



On April 28, 2010, Anna Tyler received the "Best of Show" award at the Imagine 2010 Fashion Show for the second consecutive year.

Inspiration as Talents Converge

Two graduates from IADT- Detroit collaborate to create a multimedia experience that showcases extraordinary talent.

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Franco Pecorelli and Anna Tyler, 2010 Graduates from IADT- Detroit, are working to prove the value created when two emerging fields converge. Collaboration of Fashion Design and Digital Media Production (DMP) at IADT- Detroit has led to an opportunity for the two aspiring graduates to showcase their talents. As the best of both worlds come together, Tyler and Pecorelli took advantage of an opportunity to create a multimedia experience promoting "Vivienda," Tyler's newest fashion line. Their example is a true testament that emerging fields networked together can create something revolutionary.

Each year, the International Academy of Design & Technology in Detroit sponsors the Imagine Fashion Show, coordinated through the Fashion Department and supported by Digital Media Production. Fashion Chair Julie Patterson and Instructor Elaine Ohno work to coordinate the competition for Fashion students to "strut their stuff" showcasing their concepts to the Metro Detroit area. Off the runway, Digital Media Chair Mike Rosik organizes a hands-on experience for DMP students during the event. The footage is later incorporated as material for Digital Media Production classes to complete a final DVD release commemorating the event.

Collaboration of the two departments has led to Tyler and Pecorelli's mutual partnership. According to Julie Patterson, "Anna needed someone to help with photography, video and/or possibly multimedia to capture the brilliance of her vision. When the opportunity arose, we needed to find a good 'fit' for the project at hand." Rosik adds, "Franco has been involved with Imagine and other IADT events. Beginning as an intern at Media Genesis, Franco has quickly grown to a full-time Front End Developer and has consistently proven, through hard work and dedication, to have the ability of bringing visions to reality." Together, these two students have established a partnership to showcase their collaborative talent building something unique and inspirational.

To present Tyler's designs, the final release of the project will include a customizable Content Management System (CMS) using Word Press. "The real challenge with this project," says Franco, "is to create the look and feel of a Flash site using jquery without dependency on a Flash Player. The advantage of creating Anna's site this way is for accessibility online, but also for mobile browsing." When asked about the dynamic of working

together, Tyler explains, "Although we come from two different fields, designing is designing, no matter what the title and more students should be doing it. We both have a similar work ethic which makes it a pleasure to work with Franco." In response, Franco adds, "Working with Anna, has been successful because we both have a drive to 'push a little further'. This has been exciting to learn more about a different perspective and to challenge myself to a new level. I was admittedly anxious about working outside of my element, but the further we push the project, the more motivated I become to be part of something great. It's been both educational and exciting working with Anna."

With a projected release date of Spring 2010, the project received quite a bit of attention at IADT-Detroit. During a shoot for the project, students, faculty and visitors were drawn to the Digital Media Center to observe the session. The shoot inspired many of our students to make more use of the Digital Media resources available at school," said Program Chair Mike Rosik. The discipline and professionalism of Franco and Anna is a prime example of success as two fields work together toward a common goal.