



# Bringing Interactivity to Life

## Media Genesis looks to IADT-Detroit for Creative Help.

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Frank Pecorelli and Michael Ross are truly a dynamic duo at Media Genesis, a leading Internet Services firm founded in 1996 and headquartered in the Midwest. Media Genesis services over 300 companies and non-profit organizations nationwide and across the globe, providing a breadth of diverse and unparalleled development expertise. Frank is a CSS wizard with solid design skills, and Michael is a true ActionScript ninja. Starting out as interns and developing into full-time employees, both are now assigned to some of the biggest projects at one of the prolific web design companies in the nation. The human resource director from Media Genesis often asks if IADT-Detroit has any more students like them. Frank has actually captured "employee of the month" twice.

They both still attend IADT-Detroit and are working toward degrees in Digital Media production. Their projects always set the standard of excellence for the class. Frank is in his early 30's, worked in construction, injured his shoulders and had to truly reinvent himself. He is a true master in CSS and is learning new skills all of the time. Michael is more of a traditional student who learns quickly and has excelled at the programming aspects of Flash and Flex.

"Mike and Frank both possess one of the most important traits inherent in design," states Antoine Dubeauclard, President of Media Genesis. "They have a thirst for knowledge that makes them approach each project as an opportunity to develop skills and find new ground. This is a critical skill in a space where 50% of skills have to be refreshed every 18 months. IADT provided them with the foundations to be able to put their passion into motion - and now they get a chance to use it on very complex projects. They both comprehend design, programming and user experience along with project goals. They critically approach projects, suggesting solutions and new technologies to create a better impact. This 360 perspective allows for true innovation."

"Having had both Frank and Mike as students and from an advising perspective, both are exemplary of the initiative necessary to be successful in today's marketplace. Neither of them settles for the minimum, rather they always seem to be asking for a new challenge. Each of these students are dually commended for their effort to always ask another question, always seek out a new answer and always work to develop a unique solution to exceed

expectations. I have seen the two work together in freelance ventures, putting into practice their dedication to collaborate and contribute to a team effort. Given the initiative and effort I've seen them put forth as students, it's not surprising they're achieving the success they are while still in school", said Damon Christopher, Full-time Faculty / Program Advisor for Digital Media.

Mike Rosik, Program Chair of Digital Media states in closing, "Both Mike and Frank excel with any given project they are tasked with. They're both the type of students that go above and beyond what's required of them. Their focus and passion is to stay on top of technology. They are a classic example of what all students should be." There is no doubt that this dynamic duo will continue their assault on the web industry with cutting edge design and development solutions for years to come.

[View live samples of their work:](#)

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