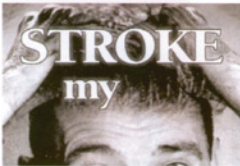


AUGUST 2002 Graphic Design USA 26
NEWS



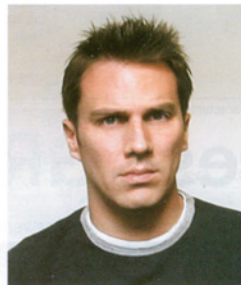
TYPOGRAPHY PERFORMS IN MUSIC VIDEO FOR THE DEAF

Chicago IL/Berkeley CA: Gregg Brokaw of Brokaw Motion has been recognized by The Corporation on Disabilities and Telecommunication for efforts to explore visual music for the deaf. Brokaw, whose motion graphic design firm specializes in typographic design and animation, created a music video for the hearing-impaired that brings the lyrics to life and enables them to "hear" the rhythm by building the lyrics onscreen against the beat of the music. "Do song lyrics popping up on the screen in white type within black boxes really help the hearing impaired 'hear' a song?" asks Brokaw. "My mission... was to help the deaf visually hear music. I wanted the typography to become the primary performer on screen and animate the way words were sung. I wanted to help society through typographic design."



NEWS BRIEFS

ELKHART	WESTLAKE VILLAGE
<p>Godfrey Marine hooks Todd Allen Design for branding campaigns for its extensive lines of recreational and fishing boats. The initial phase for the advertising and design agency will involve brand positioning strategies, retail literature programs, and ad campaigns for Godfrey's pontoon, deck and fishing boats. Headquartered in Indiana, the client's brands include Hurricane, Sanpan, Aqua Patio, Sweetwater, Parti Kraft, Sea Ryder, and Polar.</p>	<p>Strategic branding firm DuPuis has moved its Los Angeles headquarters to Westlake Village, just outside the city. The new offices are twice the size of the previous location, and are being shared with DuPuis' sister company, digital media agency Dream Theater. The company's new offices feature top-of-the line IT networking, including a data tunnel that connects all offices as well as video conferencing.</p>



Gregg Brokaw