

CHRIS JACKSON

Senior Associate Dean | Professor
College of Art and Design
Rochester Institute of Technology
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Curriculum Vitae

Profile

I provide leadership with the execution of the graduate education components within the College of Art and Design that align with the RIT Strategic Plan, which calls for increased graduate program enrollments and a greater degree of interdisciplinary graduate level education. With more than 20 years of academic experience and 25 years of professional work in design and instructional writing, I bring diverse expertise to my administrative work and courses in applied computer graphics and design. I am invited to and featured speaker at numerous educational technology conferences where I discuss and demonstrate the latest developments in the fields of art and design coupled with technology and pedagogy.

Key Qualifications

- Full Professor in the College of Art and Design at Rochester Institute of Technology (RIT)
- Senior Associate Dean of Graduate Studies and Faculty Research, College of Art and Design, RIT (2017 – present)
- Graduate Director for the Visual Communication Design MFA program, College of Art and Design, RIT (2006 – 2016)
- Author of *After Effects for Designers*, *After Effects and CINEMA 4D Lite: 3D Motion Graphics and Visual Effects*, *Flash Cinematic Techniques: Enhancing Animated Shorts and Interactive Storytelling* and *Flash + After Effects (First and Second Edition)* Focal Press publishing – an imprint of Elsevier
- Co-author of *Digital Design in Action* CRC Press publishing – an imprint of Taylor & Francis
- Co-author of *Flash 3D: Animation, Interactivity, and Games* Focal Press publishing – an imprint of Elsevier
- Member of Adobe® Higher Education Leader Program
- Invited and featured speaker at international conferences including Adobe MAX, SIGGRAPH, TypeCon, UCDA Education Summit, and the Society for Technical Communication (STC)
- Extensive experience in instructional writing, graphic design, interaction design, and motion graphics for worldwide corporations
- Over 25 distinguished national and international awards for online communication
- Master of Fine Arts degree in Computer Graphics Design

Education

Management Development Program (MDP)

Harvard Graduate School of Education, Cambridge, MA 2022

Master of Fine Arts | Computer Graphics Design

Rochester Institute of Technology, Rochester, NY 1996

Bachelor of Fine Arts | Graphic Design | Art Education

New York State Teaching Certification

Alfred University, Alfred, NY 1991

Employment

Administrative Leadership

Senior Associate Dean | Graduate Studies and Faculty Research

College of Art and Design | Rochester Institute of Technology

January 2017 to present

The role of a senior associate dean can encompass responsibilities from academic leadership to faculty development and college representation.

Roles and Responsibilities

- Participate in the College of Art and Design leadership team
- Act on behalf of the Dean when necessary (*attend institute administrative meetings, etc.*)
- Chair the Dean's Faculty Council for the Associate Provost and Dean, RIT Graduate School
- Member of the RIT Academic Continuity Team
- Serve on College and Institute committees as needed
- Oversee academic program assessment and review for graduate programs
- Manage the College of Art and Design's graduate curriculum and related processes
- Coordinate the College of Art and Design final course grade dispute and academic integrity processes for graduate students
- Assist in the College of Art and Design's policy development
- Manage the National Association for Schools of Art and Design (NASAD) accreditation compliance and College Academic Program Review
- Manage the College of Art and Design's Mid-tenure, Tenure and Promotion Process
- Collaborate with RIT Advancement to achieve College's fundraising goals, engage alumni and support donor relations
- Assist with and promote the college's diversity and pluralism initiatives
- Manage the college's faculty and staff performance appraisal processes
- Serve as coordinator/facilitator/mentor for faculty research and scholarship
- Assist with cross-college and college-institute faculty recruiting and hiring
- Lead new faculty (tenure-track, lecturers, and adjuncts) orientation and continue to support these faculty

Employment

Teaching

Full Professor

College of Art and Design | Rochester Institute of Technology
September 2000 to present

As a tenured professor at RIT, I teach courses in interaction design, 2D and 3D graphics, animation, motion design, and programming. My primary research interests include visual storytelling, user experience design, the impact of motion graphics on branding, and designing interactive worlds/spaces.

I employ a wide variety of pedagogical techniques including custom teaching aids to engage and encourage students in active learning and creative problem-solving techniques.

Graduate Courses (developed and taught)

- 2D Computer Animation
- 3D Computer Graphics Design
- Advanced Computer Graphics – 2D Game Design
- Authoring Multimedia
- Client-based Web Design
- Design Research
- Design History Seminar
- Digital Media Integration
- Digital Type in Motion
- Graphical User Interface
- Instructional Multimedia
- Production Pipeline (Interaction Design)
- Motion Graphics
- Thesis Research and Planning / Development / Implementation
- User Experience Design
- Web & Mobile Design

Undergraduate Courses (developed and taught)

- Introduction to Interactive Media Design
- Raster Imaging
- Time-based Imaging Design
- Typography for New Media
- Vector-based Multimedia
- Vector Imaging

Instructor

Dynamic Graphics Educational Foundation
DGEF Training Center, Peoria, Illinois
March 2000 to December 2001

Course (developed and taught)

- Multimedia I
Designed and taught a 3-day hands-on workshop where attendees integrated text, graphics, audio and video into complex multimedia projects.

Adjunct Professor

College of Imaging Arts & Sciences | Rochester Institute of Technology

Computer Graphics Design MFA graduate program

New Media Design and Imaging BFA undergraduate program

September 1997 to May 1999

Courses (developed and taught)

- 3D Form and Space
- Computer Generated Animation
- Design Imaging and Form

Employment

My professional work experience involves project management, content creation, design, development, and implementation across a variety of digital media formats and technologies. A majority of this work has involved instructional learning applications, UI design, and animation.

Founder / Interaction Designer

C. Jackson Studios

June 2009 to present

Freelance designer for national museums and non-profit organizations specializing in UI and interaction design for children

Clients: The Strong National Museum of Play, Geneva Public Library

Instructional Design Consultant

Eastman Kodak Company

November 2000 to 2008

Provided training and instructional/interaction design solutions and services to support and enhance the performance of Kodak employees and products.

Technology Development Specialist

Eastman Kodak Company

August 1997 to July 2000

Design and develop instructional multimedia applications for a variety of internal departments. Job responsibilities included:

- Project management
- Information architecture
- Instructional writing
- UI design
- 3D modeling and animation
- Object-oriented programming
- Database construction and communication
- Development of learning assessment tools with SCORM/LMS
- Usability testing

Computer Graphics Designer

Creative Approaches, Inc.

June 1996 to August 1997

Designed and developed multimedia applications for clients.

Job responsibilities included:

- Project management
- UI design: multimedia assets (text, graphics, video, sound)
- Object-oriented programming

Clients: Eastman Kodak, Harris RF Communications, XEROX

Founder / Graphic Designer

Hierographics

September 1992 to June 1996

Hierographics was a graphic design company that specialized in working with non-profit organization designing:

- Logo identity and branding
- Sales and marketing literature
- Annual and promotional campaigns

Clients: New York Library Association (NYLA), Smith Opera House, Abbey Industries, Pioneer Library System (PLS)

Peer-Reviewed Awards

Professional

The following list is of national and international awards I received for online, interactive applications that I designed and developed in my professional work. Projects were submitted and peer-reviewed at the *Society for Technical Communication (STC) Annual Technical Publication Competition*. The awards are listed by the level of merit, the year received, project title, and a brief description of my roles.

International Online Competition

Best in Show

2003 – *X-ray Safety: An Interactive Guide*

Project manager, instructional writer, UI designer, 3D illustrator, and programmer for this instructional CD-ROM application that focused on X-ray safety for Eastman Kodak employees

Distinguished

2005 – *Creative Craft of Post Production*

UI designer, 2D illustrator, animator, and programmer for this instructional online/ CD-ROM application for Eastman Kodak's Motion Picture Business department that explored post production techniques

2003 – *Color and Light in Motion Imaging*

Instructional writer, UI designer, 2D illustrator, animator, and programmer for this instructional online/ CD-ROM application for Eastman Kodak's Motion Picture Business department

2001 – *KODAK DS Scanner 3000 Series*

UI designer, 2D and 3D illustrator, animator, and programmer for this interactive CD-ROM training guide for Eastman Kodak product sellers and resellers

National Online Competition

Best in Show

2005 – *Creative Craft of Post Production*

UI designer, 2D illustrator, animator, and programmer for this instructional online/ CD-ROM application for Eastman Kodak's Motion Picture Business department that explored post production techniques

2001 – *KODAK DS Scanner 3000 Series*

UI designer, 2D and 3D illustrator, animator, and programmer for this interactive CD-ROM training guide for Eastman Kodak product sellers and resellers

Distinguished

2005 – *Creative Craft of Post Production*

UI designer, 2D illustrator, animator, and programmer for this instructional online/ CD-ROM application for Eastman Kodak's Motion Picture Business department that explored post production techniques

2004 – *The Art of Lighting for Film*

UI designer, 2D illustrator, animator, and programmer for this instructional online/ CD-ROM application for Eastman Kodak's Motion Picture Business department that explored film lighting techniques

2003 – *X-ray Safety: An Interactive Guide*

Project manager, instructional writer, UI designer, 3D illustrator, and programmer for this instructional CD-ROM application that focused on X-ray safety for Eastman Kodak employees

2003 – *Color and Light in Motion Imaging*

UI designer, 2D illustrator, animator, and programmer for this instructional online/ CD-ROM application for Eastman Kodak's Motion Picture Business department that explored film lighting techniques

2001 – *KODAK DS Scanner 3000 Series*

UI designer, 2D and 3D illustrator, animator, and programmer for this interactive CD-ROM training guide for Eastman Kodak product sellers and resellers

2001 – *Ergonomics Awareness*

Project manager, instructional writer, UI designer, 3D illustrator, and programmer for this instructional CD-ROM application that focused on ergonomics in the office for Eastman Kodak employees

Excellence

2006 – *Electrical Safety for Qualified Employees*

Project manager, instructional writer, UI designer, 3D illustrator, and programmer for this instructional CD-ROM application that focused on electrical safety for Eastman Kodak employees

2006 – *Making It with Super 16*

Instructional writer, UI designer, 2D illustrator, animator, and programmer for this instructional online/ CD-ROM application for Eastman Kodak's Motion Picture Business department

2004 – *What is Cinematography?*

Instructional writer, UI designer, 2D illustrator, animator, and programmer for this instructional online/ CD-ROM application for Eastman Kodak's Motion Picture Business department

2003 – OSHA for Managers

Project manager, instructional writer, UI designer, 3D illustrator, and programmer for this online, instructional multimedia application that focused on OSHA compliance for Eastman Kodak managers

2003 – The Nature of Film

Instructional writer, UI designer, 2D illustrator, animator, and programmer for this instructional online/ CD-ROM application for Eastman Kodak's Motion Picture Business department

2002 – Lockout/Tagout for Other Employees

Project manager, instructional writer, UI designer, 2D illustrator, and programmer for this instructional CD-ROM application that focused on recognizing equipment that has been locked out and tagged for maintenance for Eastman Kodak employees

2002 – Selling Solutions: An Interactive Guide to Retail Selling

Project manager, instructional writer, UI designer, 2D illustrator, animator, and programmer for this online application that explored best practices in retail selling for Eastman Kodak sellers and resellers.

2002 – Electrical Cord-Connected Equipment Safety

Project manager, instructional writer, UI designer, 3D illustrator, and programmer for this instructional CD-ROM application that focused on equipment safety for Eastman Kodak office employees

2001 – KODAK Minilab Training (Version 1.0)

Project manager, instructional writer, UI designer, 2D illustrator, animator, and programmer for this online, instructional application for Eastman Kodak minilab owners and employees

Merit

2005 – Electrical Safety Awareness

Project manager, instructional writer, UI designer, 3D illustrator, and programmer for this instructional CD-ROM application that focused on electrical safety for Eastman Kodak office employees

2007 – KODAK Office General Site Orientation

Project manager, instructional writer, UI designer, 3D illustrator, and programmer for this online, e-learning application for all Eastman Kodak new employees

Honors / Awards

Teaching

Adobe® MAX Master (2010 – 2013, 2015)

MAX Masters program gives recognition to the highest rated speakers at the Adobe® MAX international conferences. This honor signifies that I am a MAX community favorite earning a 4.8 or higher speaking score (out of a possible 5) on my session evaluations by MAX attendees.

Adobe® Higher Education Leader (2009 – present)

Invited member to program that highlights the successes and contributions of innovative educators involved in higher education

RIT Gitner Family Prize | May 22, 2007
Outstanding Achievement in Graphic Communication
Rochester Institute of Technology
This juried award is in recognition of my first published book through Focal Press, *Flash 3D: Animation, Interactivity and Games*.

RIT FEAD Grant | 2003
College of Imaging Arts and Sciences Faculty Development Grant
Rochester Institute of Technology
This awarded grant, titled "Dynamic Design and Scripting for the Web," provided authorized training in designing and developing dynamic, data-driven applications for delivering content and interactivity.

Published Books

Author

Images from Science 3: An Exhibition of Scientific Images
co-authored with Rochester Institute of Technology Professors Michael Peres, Bob Rose, and Ted Kinsman, and Johns Hopkins University School of Medicine Professor Norman Barker
RIT Press | ISBN: 978-1-939125-67-5 | November 2019
Book is the companion text to an exhibition showcasing full color scientific images ranging from the intricate beauty of a frozen snow crystal to the interaction of T-cells fighting cancer.

After Effects for Designers by Chris Jackson
Routledge | ISBN: 1138735873 | December 2017
Book focuses on the fundamental aspects of motion design with related techniques, and explores the principles of animation, composition and layout, visual hierarchy, typography, cinematic storytelling, 3D modelling and compositing.

Digital Design in Action
co-authored with Associate Professor Nancy Ciolek
CRC Press, Taylor & Francis | ISBN: 1138831735 | April 2017
Book explores the creative design process for various mediums, including the web, apps, ePub, visual presentations, and PDF.

After Effects and CINEMA 4D Lite: 3D Motion Graphics and Visual Effects using CINEWARE by Chris Jackson
Focal Press | ISBN: 1138777935 | September 2014
Book focuses on adding 3D modeling and animation to motion graphics and visual effects to enhance video-based projects.

Flash + After Effects, Second Edition: Add Broadcast Features to Your Flash Designs by Chris Jackson
Focal Press | ISBN: 0240813510 | September 2010
Translated into Spanish, Chinese, and Korean.
Second edition focuses more on adding motion graphics and visual effects to enhance interactive projects and save on development time for Web, broadcast, or CD/DVD delivery.

Flash Cinematic Techniques: Enhancing Animated Shorts and Interactive Storytelling by Chris Jackson

Focal Press | ISBN: 9780240812618 | February 2010

Translated into Chinese.

Book focuses on applying universally accepted cinematic techniques to interactive projects to improve the storytelling quotient for entertainment, advertising, and branding.

Flash + After Effects by Chris Jackson

Focal Press | ISBN: 0240810317 | February 2008

Translated into Spanish and Japanese

Book focuses on adding motion graphics and visual effects to enhance interactive projects and save on development time for Web, broadcast, or CD/DVD delivery.

Flash 3D: Animation, Interactivity and Games

co-authored with Professor Jim Ver Hague

Focal Press | ISBN: 0240808789 | October 2006

Translated into Spanish.

Book focuses on using real and simulated 3D space in games and interactive systems.

Published Books Design

The Revels in Hand: The First Century of the Smith Opera House
by Charles McNally

Finger Lakes Regional Arts Council | ISBN: 94-61936 | 1995

Illustrator, design and layout

American Corporate Identity, Volume 10

editor David E. Carter | 1995

Two logo designs selected for publication
(Dimensions in Dance and DiDuro Chiropractic)

Published Online Articles

Modeling in CINEMA 4D Lite

Invited to write a 3D design and modeling article and tutorial for MasteringFilm.com, developed by Focal Press for aspiring and current filmmakers.

CINEMA 4D Lite and CINEWARE:

The Interface, the Workflow and Getting Started

Invited to write a post-production article and tutorial for MasteringFilm.com, developed by Focal Press for aspiring and current filmmakers.

MasteringFilm.com contributors are master filmmakers, industry experts, and leading film educators, including numerous Focal Press authors.

Reviews/Interviews

Intersections: Critical Thinking

RIT Podcast | October 2018

A conversation between Eugene Fram, professor emeritus from Saunders College of Business, and Chris Jackson, senior associate dean of the College of Art and Design; The two discuss how they came to value the importance of critical thinking and the role it plays in education, business, design and everyday life.

<https://soundcloud.com/rittigert/intersections-episode-1>

Adobe Creative Voices

Adobe® | May 2013

Invited as a creative leader to film a short video exposé about myself, showcasing my work, my ideas and inspiration, community, and my approach to my design craft and teaching pedagogy. Final video interview will be uploaded to the Creative Voices website on the Adobe® Creative Cloud.

Books We Love: Flash Cinematic Techniques

Animation Magazine | June/July 2010 | Page 6

This is a published review of my third book by Ramin Zahed, Editor-in-Chief of *Animation Magazine*. In his review Ramin states, "If you get heart palpitations each time you think about taking your toon idea from paper to pixel to vectors, Jackson is the man who can calmly take you out of your tech nightmare."

Flash and After Effects

Adobe® Systems Japan | June 2009 | Online

A published interview about my research and scholarship activities in interactive video and authoring experiences using Adobe products.

Citations

Adobe® After Effects User Documentation

- *Using After Effects CC* | Page 727
- *Using After Effects CS6* | Page 599
- *Using After Effects CS5 and CS5.5* | Page 687
- *Using After Effects CS4* | Page 710

Adobe® user manual cites my published book as a reference for users, "Chris Jackson provides tips for rendering and exporting SWF files from After Effects in his book *Flash + After Effects* (Focal Press)."

How to Cheat in Adobe® Flash CS6 by Chris Georgenes

Focal Press | ISBN: 978-0-240-52250-0 | November 2012 | Page 260

Author states, "I highly recommend Chris Jackson's book *Flash + After Effects* (Focal Press). His book contains a ton of cool examples that you will find very useful on a day to day basis."

How to Cheat in Adobe® Flash CS5 by Chris Georgenes

Focal Press | ISBN: 978-0-240-52207-4 | August 2010 | Page 244

Author states, "I highly recommend Chris Jackson's book *Flash + After Effects* (Focal Press). His book contains a ton of cool examples that you will find very useful on a day to day basis."

How to Cheat in Adobe® Flash CS4 by Chris Georgenes
Focal Press | ISBN: 978-0-240-52207-4 | April 2009 | Page 236
Author states, "I highly recommend Chris Jackson's book *Flash + After Effects* (Focal Press). His book contains a ton of cool examples that you will find very useful on a day to day basis."

Sign Language by Carol-Roberts Spence
International Association of Venue Managers | Online article 2007
This is a citation for my juried article published by the University and College Designers Association: "'Beware of negative connotations, avoid image interpretations that could offend the audience for which it is intended,' is sound advice imparted in *Designing Visual information for a Global Audience* by Prof. Chris Jackson... of RIT."
http://www.iavm.org/Facility_manager/Pages/2007_Apr_May/

Published Abstracts and Papers

3D Enhanced Visual Design for Designers
UCDA Design Educators Conference Proceedings 2013
Published abstract outlines a proven curriculum and process that integrates pre-rendered and real-time 3D elements into interactive content and UI/UX design for visual designers.

Designing for the Human Experience: Integrating Design and Technology
UCDA Design Educators Conference Proceedings 2012
Published abstract outlines methods and strategies for integrating the acquisition and development of software and scripting skills that are required for courses such as web design, interactive design, and time-based design.

Design is One: Creating a Blended Graduate Curriculum
UCDA Design Educators Conference Proceedings 2011
Published abstract outlines strategic curricular planning in creating a blended RIT graduate program that embraces a new ideology to address changes occurring in the professional design field.

Pros and Cons: Non-Profit Collaborations in the Design Curriculum
UCDA Design Educators Conference Proceedings 2009
Published abstract outlines the pros and cons of integrating non-profit design projects in higher education at RIT.

Type in Motion
TypeCon: Type & Design Education Proceedings | July 2008
Paper disseminates kinetic typography methods and principles taught within a graphic design curriculum.

Designing Information for a Global Audience
ACM SIGGRAPH Proceedings 2006
Paper explores the possibilities of visual semiotics in designing information that communicates to a global audience

Flash: Animation in the Third Dimension

ACM SIGGRAPH Proceedings 2005

Paper illustrates the possibilities of utilizing 3D space to enhance content delivery and the user's experience

Best of Show in *Intercom*, Volume 50, Issue 7

editor Maurice P. Marton. July/August 2003

Article discusses designing interactive teaching using online tutorials.

A deconstruction of Kodak applications I designed is used to illustrate

key points and concepts in interaction design.

Authoring Experiences in Spectrum 2005 Proceedings | April 2005

Society for Technical Communication (STC) | Rochester, New York

Paper discusses the development of media-rich user experiences

from concept to deployment. The information covered traditional,

physical, online experiences and how users can learn from them.

Beyond Point and Click: Designing Interactivity

in Spectrum 2002 Proceedings | March 2002

Society for Technical Communication (STC) | Rochester, New York

Paper focuses on how to identify and visualize interactive possibilities within linear content.

Invited / Featured Speaker

Get Animated in After Effects: An Introduction to Motion Graphics

Adobe® MAX 2015 – Invited Speaker

Los Angeles, California

Taught three 90-minute hands-on labs that explored 3D design, animation, and compositing techniques based on my published book *After Effects and CINEMA 4D Lite: 3D Motion Graphics and Visual Effects using CINEWARE* (Focal Press)

After Effects: Foundational Techniques to Create Your First Animation

Adobe® MAX 2014 – Invited Speaker

Los Angeles, California

Taught two 90-minute hands-on labs that explored 3D design, animation, and compositing techniques based on my published book *After Effects and CINEMA 4D Lite: 3D Motion Graphics and Visual Effects using CINEWARE* (Focal Press)

Foundational Techniques for Animation with After Effects

Adobe® MAX 2013 – Featured Speaker

Los Angeles, California

Taught two 90-minute hands-on labs that explored design, animation, and compositing techniques based on my published book *Flash + After Effects: 2nd Edition* (Focal Press)

Hands-on Introduction to After Effects

Adobe® MAX 2011 – Featured Speaker

Los Angeles, California

Taught two 90-minute hands-on labs that explored design, animation, and compositing techniques based on my published book *Flash + After Effects: 2nd Edition* (Focal Press)

Hands-on Introduction to After Effects

Adobe® MAX 2010 – Featured Speaker

Los Angeles, California

Taught two 90-minute hands-on labs that explored design, animation, and compositing techniques based on my published book *Flash + After Effects: 2nd Edition* (Focal Press)

Hands-on Introduction to After Effects

Adobe® MAX 2009 – Invited Speaker

Los Angeles, California

Taught three 90-minute workshops that explored animation and compositing effects based on my published book *Flash + After Effects: 1st Edition* (Focal Press)

Character Animation with Illustrator and After Effects

Adobe MAX 2009 – Invited Speaker

Los Angeles, California

Taught two 90-minute workshops that explored character design and animation using Adobe® Flash, Illustrator, and After Effects

Getting Started in After Effects

Adobe® MAX 2008 – Invited Speaker

San Francisco, California

Taught three 90-minute workshops that explored animation and compositing effects based on my published book

**Peer-Reviewed
Conference Presentations**

3D Enhanced Visual Design for Designers

UCDA Design Educators Conference 2013

The Sheraton Read House

Chattanooga, Tennessee

Presented at the conference in collaboration with Prof. Adam Smith, RIT

Designing for the Human Experience: Integrating Design and Technology

UCDA Design Educators Conference 2012

Virginia Tech, Virginia

Presented at the conference in collaboration with Prof. Peter Byrne and Prof. Nancy Ciolek, RIT

Design is One: Creating a Blended Graduate Curriculum

UCDA Design Educators Conference 2011

Jersey City, New Jersey

Presented at the conference in collaboration with Prof. Nancy Ciolek, Prof. Lorrie Frear, and Prof. Shaun Foster, RIT

Pros and Cons: Non-Profit Collaborations in the Design Curriculum

UCDA Design Educators Conference 2009

Mobile, Alabama

Presented at the conference in collaboration with Prof. Nancy Ciolek and Prof. Carol Fillip, RIT

Type in Motion

TypeCon 2008

Type & Design Education Forum – Breakout Session

Buffalo, New York

Presented at the conference in collaboration with

Prof. Peter Byrne and Prof. Nancy Ciolek, RIT

Design for a Diverse Culture

UCDA Design Educators Conference 2008

DeKalb, Illinois

Poster accepted and presentation at the conference in

collaboration with Prof. Nancy Ciolek, RIT

Designing Information for a Global Audience

SIGGRAPH 2006

Educator's Forum / "Learning Environments"

Boston, Massachusetts

Presented at the conference in collaboration with

Prof. Nancy Ciolek, RIT

Interactive Design for a Global Audience

Visual Communication: Rhetoric's and Technology 2006

William A. Kern Endowment in Communications

Rochester, New York

Presented at the conference in collaboration with

Prof. Nancy Ciolek, RIT

Flash: Animation in the Third Dimension

SIGGRAPH 2005

Educator's Forum / "Learning Environments"

Los Angeles, California

Authoring Experiences

Spectrum 2005 | Society for Technical Communication

Rochester, New York

Beyond Point and Click: Designing Interactivity

Spectrum 2002 | Society for Technical Communication

Rochester, New York

Museum Installations

Super You

The Strong National Museum of Play

Rochester, New York | October 2009

This is an interactive video application currently on exhibit at the National Museum of Play. It is part of the museum's *American Comic Book Heroes* attraction that opened on October 20, 2009.

Story Magic

The Strong National Museum of Play

Rochester, New York | March 2009 | updated October 2010

This is an interactive storybook application on exhibit and published online on The Strong National Museum of Play website

Exhibitions

Images from Science 3: An Exhibition of Scientific Images

<https://images.cad.rit.edu>

I designed the online website and traveling exhibition for *Images from Science*, a collaborative experiment between RIT's College of Art and Design and Johns Hopkins School of Medicine. The project explored the interface of science, technology, art, design, and communication. The exhibition was first displayed at the RIT's City Space located in downtown Rochester, New York and continued to travel following sites:

- Rochester Institute of Technology, Nov 1 – Nov 24, 2019
- Johns Hopkins School of Medicine, Jan 20 – March 20, 2020
- The New York Hall of Science, April 1 – July 31, 2020
- Northern Illinois University, Olson Gallery, August 17 – October 30, 2020

Service

In addition to my teaching and scholarly activities, my service to the Rochester Institute of Technology includes participating in departmental and college committees. The following list highlights my service to RIT:

School of Design MFA Graduate Director

- Visual Communication Design MFA program (2013 – present)
- Computer Graphics Design MFA program (2007 – 2013)
- Graphic Design MFA program (2010 – 2013)

I meet with prospective students, review applications, advise students in both MFA programs, coordinate a fall and spring thesis show, and hold meetings with the faculty on curriculum issues and course sequencing.

School of Design Faculty Workshop | Time-based Design (June 2013)

I taught a two-day Adobe After Effects workshop for faculty in the School of Design. Topics covered included animation techniques, image sequencing, simulated 3D space, visual effects, and dynamic typography.

Committee Chair, School of Design Graduate Program Merge (2010)

I was asked by CIAS Dean Frank Coast and Provost Jeremy Haefner to chair a committee to merge the Computer Graphics Design and Graphic Design MFA program into one graduate program for the RIT semester conversion in 2013. The resulting program is the MFA in Visual Communication Design (starting fall 2013).

Service Appointments

The following is a list of my committee appointments at RIT:

- College of Art and Design Representative
Graduate Portfolio Days (2008 – present)
- Committee Member
Faculty Affairs Committee (2012 - 2014)
- Committee Member

College Graduate Curriculum Committee (2012 - present)

- Committee Member
College FEAD Grant Committee (2009 – present)
- Committee Member
University Dismissal for Cause Review Committee (2009)
- Committee Member
School of Design Search Committee for the
undergraduate 3DDG program (2009 – 2010)
- Committee Chair
University Faculty Grievance Committee (2006 – 2010)
- Committee Member
University Faculty Dismissal Committee (2008)
- Committee Member
College Tenure Committee (2008)
- Committee Chair
College Tenure Committee (2007)
- College of Art and Design Representative
RIT Institute Council (2004 – 2006)
- College of Art and Design Academic Senator
Academic Senate (2002 – 2006)
- Committee Member
School of Design Search Committee for the
undergraduate New Media program (2001 – 2002)
- Chief Advisor
Student Thesis projects (2000 – 2019)

Technical Proficiency

Design and Imaging

- Adobe® Illustrator
- Adobe® Lightroom
- Adobe® Photoshop

Motion Graphics and Media

- Adobe® After Effects
- Adobe® Audition
- Adobe® Media Encoder
- Adobe® Premiere Pro
- Sonic Foundry – Sound Forge

Interaction Design and Development

- Adobe® Animate
- Adobe® Dreamweaver
- Adobe® XD

Page Layout and Publication

- Adobe® Acrobat Pro
- Adobe® In Design
- Microsoft Office

3D Modeling and Animation

- Maxon Cinema 4D
- Bryce and Poser

Programming and Markup Languages

- ActionScript
- Adobe® After Effects Expressions
- HTML, XML, CSS
- JavaScript and jQuery

Affiliations

- Adobe® Higher Educator Leader Program
- Adobe® Community Leader Program
- Adobe® Influencer Program
- Adobe® Video Ambassador Program
- ACM SIGGRAPH
- AIGA
- Society for Technical Communication