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Contest promotes campus awareness of MediaWorks facility for students

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What better way to promote the services available at Northwestern University Information Technology's (NUIT) MediaWorks Lab than with a promotional video created by a student in that same lab?

That was the thought behind NUIT's recent MediaWorks Promo Contest, developed by NUIT media services architect Harlan Wallach. “We designed this contest to raise campus awareness of the facilities at Northwestern that allow students to explore the intersection of art and technology,” Wallach said.

After screening a number of student entries that highlighted the value MediaWorks provides to the University, a panel of NUIT judges awarded first prize, an Apple iPod digital music player, to WCAS junior Adam Vincenzoni for “MediaWorks (Song 2).” The high-energy, 30-second video creatively “emphasized MediaWorks’ accessibility for all NU students” through the use of video compositing and a popular soundtrack, according to Vincenzoni.

“Song 2,” plus the second- and third-place entries, “Ideas” by McCormick sophomore Nathan Matsuda and “The Starved Rock Hypothesis” by School of Communications senior Quinn Stephens, can be viewed at mediaworks.it.northwestern.edu/contest/. All three entries were screened as part of NU’s ninth annual Flicker Film Festival, held April 30-May 2. The Flicker Film Festival was created by NU film students in 1996 to exhibit student films from all over the world.

MediaWorks provides students with the digital tools needed to capture and edit video and audio, scan and manipulate photos, and develop web content and animation. In support of MediaWorks activities, NUIT is loaning digital camcorders and cameras to NU students at no charge. Cameras are available for checkout at MediaWorks, located on the lower level of University Library.

For more information on MediaWorks, please visit www.mediaworks.northwestern.edu.