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IF YOU HAD IT YOUR WAY, WHAT WOULD YOU CHOOSE?

Atlanta, GA 10 Oct. 2004--How do you want it: cheap, fast or good? According to the executives at Day One Media you can only have two.

"Our teacher told us it can be cheap and fast, but it won't be good," Richard Graham, Creative Director, said. "Or you can get it fast and good, but it won't be cheap."

The Art Institute of Atlanta and Philadelphia has produced three talented young men: Anthony Hairgrow, Animation Director and Project Manager; Richard Graham, Creative Director; Trent Williams, Art Director.

Day One, collectively, has years of experience which includes working on a pilot episode with MTV as well as commercials for Ludacris, Kelly Price, a video for Jay Z's "Renegade," and numerous logo's for companies nationwide. "Our goal is to spearhead hip hop and animation," Hairgrow said. "We are young and really do know the market that many other companies are attempting to penetrate."

It is important to know the men of Day One are not just focusing on dealing with music. When their diverse backgrounds fuse, they can do graphics work for anything. These three know they are a rarity in the animation field. "You don't see too many graphic artist that come from our neighborhoods or look like we do," Williams said.

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Although the members of this company feel that issue may hinder their opportunities, Graham promises, "You can shop around but we are the best and you'll always come back."

Day One started in 1998 when the three men decided they did not want a career that forced them to sit behind a desk. They said their desire to be different from people they grew up with in New Jersey helped motivate them along the way. Graphic design was the commonality that brought them together but passion and talent has kept them going.

"This is our journey and if we keep trekking as we are, you will see us again soon," Graham said.

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