

FOCUS

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SOULFUL WEEKEND

Ludacris was one of the featured acts this weekend during SoulFest, an R&B and rap festival at Turner Field that kept Atlanta groovin'. **Page 23**

RUNNIN' DOWN A DREAM

Chaunte Howard, who represented the U.S. in the high jump at the Olympics, talks about the experience of being on an international stage. **Page 34**



Atlantic Station: the future Home Park?

New condos in live-work-play community may prove worthy investment for parents

By Kristin Noell
Senior Staff Writer

When it comes to off-campus housing, Tech students spread across Atlanta, renting apartments and condos in Home Park and around Collier Road, Midtown and elsewhere. Now, with Atlantic Station, a new community on the west side of the downtown connector, there may be another attractive addition to students' off-campus housing options.

Atlantic Station promises a new way of living by integrating home, business, commercial and leisure spaces into one community. It is a national model for smart growth and sustainable development, and it is an area so unique that the United States Postal Service gave it its own zip code, 30363.

In addition, many Tech students and their parents are looking into Atlantic Station as a good place to live as well as a good investment.

"A lot of parents have bought condos for their college-age kids to live in...[and] a lot go to Tech," said Terri Thornton, a public relations representative for the Lane Company, which built the condos and apartments for Atlantic Station.

"The parents buy the condos as an investment," Thornton said. "The kids like it cause there's a shuttle to campus, and it's close to Midtown via the 17th Street Bridge and downtown and Buckhead on the downtown connector."

In addition, Thornton added, "Lots of restaurants and stores,

including IKEA, are now under construction."

Jordan Gray, an Electrical Engineering graduate student, has been living in a condominium at Atlantic Station for a month. He and his father, local lawyer Harvey Gray, purchased the condo together. "The choice was based on location and potential property value, I suppose," Jordan said.

Even though the parents may be the one with most of the money, Harvey said, "My son had as much to do with that

"A lot of parents have bought condos for their college-age kids to live in...[and] a lot go to Tech."

Terri Thornton
PR representative

decision as I did, since he's at grad school at Tech and will be there for awhile."

One of the selling points for Jordan was the presence of IKEA in the retail area. "IKEA kind of advertised the location to me... the kind of people that shop at IKEA [reflect] the kind of person I am," Jordan said.

Jordan said he felt Atlantic Station will "potentially be a desirable place to live once it's all done," with amenities such as a pool, workout room and business center.

His father agreed. With another son at Tech and his law offices close by, the location is perfect. Harvey also feels that it is a safe place for his son to live.

"[I] just read about it and it sounded like a super development," Harvey said. "I can just see the whole midtown area booming."

Considering the relatively expensive price tag on most Midtown Atlanta housing, buying a condo in Atlantic Station may prove to be a good investment for the Grays and other Tech families.

According to Andy Mason, a CondoLane sales associate, the current price point for the condos is at \$200 to \$220 a square foot. This is "well below the average condominium prices in the midtown section," Mason said.

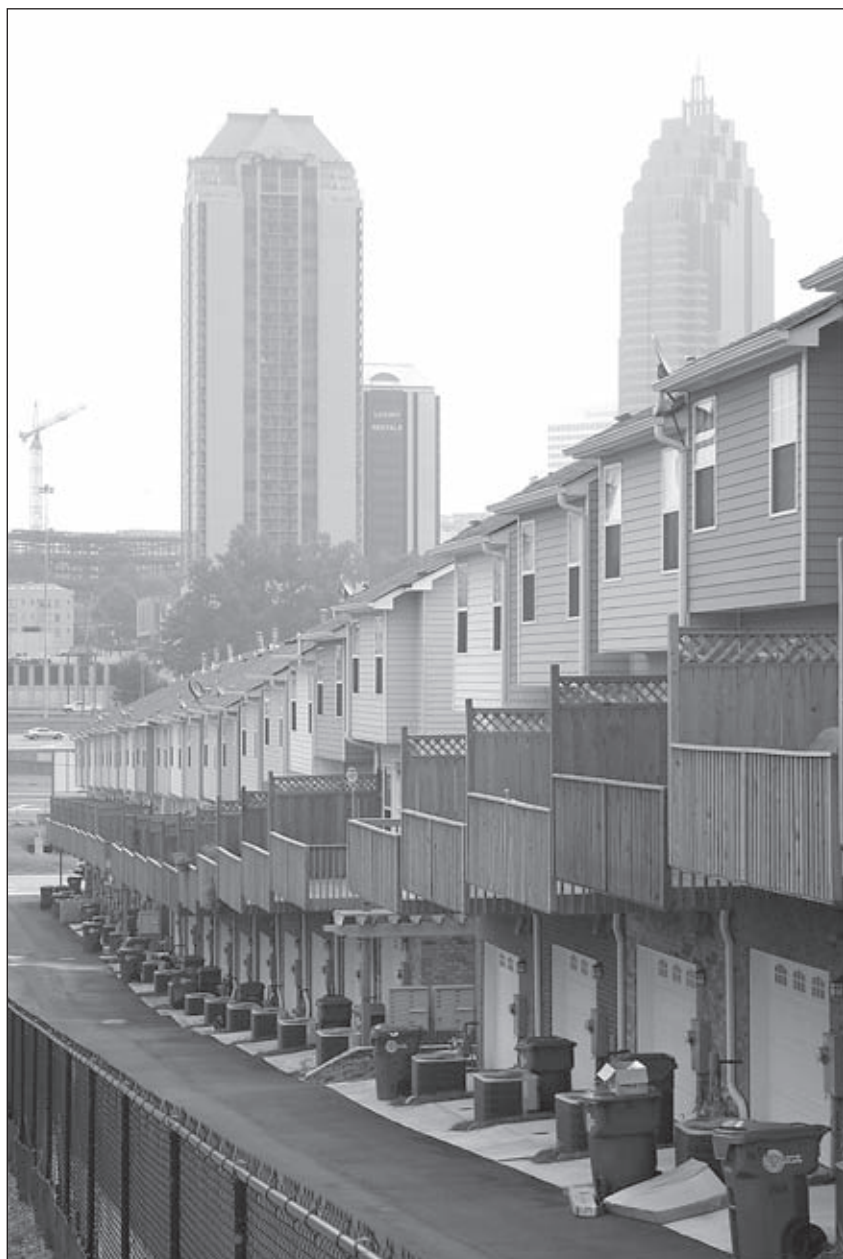
Of 347 condominium units, 20 have been sold to Tech students or their parents. With 12 units remaining, it is possible that the number of Jackets in the complex will rise still more.

In addition, Atlantic Station provides another convenience: a free shuttle to the Institute, as well as the Arts Center MARTA station.

Eventually, developers hope the Stinger will make runs from Atlantic Station to campus. The complex also boasts a 24-hour transit system that runs through Atlantic Station and to many downtown destinations.

Though Atlantic Station may be unique, it is also beginning its integration into the surrounding area. Atlantic Station has begun

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By Ethan Trehitt / STUDENT PUBLICATIONS

Atlanta skyscrapers are the backdrop for the condos in Atlantic Station, a live-work-play community that is being built north of campus. A significant number of Tech students and their parents have bought property here.

Want a free iPod? Well, so does everyone else



By Jon Drews / STUDENT PUBLICATIONS

Many gadget lovers already own Apple's iPod Mini, but those who can't afford the \$250 Mini can check out www.FreeiPods.com, a somewhat suspicious-sounding—but surprisingly legit—website.

By Jennifer Lee
Focus Editor

Though internet-savvy Tech students are generally adept at avoiding online scams, a website that promises free iPods has been generating a considerable amount of buzz among students lately.

At first, www.freeipods.com seems relatively straightforward. Gratis Internet, the company behind the website, promises a free iPod Mini (a \$250 dollar value) to anyone who signs up for various online promotions and persuades five other people to participate as well.

Subscribers are given a choice of 10 different offers, including trials of AOL, Netscape and Blockbuster online, or CDs and DVDs from BMG and Columbia House. Once the trials are over—for both the main subscriber and the referrals—the free iPod is dispatched.

However, many Tech students were wary of a catch when they first found out about the site.

"I figured it was a scam," said Stephanie McLeod, a fifth-year

Computer Engineering Major.

Ken Cheng, a fourth-year biomedical engineering major, agreed. "I thought the deal was too good to be true at first."

"[It] isn't a dodgy pyramid scheme; it's a new form of online marketing supported by companies like eBay, AOL and Columbia House."

Wired.com
"Making Free iPods Pay Off"

But Cheng and other students did their own research, learning through forums and websites about the marketing strategy behind the site.

"I had seen links to the free iPods website in the form of ads on other websites," said Keenan Atkinson, a

second-year Electrical Engineering major. "At first I was skeptical, but a friend expressed confidence in it so I looked into it," he said. "It seemed pretty straightforward; I never actually had to give any financial information to the FreeiPods site [itself]."

"I started reading about the theory behind how the deal works, how the advertising exponentially spreads through the population," Cheng explained. "It made sense to me, and I felt like I really didn't have much to lose besides an hour of my time, so I decided to...just see what happens."

Since then, Cheng is one of the few students who have actually earned enough referrals to get an iPod. He's currently waiting for it to arrive; according to the site, delivery takes six to eight weeks.

In addition, the online tech magazine *Wired.com* published an article on Gratis Internet that, in many students' eyes, lent the site further credibility.

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for some hands-on feedback.”

The look of the website is also important to prospective students as well. Considering that 63 percent of applicants to Tech apply through the internet, the website's appearance plays a definite role in the recruitment of new students.

“This latest revision will ultimately make our Web presence more useful, more cohesive and far more appealing,” Bob Harty, the director of ICPA, said in an article in the *Whistle*.

“The Web is one of the most powerful communication tools we have, and this site will help Georgia Tech continue to attract the best and brightest to our actual and virtual campus,” Harty said.

According to Smith, most students are relatively happy with the changes in the website. He reports only one complaint so far about wanting the return of the old site.

Many students may wonder, however, why the website was changed at all.

First of all, the code for the new website has been updated to be more advanced and standards-compliant. The code changes make the website easier and quicker to load, thus improving the goal of accessibility to students.

There were also complaints that the last update of the site, which took place in 2002, was cluttered and too “stark.”

This reportedly detracted from the information of the page and made it more difficult to use.

The starkness of color was cer-

tainly one of the topics addressed when choosing the newer, lighter background.

Another issue with the color was the fact that the official colors of Tech are gold and white, blue being a secondary color.

Issues such as clutter were addressed by giving the photography of the site a more “human” feel. The pictures on the website tell more than what the assumed audience already knows about Tech, as opposed to the earlier site's display of the Tech Tower.

“Photos speak louder than copy,” Smith said. “We wanted to showcase more people and less well-known areas of campus.”

The way the links are aligned has also changed to address the supposed clutter problem.

Content is now broken down into three columns that run the entire vertical length of the site. The picture bar at the top of the page also fol-

lows format as to the way the three individual images are cropped.

There is also a “Buzzpoll,” the homepage's only reference to our famous mascot, where there are questions related to current campus events for students to vote on.

Considering the numerous aspects of Tech's entire web space, including research, production, time and effort, it's not so hard to believe that this project began more than a year ago in July of 2003.

Though ICPA was concerned about the satisfaction of the student body when researching during that one-year period, they also focused on their department and the Institute's needs. “[The website is] more of what we want to be,” Smith said.

FreeiPods.com passes inspection as students jump on bandwagon

iPods

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“Surprisingly, the site appears to be legitimate,” the article read. “The program almost certainly isn't a dodgy pyramid scheme; it's a new form of online marketing supported by companies like eBay, AOL and Columbia House.”

In addition, many of the offers are easily canceled. “I did the Netscape thing and then about 20 minutes later, I called them and canceled, so they didn't make a dime off me,” said Prasad Komma, a fourth-year Electrical Engineering major.

As a result, the positive feedback has convinced a lot more Tech students to give the website a try.

The difficulty, say students who've registered with the site, is in finding five people who are willing to refer you—a task which becomes increasingly harder as more students hear about the site, sign up, and try to get their own referrals.

Most students are relatively laid-back about their referrals, pursuing their five by word of mouth, including a link on AIM profiles, or good old-fashioned persuasion. Sometimes it works, and sometimes it doesn't.

“I got my five a long time ago,” Cheng said, “but I had to keep bugging friends to do it.”

Komma said he has managed to get four referrals by “just talking to friends, and calling them for favors.”

However, some students have even gone so far as to pay others for referrals. A thread on the newsgroup



Screenshot by Jamie Howell / STUDENT PUBLICATIONS

FreeiPods.com relies on money generated from subscriptions of people who are not able to get the required five referrals needed.

git.ads was started by a student offering \$10 for a referral, and similar offers soon followed.

Erik Beinart, a fourth-year Computer Engineering major, was one of these students. He is trying to get a flat screen TV through a similar site, www.freeflatscreens.com, which operates on the same principal as the FreeiPods site but requires eight referrals instead of five. Beinart is offering \$10 and Gmail accounts to those willing to refer him.

If he's successful, “it's like a \$400 TV for 80 bucks,” he said. He's currently halfway there, with four referrals.

So how does Gratis Internet, the company behind the site, benefit from the deal? The companies behind the offers listed on FreeiPods, such as AOL and Blockbuster, pay Gratis for each subscription they receive.

Therefore, Gratis makes a profit through “wasted” subscriptions—people who are unable to make their five referrals.

To maximize the situation on the consumer end, however, online

“conga lines” have formed that maintain an orderly hierarchy of who needs referrals. When someone joins, he or she is added to the bottom of the list. Once the person at the top of the list has all of their required referrals, they are taken off the list, and everyone else moves up.

“Gratis makes money by having inefficient trees,” Cheng said. “A perfect tree would be for everyone to get exactly five referrals...that's the way a conga line works.” According to Cheng, a Tech conga line that has already been formed.

However, the demand may be greater than the supply. “People need to realize that...not everyone's going to get one,” Beinart said.

Other students, despite everything, remain skeptical. Sebastian Miles, a second-year Mechanical Engineering major, has checked out the site but is reluctant to register for offers that would require his personal information. “These days databases with good user information are very valuable, and this is the perfect way to get one and resell it,” he said.

Photo Staff Meetings

Thursday's at 6

Room 137 of the Flag Building

Tech Up Close

CAN YOU FIGURE OUT WHERE ON CAMPUS
THIS PICTURE WAS TAKEN?

Email focus@technique.gatech.edu
for a chance to win a free student combo
at Lil' Dinos.



Last week's Tech Up Close:
Concrete lattice on the face
of Van Leer

Last week's winner:
Mario Vittes

THIS WEEK'S PHOTO:



By Derrick Ma / STUDENT PUBLICATIONS

SLIVER

www.nique.net/sliver

Damn you Pizza Hut, stop being closed!!!
"I'm gonna be a Jet!"
Ahhh, Christ. The King of No Pants returns. And where did all the fill boxes go that were so humorous? Ah well.
Speaking of which; Chris, you still smoking the pole? Matt, you still superficially degrade people?
Freyman, you still have that stupid laugh?
Don't get me started on Jody. Kissass bootlick.
At least I can't complain about Derek. He was cool. At least I think so. He was never really there.
But at least he still had more personality than any of those people.
But now I've got coll-ass friends who actually consider me a part of their group.
Except Comer. The ex-boyfriend left.
It means screw! IT MEANS SCREW!!
YOU GOT TO HAVE BALLS.
YOU GOT TO HAVE BALLS TO PLAY POKER.
CAPSMAN DECLARES YOUR UNDYING LOYALTY.
CAPSMAN ALSO BELIEVES THAT YOU GOT TO HAVE BALLS TO PLAY POKER.
does the technique ever research anything or even have a slight knowledge of something before they make themselves look like idiots and publish it??
We should march the Capital and demand the money we deserve.
STORMBOLT!!
My Love!
STOP BASHING NON-ENGINEERING MAJORS - it's not easier, it's just different.
Don't ride 5 rollercoasters in less than 30 minutes. You're gonna get screwed
Eh, week 4 - time to throw in the towel
I'm probably the only tech graduate student without a computer... hail me!
Wonder how many people started reading this sentence hoping it would be funny?
go do that slingshot ride at six flags. it's badass!
merh!
you suck cole
What happened to the newspaper subscriptions?
skoo skoo skoo skoo skoo skoo skoo skaaaaaroooooski!!

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RNC

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Cheney's wife] Lynne Cheney—I actually got to meet [her] one night, which again was a real honor. I think that one thing we're starting to see...is more women in leadership positions in the Republican party, which to me is very encouraging...I [also] got to hear President Bush during his acceptance speech.

TQ: Tell me some more about the celebrities you actually met.

RM: I talked to [Karl Rove] a little bit. He was actually involved with College Republicans as a college student, and I got to talk to him about the challenges he faced as a leader back then and how that helped him today. That's very motivating to think that someone that was in my position several years ago today is chief campaign strategist for the President.

There were members of the media there [too], from just about every news outlet. During the convention, I did get to see [Fox News'] Sean Hannity, who's one of my favorite media icons...and then I got to sit near his box one night at the convention, and that was great.

TQ: Did you run into any celebrities out on the street?

CT: Well, one of the girls from Emory and I were having lunch in the village one day, and we were fairly convinced that Paris Hilton walked by, but we're not sure about that. (laughs) She may not even have been in New York at the time, but if she was, it was probably her.

TQ: Let's shift gears for a min-

ute. What do you think are Bush's chances in the election?

RM: I think they are very encouraging. The most recent polling showed an 11-point bounce from the convention...so we're looking in great shape.

TQ: What should students at Tech do to get involved in this election?

RM: Absolutely number one, register to vote...and then volunteer if you're interested in a campaign.

CT: There's plenty of opportunities on campus...I think spreading the word to other students and other young people is very important.

“New York City was a great venue... there's always stuff going on. I didn't sleep much at all the whole week.”

Ruth Malhotra
Third-year INTA major

the flip side of that, there's always stuff going on. I didn't sleep much at all the whole week. And you can't get bored over there.

CT: It was one of the most amazing experiences of my life, and now I'm trying to catch up with schoolwork.

I was really glad there were so many young people there, and I think that's a very important factor, especially for the Republican party. When Ruth and I were walking around the streets of New York, this girl came up to us and said, “Excuse me, you guys are Republicans?” and we were all, “Yeah,” and she's like, “But y'all are just like me.” It was hard for her to believe that there were young women out there that were conservative Republicans... (laughs) but she was very nice.

TQ: Any other thoughts about the convention?

RM: I think New York City was a great venue...I was definitely struck at how much [of the effect of] the September 11 attacks...is still lingering. On

New CS degree has multimedia emphasis

By Marcela Musgrove
Staff Writer

The College of Computing and the School of Literature, Communication and Culture have teamed together to create a new interdisciplinary major. This fall, students can choose to earn a B.S. in Computational Media.

This program combines core classes in Computer Science with LCC classes in media studies and visual design, and will allow students to specialize in areas such as performance studies, digital special effects and interactive narrative and design.

This marks the first time that an undergraduate program is shared between different colleges, an aspect which has raised issues with the Registrar when categorizing these students.

However, at present, the department is allowing students from other majors to transfer into the program and is accepting applications for entering students for next fall.

The motivation for creating this major was due to a demand from employers looking for multimedia-oriented skills in potential employees, as well as a growing students and faculty awareness of this emerging job market.

“There's a good niche for this in the marketplace,” said Thomas Akins, the executive director of the Department of Professional Practice. Akins is already talking with companies such as Turner, CNN and local networks to line up potential internships for students in Computational Media.

Leslie Jackson, a Science, Technology and Culture alum who now works in the admissions office and is in charge of promoting the program, said, “A lot of people are excited about this program because of the holistic approach to multimedia design.”

Jackson added, “For a job in some-



By Michael Skinner / STUDENT PUBLICATIONS

CS students interested in media and design and who may be less interested in programming could find a better fit in a new major, Computational Media, sponsored by the CoC and the School of LCC.

thing like designing video games, you need to have both the programming skills and CS background as well as the liberal arts skills to be able to draw or know what appeals to kids in a certain age group, for example.”

Already, the program has attracted several students.

Cooper Welch transferred to Tech this summer as a Computer Science major, and plans to go into the film or video game industry after graduation. However, the self-described “artsy” junior switched to Computational Media mainly because, he said, “Programming is not for me.”

“It's not that I don't like programming; I just don't want to do it for a job,” Welch explained. “I'm a person who's more visually oriented.”

Similarly, Jamie Moore, a fourth-year Computer Science major, is also switching to Computational Media

because he prefers an emphasis on graphics and animation rather than programming. “I didn't realize CS was programming programs that let other people design,” he said.

Musa Sideeq is another recent transfer to the program. As a Computer Science major, Sideeq was interested in film and animation, and felt he was taking too many courses that were irrelevant to his interest, such as classes in networking and databases.

Sideeq also tried majoring in STaC. “While it had great theoretical courses, there just weren't enough practical and hands-on courses offered,” he said.

However, faculty advisors for the program emphasize that the Computational Media major is still very much a technology-oriented de-

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Visit www.nique.net/sliver and express your feelings!

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gree, especially compared to similar programs at UGA and Georgia State University, which focus more on art rather than computing. Students in Computational Media will still have to take three semesters of calculus and learn object-oriented programming in addition to visual design.

Important curriculum differences between Computational Media and the Computer Science major include the omission of Design & Analysis of Algorithms, a theory class. Also, typical CS courses on systems/networking and computer organization have been merged into a new course called Media Device Architectures (CS2260).

Core classes from LCC required for the degree include Technologies of Representation, Studies in Communication and Culture, and Principles of Visual Design.

Specializations can be tailored according to students' needs and interests as long as they form a coherent set of classes that build on one another, according to Computational Media faculty advisor Blair MacIntyre. A sample program for a student in a film studies specialization would combine CS classes such

as Computer Graphics Animation and Digital Video Special Effects with LCC classes in Interactive Narrative, Film History and Film as Technology.

The program also hopes to draw more women to computing areas, based on the high numbers of females enrolled in the STaC program (which has traditionally attracted students interested in web and graphic design) and in the more media-oriented Computer Science alternative, CS1315.

In many ways, the program is similar to Tech's master's program in Information Design and Technology.

Peter McGuire, a faculty advisor in the School of LCC, said, "This is an effort to take a lot of resources and faculty ex-

pertise that used to be reserved mainly for graduate students and make it available to a broad range of undergraduates."

With the introduction of a Ph.D. program in Digital Media this year, McGuire noted that now students can study digital media production from the bachelor's level all the way to the Ph.D. level.

Students interested in Computational Media should visit www.lcc.gatech.edu/compumedia for advisement and degree information.

"A lot of people are excited about this program because of the holistic approach to multimedia design."

Leslie Jackson
Admissions officer



By Ethan Trehitt / STUDENT PUBLICATIONS

Atlantic Station, located north of campus, hopes to be a unique community that will integrate affordable and upscale housing with commercial and business complexes, retail stores and restaurants.

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a mutually beneficial relationship, with the Home Park Community Improvement Association's Board through monthly meetings, church picnics and yard sales.

Atlantic Station's slogan, "Live, Work, Play," reflects its goal to be a mixed-use community.

The whole area, which boasts condominiums, townhouses, shopping and entertainment, will provide homes for 10,000 people and employment opportunities for

30,000.

Atlantic Station's 138 acres is comprised of three main parts, the District, the Commons and the Village.

The District has several mid- to high-rise office buildings with a total of six million square feet of office space, as well as one million square feet of open-air retail. This includes six mixed-use retail buildings that can be used for shops, entertainment (such as a movie theater) and restaurants. More than 200 single-family homes and townhouses complete the District.

The Commons is a creative endeavor to create the most attractive urban neighborhood possible. It consists of apartment buildings, townhouses and high-rise condominium towers in close proximity to Atlantic Station's office and retail areas. The center of the Commons is a park with a fountained lake, a good location for concerts and festivals. Finally, the Village is predominantly retail shops and cafes with residential units across the road.

For more information, visit www.atlanticstation.com.