

Kid videos

Animation delivers info

Animation can be a powerful communication tool for presenting information to children. Two recent productions created at Grace & Wild Studios of Farmington Hills by Woodbridge Video Productions of Royal Oak are cases in point.

A six-minute information/educational video, "Room to Grow with 810," produced for Cognos Advertising and Ameritech, features claymation to help explain a pending change in the telephone area codes for southeastern Michigan residents. It will be distributed to all elementary schools in the 810 and 313 area codes as part of Ameritech's education program.

Grace & Wild's B Stage was transformed into a 13-year-old boy's bedroom. As the teenager completes a note to a pen pal on his computer, he begins talking about the new code they will be using. While he explains the change, the scene shifts back and forth between him and animations of clay model hands, telephones and a police car that are superimposed over an electronically-generated map of the affected area.

Grace & Wild Model Maker and Designer Time Coffey created a series of clay hands in the act of

dialing and picking up a phone receiver. Grace & Wild Animator Matt Campbell animated them as Coffey shot the hands sequentially in single-frame video against the map. The animations brought the boy's words to life as he spoke.

To help get the message across further, Grace & Wild's D/PX was used to highlight each affected county on the map in yellow as the boy mentioned it. The animated police car helped show that 911 remains the emergency number to call for everyone in the area.

"Claymation has been used extensively in entertainment productions such as 'The Nightmare Before Christmas,'" Coffey said. "Now we're using it more often to add excitement in corporate videos."

The second video was created for Children's Hospital of Detroit to help eliminate the fears children have about entering a hospital. It features animated models of the boy and girl sculptures found at the hospital's entrance. The video opens with a shot of the hospital's exterior. As the camera zooms in on the sculpture, it comes to life with the help of single-frame video animation which Grace & Wild developed and shot.

The animated children "Jack" and "Ellie," take the young viewers on a tour of the hospital, showing and telling them about the different places they will see and people they will meet. The tour includes an admissions area, exam room, X-ray room, out- and in-patient facilities, doctors, nurses and technicians. Grace & Wild superimposed the animated tour guides over the live action in the hospital by chroma keying the characters and layering the scenes with a Kaleidoscope digital video effects system.

The nine-minute video, "Just For Kids," ends with Jack and Ellie bidding goodbye for now and reassuming their places at the hospital's entrance.

The Grace & Wild teams included model animator and designer Time Coffey; animator Matt Campbell; project coordinator and lighting specialist Richard Roy; editors Paul DeMara and Jeff Larkin; and D/PX Composition artist Harly Segall.

Both videos were produced and directed by Sue Marx and Marty Bernstein, who also wrote the scripts. Charles Green of Propaganda Inc. designed the set and managed props for the Ameritech video, while Charlie Scott directed the photography for it.

City resident nets scholarship, internship

Farmington resident and University of Michigan Business School student Gretchen Clappison is the 1994 winner of the Ernst & Young Scholarship-Internship Award.

Ernst & Young recognized her academic achievement and leadership experience at the U-M in making the announcement.

Established in 1989, the Ernst & Young Scholarship-Internship Program has presented awards to

talent more than \$55,000 to both undergraduate and graduate students at the University of Michigan desiring to pursue a professional career in public accounting.

Funding for this program has been made available by contributions from Ernst & Young Foundation.

Clappison will receive a \$3,500 cash scholarship and will intern in Ernst & Young's Detroit office

beginning in May.

Clappison received University of Michigan Honors Convocations Awards in 1992 and 1993. She is a member of the Beta Alpha Psi Honorary Accounting Fraternity and the Alpha Delta Pi Social Sorority, and was also named a James B. Angell scholar this year. Ernst & Young is a professional services firm, with more than 64,000 people and 600 offices in more than 100 countries.

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We'll discuss unique, pre-retirement/retirement living that offers you a choice of home ownership or apartment leasing without entrance fees. You'll discover why you don't have to pay for many services you don't want that are mandatory in some retirement packages. You'll also learn how you can live in an active, secure community that provides home/yard maintenance and health/fitness programs as well as a menu of optional services.

The conference is free and will be held at Laurel Manor in Livonia on May 11, at 10:00 am to 11:30 am and 1:30 pm to 3:00 pm. Complimentary refreshments will be served. Because seating is limited, pre-registration is strongly recommended.

For reservations and directions call Joan Herbst today at (810) 477-1646 or write to:
RETIREMENT CONFERENCE,
21350 Archwood Circle,
Farmington Hills, MI 48336.



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30 GIFT IDEAS FOR



...and two I Love You Mom's

Shop **Downtown Farmington** for unique gifts & great food!
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2. To Clara Dubin, My One and Only Mom - Thanks for Being the Greatest! Love, Howard
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Village Shoe Inn.....33224 Grand River.....474-7105
6. Moving Sale - 15% to 50% Off Select Items...Located in Village Mall Parking Lot
Royal Gifts and Angel Connection.....33305 Grand River.....473-5990
7. Family Portraits - Gift Certificates - Any Dollar Amount Available
Focal Point Studio.....33431 Grand River.....478-1113
8. Unique Selection of Gifts, Books, Jewelry and Angels
Victorian Lace Elegance.....In Village Mall.....474-4690
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Farmington Civic Theatre.....33332 Grand River.....474-1951
11. \$2 Off Any Cassette or CD \$10.99 and Up (not good on sale items or with other discounts)
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12. Enjoy a Mother's Day Brunch - \$12.95 Adults - \$6.95 6-12 Years - 5 and Under Free. 10 a.m. - 2:30 p.m.
The Grand Cafe.....33316 Grand River.....615-9181
13. 10% Off Any Purchase - Gently Used Women's Consignment Store
Patti's Closet.....33181 Grand River.....474-8758
14. Sewing and Craft Caddy - \$24.99
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18. Elegant and Distinctive Cakes - Fine Pastries and Desserts
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19. An Incredible and Unique Boutique Featuring Wearable Art and Gifts
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20. Children's Charms Engraved FREE with Purchase of Charm for Mother's Day
The Gold Loft.....33316 Grand River.....478-0400
21. We Do Ladies' Cuts Too! Only \$12.00.
Korner Barber Shop.....33342 Grand River.....474-9711
22. Bring Mom for a Nip of Irish Mist!
Cowley's Old Village Inn.....33338 Grand River.....474-5941
23. Mom's Favorite Genuine Broasted Chicken - 9 pc. Family Pac - \$8.95
Prestige Broasted Chicken.....23631 Farmington Rd.....476-6621
24. 20% OFF Any Item - with ad - Lots of Unique Gifts
This-N-That.....23612 Farmington Road.....474-5943
25. 50% OFF Any Mother's Day Gift - Good April 28-May 8. Just Stop In and Say "I Love Mom."
Yin-Yang Beads.....33334 Grand River.....474-9264
26. Bring Mother to the Completely Remodeled Page's for Mother's Day. All Dinners \$7.95 Each or \$14.95 for Two. Happy Mother's Day to All - Have a Wonderful Day and Don't Forget to Visit Downtown - We Need You
Pages Food & Spirits.....23621 Farmington Rd.....477-0099
27. Big Sale on Madame Alexander Dolls, Original Cabbage Patch Dolls, Figurines, Plush Animals, Tilly and North American Bears, Greeting Cards, Christmas Items and Miniatures.
Melnick's Curiosity Shoppe.....In Village Mall.....474-4070
28. Treat Mom to Lunch. Buy 1 Lunch at Regular Price and Mom's Lunch is FREE! (\$6.00 value) Mom's Must Be Present at Time of Purchase. Happy Mother's Day!
Dagwood's Deli.....33179 Grand River.....474-3800
29. Natori Intimate Apparel, Perfume Bottles, Stained Glass Boxes, Photo Frames, Candles, Bath Products, Gourmet Chocolates, Coffee Mugs, Mother's Day Cards, Gift Boxes and Gift Wrapping.
Touch of Romance.....33191 Grand River.....476-3535
30. Pamper Mom this Mother's Day at our Full Service Salon. Gift Your Mom a Custom Designed Gift Certificate, each Certificate Comes Complete with a Complimentary Local Lunch. Also Available: Electrolysis Bikini Special, \$20/hr. (Save \$10). Ask for Kaye, Registered Electrologist, Glycolic Peel's, 6 Treatments, Save \$60. Ask for Eileen, Licensed Advanced Technician, Free Consultations, Manicure Special \$10 With Copy of Ad. Save \$2. Ask for Regina.
Village Clippers Salon.....23620 Farmington Rd.....477-6619
31. Clothes Encounters Brings You the Newest and Hottest Clothes Encounters Invites You to Shop It's Newest Spring and Summer Clothing.
To All The Mothers...Happy Mother's Day!
Clothes Encounters.....33306 Grand River.....471-5620
32. 25% OFF the Regular Price of Any Purchase of \$25 or More. Plus FREE Makeup and Skin Consultations! Call or Stop In!
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