996
6:00 P.M.–9:00 P.M.
\$45; \$40 with full conference registration

Learn about two essential components of desktop audio work: recording and mixing audio for visuals and creatively combining sounds and images. Also covered: signal levels, sample rate and bit depth, wiring audio systems, fixing bad audio, synchronization, communicating with composers, creating custom sound tracks from copyright-clean, royalty-free sources, and mixing audio for playback on eight-bit systems (especially important for CD-ROMs). Concentrating on audio editing on Macintosh- and PC-compatible Adobe Premiere, this course will also sample programs such as Digidesign, Sound Designer, Passport Alchemy, OMI Disk-to-Disk, and plug-in audio processors and filters. Enrollment is limited. Sponsored by *InterActivity* magazine. Made possible by a grant from GTE Hawaiian Tel.

conference details

Rates and Registration

All prices are in U.S. dollars.

CONFERENCE RATES

Full conference: \$695 per person.

Early registration (by March 1, 1996): \$595.

Workshops: Individually priced—please refer to the workshop descriptions.

Special rates: Students, Hawaii state residents, and AFI members receive a 10% discount off their total fee. Day passes to the conference are available—please call for details.

TO REGISTER

For general **information**, a registration form, and a workshop schedule—or to register now by phone using VISA, MasterCard, or American Express—please call 1-800-999-4234 or 213-856-7690 or fax 213-467-4578.



Photo courtesy Ron Hahn-Morin

THE KAUAI MARRIOTT RESORT AND BEACH CLUB is the official host hotel for **STORYTELLING FOR THE NEW MILLENNIUM**. All registrants are offered a special rate for a maximum of 10 days (9 nights, including the 3 conference days). Special rates: \$150 per day for pool/ocean view (regularly \$265); \$120 for garden view (regularly \$225). Registrants must make their own room reservations. Mention **STORYTELLING FOR THE NEW MILLENNIUM** to receive preferred rates. Call 1-800-220-2925. Please ask about room-sharing options when registering. Other accommodation options are also available. Upon registration you will receive more information on accommodations with your detailed conference schedule.

NATIONAL CAR RENTAL is the official car-rental company and is offering preferred rates. Mention **STORYTELLING FOR THE NEW MILLENNIUM** to receive discount. Call 1-800-426-2534.

UNITED AIRLINES is the official airline for **STORYTELLING FOR THE NEW MILLENNIUM** and is offering all registrants 10% off full coach fare or 5% off any other published fare. Use code number 561 ZX to ensure discount. You or your travel agent may call 1-800-521-4041.

The international conference begins at **10:00 A.M. Thursday, April 25, 1996.**

Find up-to-the-minute information on-line at <http://www.afionline.org> on the World Wide Web, or at afinfo@afionline.org via e-mail.

Registration will be confirmed within one week of our receipt of your fee or call. Attendance is limited to 400 people. Panelists listed are confirmed at press time; however, the AFI and Kauai Institute reserve the right to replace scheduled speakers with professionals of equal caliber.

storytelling for the new millennium

Thursday, Friday, and Saturday, 9:00 A.M.–4:00 P.M. Spend time in one of nature's most beautiful settings, exploring the potential of new technology to enhance the artistic and creative process. A detailed schedule of speakers, panels, and presentations will be sent upon registration.

The Island of Kauai, Hawaii, featured in numerous Hollywood movies, is renowned for its magnificent beauty and rugged tropical landscape. Kauai provides access to state-of-the-art technology, including a fiber-optic link to advanced worldwide communications; an abundance of five-star amenities; and world-class recreational activities. Kauai is the ideal place for the world's brightest minds to come together to share ideas and information.



Kauai Film Commission, Office of Economic Development, 4280B Rice Street, Lihue, Kauai, HI 96766
Phone (808) 241-6390, fax (808) 241-6399, e-mail kauaifilm@aloha.net, URL <http://planet-hawaii.com/kauaifilm>

The Kauai Institute for Communications Media is dedicated to the exploration of contemporary issues and technologies in media and communications. Created by the Kauai Film Commission, a division of the Kauai County Office of Economic Development, and the Kauai Economic Development Board, a nonprofit organization supporting business development on Kauai, the institute hosts conferences and seminars, providing educational and cultural opportunities for local, national, and international audiences.



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The American Film Institute is dedicated to advancing and preserving the art of film, television, and other forms of the moving image. AFI's programs promote innovation and excellence through teaching, presenting, preserving, and redefining the moving image. AFI also offers the public professional training seminars, workshops in digital storytelling, and the latest in computer technology for the moving image.



American Film Institute, 2021 North Western Avenue, Los Angeles, CA 90027
Phone (213) 856-7690 or (800) 999-4234, fax (213) 467-4578, e-mail afiinfo@afionline.org
URL <http://www.afionline.org>

Adobe Systems Incorporated develops, markets, and supports computer software products and technologies that enable users to create, display, print, and communicate electronic documents. The company licenses its technology to major computer, printing, and publishing suppliers, and markets a line of applications software and type products for authoring visually rich documents. Adobe has subsidiaries in Europe and the Pacific Rim serving a worldwide network of dealers and distributors.



Adobe Systems Incorporated, 1585 Charleston Road, P.O. Box 7900, Mountain View, CA 94039-7900
URL <http://www.adobe.com>

Conference organizers: Kauai Institute for Communications Media, American Film Institute. **Co-sponsors:** Adobe Systems Incorporated, The County of Kauai. **Major sponsors:** Apple Computer, Inc., United Airlines. **Host sponsors:** Eastman Kodak Company, Kauai Economic Development Board, Kauai Marriott Resort and Beach Club, *WIRED* magazine. **Contributing sponsors:** *Digital Video* magazine, GTE Hawaiian Tel, Hawaii Department of Business and Economic Development & Tourism, Hawaii OnLine, *InterActivity* magazine, MicroNet Technology, Inc., National Car Rental.



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*The island is green and bright. The water is warm
and the breeze seems to call your name. It says, don't miss
this opportunity to rub elbows with international
leaders in filmmaking, new media, music, design, technology,
and entertainment. Experience this extraordinary conference
on the future of storytelling in the digital era.*

Photo courtesy David Boynton



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