

AICE Extends Membership To Design, Motion Graphics, Visual Effects Shops

New York, March 10, 2010--- In what it regards as a natural evolution, the Association of Independent Creative Editors (AICE)--the international trade association for the independent creative editorial and postproduction industry--has extended its membership reach to now include design, motion graphics and visual effects companies as well as the artists who work for them.



Burke moody (l) and Tom Duff

Burke Moody, executive director of the AICE, said expanding the ranks of the AICE is akin to the broadening of creative editorial and post houses, many of which have design, graphics and VFX capabilities already in place, with some even maintaining their own separate shops specializing in these disciplines. Moody noted that clients have been increasingly calling upon AICE houses to turn out design and visual effects work.

"Our opening up membership in this manner represents a recognition of how our businesses have diversified," explained Moody, who additionally noted that many independent design, motion graphics and VFX shops tend to be postproduction-oriented.

"What's being redefined," observed Moody, "are the segments of the postproduction market AICE serves, and who our members are. In the process, we're becoming a broad-based postproduction trade association rather than just a creative editorial trade association. The result is that it opens the doors to more people in the same business."

For example, companies that fit the new criteria for AICE membership and are now in the association fold include the New York office of Superfad, the Chicago-based Protokulture, L.A.-headquartered Pictures in a Row, and San Francisco's Ntropic. All are independent design and production studios, not affiliated or jointly owned by existing creative editorial companies.

Tom Duff, president of the International Board of AICE as well as of AICE's Chicago Chapter and post house Optimus, observed that editors are in essence storytellers and that "when a designer creates a spot that is all animation or effects, they're editors and storytellers too. Opening the membership to these companies will give the organization more perspective. We'll be better able to provide a more holistic set of programs and services to our members, and to the industry at large."

And the winners are...

In line with this inclusiveness, AICE has launched a Design category for this year's AICE Awards competition. The new category is open to work created by editors, digital artists and other professionals involved in design work for TV commercials, virals, web videos, music videos, spec spots and PSAs. The individual submitting the work--be it the editor, designer or artist--has to have been the lead designer of the work. Any and all techniques qualify, from motion graphics to CGI to compositing and editorial collage.

The AICE Awards competition also continues to have a Visual Effects category, but the scope of its entries has been expanded. Whereas in the past that category was creative editorial-based, now it is open to submissions directly from AICE member companies and artists from the motion graphics, CG and VFX community.

The AICE maintains chapters in Boston, Chicago, Dallas, Detroit, Los Angeles, Minneapolis, New York, San Francisco and Toronto.