Accelerate Your Career!

July 16-20, 2008
Indianapolis, Indiana
Welcome!

There’s energy here!

Get ready for excitement this year at the 2008 Annual AMI Meeting here in Indianapolis, Indiana! Our venue is the elegant University Place Hotel and Conference Center, one of the premiere hotels in downtown Indianapolis.

Indianapolis has the second highest concentration of biopharmaceutical employers in the nation, and has become well-known for its biotech, genetics, medical, and bio-scientific research initiatives that will be reflected in the exciting meeting program we have lined up!

Home of Eli Lilly & Company, the famed Indianapolis Motor Speedway and Museum, The Eiteljorg Museum of American Indians and Western Art, the NCAA Headquarters, the Indianapolis Zoo, the Indiana Medical History Museum, the Indiana State Museum, and the world’s largest Children’s Museum, it is a great place to bring your family along for a fun summer getaway! Indianapolis is also considered second only to Washington D.C. in number and variety of memorial statues ranging from the Civil War to the Iraqi conflict.

Known as the “Crossroads of America”, Indy is very accessible — half the nation’s population is within one day’s drive. AMI Indy 2008 is where AMI’s creativity and intellect will be showcased, and this meeting will be a catalyst for the continued growth of both our membership and our profession.

Be a part of the energy. Accelerate your career!

Gary Schnitz, CMI, FAMI
AMI-Indianapolis Program Chair, Annual Meeting Co-Chair

Tom Weinzerl, CMI, FAMI
AMI-Indianapolis Workshop Chair, Annual Meeting Co-Chair
CONFERENCE Highlights

Wednesday, July 16 - Sunday, July 20, 2008

- Afshad Mistri, Medical Imaging Market Manager, Apple, Inc., will present 3D Volume Rendering of Diagnostic Medical Imaging Datasets. Volume rendering has become invaluable in a wide variety of imaging applications in the areas of biomedical, industrial, geoscience, and bioscience. Mr. Mistri will review clinical volume rendering with OsiriX® and present imagery from MRI, CT, PET, and other medical datasets.

- Keith Kasnot and Craig Foster will present a plenary session, The Ace of Hearts Motorcycle: the Design and Production of a Heart-themed Motorcycle.

- Brad Holland, a pioneer of contemporary conceptual illustration based in New York, will present a plenary session entitled, Confessions of a Short Order Artist. Brad has been called one of the most important illustrators of our time, and has helped transform a profession of artists and renderers into one of conceptualizers and conceivers. In recent years, Brad has devoted an extraordinary amount of time to the fight for illustrators to retain rights to their intellectual property.

- Bill Andrews will present Effects of Light on Color and Texture.

- Joanna Ebenstein will present Anatomic Theater: History of Museum Artifacts.

- Robert Demarest will present a concurrent session entitled, Fifty Years of Anatomy in Fifty Minutes.

- Carl Clingman will present Photoshop Luminosity Mask for Color Illustration.

- Amanda Yarberry Behr, Joanne Haderer Muller, Tonya Hines, and panelists will present a concurrent session entitled, Business Practices 101. Included will be business topics related to institutional employment of medical illustrators, a transition to self-employment, and issues relating to the use of stock art.

- Art Olson, PhD, Professor of Molecular Biology, and Graham Johnson will present a plenary session entitled, Molecular Illustration. Included will be molecular imagery created at The Scripps Research Institute’s Molecular Graphics Laboratory.

- Joseph Pangrace, Medical Illustration Section Leader, Center for Medical Art and Photography at the Cleveland Clinic, will present Digital Pen and Ink Using Adobe® Illustrator.

- Charles Falco, PhD, Professor of Optical Science and Chair, Condensed Matter Physics, University of Arizona will present a plenary and concurrent session on the Art and Science of Optics: The Use of a Mirror Lens by Renaissance Artists.

- Terry Trammell, MD, Specialist in Trauma, Spine, and Motorsports Medicine, Orthopaedics Indianapolis, will present a plenary session, Musculoskeletal Injuries in Motorsports.

- A Conversation with Charles Darwin.

- Jennifer Fairman and the Vesalius Trust Scholars will present a Vesalius Trust Scholars plenary session, Current Investigations and Research in Biomedical Illustration. All 2007 Vesalius Scholarship Applicants will also have an opportunity to present and display their work in poster format at the Vesalius Trust Poster Session.

- Jodie Jenkinson will present Designing Information for Healthcare.

- Andrew Swift will present Seeing through the Living Body: Virtual Dissection Using Osirix®, discussing some of the advantages of virtual dissection, time-based imaging, and image fusion.

- Tonya Hines will present Metadata—the Key to Protecting Copyright and Licensing Terms in Digital Imagery.

- Ahmet Sinav, MD, Professor of Cellular Biology and Anatomy, Medical College of Georgia, will present a concurrent session, Anatomical Mistakes in Anatomy Atlases.

- Kevin Millar will present Making the Move to HD in Video and Animation.

- Don Stredney, Senior Research Scientist, Biomedical Applications, Ohio Supercomputer Center will present The Virtual Temporal Bone. This project has just been selected to receive the 2008 Frank Netter Award.

- Robert Benassi, Don Biggerstaff, Robert Demarest, Craig Gosling, George Lynch, Dave Mascaro, and Bill Stenstrom will be panelists discussing What Has Changed in 30 Years of Medical Illustration?

2008 AMI-Indy Forums

- Michael Belknap, AMI President, will moderate the 2008 AMI-Indy Members’ Forum. This year’s discussion will emphasize topics of interest and relevance to the AMI Membership including Artist Rights (ASIP as well as Orphan Works Legislation).

- Betsy Palay will moderate the 2008 AMI-Indy Futures Forum. This year’s panel will discuss, Learning Curve or Curveball: Anticipating an Uncertain Future.
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**Mark Your Calendars for the next Vesalius Art and Anatomy Tour**

**NORTHERN AND CENTRAL ITALY**  
October 2009

Tour the historically rich cities of Urbino, Fabriano, Florence, Bologna, Padua and Venice.

Follow professional guides into exclusive areas not open to the public.

Enjoy travel with medical art friends and colleagues while earning CEUs.

Attend the Annual AEIMS* Conference in the mountains of The Marches region.

Be welcomed not as a tourist, but as a friend and member of the medical art family.

For more info contact Marie Dauenheimer  
dauenheimer@erols.com  (703) 648-9038

Updates will be available via the AMI Weekly e-mails

*Association Européenne des Illustrateurs Médicaux et Scientifiques
Color Theory and Color Palettes for the Medical Illustrator
Bill Andrews

In this workshop, Bill Andrews will guide the participants in a tour through, around, and over color. The journey will begin by exploring the perceptual basis of color at the level of the cones and rods. Then, the group will examine the different theories used to explain and model color perception, including Newton, Goethe, Munsell, Birren and the International Commission on Illumination (CIE). The next stop on the tour will be to consider the theoretical attributes of color (hue, saturation and value). With that knowledge, the group will develop effective color palettes for different uses. Along the way we will build an understanding of how RGB and CMYK color space relate to each other. The last stop on the journey will be to tackle the toughest problem of all—color printing. Participants will receive reference handouts, as well numerous digital tools for exploring color.

About the Instructor
Bill Andrews is Associate Professor and Education Program Coordinator for the Department of Medical Illustration at the Medical College of Georgia. Bill received his BA in Art from the University of Texas at Austin and his MA in Biomedical Communications from the University of Texas Health Science Center at Dallas. He is currently pursuing a PhD in Health Promotion, Education and Behavior at the University of South Carolina, Columbia.

Brain and Cranial Nerve Anatomy Workshop
(with specimens)
Mark Seifert, PhD and Ronald Shew, PhD

The 12 pairs of cranial nerves are components of the peripheral nervous system and support and integrate a variety of functions within the head and neck and other parts of the body. These nerves issue from the brain stem, enter or leave the floor of the skull through multiple foramina, and course to different regions of the head and neck where they provide sensory and motor innervation to a variety of structures including, sensory organs, e.g., related to vision, hearing, balance, smell, and taste, voluntary and involuntary muscles, glands, and skin.

This workshop is designed to provide participants a comprehensive didactic and hands-on review of the relevant bony and neuroanatomy related to each cranial nerve using a variety of teaching resources, e.g., illustrative materials, dry skulls, prosected cadaveric specimens. Following the laboratory portion of the workshop, participants will observe in a living person how the function of each nerve is tested clinically by a neurologist. Participants will leave the workshop knowing the essential details of cranial nerve anatomy and function and will gain a solid three-dimensional appreciation for the appearance, location, and course of these nerves from the surface of the brain to their target areas within the head and neck. This experience should benefit medical illustrators who draw and render structures contained within the head and neck region of the human body.

About the Instructors
Mark Seifert, PhD, is a Professor in the Department of Anatomy and Cell Biology at the Indiana University School of Medicine. His research interests are in skeletal biology and include studies on how lipids, particularly omega-6 and omega-3 fatty acids, and flavonoids affect bone modeling and remodeling in normal and estrogen-deficiency conditions. He also is involved in studies utilizing rodent models of chronic renal disease to understand the pathophysiology of bone loss and vascular calcification during renal failure and how these conditions can be treated pharmacologically.

Ronald Shew, PhD, is senior lecturer in the Department of Anatomy and Cell Biology at the Indiana University School of Medicine. His research focuses on the effects of parathyroid hormone related protein and neuropeptides on the female reproductive tract. His research has involved the localization, effect and regulation of these peptides on uterine activity. His teaching activities include development of online gross anatomy core curriculum, including lecture notes, quizzes, post-exam reviews of laboratory practical specimens, and student-faculty conference forums. In addition, he is part of a team developing interactive learning modules demonstrating the anatomical basis of common clinically invasive procedures.

Portraiture: With and Without Cheats
David Mascaro, MS and Aimee Littlewood Allen, MA

Civil War battles are reenacted year after year. Thor Heyerdahl reenacted a pre-Columbian journey across the Pacific on a raft called the “Kon-Tiki”. But what about the recently rediscovered practice of some of the oldest artists of the Renaissance? Artists including Campin, Caravaggio, and Velázquez, to name a few—those giants of the Renaissance discovered that they could work inside the camera—using optics to both project and draw images from life. As we sit in our studios surrounded by our modern props and techno-fancy tricks: Photoshop®, digital cameras, Wacom tablets, etc., do we utilize the same knowledge as these artists of centuries past? And, if so, do we use it as well?
Join us for a two-part experimental portraiture workshop. We will begin with David Mascaro’s demo and pointers on classical non-optically assisted portraiture. Workshop participants will pair up and draw each other.

In the second half of the workshop—the same pairs will complete a second set of portrait sketches using Dr. Falco’s two camera obscuras, technology that very well may have been in use by the famed artists mentioned above.

To conclude—both sets of portrait sketches will be displayed for a wrap-up discussion to compare and contrast them and their making. Especially of interest will be what features were enhanced or diminished in the non-optically-assisted sketches.

Participants will have the opportunity to display their sketches side-by-side on exhibit panels in the Salon area during the meeting.

About the Instructors

David Mascaro, received his BS and MS degrees in medical illustration from MCG in 1969. Prior to his medical illustration training, he received extensive fine arts training at The Art Students League, The National Academy of Fine Arts, and The School of Visual Arts, all in New York City. After receiving his MS degree in Medical Illustration from the Medical College of Georgia, he accepted a medical illustrator position at Upstate Medical Center, Syracuse, New York. David returned to MCG in 1971 to teach in the Medical Illustration Graduate Program.

Aimee Littlewood Allen received her BFA from Virginia Commonwealth University and M.A. in Art and Visual Culture Education from the University of Arizona. Her research areas include arts-based learning and interdisciplinary curriculum design for K-12 and higher education. She is full-time Research Laboratory Assistant for Dr. Charles M. Falco, UA Professor of Optical Sciences and Chair of Condensed Matter Physics. Dr. Falco’s collaborative research on art and optics with the renowned painter, David Hockney, was the subject of her graduate thesis and is the basis of a curriculum she is currently designing for art and science educators.

Workshop F4
8:00 am - 5:00 pm
Eskenazi Hall, Herron School of Art on the campus of IUPUI
Room 253
(.70 CEUs Art)

Workshop H5
8:00 am - 12:00 noon
Hotel Conference Center Room 134
(No CEUs)

First Timer’s
Emily Shaw and Megan Bluhm Foldenauer

This workshop is intended for students, new AMI members, and all other individuals who are attending the AMI meeting for their first time. The session will introduce newcomers to each other, the AMI, the Annual Meeting, AMI Headquarters, the AMI Board of Governors and much more. Attendees of this workshop can expect to gain a sense of appreciation for the AMI and how it can facilitate advancement in a medical illustrator’s career. Several AMI member guest speakers will visit and discuss some of their reasons for becoming involved in the AMI. Featured “keynote” speakers will give presentations on their careers as medical illustrators, showing pieces from their student and professional portfolios, while giving insight into their development as professional artists.

About the Instructors

Emily Shaw is a 2003 graduate of the Johns Hopkins University’s Art as Applied to Medicine program, serves as Clinical Education Outreach Coordinator and Medical Graphics Developer at Simulation and Training Environment Lab (SITE#) at MedStar Health, is the Education Outreach Coordinator at MedStar Health, and is the owner at Illustrating Medicine.

Megan Bluhm Foldenauer is a 2002 graduate of the Johns Hopkins University’s Art as Applied to Medicine program, and was also the owner of Mbluhm Illustration. She has run her own business, Megalo-Media Illustration, for six years. She is also a fine artist with over 10 years of fine art exhibiting experience and a recipient of the Fred C. and Ford R. Bryan Science Teaching Award at Eastern Michigan University for work she is doing as she finishes more advanced science education. She’s an anatomy nut, an audiophile, a genealogist, and a die-hard Cubs fan.

Workshop H6
1:00 - 5:00 pm
Hotel Conference Center Room 132
(.35 CEUs Biomed Sci)

Hand Anatomy Workshop (with specimens)
Gary Schnitz and Robert Baltera, MD

This Upper Extremity and Hand Anatomy Workshop is intended to provide a complete anatomical review of upper extremity anatomy directly from fresh cadaveric specimens (no stinky preservatives here). Dissected hand, forearm, and elbow specimens will be reviewed with the attendees by a board-certified hand surgeon. The fresh specimens will be available for close study, photography, and sketching. This Workshop will also include a presentation to review common overuse syndromes such as carpal tunnel syndrome, and discuss tendinitis, hand fractures, and radiological imaging. This
session will be held right in the Conference Center with gloves and gowns being provided. Bring a digital camera to capture the texture and color of this fresh tissue (fat, bone, muscle, nerve, and tendon) for your future reference.

About the Instructors

Gary Schnitz is a Board Certified medical illustrator, who for 25 years has been the Director of Medical Illustration at The Indiana Hand Center. This Center is devoted to the diagnosis and treatment of patients with upper extremity problems, and is the largest free-standing facility of its kind in the world. Gary’s upper extremity illustrations have appeared in over 25 atlases and textbooks, and in over 255 journal articles.

Robert M. Baltera, MD, is Board Certified by The American Board of Orthopaedic Surgeons, and holds a Certification of Added Qualification in hand and microvascular surgery. Dr. Baltera maintains a faculty appointment as an Assistant Clinical Professor of Orthopaedic Surgery at The Indiana University School of Medicine. He has received numerous honors for his academic and research accomplishments and continues to serve as an tireless educator in his field.

An Afternoon at the Indianapolis Museum of Art

Richard McCoy, Chad Franer and staff

• 1-2 pm Highlights Tour

A high-light tour of the IMA’s permanent collection will be lead by an experienced IMA Docent. This tour will include some of the most important works in the American, European, Asian, African, and contemporary Galleries. The IMA has strong holdings in Chinese, African and Neo-impressionist paintings. The tour will also include a brief visit to the exhibition Paris Posters: The Art of the Streets.

• 2:15-3:30 pm Grounds Tour

Join Chad Franer, Horticultural Manager of the IMA, for a walking tour of the grounds. Included will be discussion on the history of the property with special attention given to plants and designs aspects of the historic and contemporary gardens.

• 3:30-5:00 pm Behind the Scenes Tour

Join Richard McCoy, Assistant Conservator of Objects, as he leads you on a behind the scenes tour of the IMA’s conservation department. This tour will include brief presentations by the conservators in the objects, paintings, textiles, and works of art on paper laboratories.

About the Museum

The Indianapolis Museum of Art was founded during American history’s most remarkable movement in creating museum institutions, starting in the 1870s when New York and Boston established their museums. With the United States’ centennial celebration, the impulse to create art institutions swept westward. In 1883, Indianapolis joined the forefront of this movement with the founding of the Art Association of Indianapolis, which later became the Indianapolis Museum of Art.

The Indianapolis Museum of Art is the fifth largest encyclopedic art museum in the United States, with a collection of more than 50,000 works that spans a wide range of cultures and eras. Encompassing 152 acres of landscaped gardens and grounds, just 15 minutes from downtown Indianapolis, the IMA is home to the Indianapolis Museum of Art, Oldfields-Lilly House & Gardens, and the future Virginia B. Fairbanks Art & Nature Park. The IMA offers visitors a broad range of artistic experiences from special exhibitions, lectures, classes and workshops to a historic house museum with elaborate gardens and vistas.

• About the Oldfields-Lilly House & Gardens

A National Historic Landmark and listed on the National Register of Historic Places, Oldfields-Lilly House & Gardens is an elegant 26-acre estate on the grounds of the IMA. At the heart of Oldfields is Lilly House, the mansion that was once the home of J.K. Lilly Jr., the late Indianapolis businessman, collector and philanthropist. Lilly House is a historic house museum and has been restored to its 1930s splendor. Percival Gallagher, of the acclaimed landscape architecture firm Olmsted Brothers, designed Oldfields’ magnificent gardens and grounds in the 1920s.

Salon Opening Reception

University Place Conference Center & Hotel Slate Gallery and Courtyard

6:00 - 9:00 pm

The Salon Opening Reception will take place from 6:00 – 9:00 pm in the Conference Center Upper and Lower Slate Gallery with cocktails and light hors d’oeuvres served throughout the beautiful tree-lined courtyard (weather permitting).

Included in the AMI-Indianapolis 2008 Salon will be the Professional and Student Exhibitions, three-dimensional models, computer animation, interactive media, posthumous work from founding AMI members, the Vesalius Trust Student Scholars’ posters, and side-by-side portrait sketches from the half-day Portraiture Workshop led by David Mascaro and Aimee Allen.
THURSDAY General Sessions

8:15 - 9:15 am
Auditorium

Interactive Volume Rendering of Diagnostic Scanner Datasets
Afshad Mistri and Steve Sandy

A typical 3D data set is a group of 2D slice images acquired by a CT or MRI scanner. Usually these are acquired in a regular pattern (e.g., one slice every millimeter) and usually have a regular number of image pixels in a regular pattern. These datasets have tremendous educational value and offer anatomically accurate visualizations for reference or manipulation by the medical illustrator. Direct volume rendering is a computationally intensive task that may be performed in several ways, and in the past have required dedicated workstations, hardware-based solutions, and significant investment.

Recently, volume rendering technology developed by Fovia and Apple has solved some of the problems associated with volume rendering. Their software based solutions offer superior interactive image quality, better memory utilization, and far lower computational costs than any currently available solution. This presentation will review the clinical significance and educational value of these two software offerings.

Afshad Mistri is currently the Marketing Manager for Medicine at Apple, working on projects that are revolutionary in healthcare. He also manages the Apple Workgroup Cluster for the High Performance Computing market. Before joining Apple, Afshad was with Silicon Graphics, Inc. for 15 years, working up to the position of Senior Marketing Manager. During his time at SGI, Afshad created the Scientific Education and Arts market for museums, science centers, and planetariums. He was the Program Director for the first successful breakthrough Digital Planetarium Dome at the American Museum of Natural History, New York. He was also Project Manager for DisneyQuest, one of the world's first themed interactive attractions.

Steve Sandy is the Vice President of Business Development of Fovia, Inc. Mr. Sandy has over twenty-five years experience as a senior business development and marketing executive. For the past seven years, Mr. Sandy was Vice President of Marketing at TeraRecon Inc., a 3D medical imaging company. Prior to TeraRecon, Mr. Sandy was co-founder and Vice President of Business Development for Real Time Visualization, the developer of VolumePro™, the world's first volume rendering application-specific integrated circuit (ASIC).

Fovia Medical, a subsidiary of Fovia, Inc., is headquartered in Palo Alto, California and is an international leader in volume rendering, an advanced technique for visualizing and analyzing large volumes of data in three dimensions.

9:30 - 10:40 am
Auditorium

Design of the “Ace of Hearts” Motorcycle
Keith Kasnot and Craig Foster

Keith Kasnot and Craig Foster will present the "Ace of Hearts" motorcycle, a one-of-a-kind heart-themed motorcycle produced as a tribute to the Arizona Heart Institute's Founder and Medical Director, Dr. Edward B. Diethrich. You might be asking, "So what's up with the funky heart motorcycle?" This two-wheeled wonder was created to educate the public about maintaining a healthy heart and healthy lifestyle.

From Craig's concept drawings and animation, renowned motorcycle designer Paul Yaffe fabricated this hammered-steel chopper, which took nearly two years to create. Working closely with Paul, Keith's art direction and anatomical instruction brought to life a clean, modern bike with beautiful and accurate anatomical detail.

Dr. Diethrich, an innovator, educator, and Honorary AMI Member, not only takes the anatomical bike on the road, but into school classrooms as a showcase to educate students about cardiovascular health. "We aren't endorsing motorcycle riding. However, this is a dynamic tool to talk about good health and the things that cause bad health and heart trouble," says Dr. Diethrich. "It has mobility, it has energy. What better way to educate?" he adds.

Keith and Craig will describe the concept, design, and fabrication of the motorcycle, and will discuss how the motorcycle is used to promote both the Arizona Heart Institute and heart health in Phoenix area school systems.

Keith Kasnot, MA, FAMI, is an illustrator, animator, art director, and producer, well-versed in virtually every area of visual communication. His professional experience spans nearly thirty years, including twenty years as a creative director specializing in advertising and marketing for the health care industry. He has had a successful freelance illustration business since 1987.

Keith's work has decorated the covers of numerous international publications and has been exhibited at the Society of Illustrators in New York, Los Angeles, and Dallas; the Association of Medical Illustrators annual exhibitions; Winston-Salem State University; Rochester Institute of Technology; and the Bagatti Valsecchi Palazzo in Milan, Italy.
Craig Foster, MSMI, CMI, is an experienced medical illustrator and animator who has produced award-winning visuals for Time Life Medical, major pharmaceutical corporations, and biotechnology companies. A member of the Association of Medical Illustrators and a Certified Medical Illustrator, Craig has formal training in the arts from the University of Michigan and a graduate degree in medical illustration from the Medical College of Georgia.

Craig has operated a successful medical communications partnership since 1996. His work has appeared on the covers of U.S. Pharmacist and Sports Illustrated. He has also produced artwork for the American Museum of Natural History, Natural History magazine, Memorial Sloan-Kettering Cancer Center, Axcan, Genentech, and PTC Therapeutics.

Confessions of a Short-Order Artist
Brad Holland

This presentation will provide creative insight and increased understanding relevant to:
- Reconceiving a client’s verbal information as visual information
- Giving form to content
- Developing an original illustration style
- Creating a demand for that style in the marketplace
- Reinventing one’s style to reflect personal growth and change
- Making a personal statement within the limits of commissioned work
- Redefining illustration as a form of popular art

As medical illustrators are frequently called upon to create illustrations with editorial and advertising themes, it is important to understand and review some of the challenges involved in reconceiving verbal information and then portraying that information visually. Examples of illustrations will be shown that reflect this conceptualization process. Our membership will benefit from hearing and seeing the approaches that this successful New York illustrator has taken in developing an original style, and then creating a demand for that style in the marketplace. Mr. Holland will discuss the evolution of an illustration style to reflect personal growth, and he will review some of his most innovative and successful illustrations.

Bradford Wayne Holland is an American illustrator, best known for his work for Playboy and Penthouse magazines. A decision in 1964 to take an eight-hour-a-day job at Hallmark Cards in Kansas City provided time after work to develop his own portfolio.

In 1967 Holland moved to New York City. Armed with his portfolio but with no prospects of work he met Art Paul, art director of Playboy magazine. Though he is perhaps best known for his work at Playboy, through his career, Brad has worked completely as a freelance illustrator. His work has included Avant Garde magazine (1968-1971), and various “underground” publications. In 1972 he became a prominent contributor to the New York Times Op-Ed page. In 1977 he published Human Scandals, a social commentary using ink drawings.

Brad Holland is a conceptual, advertising, and editorial illustrator based in New York City, and has been a tireless advocate for artists’ rights and for the protection of professional artists’ interests. Brad Holland has won more awards presented by the New York Society of Illustrators than any other illustrator in its long history. In 2005 he was elected to the NYSI Hall of Fame. The American illustrator Mark English has called Holland “the most important illustrator in American today.”
THURSDAY Concurrent Sessions

1:15 - 2:15 pm
Room 132
Concurrent 1
(0.1 CEUs Art)
Effects of Light on Color and Texture
Bill Andrews

In “Effects of Light & Color on Surfaces & Textures,” Bill Andrews discusses the ways in which color and light interact and their effect on how we perceive the surfaces and textures on forms. Through examples of his own work, Bill will cover key concepts in form lighting. There will be an exploration of using color to emphasize (or minimize) forms in an illustration. Finally, there will be discussion of special effects lighting and coloring.

Bill Andrews is Associate Professor and Education Program Coordinator for the Department of Medical Illustration at the Medical College of Georgia. Bill received his BA in Art from the University of Texas at Austin and his MA in Biomedical Communications from the University of Texas Health Science Center at Dallas. He is currently pursuing a PhD in Health Promotion, Education and Behavior at the University of South Carolina, Columbia.

1:15 - 2:15 pm
Room 137
Concurrent 2
(0.1 CEUs Art)
Digital Pen and Ink Using Adobe® Illustrator®
Joseph Pangrace

Since the advent of digitally produced art and modern printing technology, there has been a steady decline in the use of the traditional pen and ink medium to produce medical illustrations for publication. Still, a properly executed pen and ink illustration has the ability to clearly communicate specific information to the target audience, and to do it with aesthetically pleasing results. Since the 1980's, Adobe® Illustrator® has been a mainstay in the artist-communicator's studio. Illustrator's ability to create very precise lines that could easily be modified made it an important tool in those early days. However, the resulting artwork, more often than not, appeared very mechanical and flat. Today's technique for creating digital pen and ink in Adobe® Illustrator® CS3 is basically the same technique used with those earlier versions of Illustrator. Equipped with this technique and a tool box of alternative methods, today's medical illustrator will be able to take advantage of the flexibility and editability found in this digital medium, while at the same time create a line drawing that can easily stand up to any figure created with a traditional technique.

Joe Pangrace is the Medical Illustration Section Leader, Center for Medical Art and Photography at the Cleveland Clinic.

1:15 - 2:15 pm
Auditorium
Concurrent 3
(0.1 CEUs Art)
Anatomic Theater: History of Museum Artifacts
Joanna Ebenstein

An understanding of early 3D models and teaching materials will provide historical review relating to the production and design of museum models, artifacts, and teaching aids. AMI members may benefit and gain insight into the role that 3D anatomical models play in contemporary medical illustration.

This lecture and PowerPoint presentation will feature photographs and imagery from pilgrimages to great medical museums of Europe and the United States. This presentation will focus on the art and history of medical museum artifacts, objects such as anatomical waxes, ivory sculptures, paper mache preparations, and preserved human remains, all created to teach medical students about visual diagnosis, anatomy, and the workings of the human body. The presentation will demonstrate, via lecture and images, that these artifacts communicate not only relevant medical lessons, but also function both as artistic and cultural objects.

Ms. Ebenstein currently is a freelance designer, photographer, and writer. Her academic background is in Intellectual History and Art History. In September of 2007, Ms. Ebenstein launched a traveling exhibition entitled “Anatomical Theater: Depictions of The Body, Disease, and Death in Medical Museums of the Western World” (www.astropop.com/anatomical) at the Alabama Museum of the Health Sciences. The exhibition is a collection of photographs comprising a visual survey of great medical museums of the United States and Europe, and the artifacts within. In preparation for this exhibition, Ms. Ebenstein was awarded a UAB Reynolds Associates Research Fellowship in the History of the Health Sciences, and made a month-long pilgrimage to medical museums in such cities as Florence, Bologna, Edinburgh, London, Budapest, Vienna, Amsterdam, Philadelphia, and Washington, D.C.

Ms. Ebenstein maintains a weblog entitled “Morbid Anatomy: Surveying the Interstices of Art and Medicine, Death and Culture” (morbidanatomy.blogspot.com), wherein she showcases medical artists of the past, writes about auctions and exhibits of interest to the medical art community, and reports on contemporary artists working within the paradigms of medical art.
2:30 pm - 3:45 pm  
Room 132  
Concurrent 4 
(0.1 CEUs Art)  
Fifty Years of Anatomy in Fifty Minutes  
Bob Demarest  

Anatomical accuracy is the driving force behind much of our work. Accuracy is what separates us from our untrained competitors. This lecture will focus on some subtle, and some not so subtle, anatomical features that will increase your knowledge of anatomy and vitalize your finished product. With only an hour to devote to this important subject, Bob suggests you take notes. He will focus on a variety of anatomical features, and where appropriate, give dimensions and ranges, while pointing out features that many of your competitors often miss. It is an hour that will add a further degree of reality to your illustrations.

Bob Demarest spent his entire working life at Columbia-Presbyterian Medical Center. When he retired he was director of Columbia's Biomedical Communications Center. He is the co-author of The Human Nervous System, now in its 6th edition, and author of a popular book on human reproduction. His recent book on Winslow Homer was a awarded a Book of the Year medal in the fine art category. He is the recipient of the Lifetime Achievement Award from the AMI, as well as the Crosby Medal from Johns Hopkins University School of Medicine. His interests now focus on his fine art and the pursuit of large trout.

2:30 pm - 3:45 pm  
Room 137  
Concurrent 5 
(0.1 CEUs Art)  
Photoshop Luminosity Mask for Color Illustration  
Carl Clingman  

Most Medical Illustrators use Photoshop the same way to add color to their illustrations... and that is by putting a scanned sketch on a layer in Multiply mode. This presenter uses an alternative method, which emulates the traditional layering technique known in cell animation. Instead of a sketch on a white background the sketch can be made to sit in a transparent layer in Normal mode with no white. It is as if the sketch has been lifted off the paper it was drawn on and placed on glass. A white layer placed behind this layer reproduces the original scanned sketch on white. This effect is accomplished using a luminosity mask applied to the scan, which selects everything that is not some shade of the sketch. That selection is then inverted to select only shades of the drawing. With only the drawing selected it is then possible to fill the selection (the drawing, only) onto a transparent layer.

Refined sketches and loosely outlined drawings alike can be digitally scanned in absolute fidelity onto a transparent system of layering all in register within Photoshop. The results are perfectly ordered color or black and white illustrations with infinite and easy revision possibilities. This presentation will demonstrate how this system works and the advantages it may have over other Photoshop coloring methods.

Carl Clingman received his Associate Degree in Commercial Art from Madison Area Technical College, Madison, Wisconsin. He earned a Bachelor of Science in Art from the University of Wisconsin-Madison's School of Education. He completed his graduate training at The Johns Hopkins University School of Medicine's Department of Art as Applied to Medicine, earning a Master of Arts in Medical and Biological Illustration.

Carl has worked as Art Director for the Anatomical Chart Company in Skokie, Illinois and as a staff medical illustrator for Baylor College of Medicine and the University of Texas School of Medicine at Houston. Carl has been a Medical Illustrator at Mayo Clinic since 2004. He is the recipient of numerous AMI Salon awards in several categories, including The Russell Drake Award for line. He is also the recipient of the AMI Literary Award for describing a new form of geometry, helpful to artists drawing in perspective.

4:00 pm - 5:00 pm  
Room 132  
Concurrent 6 
(0.1 CEUs Art)  
Use of Mirrors and Optics in Early Renaissance Painting - Back by popular demand!  
Charles Falco, PhD  

In this presentation, Dr. Falco will review evidence supporting the theory that some Renaissance (and later) artists may have used the "mirror lens" (concave mirror) in the creation of their work. Art and science have been companions for several centuries. This presentation will describe the possible ways that these two disciplines have commingled in the past and continue to do so today.

Recently, renowned artist David Hockney observed that certain drawings and paintings from the early Renaissance period seemed almost "photographic" in nature relevant to detail and perspective. Following an extensive visual investigation of Western art of the past 1000 years, Hockney proposed a controversial theory that various artists (even those as prominent as van Eyck, Caravaggio, and Bellini) may have used optical aids in their paintings. Many historians have since suggested that there is no evidence to support this optical aid theory.

Subsequently, Dr. Falco examined hundreds of works from the period and offers visual evidence and scientific analysis that support this theory. This presentation will provide insight into the claims made by Mr. Hockney and Dr. Falco that fine artists of the early Renaissance period used the primitive optical science of the day to help create their masterpieces.
THURSDAY Concurrent Sessions

4:00 - 5:00 pm
Room 137
Concurrent 7
(0.1 CEUs Business)

Charles Falco, PhD is a Professor of Optical Science at the University of Arizona, where he holds the distinction as University of Arizona’s Chair of Condensed Optical Physics. He is a Fellow of the American Physical Society, the Institute of Electrical and Electronics Engineers, and the Optical Society of America. Dr. Falco has published more than 250 scientific manuscripts relating to the properties of thin film materials. He has coedited two books, and owns several United States patents. He has presented more than 200 invited lectures on his research at conferences and research institutions in over 20 countries. Recently, a collaboration with the artist David Hockney regarding optical aids in Renaissance artists has resulted in widespread coverage in the popular news media, including an hour-long BBC special and a segment on the CBS program “60 Minutes.”

Business Practices 101
Amanda Behr, CMI, Joanne Haderer Muller, CMI, Tonya Hines, CMI, Cynthia Turner, CMI, and other panelists

This presentation will discuss the first three chapters of the recently developed AMI Business Practice Guidelines. These chapters are entitled “Employment by an Institution,” “Self-Employment,” and “Stock Art.”

Today’s successful medical illustrator must become more aware of good business practices within the field. An analysis of the employment relationships that may exist in an institutional setting or in your own freelance business will prove invaluable to the recent graduate as well as to the more established artist/illustrator. This presentation will discuss relevant concepts of business.

Aspects of institutional employment, many of which may be unclear at the time of employment, will prove important should an illustrator choose to transition to a freelance business model. Becoming self-employed has some inherent risks and challenges. Being self-employed is very different than being an employee. Some individuals may find it difficult or impossible to adjust to the inherent differences. This presentation will help identify the necessary entrepreneurial mindset to become successfully self-employed.

Finally, the use of “stock art” has increased among ad agencies, marketing companies, and in-house production departments. An open discussion of the many issues inherent in the “stock art” business model will help determine if this type of work arrangement represents a legitimate business opportunity for the medical illustrator, or if it is an exploitation of one’s work as some have suggested.

Amanda Behr is an award winning art director as Director of Medical Illustration for Quality Medical Publishing, Inc. (QMP), in St. Louis, MO. She manages, illustrates, and animates in a variety of divisions at QMP including textbook illustration, online continuing medical education, and corporate web media projects. Amanda trained at the University of Georgia in Scientific Illustration where she received her BFA-IDS in 2002. She completed her graduate work in 2004 in Medical and Biological Illustration from the Department of Art as Applied to Medicine at the Johns Hopkins University School of Medicine. She enjoys many hobbies related to her profession, but showing and training Vizslas is her most enjoyable pastime away from the art board.

Joanne Haderer Muller holds a Master of Arts in Medical and Biological Illustration from the Johns Hopkins University School of Medicine in addition to a Bachelor of Arts in Commercial Art. She has been self-employed since 2000, when she co-founded a biomedical illustration and anaplastology studio in Lisbon, Portugal. Since 2004, Joanne has served as Partner and Director of Haderer & Muller BioMedical Art, LLC, located outside of Boston, Massachusetts.

Tonya Hines is employed at the Mayfield Clinic at the University of Cincinnati Department of Neurosurgery. Tonya is Chair of the AMI Professional Guidelines Committee and has just completed a 4-year term on the AMI Board of Governors. Tonya has been a proponent of preserving artists’ rights, and has been active in the research of digitally marked medical illustrations.

6:00 - 9:00 pm
IUPUI Campus Student Center

Awards Banquet
Sponsored by Serbin Communications

The 2008 Awards Banquet will be held at the newly opened IUPUI Campus Center. A one minute walk across the street from the hotel, this beautiful modern glass and steel structure is located at the SW corner of Michigan Street and University Blvd. The event will take place in the 4th floor ballroom and terrace from 6:00 - 9:00 pm. Business casual dress is recommended.
FRIDAY General Sessions

8:15 - 9:30 am
Auditorium
Plenary 4
(0.07 CEUs Art,
0.07 CEUs Biomed Science)
Molecular Illustration
Arthur J. Olson, PhD and Graham Johnson, PhD candidate
This presentation will provide a discussion of the knowledge and overall principles that must be used to make molecular illustrations both relevant and accurate. The Association of Medical Illustrators’ members will benefit from this research-based discussion relating to the tools available for researching and creating molecular illustrations. In addition, insight into the collaborative efforts to assist in solving widespread disease will be invaluable to the membership.

In this era of biotechnology, genetic engineering, molecular research, and advanced pharmaceutical treatment, molecular subjects are becoming increasingly important with academic, commercial, and even lay audiences. Creation of effective molecular illustrations requires a combination of expertise in the molecular subject matter, plus an understanding of the methods used for transferring scientific data into effective visual representations. Many scientific illustrators, well-versed in methods for medical, scientific, and natural history illustration, are now being called upon to create illustrations at the molecular level. The goal of this presentation is to increase the interest and awareness of this area of illustration, and to assist the illustrator/artist in researching and preparing these types of visuals.

Arthur Olson, PhD, is a Professor of Molecular Biology at The Scripps Research Institute. He is founder and director of the Molecular Graphics Laboratory, his research focusing on development and application of computational technologies to the study of the structure and function of biological molecules.

Graham is cofounder of fiVth.com, and won the 2005 NSF/Science Magazine’s Science and Engineering Visualization Challenge Illustration award for “The Synapse Revealed,” created for the Howard Hughes Medical Institute. He illustrated and coauthored two editions of the molecular and cellular textbook “Cell Biology” with Tom Pollard and Bill Earnshaw, which received the 2002 AMI Award of Excellence. He earned the degree of Master of Arts in Medical and Biological Illustration from the Johns Hopkins University School of Medicine’s Art as Applied to Medicine Program. Graham combines actual scientific data of known structures with simplified iconographic imagery to help students understand and visualize complex molecular topics.

9:45 - 11:00 am
Auditorium
Plenary 5
(0.15 CEUs Art)
Through the Looking Glass: The Art of the Science of Renaissance Optics
Charles Falco, PhD
"Following an extensive visual investigation of Western art of the past 1000 years, in 2001 the renowned artist David Hockney published his observations that certain drawings and paintings dating as early as c.1430 seemed almost “photographic” in detail, and made the revolutionary claim that artists as famous as van Eyck, Lotto and Bellini must have used optical aids to assist them with the creation of some of their works."

“At the 2007 AMI annual meeting I showed examples to support this claim, selected from the wealth of optical evidence that Hockney and I discovered during our unusual and remarkably productive collaboration, that resulted in what is now termed ‘The Hockney-Falco Thesis.’ These discoveries convincingly demonstrate optical instruments were in use by artists, not scientists, nearly 200 years earlier than previously even thought possible, and account for the remarkable transformation in the reality of portraits that occurred early in the 15th century. After a brief review of the visual, optical, and artistic background behind our recent discoveries, this year I will show many additional examples of optics-based features in paintings that were not discussed last year.”

See Dr. Falco’s biography on page 14.
FRIDAY General Sessions

1:00 - 6:00 pm
Room 236
Certification Exam in Medical Illustration, Part I

1:00 - 2:00 pm
Auditorium
AMI Members’ Forum
Michael Belknap, AMI President and featured panelists

Michael Belknap and invited speakers will lead an informal group discussion on important issues facing our Association. Scheduled are important topics relating to the International Federation of Reproduction Rights Organizations (IFRRO) and an update on Orphan Works legislation. In addition, you won’t want to miss an important discussion about the new American Society of Illustrators Partnership (ASIP). This new illustrator partnership represents 12 major illustrators’ organizations, including the AMI, that have come together in an unprecedented act of unity.

2:00 - 5:30 pm
Room 132
Techniques Showcase and Vesalius Trust Silent Auction
Showcase coordinators: Kip Carter and Sharon Teal

The 2008 Techniques Showcase will be an extravaganza like no other, featuring the best of digital and traditional illustration that our members have to offer. Come and see in depth demonstrations of Osirix®, Autodesk® MudBox™, Maxon® Cinema 4D, Pen and Ink Techniques, Cartooning with Adobe® Illustrator®, Portraiture, Scanning Line Art for Print, Autodesk® Maya®, FileMaker® Pro, Molecular Illustration, and Working with Adobe® Illustrator®. This session will be jam packed with known experts in our field, who are more than willing to share their insight and skill. We have scheduled multiple sessions for our thirteen concurrent technique demonstrations this year to facilitate the planning of your afternoon. Sessions range from 30-60 minutes and are listed to the right of each description below. Enjoy the show!

Creating Metadata Templates in Adobe® Creative Suite 3
• Tonya Hines, CMI and Martha Headworth, MS

Metadata is an important key to protecting your artwork from accidental infringement and potential orphaning. By embedding all relevant ownership information directly into the digital file, metadata facilitates and encourages respect for the rights of creators and rights holders. Our demonstration will teach illustrators how to embed contact, copyright, and licensing metadata using the “File Info” in Adobe® CS software, and show how to create a Metadata Template to apply information to folders of files using Adobe Bridge.

Tonya Hines and Martha Headworth are employed at the Mayfield Clinic at the University of Cincinnati Department of Neurosurgery. Martha is responsible for developing digital asset management (DAM) workflow processes and “filing” standards for Mayfield’s server archive.

The Use of OsirIX® Software and 3D Reconstructions from Diagnostic Images as an Aid to Anatomic Visualization, Cadaver Dissection, and Surgical Planning
• Andrew Swift, MS

OsirIX® software allows the trained user to render a 3-dimensional virtual representation based on images captured during diagnostic CT and MRI scans. The user can assign levels of transparency and color to select tonal values and stack each slice relative to its position during the initial scan to create “3D Reconstructions” that can be manipulated and exported as image files. The non-destructive and reversible nature of virtual dissections allows removal or isolation of structures selectively, permitting the visualization of a particular region or tissue.

Andrew Swift is a full-time faculty member of the Medical Illustration Graduate Program, at the Medical College of Georgia.

Speeding Down the Production Highway with Corel® Painter™
• Ethan Geehr, CMI

Learn how to use Painter’s scripts, palettes, and portfolios to increase your production. Painter™ offers a number of features that help you customize your workspace, shortcut your repetitive techniques, and save and store useful artwork to decrease production time and maximize the efficiency of image production.

Ethan Geehr is owner of Medics Medical Graphic Services in Moorestown, NJ. He has been using Painter™, almost exclusively, for 13 years.

3D Effects in Adobe® Illustrator™
• Jim Perkins, MS, CMI

Adobe Illustrator is a great program for creating charts, schematics, and simple graphics with flat color fills. However, it also includes features that can be used to create stunning 3D effects. Learn to “push the limits” of Illustrator and create the illusion of 3D using gradients, object blends, the gradient mesh tool, and the new 3D Effect command.

Jim is Associate Professor of Medical Illustration at Rochester Institute of Technology (RIT).
Tangible Interfaces for Molecular Biology
• Arthur J. Olson, PhD and Graham Johnson, CMI

This will be a hands-on demonstration of physical molecular models produced by a variety of 3D printing and rapid prototyping technologies. It will also demonstrate the use of these models in an augmented reality environment, that combines the physical models with computer generated visualization and allows the models to be used as an interface for manipulation and computation.

Arthur Olson is a Professor of Molecular Biology at The Scripps Research Institute. He is founder and director of the Molecular Graphics Laboratory, his research focusing on development and application of computational technologies to study of the structure and function of biological molecules.

Graham Johnson specializes in illustrating and animating the subcellular realm. He currently strives to simulate and visualize complex molecular interactions while working towards a PhD in Biophysics from The Scripps Research Institute.

A Place for Everything: Getting Organized with FileMaker® Pro
• Jennifer E. Fairman, CMI, FAMI

FileMaker® Pro is a valuable time-saving business tool that can easily organize vital data that is often too easy to lose such as client contact information, job information and illustration archiving. Learn how to set up a basic database, and database types/features including client/contact management systems, utilizing search items, targeted mailing lists and job management. Learn how to create easy-to-find files by using job numbers, archive numbers, file-naming conventions etc.

Jennifer Fairman is the Founder and Principal of Fairman Studios, LLC. She also holds a faculty appointment as an assistant professor in the Johns Hopkins University School of Medicine Department of Art as Applied to Medicine.

Creating Simulations with Autodesk® Maya® 2008 and Unity 3D
• Bob Burnett

This presentation will demonstrate the production pipeline between 3D modeling in Maya® 2008 and the game and simulation software, Unity 3D. The Maya demo will showcase some of the tools in Maya.2008 by modeling bifurcating blood vessels for animation. The models will be used in Unity 3D to create an immersive environment with a First Person Controller.

Bob Burnett now works at University of California at Davis after a seventeen-year diversion in business communications and advertising.

Medical Interactive Media Using Adobe® Flash®
• Michael Linkinhoker, CMI

Mike formed Link Studio, LLC, with his wife and partner, Aline Lin. Link Studio is a medical illustration and interactive design studio in Baltimore, Maryland. After graduating from the Johns Hopkins University School of Medicine, Department of Art as Applied to Medicine, he joined the faculty at JHU teaching digital art courses.

Traditional Pen and Ink on Vellum with Pigma® Micron® Pens
• Tim Phelps, MS, FAMI

This workshop will cover inking techniques used for creating fully rendered to simple accent outlined illustrations using Pigma Micron pens. Participants will have an opportunity to use the pens to ink on vellum and are encouraged to bring a sketch of their own if they wish. Tim’s philosophy on inking will be discussed and examples of his work will be available for review. Scanning for optimal reproduction will also be discussed. Participants may bring examples of their own pen and ink for constructive critique.

Tim Phelps is an Associate Professor at the Johns Hopkins University School of Medicine, Department of Art as Applied to Medicine. He is the author of “Up in Flames: The Art of Flame Painting.” Tim’s flame painting will appear this fall on a series of diecast cars.

“You’ve been Characterized,” Layering Shapes and Gradients with Blending Modes in Adobe® Illustrator® CS3
• Chris Brown, MS

Blending modes in Illustrator® CS3 are extremely versatile and manageable. Learn how to generate an extensive color palette by overlapping two or more objects of the same color and applying the various modes at different levels of opacity.

Chris Brown works as a medical illustrator/animator at the Indiana University School of Medicine, Office of Visual Media.

Prepress Production: Preparing and Delivering Professional B/W Digital Images
• Mica Duran, CMI

Regardless of your preference for creating line artwork, it will invariably need to be converted for digital output. Learn how to prepare and deliver the correct file format for your intended media... print, projection, or web. You spent all of that time making your art look perfect, so take the time to prepare your files for reproduction and guarantee the final results.

Mica Duran works as an independent illustrator and designer in Atlanta, GA.
Depictive Options When Visualizing Molecules
• Nicholas Woolridge BFA, BSc BMC, MSc

This showcase session will address some of the options for the representation of biomolecules when using molecular visualization or general purpose 3D software. Two general themes will be addressed: how and why to choose between the common molecular representations (CPK, ribbon, surface, etc.); and how newer 3D shading and rendering techniques can add to the clarity of molecular representations, and widen the palette of medical illustrators/animator.

Nicholas Woolridge is currently a tenured Associate Professor in the Biomedical Communications graduate program at the University of Toronto. He is the co-author of the recently published book “In Silico: 3D Animation and Simulation of Cell Biology with Maya® and MEL,” available from Morgan Kaufmann.

Autodesk® Mudbox™ Mayhem
• Craig Foster, MSMI, CMI

Mudbox™ is innovative 3D modeling software featuring an intuitive user interface and a creative toolset with the capacity to handle high-res 3D meshes. Mudbox™ empowers artists to quickly create detailed organic and inorganic assets that can easily be used with 3D animation software such as Autodesk® Maya® and 3ds Max®. Easily manage sculpting iterations with nondestructive 3D layers. Craig will walk you through the basic interface, provide tips & tricks, and discuss incorporating Mudbox™ into production workflow.

Craig Foster operates a successful medical communications partnership, Foster Medical Communications in New York, NY. He has produced award-winning visuals for Time Life Medical, major pharmaceutical corporations, and biotech companies.

Digital Pen and Ink Using Adobe® Illustrator
• Joseph Pangrace

Joe will demonstrate how, in Adobe Illustrator CS3, today’s medical illustrator can take advantage of the flexibility and editability found in this digital medium, while at the same time create a line drawing that can easily stand up to any figure created with a traditional technique.

Joe Pangrace is the Medical Illustration Section Leader, Center for Medical Art and Photography at the Cleveland Clinic.

Alumni Gatherings / Dinner on your own • Free evening to explore Indianapolis

See page 25 for a list of suggested restaurants and transportation options.
Musculoskeletal Injuries in Motorsports
Terry Trammell, MD

Car racing is one of the fastest growing spectator sports in the world. Racing is exciting with car speed rising steadily. Thanks to the efforts of many, the danger to the driver has decreased recently without compromising racecar performance. Traumatic injuries occurring in open wheel and other auto racing venues constitute a significant challenge for the orthopaedic and reconstructive surgeon. This presentation will review crash data, new safety measures, driver injury, and the importance of the new clinical specialty called Motorsports Medicine.

This presentation will review interesting and relevant aspects of open wheel racing and provide insight relating to driver survivability, traumatic injury, track-side emergency triage, radiological evaluation, and internal fixation of bone tissue.

Dr. Trammell earned his undergraduate degree from Vanderbilt University in Nashville, Tennessee in 1971. He graduated medical school at Indiana University in Indianapolis in 1975, completed his internship at Methodist Hospital in Indianapolis in 1976, and his orthopaedic residency at Indiana University in 1979. Dr. Trammell then completed a Spinal Surgery Fellowship at the University of Toronto in Toronto in 1980 under Dr. E. H. Simmons. Dr. Trammell served as Medical Director and Consultant for Orthopaedic Injuries for Championship Auto Racing Teams from 1984 through 1995, and Consultant for Orthopaedic Injuries at the Indianapolis Motor Speedway from 1982 through 1995. From 1996 until 2001, he provided services as the Senior Orthopaedic Consultant for the Champ Cart World Series. Since 2005, he has been an Orthopaedic Consultant and Safety Advisor for the Indy Racing League and the Indianapolis 500 Race. A sought after expert on racing injuries, scoliosis and other spinal conditions, Dr. Trammell has given presentations to more than eighty professional societies and organizations. He has authored many articles published in professional journals. Dr. Trammell has received the National Athletic Trainers Association Award, the AMA Physician Recognition Award, the NAARFC Tony Hulman Award, the United States Auto Club Unsung Hero Award, and other honors.

A Conversation with Charles Darwin
Presented by Charles Darwin

“Mr. Darwin” will present a short discussion about his interesting life and his deep appreciation of scientific illustration. He will offer comments about his collaboration with several illustrators during his career, and share anecdotes gleaned from his own experiences and associations with some notable acquaintances.

Darwin recently commented about his Indianapolis presentation, “I have had the pleasure of meeting and collaborating with several illustrators during my career. If you will be so kind as to indulge an old man while he searches his failing memory, I would take this opportunity to relate a story concerning one artist of note, who may be of interest to you.”
10:30 - 12:00 noon
Auditorium

Futures Forum: Learning Curve or Curveball: Anticipating an Uncertain Future

Moderator: Betsy Palay
Panel: Steve Harrison, Bradley Smith, and Christine Young

The Futures Forum is our once-a-year opportunity to do collective brainstorming about the challenges we might be facing ahead. And what could be more critical to our livelihoods than knowing what we'll need to know in the future? This year's theme is "Learning." We've all accepted that lifelong learning is a necessity to keep pace with change. But how do we, as individuals, know how to invest our time and energies in learning the right things? And how do we, as a profession, know how to define our core skills to attract and appropriately train a whole new generation of future practitioners. This popular and provocative session will kick off with a discussion by our superb panelists, followed by open microphone audience participation. Don't miss it!

Betsy Palay, MS, CMI, FAMI, has over 25 years experience developing biomedical media for life sciences companies and organizations. Betsy is founder and former creative director of Artemis Creative, Inc., a visual communications firm which won over 100 industry awards for biomedical media developed for clinicians, patients, and investors.

Steve Harrison, MS, FAMI, is Chairman & Associate Professor, Medical Illustration Graduate Program, at the Medical College of Georgia in Augusta. Since graduating from MCG (1970), he was a medical illustrator/animator at Baylor College of Medicine, Houston; Assistant Professor of Biocommunications at The University of Texas Southwestern Medical School - Dallas; Medical Art Director at the Arizona Heart Institute; and Artist-in-Residence at Barrow Neurological Institute in Phoenix prior to returning to Augusta in 1991.

Bradley Smith, PhD, is Associate Dean for Creative Work, Research, and Graduate Education at the School of Art and Design, University of Michigan, and Research Associate Professor in Radiology. Smith created a unique MFA program that connects visual creative work with diverse fields in the sciences, humanities, and professional studies.

Christine Young, MA, CMI, FAMI: Provocative, engaging and fun; comfortable with the abstract and driven to communicate discovery in life science regardless of the medium. Christine currently collaborates with physiologist and husband, Kevin McKenna, and teaches a graduate course in UIC's department of Biomedical Visualization. She studied painting with Arthur DeCosta at the Pennsylvania Academy of the Fine Arts and has her masters from the Department of Art As Applied to Medicine at Johns Hopkins.

12:00 noon - 1:00 pm
The Bistro restaurant, located on the 2nd floor of the hotel.

Lunch in The Bistro

1:00 - 2:15 pm
Auditorium

Plenary 8
(0.07 CEUs Art, 0.07 CEUs Biomed. Science)

Vesalius Trust for Visual Communication in the Health Sciences: Scholars' Presentations

Moderator: Jennifer E. Fairman, MA, CMI

The Vesalius Trust for Visual Communication in the Health Sciences is proud to host this Vesalian Scholars' Session devoted to student research in the areas of medical illustration and biomedical communication. The Trust is pleased to have awarded significant financial grants this year in support of these student projects, and we welcome each of the student presenters. In addition, we congratulate every Vesalius Trust grant applicant, and we wish all of this year's biocommunication graduates success, five of whom will present the research done as part of their graduate studies:

- Fabian de Kok-Mercado, The Johns Hopkins University, Alan Cole Scholar
SATURDAY Concurrent Sessions

• Diana Kryski, The University of Toronto, Vesalian Scholar
  “Enhancing Medical Students' Spatial Understanding of Complex Gross Anatomy with a Web-based, Three-dimensional Model of the Pterygopalatine Fossa”

• Anneliese May Lilienthal, Medical College of Georgia, Vesalian Scholar
  “Understanding LEEP (Loop Electrode Excision Procedure): Familiarizing Indigenous Women in Peru with a Medical Procedure They Will Undergo for Prevention of Cervical Cancer”

• Satyen Tripathi, The Johns Hopkins University, Vesalian Scholar
  “Facing the Future of Transplantation: An Anatomic Study of the Vascular Territories of the External Carotid Artery”

These award recipients will describe their research goals, problem-solving techniques, and general methodology, including the use of traditional and innovative, computer-based techniques. Attendees will gain keen insight into the clinical, biomedical, and instructional design research currently being undertaken by medical illustration students in North America.

Seeing through the Living Body: Virtual Dissection Using OsiriX®
Andrew Swift, MS

Traditional cadaver dissection often yields the removal, displacement or distortion of superficial anatomy in order to access and visualize deeper structures creating a largely nonreversible dissection proceeding from superficial to deep. This lecture will discuss some of the advantages of virtual dissection, which allow a trained user is able to remove or isolate structures selectively using transparency thus permitting the visualization of a particular region or tissue. Time-based imaging and image fusion will be discussed. Specifically, the author proposes its use as an adjunct to traditional dissection.

Cost and practical concerns of setting up a 3D workstation, usability of the OsiriX® software, as well as patient confidentiality will be discussed. Several case studies will be presented.

Andrew Swift earned his MS in Medical Illustration from the Medical College of Georgia in 1999. Following graduation, Andrew worked as an assistant professor at MCG with a joint appointment in the Department of Medical Illustration and the Department of Surgery, Section of Neurosurgery. Andrew became a full-time faculty member of the Medical Illustration Graduate Program in December, 2000.

Designing Information for Healthcare
Jodie Jenkinson

This presentation will provide an overview of the characteristics of effective audience-specific media design for healthcare. We will examine the impact of context, culture, and science literacy in the development of tools that communicate health or science issues to the general public. Topics for discussion will also include the effect of image complexity on understanding, and successful information design strategies.

Participants in this session will benefit from demonstration of concepts related to the development of healthcare material. This presentation may be of particular relevance to biomedical communicators interested in developing web-based educational tools.

Jodie Jenkinson is an assistant professor of Biomedical Communications, where she teaches Community-Centered Design Research, Information Visualization, and Web-based Health & Science Design. Jodie has extensive experience in the development of educational tools for both the professional and lay audience.

Vesalius Trust Poster Session Exhibition
Moderator: Jennifer Fairman, CMI

This year we are expanding this opportunity so that participation by students isn't limited to the time allotted to a concurrent session by adding a new Vesalius Trust Poster Session component to the program. The Vesalius Trust is excited to continue to bring to the AMI Continuing Education in the form of current and ongoing research, especially from those who are just entering the field, bringing with them the newest contributions to the disciplines of art, science, and technology. This concurrent session is an opportunity for the students to present in a formal professional setting, to share, collaborate, network, learn and contribute overall.
Metadata—the Key to Protecting Copyright and Licensing Terms in Digital Imagery
Tonya Hines, CMI and Martha Headworth, MS

All creators and users of digital imagery share a common problem: how to file, retrieve, and track expanding collections of image assets. Folders of digital images are “filed” on servers or DVDs while information about the images—creator, contact, and rights data—is often stored in a separate database, paper file, or CD jacket. The pressure on image creators to protect their intellectual property has intensified since the digitization and online distribution of their images. Add to this the challenge of proposed “orphan works” legislation, which if passed as drafted, would permit use of images without a license in the event the owner cannot be located. Industry wide adoption of metadata is the key to addressing these challenges by embedding all relevant information directly into the digital file. Yet today, it is underused and under-supported.

In particular, medical illustrators are woefully behind photographers in using metadata. A recent Stock Artists Alliance (SAA) member survey found that over 80% regularly embed metadata in their image files. A recent Association of Medical Illustrators (AMI) member survey found that only 18% regularly, 20% sometimes, and 60% never embed metadata in their image files. These statistics show that medical illustrators are at greater risk of infringement, lost revenues, and orphaning unless we embrace common metadata practices.

Tonya Hines, CMI and Martha Headworth, MS are employed at the Mayfield Clinic at the University of Cincinnati Department of Neurosurgery. Tonya is Chair of the AMI Professional Guidelines Committee and just completed a 4-year term on the board of governors. Martha is responsible for developing digital asset management (DAM) workflow processes and “filing” standards for Mayfield’s server archive, which is a depository for 9 staff members, 70 physicians, and over 18 years worth of medical illustrations, presentations, publications, videos, corporate collateral materials, and patient diagnostic images.

Anatomical Mistakes in Anatomy Atlases
Ahmet Sinav, MD

Medical illustration can be explained as the art of visual description of medical knowledge. Therefore, medical illustrators must possess an extensive and proficient understanding of the human body in health and disease. Throughout history, medical information has been conveyed from teacher to student through visual media. Anatomical knowledge can best be grasped through the construction of a visual image in the mind. The replication of anatomical illustrations in anatomy atlases as visuals for lecture and self-study materials underscores their significance in anatomy education. This is particularly true in countries where cadavers are not readily available for dissection. In such cases, anatomical illustrations provide students the sole point of access to the internal structures of the human body.

Unfortunately, atlas illustrations sometimes misrepresent anatomical information. The explanations for such inaccuracies are numerous. First, some medical illustrators do not possess sufficient understanding of anatomical details. Secondly, illustrators may pay more attention to the artistic features of their illustrations than to their anatomic accuracy. Finally, and most importantly, medical illustrators often use existing illustrations as resources rather than drawing on observations from actual dissections. This practice propagates errors through generations.

Anatomy education can be considered the foundation of medical sciences. Therefore, visual materials must be prepared with painstaking accuracy. Anatomists need to assume responsibility for collaborating with illustrators, in order that the mistakes of history may be rectified.

Ahmet Sinav, MD is a Professor of Human Anatomy at the Medical College of Georgia, Augusta. Dr. Sinav has experience and expertise in the methodologies and application of computer technologies to anatomy education. Dr. Sinav was born in Duden koyu, Yesilova, Burdur, Turkey in 1961. He received his MD degree from Gulhane Military Medical School in 1986, and trained as Human Anatomist at Hacettepe University Medical School in Ankara, Turkey. Dr. Sinav moved to the United States after his retirement from Gulhane Military Medical Academy in 1998. He taught Clinical Anatomy at the College of Physicians and Surgeons of Columbia University in New York for eight years. Dr. Sinav’s research interests include developing interactive web based anatomy curricula. He is a professional member the American Association of Clinical Anatomists.
Saturday Concurrent Sessions

4:00 - 5:00 pm
Room 132
Concurrent 13
(0.1 CEUs Art)

Making the Move to HD in Video and Animations
Kevin Millar and Yan Fossat

Technology is always moving forward and there is no doubt that High-Definition Television (HDTV) is here to stay. In the world of medical animations, InViVo Communications wanted to remain on the leading edge of technology and improve the products they deliver to their clients. Many people don’t realize it, but the images viewed on your television screen have barely changed in decades. And although technology has helped improve image quality over the years, the size and resolution has remained the same - until now. During their presentation, they will discuss the main characteristics that make HD different from the standard definition video production. They will explain our decision to switch to HD, how they integrated it into their project workflow, and how this decision resulted in a considerable change in their hardware and software requirements.

Kevin Millar is the Medical Art Director for InViVo Communications Inc. After completing a Master's degree in Biomedical Communication at the University of Toronto, Kevin joined the University of Toronto Anatomy Department in developing an interactive neuroanatomy CD-ROM focusing on anatomy, function, and pathology of the brain. During the past nine years at InViVo, Kevin has been involved in the creation award-winning artwork, animations, surgical videos, and patient education materials.

Yan Fossat is the Creative Director at InViVo Communications Inc. in Toronto, Canada. Following a formal education in applied sciences, Yan went on to study visual media. A graduate of the CEDAV School of Photography in Nice, France, he also holds a video-editing diploma from the University of Nice, Sophia-Antipolis. Yan spent four years as a medical photographer for the University of Nice, Sophia-Antipolis, where he founded and managed the digital imaging section in its biochemistry centre. For the past fourteen years, Yan has directed multimedia and animation projects at InViVo, from both a creative and implementation perspective.

6:00 - 9:00 pm
Conference Center
Central Courtyard

AMI Social Event: BBQ in the Courtyard

6:00 - 7:00 pm     BBQ Dinner and Cash Bar
7:00 - 8:00 pm     Vesalius Trust Live Auction
8:00 - 9:00 pm     AMI/SCAR Hat Contest and Social Time

The Indianapolis VT Auction is going to be a memorable, fun conclusion to the activity-packed Annual Meeting. The Alan Cole Memorial Live Auction, otherwise known as the infamous T-Shirt Auction, has been known for its rather wild and outrageous irreverence. This year we’ll certainly have some of that mixed in with a racing theme, as we auction off some of the most anatomically fascinating items, including anatomical models, software, limited edition George Venable prints, original illustrations, clothing... well you get the idea.

You just gotta see this to believe it!
### SUNDAY General Sessions

8:00 am - 12 noon
Room TBA

**Board of Governors meeting**

The 63rd annual AMI Board of Governors meeting will be conducted in the University Place Conference Center.

<table>
<thead>
<tr>
<th>8:15 - 9:30 am</th>
<th>Plenary 9 (0.15 CEUs Art)</th>
<th>Virtual Temporal Bone</th>
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<tbody>
<tr>
<td>Auditorium</td>
<td></td>
<td>Don Stredney</td>
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This presentation will describe the creation of the Virtual Temporal Bone Dissection project and the effort to create a computer-synthesized environment that serves as an adjuvant environment for learning anatomical variance and the associated otological techniques required for surgical interventions. This computer-based training will help to obviate the need for physical specimens in the initial training period, and provide easier access to cost effective surgical training.

In describing this approach to the Virtual Temporal Bone, information will be presented about the integration of software, hardware, and interface technologies that have proved successful in the creation of this computer-synthesized environment.

Don Stredney is Research Scientist for Biomedical Applications and Director of the Interface Lab at OSC (Ohio Supercomputer Center). In addition, Mr. Stredney is a member of the Experimental Therapeutics Program at the Comprehensive Cancer Center, and an associate member of the Head and Neck Oncology Program at the Arthur G. James Cancer Hospital and Solove Research Institute in Columbus, Ohio.

Mr. Stredney's research involves the exploration of high performance computing and the application of advanced interface technology for the development of more intuitive methods for interaction with large and complex multimodal data sets. Mr. Stredney is co-recipient of the Smithsonian Institute/Computerworld 1996 Information Technology Leadership Award, sponsored by Cray Research Inc., for the design and implementation of a computer simulation environment for training residents in the delivery of regional anesthesia techniques.

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<tr>
<th>9:45 - 11:15 am</th>
<th>Plenary 10 (0.15 CEUs Business)</th>
<th>Medical Illustration Through the Decades: A Retrospective Panel Discussion</th>
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<tbody>
<tr>
<td>Auditorium</td>
<td></td>
<td>Moderator: Gary Schnitz, Panel: Bob Benassi, George Lynch, Craig Gosling, Bob Demarest, David Mascaro, Don Biggerstaff, Bill Stenstrom</td>
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A diverse panel of distinguished medical illustrators has been assembled to discuss the evolution of the profession of medical illustration. This experienced panel will specifically address what has changed in the profession during the last 30 years. While the field has experienced a transformation from traditional techniques to digital methodologies, has the basic foundation remained the same? The group will be asked to address how the role of a medical illustrator has changed, and will offer some tips to the membership about achieving success in the next 30 years.

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<tr>
<th>11:30 am - 1:00 pm</th>
<th>Presidential Luncheon</th>
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<tr>
<td>Ballroom</td>
<td>Mike Belknap</td>
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Sunday's Presidential Luncheon officially wraps up our 2008 AMI Indianapolis Meeting. We'll enjoy lunch, and announce a few more awards before we turn our attention to our AMI President.

AMI President Michael Belknap will present his 2008 Presidential Address following our lunch, and we also will all hear about the plans for the 2009 Annual Meeting. So plan to stick around on Sunday afternoon and join us as we finish up business.
Getting Around Indy

IndyGo (Indianapolis Public Transportation Corporation) provides options to residents and guests of Indianapolis. There are 30 fixed routes, including:

- The Green Line Downtown/Airport Express - $7/ride, 7 days per week, 5 a.m.-9 p.m.
- The Red Line Downtown/IUPUI Circulator - Free, Monday-Saturday, 7 a.m.-10 p.m.
- 27 other Fixed Routes throughout Indianapolis - $3.50/day pass

IndyGo also offers reservation based Flexible Services, including the paratransit service called Open Door. Visitors are eligible to ride with certified guest passes. For more information about IndyGo services and trip planning, call 317-635-3344 or log on to www.IndyGo.net for complete route descriptions and routes to popular destinations in the city.

- AAA Hoosier Cab
  55 S. State Ave.
  Indianapolis, IN 46201
  (317)685-1111

- A Best Taxi
  2507 W. Washington St.
  Indianapolis, IN
  (317) 632-2222

Local Dining Options

Below is a list of on-campus and nearby dining options. The new Student Campus Center building on IUPUI campus located diagonally from the Conference Center opened in April. It has a Barnes and Noble bookstore as well as a food court.

Food Court Options:

- Dining Services/Citizens Commons
- Bamboo Asian
- Caribou Coffee
- Chick Fil-A
- Coyote Jack’s Grill
- Mamma Leone’s
- Mondo Subs
- Outtakes
- Wild Greens

Some Dining Options for Alumni Night Dinners

- Abbey Coffee House • 825 N. Pennsylvania St. • (317) 269-8426
  Serving great coffee and food for over 10 years. Specializing in vegan and vegetarian items, espresso drinks.

- Agio Restaurant and Bar • 635 Massachusetts Ave. • (317) 488-0359
  Casually elegant fine dining with white tablecloths and linen. The chef-driven menu offers something for everyone including fresh made breads, sauces and desserts.

- Bazbeaux • 334 Massachusetts Ave. • (317) 636-7662
  Enjoy innovative pizzas, salads and sandwiches made with the freshest ingredients, homemade dough and sauces and a choice of 52 toppings. Indianapolis Monthly magazine’s People’s Choice Award winner for best pizza 1987-2003.

- Country Kitchen Soulfood Place • 1831 N. College Ave. • (317) 926-4476
  Authentic Southern soul food cuisine with so much food to choose from every day. Just like eating at grandma’s house.

- Crackers Comedy Club • 247 S. Meridian St. • (317) 255-4211
  One block south of Circle Centre, offering the finest stand-up comedy. Comic alumni include Tim Allen, Rosie O’Donnell, Ellen DeGeneres, Jeff Foxworthy, Drew Carey and Brad Garrett.

- Dunaway’s Palazzo Ossigeno • 351 S. East St. • (317) 638-7663
  Featuring fine dining in a historic building with an authentic Art Deco atmosphere. Offering a wide variety of menu items including USDA Prime steaks, fresh seafood, crab cakes, shrimp cocktails and an award-winning wine list.

- Greek Islands Restaurant • 906 S. Meridian St. • (317) 636-0700
  Family owned and operated Authentic Greek foods all made on premises. House specialties include saganaki, spanakopita, pastichio, moussaka, souvlaki and the best lamb chops in town.
What do Pocahontas, Patrick Henry, Edgar Allen Poe, Jefferson Davis, Bruce Springsteen, Arthur Ashe Jr. and you have in common?

Richmond, Virginia! A city with a rich and vibrant history, home to events from the earliest days of our nation’s history through today, including the first elected African-American governor in the U.S., and the ground-breaking United Network for Organ Sharing. The City of Monuments abounds with activities and interesting places to visit, learn and enjoy.

From the beautiful St. John’s Church on Church Hill, the location of Patrick Henry’s call to arms in 1775, to the sleek new convention center downtown. From Colonial Williamsburg to Mr. Jefferson’s University, both within an hour’s drive. From Class IV river rapids outside your window and many family attractions, Richmond is easy to reach and easy to love.

Cultural venues abound, with the American Civil War Center, the Virginia Museum of Fine Arts with the largest Faberge collection outside of Russia, Ginter Conservatory, the Black History Museum, The Science Museum of Virginia and the White House of the Confederacy.

The meeting will take a hint from the city itself — a look at topics embracing our history and traditions through to the cutting edge of computer technology and medicine and their interface in medical communications.

The Richmond 2009 meeting committee looks forward to seeing you next year in Richmond! More information will be available soon.

(In case you were wondering, Bruce Springsteen played several concerts here starting in 1969 — before the E-Street Band years. Now it’s your turn to play in Richmond!)
University Place Conference Center and Hotel

University Place is located on the campus of IUPUI
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