



De La Salle-
College
of Saint
Benilde

erspective

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**unveils
three
new
courses**

The DLS-CSB School of Design and Arts (SDA) will break new ground this year as it unveils three new programs: AB in Animation, AB in Digital Filmmaking and AB in Photography. The three new courses were conceptualized in line with the SDA's thrust to "develop students who will produce creative and innovative design solutions."

SDA STUDENTS' EXHIBITS

The SDA's Multimedia Arts chair Mr. Ram Nolasco attested, "Prior to the introduction of these new programs, we had to find out which emerging fields piqued our students' interest. The AB in Multimedia Arts program already has subjects focusing on the said fields but these three evidently deserved their own specialized areas of concentration."

Certainly, the SDA faculty—particularly those who worked hard to set up the programs—are all enthusiastic about this milestone.

Cartoon Carnival

Students of AB in Animation can expect two things from the course: fun and hard work.

Mr. Benjie Marasigan, who could very well claim to be an animation guru, stated, "I suggested the development of this course because it's a craft that demands specialization. Moreover, it's high time that such a course is offered since the animation industry is projected to be worth \$142-billion by 2008. The venue for animation has

expanded, with more and more platforms for it like the Net and mobile phones. Presently, the Philippine animation industry is put in the position where artists have to reject work. We can't meet the demand. That's why there's a need to develop more talent."

The SDA's three-year AB in Animation program aims to strike a balance between commercial animation and fine art animation. The AB in Animation coursework will focus on three areas: 2D Animation, 3D Animation and Experimental Animation. It will be the first comprehensive program for future animators.

During the students' first year, they will enroll in General Education subjects. The curriculum will consist of Design Foundation courses in their second year. They'll tackle major subjects focusing on the theoretical and practical studies of animation in their third and final year. An internship will be offered prior to or during the last year. By their final year, the students will

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Popreka Exhibit



SDA unveils three new courses

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choose as a thesis project an animated film that will be rendered in the 2D, 3D or experimental format.

"The program aims to develop animators who produce original works. In addition to possessing the right skills, they should have the capacity to spawn their own ideas. Right now, Philippine animators are mostly doing subcontracting. They end up executing the concepts and design specifications of overseas companies. Ideally, our animators would be artists in the truest sense of the word, showcasing work that's really their own," Marasigan stated.

Film Fun

Mr. Leo Santos who—together with Mr. Jose Antonio Garcia—did much of the research and development work for AB in Digital Filmmaking is looking forward to mentoring budding filmmakers. "When I did the legwork for the program, one of the people I consulted was our country's National Artist for Film—Eddie Romero. He gave a lot of input and offered a lot of advice on how the program should be run. On top of all the groundwork we did, having such an esteemed industry stalwart like him giving us feedback fueled our enthusiasm in implementing the program," Santos revealed.

Indeed, Santos emphasized that the SDA's future AB in Digital Filmmaking students would definitely not be limited to doing camera work. As AB in Digital Filmmaking aims to improve the quality and marketability of Philippine films, the coursework is designed to teach students to flesh out "stories that reflect our culture, traditions and way of life."

Santos opined: "These days, it's easy for anyone to get hold of a video camera and claim to be a 'filmmaker' but AB in Digital Filmmaking aims to produce genuine and highly-skilled filmmakers who are also visionaries. We would want our students to make their mark in the industry. We would want them to be able to conceptualize and tell a compelling story visually. We hope to produce filmmakers who have a full background on the film industry



Virtuosity Exhibit

Photos by Leia Guterrez

and who are well-versed in the theories and principles of the craft."

AB in Digital Filmmaking is offered as a three-year course—with most of the specialization courses given in the third year. During the students' first year, they will enroll in General Education subjects. The second year curriculum will consist of Design Foundation courses and some major courses. Major subjects focusing on the theoretical and practical studies of film are offered in their third and final year. An internship will be offered prior to or during their last year.

"The program also stands out because it will inject values and ethics education that can improve the professional practice of the industry. Our program also has a business aspect. Our graduates will not only know how to produce fine films but they'll also be taught how to market these films. We're encouraging them to be film entrepreneurs. This way, they themselves can create jobs for more people by way of filmmaking," Santos added.

More Than Perfect Pictures

The AB in Photography degree, developed to elevate photography as "fine art," aims to produce students who won't just take great photos "In



Cincodelic Bistro Exhibit

the AB in Photography program, we wouldn't just teach students how to use a camera. We would want them to be able to execute intellectually challenging concepts through their photos. We want to develop photographers who are in tune with the developments of contemporary photography and with international trends," said Mr. Julius Clar.

The SDA envisions AB in Photography as a program that would not only establish photography as a viable creative industry but likewise harness the power of the medium as an agent of social change.

The AB in Photography program—which takes three years to complete—will focus on aesthetics and the development of creative photography skills, as well as historical, theoretical and conceptual foundations. Professional, business and ethical practices will also be tackled.

During the students' first year, they will enroll in General Education subjects. The curriculum will consist of Design Foundation courses in their second year. They'll take up major subjects focusing on the theoretical and practical studies of photography in their third and final year. An internship will be offered prior to or during their last year.

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DLS-CSB supports Typhoon Reming relief drive

In the wake of the devastation left by Typhoon Reming last year, DLS-CSB responded to the call for aid issued by the Lasallian District Justice and Peace Commission (DJPC).

The DJPC, in cooperation with the college's Social Action Office (SAO), rallied to the cause of the affected families in the Bicol Region. Through its Tugon Lasalyano Relief Response Plan, the DJPC launched the "Pagtugon" relief campaign and assigned DLS-CSB to be part of the team helping Typhoon Reming victims in Albay.

True to the Lasallian spirit, the DLS-CSB community brought whatever they could to help those affected by the typhoon. As of January 10, cash donations coursed through the Accounting Office has amounted to Php 30, 089.50. The SAO also received milk, bottled water, clothes, medicines, canned goods and other food items.

The goods received by the SAO were turned over to the DJPC by way of De La Salle Santiago Zobel School, which was identified as the lead institution for the relief operations. The goods were then distributed during the two relief operations conducted by the DJPC—the first one in Legaspi City and the second one addressing the needs of those in Malabong, Daraga and Polangi in Albay.

As the DJPC promises to lend a hand in the rehabilitation of the areas, DLS-CSB is also going the distance and signing up for continued participation in the relief efforts.

Within the college itself, the Office of the Lasallian Mission, Ministry and Planning (LAMMP) has taken steps to extend more help to DLS-CSB employees whose Bicol-based relatives were affected by Typhoon Reming. In a LAMMP-initiated meeting conducted by the SAO staff last December 15, 2006, several employees were asked for updates on the plight of their families. A follow-up meeting is set to be conducted to firm up LAMMP's planned assistance projects.

In the meantime, donations are still welcome. Cash donations may be made through the following:

- Direct deliveries to the La Salle Provincialate.
- Bank deposits made for the **De La Salle Brothers, Inc., RCBC UNIMART Branch Savings Account No. 1296-714778**
- Check donations made out to the **De La Salle Brothers Inc. (Typhoon Reming)**

Donations in kind may be sent to the GMA Kapuso Foundation, Inc. For details, call Cora Ocumin at tel. nos. 928-4299 and 928-9351.

SDA STUDENTS' EXHIBITS

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Clar reiterated: "We would want to develop the students' conceptual skills as much as their technical skills. They should take photos that give way to critical thinking. They should take photos that inspire people to ask questions. Their pictures should transcend mere imagery. After all, that is the purpose of art."

Great Expectations

As the SDA gears up for the debut of their three latest offerings, Nolasco asserted, "We hope that these programs become very successful in two ways: that we churn out quality students and then boost their careers in their chosen industries. Also, we want to develop these programs in such a way that our country becomes a center of creativity in Asia through the SDA."



Hassle Prod Exhibit

SDEAS participates in deaf education forum

The UNESCO National Commission of the Philippines hosted the "Moving Forward: Deaf Education and Training for Sustainable Development" forum at the Summit Lounge of the Department of Foreign Affairs last November 17, 2006. As the follow-up to the 2004 Consultative Forum—which had focused on deaf education—it highlighted the major issues and the latest developments in the education, health care, training and employment of deaf persons.

Representing the DLS-CSB School of Deaf Education and Applied Studies (SDEAS) at the forum were Ma. Veronica Templo-Perez (Head, Office for Deaf Esteem and Formation), Noemi Pamintuan-Jara (Communications and Advocacy Coordinator/Resource Generation Specialist) and English teacher Michael Vea. They were joined by interpreters Jay Lardizabal and Jun Jun Sevilla. The participation of the SDEAS in the forum was made possible, in part, by the generous assistance of the Postsecondary Education Network (PEN)-International.

Along with the other forum participants, the SDEAS representatives reviewed the results of the 2004 Consultative Forum. They also discussed new trends and shared best practices in deaf education. They likewise strengthened the bond and cooperation among government and non-government agencies.

As such, the SDEAS forged ties with potential partners such as the Department of Education (in line with their capacity-building program), as well as other educational institutions for possible collaborations in formulating post-secondary education support for the deaf. It's also banking on future employment opportunities for deaf people through a tie-up with the Philippine Chamber of Commerce and Industry.

Perspective

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"I hope to see the members of the DLS-CSB community making their mark as achievers. This is also just my first year of teaching so I want to push myself further and continuously improve in my chosen field."
Nicole Tangco, CLPA

"I'm looking forward to graduating, getting a job and then opening a bank account."
Jaja Choi, AB-MMA



"After I graduate, I plan to pursue another degree at the British Columbia Institute of Technology in Canada. I have to get all my admissions requirements in order and get the ball rolling on my long-term goal to work and immigrate to Canada with my parents."

Al Banzon, BS-HRIM



The start of a new year is always exciting. The possibilities are endless. We ask the DLS-CSB denizens: **"What do you expect in 2007?"**

The Benildean Minute



"I wish for new experiences and more success."
Hilario U. Rabang Jr., GASO-WPCU



"I hope the faculty maintains a harmonious relationship. I also hope that my daughter gets into DLS-CSB as a Dance major."
Mr. Remus Laglagaron, SMS

"I wish for less political strife, peace and a better economy for our country. I just want a happy and more productive year."
Joseph Roctabios, AB-AM



"I hope to get good grades and be on the dean's list this year."
Bea Hidalgo, AB-MMA



"I hope my family continues to have good health. I also hope to see my daughter graduate from prep with honors."
Jo Mendoza, OSB



"All I want for 2007 is peace, love, harmony and for people to have mutual respect for each other."
Earnest Zabala, SDEAS





"I plan to start saving money this year. I just want to open a bank account...maybe even three bank accounts! I also hope to submit an entry to the Cinemalaya Filmfest."
Mito Tubilleja,
AB-MMA



"Gusto kong matupad ang aking pangarap na maging pulis. Hinihintay ko na lang yung result ng test. Sana palarin ako."
Dary Vila, SSU

We take a minute to find out what the DLS-CSB community thinks about current events, baffling issues, significant developments in community or the world in general, and, oh, just about anything we can think of.

(Note: We thank everyone who gamely answered the question in our ambush interviews.)

Compiled and photographed by
MCO Staff



"I'd want the students to take their PE subjects seriously and see it as something that's equally important for their overall development."
Mr. Conrado Contreras Jr.,
SMS



"My priority for this year is to get the yearbook done. The staff is also planning to hold an event sometime in March to drum up more support for the yearbook. We're hoping that we can get everything organized and pull it off successfully."
Teddy Paxon, AB-MMA



"Ang gusto ko lang talaga ay magpatuloy ay magtrabaho para makatulong ako sa pamilya ko."
Jayson Acosta, PMI



LRC Bulletin

New Multimedia Units Installed

In line with the project addressing the permanent installation and provision of multimedia units in classrooms, a number classrooms are now equipped with multimedia projectors.

Installation Cost of Multimedia Projector Per Classroom

Taft Campus		AKIC Campus	
Room	Amount	Room	Amount
1. Auditorium	22,500.00	1. I-804	17,009.00
2. M301	23,665.00	2. I-806	17,009.00
3. M302	23,665.00	3. I-809	18,097.00
4. M303	23,665.00	4. I-812	17,009.00
5. M304	23,665.00	5. I-815	18,097.00
6. M305	23,665.00	6. I-904	17,009.00
7. M308	23,665.00	7. I-905	18,097.00
8. M309	23,665.00	8. I-906	18,097.00
9. M407	23,665.00	9. I-907	17,009.00
10. M408	23,665.00	10. I-916	17,009.00
11. B303a	20,849.00	Total:	PhP 174,442.00
12. B303b	20,849.00		
13. SDEAS-A	16,241.00		
14. SDEAS-B	16,241.00		
Total:	PhP 309,665.00		

Free Access to Journal Listings

To answer the clamor of faculty and students for a more organized online listing of the journals available at DLS-CSB's Learning Resource Center (LRC), two leading companies producing e-journals are offering free access to the listings of all of DLS-CSB's journals. This free trial access may be found on the LRC portal, Online Library.



These are:

1. *A-to-Z Serials Management from EBSCO* (free access until February 28, 2007) EBSCO's A-to-Z service provides library patrons with a single, comprehensive online list of titles. The master A-to-Z title database provides link and coverage information to more than 100,000 unique titles.
2. *Serials Solution from ProQuest* (monthly renewal for free access is allowed, IP authenticated) ProQuest's Serials Solutions enables patrons to: find and use resources that are often overlooked, include e-serials in the Online Public Access Catalog, interconnect your disparate resources to create easy linking between content and use library resources (especially staff time) efficiently.

More Databases

Other databases that would be of interest to the DLS-CSB faculty and students include:

1. Project MUSE

Project MUSE is a unique collaboration between libraries and publishers providing 100% full-text, affordable and user-friendly online access to over 300 high quality humanities, arts and social sciences journals from 60 scholarly publishers.

2. Gale Virtual Reference Library


The Gale Virtual Reference Library is a database of encyclopedias and specialized reference sources for multidisciplinary research. These reference materials once were accessible only in the library, but now you can access them online (24/7) from the library or remotely.

3. Cambridge Journals Online

Cambridge Journals Online is the online content delivery service for Cambridge University Press's collection of nearly 200 leading journals across the sciences, social sciences and humanities.

One-Stop OPAC

The Follett OPAC is now a one-stop-shop. All serial titles available in the online databases that the college subscribes to are now individually encoded in this module. If you wish to access these journals, all you have to do is to type the word, "journal," and the Follett interface will give you all the titles. Each title is clickable. You don't need to exit the Follett OPAC system.



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A module under Real Estate Management Diploma
(in partnership with the Chamber of Real Estate and Builders' Associations, Inc. (CREBA))

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A module under Retail and Franchise Management Diploma
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For more info visit or contact:
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Email: space@dls-csb.edu.ph
Website: www.dls-csb.edu.ph/space

January

1	Monday	Solemnity of Mary, Mother of God
8	Monday	Feast of the Baptism of the Lord
11-13	Thurs-Sat	Lasallian Retreat-Seminar 2: CLPA
18	Thursday	Lasallian Feast: Saint Brother Hilario Barbal
24	Wednesday	Youth Mass
26	Friday	Lasallian Feast: Saint John Baptist De La Salle
		Vocation Mass
26-28	Fri-Sun	Lasallian Retreat-Seminar 2: SMS PE and CDA
30	Tuesday	Lasallian Feast: Saint Brother Mutien-Marie Wiaux
31	Wednesday	Forum on Moral Issues <i>Series 1</i>

February

2	Friday	Feast of the Presentation of the Lord (Candle Mass)
3	Saturday	Baccalaureate Mass (PICC)
9	Friday	Lasallian Feast: Saint Brother Miguel Febres Cordero
		Vocation Mass
9-11	Fri-Sun	Modified Lasallian Retreat-Seminar: PUSO
12-16	Mon-Fri	" <i>Loving You with a Song</i> "
16-18	Fri-Sun	Modified Lasallian Retreat Seminar: SHRIM/AKIC/SPaCE
21	Wednesday	Ash Wednesday
		2 Masses and Imposition of Ashes to all Departments
22	Thursday	Feast of the Chair of St. Peter, Teacher and Pastor
23-24	Fri-Sat	Community Lenten Recollections (<i>Batch 1</i>)
25	Sunday	1 st Sunday of Lent
28	Wednesday	Kumpisalang Bayan

March

3-4	Fri-Sat	Community Lenten Recollections (<i>Batch 2</i>)
4	Sunday	2 nd Sunday of Lent
5	Monday	<i>Opening Mass</i> : Christ Awareness & Vocation Month
		Lobby and Booths Blessing
		<i>Vocation Forum Series 1</i> : On Religious Life
6	Tuesday	Start of Classroom Vocation Campaigns (Mar 6-23)
7	Wednesday	Liturgical & Inspirational Song-Writing Contest
9	Friday	<i>Vocation Forum Series 2</i> : On Married Life
		Youth Mass
13	Tuesday	Basketball Exhibition: Seminarians vs. CSB Varsity
		Volleyball Exhibition: Religious Sisters vs. SDEAS
		Pre-Caná (pre-marriage) Seminar
16	Friday	Kasalang Bayan
		Dinner with Music and Dance for the Sacred Matrimony
19	Monday	Solemnity of St. Joseph, the Husband of Mary
		Prolonged Adoration before the Blessed Sacrament
21	Wednesday	Worship Concert: <i>Diocesan Priests of Imus</i>
23	Friday	<i>Vocation Forum Series 3</i> : On Single Blessedness
		Kumpisalang Bayan
27	Tuesday	<i>Theological Discourse</i> : The Third Look on Jesus
29	Thursday	Forum on Moral Issues <i>Series 2</i>
30	Friday	<i>Closing Mass</i> : Christ Awareness and Vocation Month
31	Saturday	LMO Community Outreach

April

1	Sunday	Palm Sunday
2	Holy Monday	Beginning of the Holy Week
		Community Stations of the Cross: <i>Lasallian Mission</i>
3	Holy Tuesday	Community Stations of the Cross: <i>Filipino Family</i>
4	Holy Wednesday	Community Stations of the Cross: <i>Environment</i>
5	Thursday	Maundy Thursday
6	Friday	Good Friday
7	Saturday	Death of Saint John Baptist De La Salle
8	Sunday	Easter Sunday
10-12	Tues-Thurs	Lasallian Retreat-Seminar 2: PMDO
11	Wednesday	Easter Feast: Community Celebration of Life
22-26	Sun-Thurs	LMO Annual Evaluation, Planning, and Teambuilding
26	Thursday	Feast of Our Lady of Good Counsel
30	Monday	Birth of Saint John Baptist De La Salle

May

8	Tuesday	Feast of Our Lady of the Star
15	Tuesday	Proclamation as Patron Saint of Teachers, Saint John Baptist De La Salle
20	Sunday	Feast of the Ascension
27	Sunday	Pentecost Sunday

Recollection and Retreat Schedule for the Third Trimester:

FROSH RECOLLECTION for students with ID Number 106 and below
SOPHOMORE RECOLLECTION for students with ID Number 105 & below
PAGTUGON RETREAT for graduating students with ID Number 104 & below

HeavenMind started out as a portfolio design concept by Ronie Villanueva. Eventually, it evolved into a team of multimedia artists who have a passion for designing. HeavenMind is driven to deliver cutting-edge designs that project a unique and distinct out-of-the-box vibe. They make their clients take notice and leave the competition bewildered.

The HeavenMind team is currently composed of Ronie Villanueva, Omar Pine and Jan Michael T. Javier—all of whom are graduates of AB-MMA. In fact, they are responsible for the stunning look of DLS-CSB's audiovisual presentation. Their services include print, branding, packaging design, web design and development, interactive CD authoring, as well as video editing and motion graphics. For more information and/or inquiries about HeavenMind's services, contact Ronie via 09163357701. Or visit the HeavenMind website at www.heavenmind.com.

A Piece of Heaven



HeavenMind's portfolio includes:



erspective

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The *perspective* welcomes contributions from the DLS-CSB community. Coordinate with Ms. Faye Ilogon or Ms. Mary Ann Palomo for particulars and appropriate arrangements.

The *perspective* reserves the right to edit articles submitted for publication. Direct all concerns to Duerr 104, 526-7441 to 47 local 253, or e-mail mco@dls-csb.edu.ph.