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Media: Group develops software

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The multimedia textbook was impressive enough to earn a top award in an international design competition.

In its annual Interactive Media Design Review competition, *I.D. Magazine* named the University's New Media Center's EMI entry one of only 25 winners from almost 800 entries in its design distinction category.

"International Design (I.D.) is one of the most prestigious publications for design in the world," Holcomb said. "And the jury for this award included some of the biggest names — including Clement Mok, one of the earliest and best designers of interactive and multimedia products."

The award "puts us in the company of some of the best-known names in the design field," Holcomb said. The other winners in this competition included *The New York Times*, Microsoft, Virgin Records and Mead Paper

Company.

Holcomb believes the students on his team of graphic designers and illustrators are University students.

"The vast majority of the people [on our team] who won the award were students," Holcomb said. "They are advanced University students in design and computer science and other areas."

"The students who work here and who work on these high level products go right out the door and into industry," he added.

Located in the Riverfront Research Park, many students may not have heard of the NMC. This may be because the NMC is just completing its second year of operation.

"We're a development center for multimedia courseware and interactive on-line teaching materials," Holcomb said. "We work with faculty to develop multimedia materials that they use in their

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Mike Holcomb
New Media Center Director

teaching. In some cases the material might become marketable software products."

The NMC works with subject matters other than just music. For example, they are developing Web-delivered geographical maps for history teaching.

To see the Electronic Music Interactive multimedia textbook, go to <http://nmc.uoregon.edu/portfolio>. Click on "EMI" to begin.

Stolet was unavailable for comment.

Money: Lande third MacArthur fellow at UO

Continued from Page 1

and tropical ecologist Phil DeVries have also won fellowships.

DeVries and Lande have worked together on a project in Ecuador and have interest in creating a field studies class there.

"Lande's work has applications in a tremendous number of areas that have direct application to conservation of land and species," DeVries said.

For instance, Lande helped create a theory detailing the extinction risk of species with Georgina Mace of the London Zoo.

Lande has received a fair amount of press coverage.

"The recognition may help some of my future activities about conservation," Lande said. Government agencies have been reluctant to accept outside advice in the past, he said, and this may help to change that.

Life has not changed for Lande since he was received the fellowship.

"I haven't really absorbed it all yet," he said. "I certainly don't feel any smarter since I won the

"I haven't really absorbed it all yet. I certainly don't feel any smarter since I won the award."

Russell Lande
Biology Professor

award."

The complex issues that Lande is studying are becoming more pressing to humanity, he said. Global warming and land development are problems the world will soon have at the top of its list.

"These environmental problems are going to soon supplant nuclear war as a major problem facing humanity," he said.

The "genius award" winner has lofty goals.

"My general goals are to understand how the natural world works and to help society sustain biodiversity and functioning ecosystems," Lande said, "for the benefit of the natural world itself and for humanity."

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