

september 2010

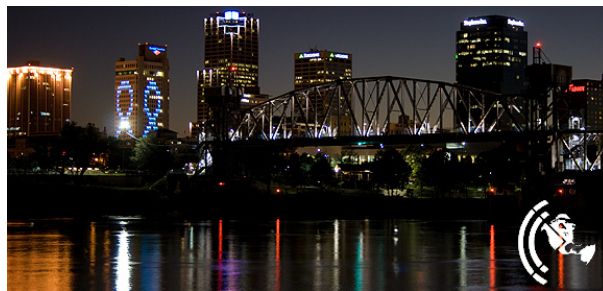
## summerINTO AUTUMN

Labor Day came and went and around the corner is autumn. That's a season that brings cooler days, bursts of vivid colors in nature and makes it fun to go out on a camera safari, just to see what pictures may result. I drove to a meeting this week and found myself in a part of town that I usually don't visit. Based on what I saw on the drive through, I am going back over there with my camera soon. Lots of great pictures waiting to be made.

## NOW IN THE CHAMBER

Film & Company recently joined the Little Rock Regional Chamber of Commerce. It was a natural thing to do as we continue to grow and define ourselves as a creative business. We exist to help you tell your story, in a variety of media.

What better way to do that than to get connected with a forum where businesses and organizations of all sizes come together, actively investing in the future of Central Arkansas?



## meet carensa HOLT, train HIKER



*Too young for the Summer of Love ... not radical enough for protest riots. Caught in a decade of turbulence, Carensa Holt looked for something to hang on to, trying to find herself.*

The time is the summer of '76, the location is Europe, the scene is a long distance train. In one of the compartments you will find Carensa Holt, a college student from Lancaster County, PA, who this summer is traveling Europe with her backpack, realizing the dream of so many American college students in those days.

This is the premise of the novel I am writing. The story has been with me for

a long time, with the seeds going back to the days when I myself criss crossed Europe on trains in the 1970s. During those travels I connected with people from all over the world. Some interactions were short, lasting maybe a train ride, others were longer and developed into lasting friendships. I owe a huge debt of gratitude to a number of people who have added their experiences to mine, allowing me to draw from that rich collection to create this novel.

Right now much of the novel exists at least as a draft and almost all of it is outlined in some level of detail. This is a fun project for me in that I get to

## MOVIESto WATCH

For your viewing pleasures this month:

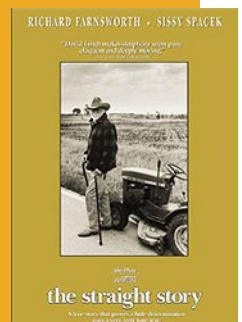
### EVERLASTING MOMENTS (2008)

A thoughtful portrait of life. Maria Larsson has a tough marriage, but when she wins a camera, she finds a creative outlet that changes her life. It's a compelling story that gives occasion to think about the choices we make in life and their effect on the people around us. The film is based on a true story and captures life in Malmö, Sweden, in the early 1900s in every detail. Must see.



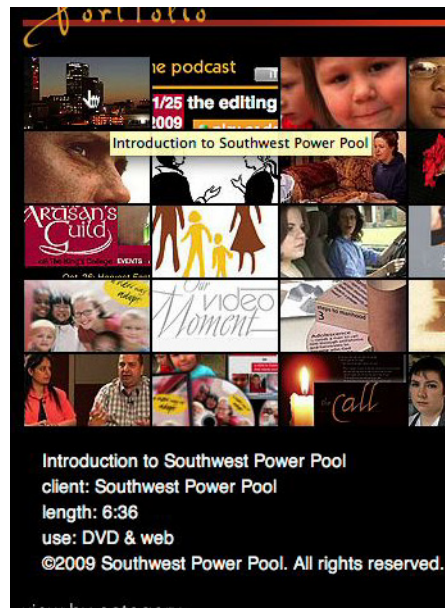
### THE STRAIGHT STORY (1999)

When Alvin Straight found out that his brother had a stroke, he decided to go see him. With no drivers' license and 300 miles to go across northern Iowa and into southern Wisconsin, how would he get there? Alvin looked no further than his riding lawnmower. Gives new meaning to the slogan "nothing runs like a Deere." The film, based on real events, was shot on location in along highway 18 in Iowa and Wisconsin as it chronicles Alvin's adventures on the lawnmower.

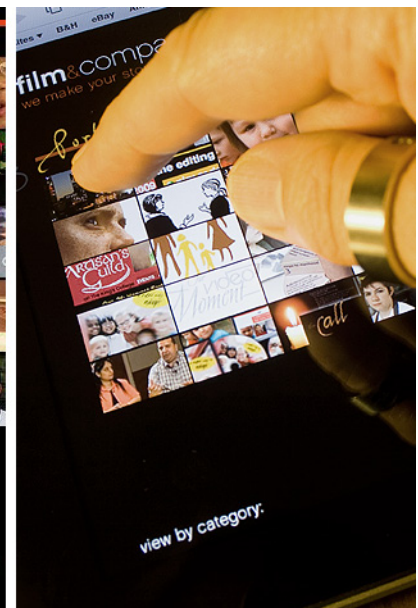


Is there a movie you found really worth watching? Email me to pass the word about it.

explore the characters, discovering new things about them as the story develops, while also doing research on the locations and travel arrangements, so that everything is historically accurate and plausible. In many of the places where the story takes place, you would truly not recognize yourself if you compare the place today with what it looked like in 1976.



Note the mouse on the upper left picture. Since it hovers there, a text description appears below the small pictures.



With a touch screen, hovering a finger does nothing. Only when the picture is actually touched will the text appear.

However, none of these devices have a mouse. Instead they use touch screens for your interaction. Yet many common website features do rely on the mouse. Consider a simple hover action: You place your mouse over a link on a website and immediately the appearance of the link changes. Try hovering your finger over that same link on an iPad and nothing happens. You have to touch the link, but you would expect to do to activate the link and you may not be ready to do that. So you potentially miss out on information.

This is just an example of interaction issues to consider in web design for touch based devices. Conversely, a site developed all for touch interaction may not do so well on a traditional computer.

Since having multiple sites is not an option for most businesses or organizations, we've taken the approach to develop for both mouse and touch and testing on both traditional computers and on mobile devices. That way you are assured a website that works well no matter how your clients access it.

## inCLOSING

Keep us in mind for your media needs: video, graphic design, web design, photography, writing — we do it with your story and audience in mind.

Or maybe it's just an idea floating around in your mind. I'm always glad to talk it over with you and see what we can create for you.

And don't forget to take time to enjoy the days of autumn. It's a great season.

Until next time,



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There is already a website for the novel, where you can learn a little about the story (sorry, no plot giveaways), read an excerpt of the story, and follow the progress on the blog. Stop by [CarensaHolt.com](http://CarensaHolt.com) and check it out.

## WEBSITES, theNEXTthing

Effective immediately, websites created by Film & Company LLC are developed with mobile devices with touch screens, as well as traditional computers, in mind.

Why the change? Developing a website used to mean designing for display on a desktop or notebook computer. Netbooks had smaller screens, but still worked mostly as their larger counterparts. Some mobile phones had web browsers, but they required specially developed "mobile" websites.

A client who wanted everyone to be able to access his site had to pay for development of multiple versions of the website, with higher costs initially, as well as more complex maintenance.

The iPhone with a full-featured web browsing experience spearheaded a change. Now you could access regular websites on a mobile device. Other browsers on other devices followed. Then the iPad came along and with its larger screen, it is perfectly suited for web browsing.

2

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