Welcome to our summer session—a chance to relax and enjoy. Take your free time, recharge your creative energy, or catch up on new developments. Pacific New Media (PNM) presents a comprehensive program of seminars, talks, and short intensive workshops on film, video, photography, and digital media. Workshops feature both prominent local and mainland professionals who share their expertise and insight, inspiring new ways of thinking as they guide you in upgrading your skills.

PNM runs the State’s only Apple Authorized Digital Media Training Center. Most PNM classes are held at the Mānoa Multimedia Lab (Sakamaki C104 on the UH Mānoa campus) or at other campus locations.

PNM offers a certificate program in web design that balances creativity with technology—join this program to gain the skills required by this dynamic field. For more information and to apply for the certificate program, call Pacific New Media at (808) 956-3422 or visit our website at www.outreach.hawaii.edu/pnm.

If you or your company is interested in acquiring skills in a specific multimedia program or concept, contact Pacific New Media at (808) 956-3422 to discuss the development of an appropriate workshop. One-on-one training in our lab is another option.

Join our classes to gain the information and inspiration you need to explore our rapidly changing digital environment, and participate in shaping our digital future.

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### Visiting and New Instructors

**Tracy Wright Corvo**  
Photographing Children, pg. 8

**Dan Doerner**  
Digital Design: Integrating Adobe InDesign, Illustrator, and Photoshop, pg. 9

**Sherry German**  
Planning and Developing a New Website, pg. 11

**Molly E. Holzschlag**  
Hot’n’ Spicy Style with CSS, pg. 15

**Frederic Larson**  
Magic Hour at Magic Island, pg. 8

**Lisa Lopuck**  
Macromedia Studio Web Bootcamp, pg. 14

**Michael Ninness**  
PNM Photoshop & Photoshop Lightroom Seminar, pg. 12

**Chris Orwig**  
Getting up to Speed in Photoshop CS3, pg. 12

**Rich Shupe**  
Four-Day Intensive Flash Workshop, pg. 15-16

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**General Information**

- **Introduction**  
- Free Public Programs  
- Visiting and New Instructors  
- Calendars  
- Help Our Students Ride the Next Wave of New Media  
- Financial Support and Services  
- Disability Access  
- Registration Information and Form  
- Campus Map

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**Fundamentals**

- Designing Effective PowerPoint Presentations  
- Google: Advanced Search Techniques  
- Google: Business Solutions and Tools  
- Quick Looks  
- Adobe InDesign  
- Introduction to Adobe Illustrator CS2  
- Intermediate Photoshop and Camera RAW  
- PNM Photoshop & Photoshop Lightroom Seminar  
- Getting up to Speed in Photoshop CS3  
- Creating a Compelling Digital Portfolio  
- The Five Digital Print for Artists and Photographers

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**Photography**

- Introduction to Photoshop
- Help Our Students Ride the Next Wave of New Media
- Financial Support and Services
- Registration Information and Form
- Campus Map

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**Digital Imaging and Design**

- Typography for Design
- Digital Design: Integrating Adobe InDesign, Illustrator, and Photoshop
- Adobe InDesign
- Introduction to Adobe Illustrator CS2
- Intermediate Photoshop and Camera RAW
- Flash CS3 Sound and Video

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**Film/Video/Multimedia**

- Getting Started: An Introduction to Camera and Editing
- Developing and Writing Your First Screenplay
- The Art of Acting
- Video Editing & OSX Basics
- Introduction to Final Cut Pro 5—Part 1
- Introduction to Final Cut Pro 5—Part 2
- Apple Certification Exam
- DVD Studio Pro
- Photoshop for Video and DVD

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**Web Design**

- The Big Picture: An Intro to the Web Design Process
- Build Your First Web Page
- Macromedia Studio Web Bootcamp
- Introduction to Macromedia Dreamweaver
- Fireworks Fundamentals

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### Free Public Programs

**Point and Click Macintosh Tutorials**

All Pacific New Media classes are taught on the industry standard for graphic arts, digital imaging, and film/video editing, the Macintosh computer. For PC users, or those unfamiliar with navigation of the Mac desktop and filing system, we offer assistance with the Mac interface. Before you take a PNM workshop, you are strongly encouraged to take our free, one-hour “Point and Click” tutorials, taught by our experienced staff. Please call (808) 956-3422 for an appointment.

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**Open Lab Sessions**

Due to numerous requests, we are pleased to offer open lab sessions free of charge to students who have taken our classes and workshops. Class participants may work on the computers, use the class training files, and practice the skills taught in our workshops. Lab sessions are unsupervised and open to all who have completed any class or workshop offered by PNM for one month following the completion of a class. Take advantage of this special opportunity to hone your skills and integrate your knowledge.

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**Apple Technology Updates**

Experts from Apple Computer report on recent developments and provide an insider’s view of the newest hardware and software products. For information on dates and times, please email pnm@hawaii.edu and provide us with your email address.
Film/Video/Multimedia

FREE PUBLIC TALK
Software, Sovereignty, and Soul with Scott Belford
Wednesday, June 27 at 7:00pm, Kraus Hall 012 (Yukiyoshi Room)
How can some software have anything to do with personal character, values, and self-reliance? For a growing global group of software users and developers, the motivation behind creating software is more about collaboration, excellence, and freedom. How do you compete against someone who is intrinsically motivated to be better, and how can you, your business, or your employer benefit from Free and Open Source Software (FOSS)?

Suggested reading:

Scott Belford has been using Google since 1994. He is the founding and executive director of the Hawai’i Open Source Education Foundation, leveraging his MBA and years of supporting deployments of mission-critical FOSS systems, Belford specializes in making a compelling case for FOSS to technical and non-technical audiences alike.

Google: Advanced Search Techniques
Date: Saturday, June 23
Time: 9:00am–1:00pm
Instructor: Valerie S. Koening
Location: UHM Kraus 012 (Yukiyoshi Room)
Fee: $40
Register for: L09060

Google has transformed how we work and play online. Research experts estimate that Google now controls over 60% of search market and the company continues to surprise and delight with the introduction of new tools and services. Impossible to keep up with, this workshop provides a solid understanding of Google’s advanced search tools, improving the quality of the information you gather. Discover the anatomy of a Google search and learn about wildcards, stemming, word order, Boolean operators, syntact search and an assortment of cool tools, like Desktop and Google Local.

Valerie S. Koening is the principal of Business Plans Hawaii, a market research and financial analysis firm. She has been providing market data and financial projections for clients since 1991. Koening’s clients range from large manufacturers to small retailers, nonprofit organizations, and service providers. For more information, go to www.BusinessPlansHawaii.com.

Quick Looks

Get Started: An Introduction to Camera and Editing
Date: Saturday, April 8
Time: 10:00am–12:00pm
Instructor: Bob Green
Location: UHM Kraus 011
Fee: $200
Register for: L0904

Taught by a working professional, this workshop focuses on the fundamentals of developing a concept into a storyline and then into screenplay format. Students learn to block out a scene, write cinematically; and develop loglines, subtext, themes, and unifying filmic devices in their work.

After the first session, the instructor reads and comments on screenplay in process. At the end of these sessions, students should be well on their way to creating a workable, professional-screening look based on terms and techniques employed by screenwriters everywhere.

Suggested reading: How Not to Write a Screenplay by Denny Flinn.

Steve Szabo is an Apple Certified Digital Video Trainer. He has worked as a film and video editor, director, and writer for over 45 years and operates his own company, Digital Edge. He has contributed to numerous television series, television commercials, videos, and film. Throughout his career, he has been a part-time instructor at various institutions, including the University of Toronto and the University of Hawai‘i.

As the film columnist for the Honolulu Star-Bulletin, he has been writing weekly articles about the film industry since 1989. He is currently working on a pre-production script for Samsung, the sequel to Buraka. He is the film columnist for the Honolulu Weekly.

Suggested reading:

For more information, visit www.sustrach.hawaii.edu/pm.
Apple Certificate Exam  
**Date:** October 7  
**Time:** 9:00–9:30am  
**Instructor:** Steve Szabo  
**Location:** Mānoa MultiMedia Lab  
**Fee:** $150  
**Register for:** L09067

**FREE PUBLIC TALK**

**An Evening with Filmmaker Marlene Booth**  
**Thursday, July 19**  
**7:00pm**  
**Alani Hawaii 632 (Uniyoshi Room)**  
In classic Hollywood cinema, we often hear the protagonist and follow the actions of this one main character. However, at least since the early 1950s, with the American release of the Japanese film *Rashomon*, filmmakers have moved away from the Hollywood model by telling stories from the points of view of many different characters, who present multiple truths and realities. In this talk, we explore the many-sided truths of cinema stories as we screen clips from films such as *Crater Rim*, *Kiʻala Volcano, Hawaiʻi*, and *Sakamaki C104*.

**Know Your Camera I: Introduction to Photographic Techniques**  
**Date:** Thursday, June 7–July 5  
**5 mtgs**  
**Time:** 6:00–8:00pm  
**Instructor:** Jerry Oki Jr.  
**Location:** UHMP Webster 103  
**Fee:** $125  
**Register for:** L09068

This introductory course will focus on the use of digital cameras and will cover basic techniques for using Photoshop Elements.

**Know Your Camera II: Intermediate Photographic Techniques**  
**Date:** Thursday, July 12–August 9  
**5 mtgs**  
**Time:** 6:00–8:00pm  
**Instructor:** Jerry Oki Jr.  
**Location:** UHMP Webster 103  
**Fee:** $150  
**Register for:** L09023

This intermediate course will focus on the advanced techniques for using digital cameras and will cover using Photoshop Elements.

**Photography**

Get the most out of your camera, learn to see in new ways, or expand into the realm of digital imaging. Make a transition from film to digital cameras and broaden your photographic capabilities.

**Photography On Assignment: A Contemporary Approach to Documentary Photography**

**Date:** Tuesday, June 7–July 24  
**8 mtgs**  
**Time:** 6:00–9:00pm  
**Instructor:** Jörg Goeß

**Location:** UHMP Webster 104  
**Fee:** $200  
**Register for:** L09066

This course works closely with students to create a portfolio of photographs that addresses contemporary social issues reflecting life in Honolulu. These sessions focus on aesthetic, and ethical issues related to documentary photography. Students' works are reviewed throughout the semester and the resulting bodies of works are exhibited as a group show at the Thirty-ninth gallery in Chinatown.

**Photography: Technology and Craft of Photography**

**Date:** Wednesday, June 6–August 15  
**10 mtgs** (no class July 4)  
**Time:** 6:00–9:00pm  
**Instructor:** David Ulrich

**Location:** UHMP Arts 341  
**Fee:** $150  
**Register for:** L09067

Discover how to see with a camera. This comprehensive balances technique and vision, and craft and aesthetic awareness. Express the fundamentals of photography and personal expression. Covers camera use, exposure, and post-processing (both traditional and digital methods), and the optimum uses for film and digital technologies. This class focuses on the comprehensive workflow from camera capture, to image editing and manipulation, and to output options to print or web. The development of an individual photographic style and point of view is emphasized.

**Prerequisites:** Knowledge of camera and photography principles is required for this class. Students supply their own digital cameras.

**Digital Photography Workshop: Make the Transition to Digital Photography**

**Date:** Sunday, June 3  
**Time:** 9:00am–4:00pm  
**Instructor:** David Ulrich

**Location:** Mānoa MultiMedia Lab  
**Fee:** $125  
**Register for:** L09066

Make the transition to digital photography. This comprehensive course covers all aspects of making digital images, from camera capture, in the morning and early afternoon sessions, through processing images in Adobe Photoshop, in the late afternoon. Areas covered include camera types, resolution needs, file formats, exposure and contrast control, color correction, white point balance, and use of both programmed and manual shooting modes.

This course is designed for the beginning digital photographer, the serious amateur; or the professional who needs to incorporate digital imaging into his or her work.

**Prerequisite:** Please bring your camera and a digital capture card to class.
Digital Imaging and Design
Explore basic page layout and design. Create effective graphics, make digital images for print or web, and learn to edit and manipulate images.

Digital Imaging and Design
CONT’D.

Magic Hour at Magic Island

Explore basic page layout and design. Create effective graphics, make digital images for print or web, and learn to edit and manipulate images.

DATE: Saturday, July 28
TIME: 9:00am–4:00pm
INSTRUCTOR: Tracy Wright Corvo
LOCATION: UH Mānoa MultiMedia Lab
FEE: $180
REGISTER FOR: L09027

A Photojournalist’s Vision with Frederic Larson

Frederic Larson, a photojournalist for the San Francisco Chronicle for 24 years, specializes in documentary and sports photography. Larson was the first photojournalist to win the Hiba-krusha Eastman Grant to photograph the World War II atomic bomb survivors in Hiroshima and Nagasaki. The photo essay that resulted from the grant is a finalist for the 1989 Pulitzer Prize for feature photography. Larson was named the Photographer of the Year in 1989 and 1990 by the California Press Photographers’ Association and was Photographer of the Year from the Bay Area Press Photographers Association. His book, Mystical San Francisco, explores the moon, sun, and fog over San Francisco.

DATE: Wednesday, July 12
TIME: 9:00am–4:00pm
INSTRUCTOR: Frederic Larson
LOCATION: Manoa MultiMedia Lab
FEE: $180
REGISTER FOR: L09027

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DATE: Wednesday, July 12
TIME: 9:00am–4:00pm
INSTRUCTOR: Frederic Larson
LOCATION: Manoa MultiMedia Lab
FEE: $180
REGISTER FOR: L09027

The Cybertoned Life: a Short History of New Media Art with Jaimey Hamilton

Jaimey Hamilton holds a PhD from Boston University and is an assistant professor of Contemporary Art at the University of Hawai‘i at Mānoa. She writes and lectures on art’s relationship to contemporary issues of identity in a global consumer and media culture.

DATE: Thursday, June 7 at 7:00pm
TIME: 7:00pm–8:30pm
LOCATION: Kraus Hall 012 (Yukiyoshi Room)

FOR MORE INFORMATION, VISIT www.outreach.hawaii.edu/pnm
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Introduction to Photoshop

Date: Saturday and Sunday, June 2–3
Time: 9:00am–4:00pm
Instructor: David Ulrich
Location: Mānoa Multimedia Lab
Fee: $250
Register for: L09065

Adobe Photoshop has become the universal image-editing program for photographers, designers, and professionals. Through hands-on instruction, get a solid foundation in the language, principles, and techniques in this course that will create, edit, and manipulate digital images for print or web. Areas covered include: use and management of color, layers and tonal correction, Camera RAW format, selection tools, image manipulation tools, composing images, channels and masks, and creative applications of Photoshop.

This course is designed for those with no prior experience in Photoshop. A working knowledge of Photoshop is a prerequisite for all intermediate and advanced Photoshop workshops.

See bio on page 7.

Intermediate Photoshop and Camera RAW

Date: Sunday, August 12
Time: 9:00am–4:00pm
Instructor: David Ulrich
Location: Mānoa Multimedia Lab
Fee: $215
Register for: L09076

Discover the power and depth of Adobe Photoshop and take advantage of its new tools and improvements. One important new feature of the Photoshop CS5 series is the capability to fully edit 16-bit files, which hold considerably more tonal and color information than the 8-bit images that Photoshop CS3 allows. This workshop gives you a significant advantage in mastering remarkable digital images.

New features allow editing of tif and jpg files in the Camera RAW interface with its powerful image processing. The session covers Intermediate Photoshop tools, including layer masks and channels for selecting, composing, and local contrast/color correction; the power of layers; masks for selecting, filtering with blending modes; advanced color and tonal correction; soft proofing; and the optimum preparation of images for print or web; and upsampling and downsampling image size effectively for print and web.

PREREQUISITE: A sound, basic knowledge of Photoshop or completion of Introduction to Photoshop.
**Web Design**

**Taking a Fireworks Comp to a CSS-Based Layout in Dreamweaver**

**DATE:** Saturday and Sunday, August 18–19  
**Time:** 9:00am–4:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** Manoa MultiMedia Lab  
**FEE:** $152  
**REGISTER for:** L09080

Adobe Fireworks offers incredible workflow integration with Dreamweaver, Photoshop, and other Adobe tools. You will learn about optimizing images for the Web. It's seamless vector- and bitmap-editing environment allows you to easily create initial web page designs that can later serve as sources for final web page layouts. The focus is on Fireworks basics, but also on rapidly creating web page prototypes and understanding where Fireworks fits into current Adobe-based workflow practices. Other topics include new Fireworks features such as improved symbol, hierarchical web and layer organization, page-based layout, and click-through HTML mock-up support.

**PREREQUISITE:**  
No prior experience with Fireworks is necessary but a basic understanding of the Mac environment and a generally high comfort level with computers is required.

**See box on page 6.**

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** Firesworks Fundamentals  
**DATE:** Saturday, July 14  
**Time:** 9:00am–4:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** Manoa MultiMedia Lab  
**FEE:** $115  
**REGISTER for:** L09030

Planning carefully before you begin is critical to the success and implementation of a new website. In this one-day workshop, learn how to design, develop and maintain any website by learning the basic concepts of development and the difference between writing for the web and print. Explore the best ways to organize and structure a site for optimum usability for users and search engines. Finally, learn what to consider when choosing a web host and domain name.

**PREREQUISITE:**

Basic understanding of the Mac environment and a generally high comfort level with computers is required.

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**Four-Day Intensive Flash Workshop**

**DATE:** Thursday, Friday, Saturday, and Sunday, July 5–8  
**INSTRUCTOR:** Rich Shupe  
**LOCATION:** Manoa MultiMedia Lab  
**FEE:** $480  
**REGISTER for:** L09098

New York-based developer and professor, Rich Shupe, will teach his new books, Flash CS3 Essential Training (Lynda.com/PeachPit) and Learning ActionScript 3.0 (O'Reilly), in a series of classes. Enroll in the entire four-day workshop, or pick the skill level and topics most appropriate for you.

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**Introduction to Flash CS3**

**DATE:** Thursday, July 5  
**Time:** 9:00am–4:00pm  
**INSTRUCTOR:** Rich Shupe  
**LOCATION:** Manoa MultiMedia Lab  
**FEE:** $125  
**REGISTER for:** L09074

From image replacement to effective navigation and background graphic design, integration with Flash and Dreamweaver makes it easier than ever to control of web page content, design, and site navigation. Students will be able to complete Flash CS3 and CSS projects with the final website layout and design as the basis for the project. All hands-on exercises will be conducted using Dreamweaver 8 and Flash CS3.

**PREREQUISITES:**

Familiarity with HTML, CSS, Photoshop, and some Flash CS3.

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**Macromedia Studio Web Bootcamp**

**DATE:** Thursday, Friday, Saturday, and Sunday, July 5–8  
**TIME:** 9:00am–4:00pm  
**INSTRUCTOR:** Sheri German  
**LOCATION:** Manoa MultiMedia Lab  
**FEE:** $550  
**REGISTER for:** L09030

Focus on the Macromedia CS3 trio of Flash, Fireworks, and Dreamweaver in this intensive weekend. Through hands-on exercises, explore each tool's capabilities and role in the web design workflow. Come away with an understanding of how to build optimized graphics and animation as you work within these dynamic elements into your web pages.

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**Build Your First Web Page**

**DATE:** Sunday, May 20  
**TIME:** 1:00–5:00pm  
**INSTRUCTOR:** Blaine Fengerstrom  
**LOCATION:** Manoa MultiMedia Lab  
**FEE:** $80  
**REGISTER for:** L09052

In just a few years, the web has gone from being nearly unknown to being nearly everywhere. The number and variety of web pages is almost endless, ranging from simple text displays to complex pages that incorporate animation, audio, and video. If you’ve been wondering how web pages are made and/or want to find out what HTML (Hypertext Markup Language) is all about, this session is for you. Study the very basics involved in creating a page that incorporates text, graphics, and links to other pages. Briefly explore some of the new tools that greatly simplify the design and creation of web pages.

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**Introduction to Macromedia Dreamweaver**

**DATE:** Saturday and Sunday, June 23–24  
**TIME:** 9:00am–4:00pm  
**INSTRUCTOR:** Colin Macdonald  
**LOCATION:** Manoa MultiMedia Lab  
**FEE:** $250  
**REGISTER for:** L09063

Dreamweaver 8 is the most widely used professional website creation program. Combining an easy-to-use visual modeling interface with a powerful HTML text editor, Dreamweaver consistently wins rave reviews for its unique abilities and features. Students are led through the creation of a new website from scratch. In addition, students learn web design principles and strategies for successful web page design.

**PREREQUISITE:**

Basic understanding of the Mac environment and a generally high comfort level with computers is required.

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**Web Design Process**

Adobe Fireworks offers incredible workflow integration with Dreamweaver, Photoshop, and other Adobe tools. You will learn about optimizing images for the Web. It's seamless vector- and bitmap-editing environment allows you to easily create initial web page designs that can later serve as sources for final web page layouts. The final project creates an accessible, "web standards" template that can be used as the basis of future web projects.

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**Hi ’n’ Spicy Style with CSS**

**DATE:** Saturday and Sunday, August 25–26  
**TIME:** 9:00am–4:00pm  
**INSTRUCTOR:** Molly E. Holzchlag  
**LOCATION:** Manoa MultiMedia Lab  
**FEE:** $210  
**REGISTER for:** L09074

From image replacement to effective navigation and background graphic design, integration with Flash and Dreamweaver makes it easier than ever to control of web page content, design, and site navigation. Students will be able to complete Flash CS3 and CSS projects with the final website layout and design as the basis for the project. All hands-on exercises will be conducted using Dreamweaver 8 and Flash CS3.

**PREREQUISITES:**

Familiarity with HTML, CSS, Photoshop, and some Flash CS3.

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**Rich Shupe is the founder and presi-dent of FMA. He teaches a variety of digital technologies, lecturing on these topics at Macworld, Flash Forward, and other national and interna-tional events. He is also a professor at New York’s School of Visual Arts teaching in the master’s pro-gram. As a technical writer, Shupe is a regular col-umnist at DevX.com and the author of multiple books, including Flash & Projects for Learning desig-nation and Interactivity (Thalberg). FMA is a full-service multimedia company in New York City de-veloping websites and websites for clients including Newsweek/PHL, Plane Dealer, and Software Educa-tional; and training digital media professionals in Flash, Processing, JavaScript (DHTML/AXE), and other web and multimedia technology. Check out Shupe’s website at www.fmanewlines.com.**

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**FREE PUBLIC TALK**

**An Evening with Artist Wendy Kawabata**

**An Evening with Artist Wendy Kawabata**

**DATE:** Thursday, August 30 at 7:00pm, Kraus Hall 102 (Yukyoshi Room)

Wendy Kawabata is assistant professor of painting and drawing in UHM’s Department of Art and Art History. She received her BFA in Art History from Massachusetts College of Art and her MFA in Painting at the University of Kentucky. She moves through painting, drawing, and installation. For the last few years her research has been generated by her interest in the mutability of identity, and in how forces such as family, social roles, geography, birth, and anatomy can complicate and destabilize identity. Her work has been shown nationally and internationally.

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**Four-Day Intensive Flash Workshop**

**DATE:** Thursday, Friday, Saturday, and Sunday, July 5–8  
**INSTRUCTOR:** Rich Shupe  
**LOCATION:** Manoa MultiMedia Lab  
**FEE:** $480  
**REGISTER for:** L09099

Rich Shupe is the founder and president of FMA. He teaches a variety of digital technologies, lecturing on these topics at Macworld, Flash Forward, and other national and international events. He is also a professor at New York’s School of Visual Arts teaching in the master’s program. As a technical writer, Shupe is a regular columnist at DevX.com and the author of multiple books, including Flash & Projects for Learning designation and Interactivity (Thalberg). FMA is a full-service multimedia company in New York City developing websites and websites for clients including Newsweek/PHL, Plane Dealer, and Software Educational; and training digital media professionals in Flash, Processing, JavaScript (DHTML/AXE), and other web and multimedia technology. Check out Shupe’s website at www.fmanewlines.com.

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**Introduction to Flash CS3**

**DATE:** Thursday, July 5  
**TIME:** 9:00am–4:00pm  
**INSTRUCTOR:** Rich Shupe  
**LOCATION:** Manoa MultiMedia Lab  
**FEE:** $125  
**REGISTER for:** L09099

Discover what’s new with the comprehensive look at the Flash CS3 interface. Learn drawing skills; basic animation techniques; how to work with assets such as text, images, sound and video; and get up to date with key Flash features like custom easing, dynamic filters, and blend modes. This four-part kick off day for the four-day workshop with a material of a substantial amount and is a must for anyone wanting to learn Flash.

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**ITI: Comprehensive Workshop**

**DATE:** Thursday, August 30  
**TIME:** 9:00am–4:00pm  
**INSTRUCTOR:** Molly E. Holzchlag  
**LOCATION:** Manoa MultiMedia Lab  
**FEE:** $210  
**REGISTER for:** L09074

From image replacement to effective navigation and background graphic design, integration with Flash and Dreamweaver makes it easier than ever to control of web page content, design, and site navigation. Students will be able to complete Flash CS3 and CSS projects with the final website layout and design as the basis for the project. All hands-on exercises will be conducted using Dreamweaver 8 and Flash CS3.

**PREREQUISITES:**

Familiarity with HTML, CSS, Photoshop, and some Flash CS3.

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**Free Press Experience Award**

www.outruchsia.pnnovation.hawaii.edu • SUMMER 2007 14
Introduction to ActionScript 3.0

**Date:** Friday, July 6
**Time:** 9:00a.m.-4:00p.m.

**Instructor:** Rich Shupe
**Location:** Mānoa Multimedia Lab
**Fee:** $250
**Register for:** L09102

This day-long class focuses on animation and dynamic media and how two interact to create engaging experiences. Start the morning with a deep look at Flash animation with the timeline, including more expressive shapes, morphs, frame-by-frame manipulations, and the ability to reuse animation information from one asset to another. Then move to animation-specific ActionScript and make your files move with code.

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**See bio on page 15.**

Flash CS3 Animation and Dynamic Media

**Date:** Saturday, July 7
**Time:** 9:00a.m.-4:00p.m.

**Instructor:** Rich Shupe
**Location:** Mānoa Multimedia Lab
**Fee:** $250
**Register for:** L09103

This day-long class focuses on animation and dynamic media and how two interact to create engaging experiences. Start the morning with a deep look at Flash animation with the timeline, including more expressive shapes, morphs, frame-by-frame manipulations, and the ability to reuse animation information from one asset to another. Then move to animation-specific ActionScript and make your files move with code.

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**See bio on page 15.**

Building a Database-Driven Site

**Date:** Saturday, July 14
**Time:** 9:00a.m.-4:00p.m.

**Instructor:** Darrell Kim
**Location:** Mānoa Multimedia Lab
**Fee:** $250
**Register for:** L09077

End the day with a focus on Flash’s biggest growth market: web sites that display data. Learn how to incorporate the latest Flash video, efficiency tips a powerful array of features to manipulate and display video content. Learn how to encode video using the latest Flash video codec, including support for cue points and integrated alpha channels. Embed short special-effect videos into the Flash timeline, and play video files again without any programming. Then step up to ActionScript-control of video, culminating in the scripting of your own video playback interface.

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**See bio on page 15.**

Web Databases for Beginners

**Date:** Sunday, July 15
**Time:** 9:00a.m.-4:00p.m.

**Instructor:** Darrell Kim
**Location:** Mānoa Multimedia Lab
**Fee:** $125

This is a practical introduction to ActionScript. Flash’s database interaction allows you to develop interactive web sites. Learn how to add data entry and query forms to your Flash applications and create dynamic web pages.

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**See bio on page 15.**

Enabling E-Commerce on Your Website

**Date:** Saturday, June 30
**Time:** 9:00a.m.-1:00p.m.

**Instructor:** Mark McMahan
**Location:** UHMC Kraus 012 (Yokyoshi Room)
**Fee:** $60
**Register for:** L09070

Starter kit for people who are interested in selling goods on the Internet. This workshop is designed to help you understand the legal, psychological, and technical aspects of setting up your own online store.

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**See bio on page 15.**

ThinkTech Hawai‘i

Building Business Relationships in Asia Pacific

**Date:** Tuesday, August 21
**Time:** 9:00a.m.-1:00p.m.

**Instructor:** Darrell Kim
**Location:** Ma¯noa Multimedia Lab
**Fee:** $225
**Register for:** L09095

This seminar provides a look at the complexity of building business relationships in the Asia Pacific region. It focuses on the importance of understanding cultural differences, from engineering, architecture and high-tech companies to the diverse fields of entertainment, the arts, and creative media. The ability of a company to import, export, and invest in any of these fields is crucial for many a critical element in their business plan. This series of seminars highlights the need to know and to enter these very competitive markets and to grow your business in the global marketplace. The key is on relationships as the key to successful business ventures in this region.

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**See bio on page 15.**

Web Design

**Date:** Tuesday, August 21
**Time:** 9:00a.m.-6:00p.m.

**Instructor:** Mark Shupe
**Location:** PRL/E, Pioneer Plaza (3rd floor), 900 Fort St.
**Fee:** $225
**Register for:** L09078

The markets of Asia and the Pacific Basin offer vast opportunities for Hawai‘i business, from engineering, architecture and high-tech companies to the diverse fields of entertainment, the arts, and creative media. The ability of a company to import, export, and invest in any of these fields is crucial for many a critical element in their business plan. This series of seminars highlights the need to know and to enter these very competitive markets and to grow your business in the global marketplace. The key is on relationships as the key to successful business ventures in this region.

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**See bio on page 15.**

Building Business Relationships in Asia Pacific

**Date:** Tuesday, August 21
**Time:** 9:00a.m.-1:00p.m.

**Instructor:** Darrell Kim
**Location:** Ma¯noa Multimedia Lab
**Fee:** $225
**Register for:** L09078

The markets of Asia and the Pacific Basin offer vast opportunities for Hawai‘i business, from engineering, architecture and high-tech companies to the diverse fields of entertainment, the arts, and creative media. The ability of a company to import, export, and invest in any of these fields is crucial for many a critical element in their business plan. This series of seminars highlights the need to know and to enter these very competitive markets and to grow your business in the global marketplace. The key is on relationships as the key to successful business ventures in this region.

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**See bio on page 15.**

Generating Media Relations in Asia

**Date:** Thursday, August 30
**Time:** 9:00a.m.-1:00p.m.

**Instructor:** Alvin P . Adams
**Location:** Ma¯noa Multimedia Lab
**Fee:** $225
**Register for:** L09078

This seminar provides an overview of generating media in Asia Pacific, including an overview of the media landscape, and the development of a media plan.

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**See bio on page 15.**

Introduction to ActionScript 3.0

**Date:** Friday, July 6
**Time:** 9:00a.m.-4:00p.m.

**Instructor:** Rich Shupe
**Location:** Mānoa Multimedia Lab
**Fee:** $250
**Register for:** L09102

This day-long class focuses on animation and dynamic media and how two interact to create engaging experiences. Start the morning with a deep look at Flash animation with the timeline, including more expressive shapes, morphs, frame-by-frame manipulations, and the ability to reuse animation information from one asset to another. Then move to animation-specific ActionScript and make your files move with code.

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**See bio on page 15.**

Flash CS3 Sound and Video

**Date:** Sunday, July 8
**Time:** 9:00a.m.-4:00p.m.

**Instructor:** Rich Shupe
**Location:** Mānoa Multimedia Lab
**Fee:** $250
**Register for:** L09078

This last day of the four-day workshop focuses on sound and video. Begin the class by synchronizing sound to the timeline and buttons, looking at different types of streaming and event sounds, as well as in Flash effects such as pans and fades all without any programming. Then move on to ActionScript control of sound, including loading audio and video external M3F files, setting volume and panning values, and mixing multiple sounds. Finally, learn how to synchronize events with sound and render a visualization of independent left and right channel angles during live playback.

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**See bio on page 15.**

Writing for the Web

**Date:** Saturday, August 25
**Time:** 9:00a.m.-1:00p.m.

**Instructor:** John Zuern
**Location:** UHMC Kraus 012 (Yokyoshi Room)
**Fee:** $60
**Register for:** L09077

Creating effective written content for the dynamic environment of the web can be a challenge, even for the most experienced writers. This workshop is designed to help writers develop sizable, flexible, and powerful copy for websites and multimedia. Through real-world examples and hands-on exercises, participants learn how to optimize writing for format, consistency, and readability; analyze existing copy and retool it for on-screen display and presentation; incorporate the fundamentals of information design into copywriting; and write for multiple audiences with various needs.

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**See bio on page 15.**

Mastering Your Website

**Date:** Saturday, July 21
**Time:** 9:00a.m.-1:00p.m.

**Instructor:** Mark McMahan
**Location:** UHMC Kraus 012 (Yokyoshi Room)
**Fee:** $60
**Register for:** L09077

With your site up and running, what’s next? Tired of seeing error messages and no traffic? Learn how to upgrade your skills with tips on hosting, domain naming, web templates, and getting visitors. Plus learn how to troubleshoot HTML errors, inaccessi-

believable experiences. He has designed and developed software applications, con- ducted training sessions for various systems, and facilitated technology workshops. He brings to the classroom an extensive web development, SQL, database design, and systems design and analysis.
Registration Information

PLEAS NOTE:

• Cancellation for refund must be made by 12 noon two working days before workshop begins. Refund will be made payable to participant. Failure to attend workshop does not constitute an official withdrawal.

• Computer workshops are limited to 20 participants.

• Macintosh computers used unless otherwise noted.

• Classroom workshops are limited to 20 partipants.

• Computer workshops are limited to 20 partipants.

• If a minimum enrollment is not reached a week before the workshop, it may be cancelled—so register early!

• If you do not receive a confirmation receipt in 7 days or if you enroll less than 5 working days prior to the start of the class, call (808) 954-8400 to confirm enrollment.

• This catalog contains the most current information available at the time of publication. Information, including statements of fees, course offerings, faculty assignments, times, and admission and enrollment requirements, is subject to change without notice.

• Parking—UH Mānoa

Visitors pay a $3 fee to park on campus Monday through Friday (day and evening) and half-day on Saturdays. Visitor parking areas are designated on the map. On Saturdays and Sundays, and after 4:00pm on weekdays, visitors may park anywhere on campus (with the exception of handicap and reserved stalls).

PNM requests that students attend 10 minutes prior to your training date.

About the Cover Artist

John Tsukano, painter, digital artist, musician, and videographer, has been influenced by his travels through Europe, Asia, and Africa. He’s a three-time Hoku nominee for best graphic artist and designed Pacific New Media’s first cover. He’s grateful to be living in the digital age because it frees up time to go surfing.

For more information, or download an application form from the web:

www.outreach.hawaii.edu/pnm/apply/borrowing/career_training.html