# DIGITAL VERTIGO

## A New Media Symposium

As part of the University of Lethbridge's 50th Anniversary celebration, the New Media Department invites you to Digital Vertigo: A New Media Symposium. During this all day event of presentations, the Department highlights subjects within its three concentrations: Gaming & Animation, Web & Graphic Design, and Cinema Production. Join New Media Faculty members, students, and alumni in a day of engaging talks related to our uneasy embrace of technology, and how it can both help and hinder our lives.

Emerging (new) media is generally viewed as progressive and beneficial to society and individuals, but the replacement and displacement of older generations of people and technologies can also be disorienting and disquieting, as users and producers come to terms with increasingly complex, accelerated,covert and pervasive media systems. The experience, therefore, can be strange and uncanny, as we repeatedly are forced to relocate ourselves within this process. Our symposium explores some ways in which we attempt to reorient ourselves within, or have the courage to push back against, a world continually reshaped by new media technologies.

## Introduction 9 — 9:15

> Block 1 9:15 - 9:40

>> Output Media: Bryn Mewko, Keith Morgan, Caroline Weigum

"Making it in the Middle of Nowhere"

Caroline, Keith and Bryn of Output Media discuss the social aspects of working in an industry being disrupted by the web.

>> Bios

Bryn — Bryn is Output Media's founder, a filmmaker, and media artist specializing in digital video post-production.

Keith — Keith is a rare talent. His work blends the intersections between art, physics, and technology.

Caroline — Caroline is a creative powerhouse with a brilliant eye for structure and detail.

> Block 2 9:45 - 10:10

>> Christine Clark

"The Art of Making New Media"

Understanding new media dynamics of change from the lens of Philosopher Alva Noe: where art-making is a 'strange tool' for confrontation, intervention, and subversion.

>> Bio

Christine is currently an Assistant Professor of New Media, teaching and researching in the areas of web design and development.

> Block 3 10:15 - 10:40

>> Cassandra Allenby

"Smart Tech Makes Us Dumb"

Hackable technology allows for innovation and for communities to collaborate and evolve. Smart technologies are the opposite: disconnecting and forcibly mediating users perceptions of reality.

>> Bio

Cassandra is a lover of the maker movement and game development. Her research revolves around augmented and virtual reality, cognitive psychology, and ubiquitous computing that empowers the user.

## Break 10:45 — 11

> Block 4 11:00 - 11:20

>> Dana Cooley

"Spooky Action at a Distance"

What are the ramifications for contemporary digital art (and culture at large) of an increasing number of commercially available biofeedback devices, which give artists access to bio-data?

>> Bio

Dana Cooley is an Assistant Professor in New Media. She has studied and taught in Canada, the United States, and the United Kingdom, and her work on interactivity and expanded cinema has been exhibited nationally and internationally.

> Block 5 11:25- 11:45

>> James Graham

"To Be or Not to Be What You Would Seem to Be"

A VR side-trip to the uncanny valleys of Lewis Carroll, Jorge Luis Borges, Marcel Duchamp and Jean Baudrillard.

>> Bio

James Graham is an Associate Professor in New Media. His research and teaching covers VR, AR, Game Design, and Enterprise applications of game technology.

> Block 6 11:50 — 12:10

>> Brendan Matkin

"Interaction in the Real World:
Tangible Interaction & Design Research in
Academia and Industry"

Tangible User Interfaces bridge physical and digital environments. We'll discuss the research behind several 'tangible' projects developed at the School of Interactive Art and Technology at SFU, and at Tangible Interaction Design Inc.

>> Bio

Brendan Matkin is an interaction design researcher, and currently an MA (SIAT) candidate at Simon Fraser University, where he works on embodiment in tangible interaction.

## Lunch 12:10 - 1:10

> Block 7 1:10 - 1:30

>> Leanne Elias

"The E-volution of Graphic Design"

What's a designer to do when challenged with a dizzying array of mobile screen sizes and interactive designs that use augmented or virtual reality?

>> Bio

Leanne Elias is an Associate Professor in New Media, and is interested in how design influences all aspects of media production. She is a lead researcher in the Disruptive Imaginings Data Visualization Lab at the University of Lethbridge.

> Block 8 1:35 - 1:55

>> Phillip Rockerbie

"Aerial Architecture"

Through convergence of New Media and Architecture, urban public space is being digitally redefined. I look at the capabilities of drone technology to do this.

>> Bio

Phillip Rockerbie is an MFA New Media candidate, and his thesis focuses on appropriating media technology for architectural installation, and the digital age's affect upon urban public space.

> Block 9 2:00 - 2:20

>> Blake Evernden

"Spider: The Romantic Macabre"

The crafting of the short film "Spider" as an examination of the visual interrelationship between the natural and human worlds, through the lens of macabre romanticism.

>> Bio

C. Blake Evernden is an award-winning independent filmmaker, illustrator, storyboard & make-up artist for film & television, and is currently an Assistant Professor in New Media.

## Break 2:20 - 2:35

> Block 10 2:35 - 2:55

>> Aaron Taylor

"Hellblazers, Swamp Things, Vampire Slayers and Other Problems"

How do transmedia superhero franchises challenge familiar ways of establishing generic categories, and why might they require new forms of categorical reorientation?

>> Bio

Aaron Taylor is an Associate Professor in New Media. He specializes in film studies, and the author of numerous essays on film acting, American cinema, and comic books.

> Block 11 3:00 - 3:20

>> Kim Porter

"Animation Production, Herding Kittens with Schedule Power Over 9000"

We'll walk through the steps of an animation pipeline, and show how the production department herds the kittens to finish a product.

>> Bio

Kim Porter is a production coordinator with Slap Happy Cartoons. She has worked on shows like The Deep, Slugterra, Max Steel, Kate and Mim Mim, and is currently producing a Netflix original called The Hollow.

> Block 12 3:25 - 4:30

>> Panel

Join the symposium presenters for a round-table discussion on various converging points of orientation within an unpredictable new media culture.

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