



FOR IMMEDIATE RELEASE:

International Digital Media and Arts Conference – March 10-12, Orlando, Florida, USA

The International Digital Media and Arts Association (iDMAa) will host iDMAC 2004 in Orlando, Florida on March 10-12, 2004. Professionals working in all fields related to the emerging growth area of digital media are invited to attend and submit papers and proposals.

iDMAC 2004 is a conference with a unique structure designed to answer the key questions for faculty and administrators building Digital Media and Digital Arts academic programs. The conference will be held in Orlando, the heart of a burgeoning digital media community, and coincides with the 2004 Florida Film Festival. For more information on conference registration, please visit : <http://www.idmaa.org/idmac2004>

Featured Opening Speaker will be Art David, a master of cinematic composition for special effects production. His firm, Wavelight, has contributed effects for many feature films including *The Matrix*, *Signs*, *Men in Black 2*, *Starship Troopers*, *Contact* and *Superboy*. Mr. David has won two national Emmy awards for editing.

The Closing Speaker will be Jim Spoto, Computer Graphics Supervisor for Electronic Arts (EA), the world's largest computer game and electronic entertainment company. His talk entitled "The Future of the Electronic Game Industry (or why your students all want to work for me!)" considers the future of interactive entertainment as videogames mature and converge with mainstream culture. Mr. Spoto will also discuss the kinds of skills that EA seeks when interviewing potential employees.

iDMAC 2004 boasts industry sponsorship from Electronic Arts and Pearson Prentice Hall with academic sponsorship from Ball State University and the University of Central Florida.

The International Digital Media & Arts Association was organized by and for people working in at the leading edges of disciplines including Art, Communication, Computer Science, Film, Information Science, Journalism, Media Studies, Music, Psychology, Video, and Theater. Founding member institutions include Ball State, Bowling Green, Columbia College, Florida State, Stetson, SUNY, Union, and the Universities of Central Florida, Denver, Florida, Georgia, Montana, Warwick, and Wisconsin. For more information on iDMAa, please visit:

<http://www.idmaa.org>

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