

Abbreviated Curriculum Vitae

T. Rudy McDaniel

University of Central Florida
School of Visual Arts & Design
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I. Education

Ph.D. Texts and Technology, 2004: University of Central Florida
M.A. Technical Writing, 2001: University of Central Florida
B.S. Computer Science, Cum Laude, 2003: University of Central Florida
B.S. Psychology, Cum Laude, 1999: University of Central Florida

II. Academic Appointments

University of Central Florida, College of Arts & Humanities

<i>Professor of Digital Media</i>	Aug 2017 – Present
<i>Core Faculty, Modeling and Simulation PhD Program</i>	Aug 2011 – Present
<i>Core Faculty, Texts and Technology PhD Program</i>	Aug 2011 – Present
<i>Associate Professor of Digital Media</i>	Aug 2011 – Aug 2017
<i>Assistant Professor of Digital Media</i>	Aug 2005 – Aug 2011
<i>Visiting Research Scientist of Digital Media & English</i>	Sept 2004 – Aug 2005

III. Administrative Appointments

<i>Director, School of Visual Arts and Design</i>	Aug 2017 – Present
<i>Interim Director, School of Visual Arts and Design</i>	Oct 2016 – Aug 2017
<i>Assistant Dean of Research & Technology, College of Arts & Humanities</i>	Aug 2011 – Aug 2017
<i>Director, Texts and Technology Doctoral Program</i>	Aug 2011 – Oct 2016
<i>Co-Director, China-US Ethnic Cultural Exchange & Research Initiative</i>	Nov 2012 – Nov 2015

IV. Honors and Awards

International Honors/Awards

(2013-2016). Appointee, *Merit Research/Distinguished Senior Fellow*. Center for Ethnic and Folk Literature and Arts Development, Ministry of Culture, People's Republic of China.

National Honors/Awards

(2010). *Computer and Composition Distinguished Book Award* for *From A to <A>: Keywords of Markup* (contributed a chapter to the collection.)

(2009). *Award for Innovative Excellence in Teaching, Learning, and Technology*. Awarded April 15, 2009 at the 20th International Conference on College Teaching and Learning in Jacksonville, FL.

University Honors/Awards

(2015, 2016). Nominee, *Award for Faculty Excellence in Mentoring Doctoral Students*.
 (2013). *UCF Library Open Access Champion* for dedication to open access publishing.
 (2010). *Innovative Teaching Practices Award*.

College Honors/Awards

(2016). *Scholarship of Teaching and Learning (SoTL) Award*.
 (2010). *Teaching Incentive Program (TIP) Award*.
 (2010). *Excellence in Graduate Teaching Award*.
 (2010). *Excellence in Undergraduate Teaching Award*.
 (2009). *Scholarship of Teaching and Learning (SoTL) Award*.
 (2009). *Teaching with Technology Grant Award*.
 (2008-2010). *UCF Faculty Center for Teaching and Learning Faculty Fellow Liaison*.

V. Administrative Accomplishments

A. Duties as Director, School of Visual Arts and Design

- Oversee one of the largest schools of visual art and design in the country, with approximately 60 full-time faculty members and 3,000 student majors.
- Serve as the primary unit administrator over our university's academic programs in studio/fine art, digital media, film, and architecture.
- Manage resources and facilities for multiple physical buildings including a visual arts building on main campus, a digital media building in an adjacent research park, and downtown Orlando facilities.
- Partner with local businesses and community groups including SNAP! Orlando, the Orlando Science Center, the Orlando Museum of Art, CREALDE, and many other arts organizations.

B. Key Accomplishments as Assistant Dean of Research and Technology

- Worked to develop several different iterations of in-house awards programs and distributed \$175k in seed funding to departments and faculty members to provide incentives to develop pilot projects and submit extramural grant proposals.
- Streamlined and coordinated a number of faculty affairs and awards programs including elections, the promotion and tenure process, sabbaticals, and excellence in research awards.
- Developed the process for coordinating and managing the college-level promotion review for instructors and lecturers within our college.
- Reorganized technology office to report to a central, college IT manager and established weekly technical meetings to assess issues, discuss solutions, and develop strategic planning materials.
- Implemented the design of a number of procedures and technologies to improve communications between faculty and staff, including work order status cards and an in-house system for work orders.
- Coordinated over \$1M of successful technical fee proposals for the College, including a major networking upgrade for the Rehearsal Hall (RH) building, and consulted on other successful proposals, such as several projects for the Center for Humanities and Digital Research and RICHES.
- Developed and implemented a comprehensive plan to improve communication between college administration, chairs, and faculty using customized electronic listserves and distribution lists.
- Supervised a team of individuals who completed approximately 1,300 work orders last year and developed web sites that regularly draw more than 200,000 unique visitors per year.

- Encouraged the CAH web team to explore new strategies for collaborative publishing, marketing, and outreach with students and faculty using platforms such as Drupal, Wordpress, CBOX, and Omeka.
- Coordinated the development and distribution of the CAH Newsletter.

C. Key Accomplishments as Director of Texts and Technology Ph.D. Program

- Developed program by-laws and implemented standards for faculty membership and governance.
- Increased doctoral student enrollment by 44%.
- Reorganized program faculty and recruited additional faculty members from Digital Media, History, English, Philosophy, and Writing and Rhetoric to serve as core and associate faculty members.
- Revised and updated the curriculum to include project-based assignments and selected lectures focused on applied technology, an area frequently requested in our alumni exit interviews.
- Coordinated a guest speaker series and brought in a number of scholarly visitors for the program to enhance visibility and encourage interdisciplinary partnerships.
- Oversaw the development of a number of new documents and procedures including a redesigned web site, recruitment materials, an advising guide, an assessment plan, and an internship evaluation rubric.
- Managed hiring for new faculty members, including interdisciplinary joint hires shared between academic departments in English, Digital Media, and Philosophy.
- Implemented regularly emailed news updates and social media updates focused on student and faculty publication activities and other news and updates about the program.
- Acquired additional space and resources for the program including a secondary lab space, a student lounge, and a powerful new server for student and faculty projects.
- Partnered with a number of entities on campus including the Information Fluency Office and the Center for Humanities and Digital Research to bring in guest speakers and coordinate mutually beneficial activities.

VI. Publications and Creative Activities

A. Scholarly Authored Books

1. Beever, J., **McDaniel, R.**, & Stanlick, N. (In Preparation). *Understanding digital ethics: Cases and contexts*. New York: Routledge. Contracted to be published on April 30, 2018.
2. Fanfarelli, J.R., & **McDaniel, R.** (In Preparation). *Designing effective digital badges: Applications for learning*. New York: Routledge. Contracted to be published on September 1, 2018.
3. Applen, J. D., & **McDaniel, R.** (2009). *The rhetorical nature of XML: Constructing knowledge in networked environments*. New York: Routledge.

B. Peer-Reviewed Papers

1. Fanfarelli, J. R. & **McDaniel, R.** (2017). Exploring digital badges in university courses: Relationships between quantity, engagement, and performance. *Online Learning Journal* 21(2).
2. **McDaniel, R.**, Fanfarelli, J. R., & Lindgren, R. (2017). Creative content management: Importance, novelty, and affect as design heuristics for learning management systems. *IEEE Transactions on Professional Communication*, 60(2), 183-200.
3. Kourova, A., Salter, A., Pidberejna, I., & **McDaniel, R.** (2016, September). From Orlando to Russia: Cross-cultural communication through gamemaking. In *Proceedings of the 34th Annual International Conference on the Design of Communication*. New York: ACM. Arlington, Virginia.

4. **McDaniel, R.,** & Daer, A. (2016). The discourse of developers: Exploring technical communication practices within video game development. *Technical Communication Quarterly*, 25(3), 155-166.
5. Fanfarelli, J. R., & **McDaniel, R.** (2016). Using platform adventure mechanics for gamification research. *Journal of Digital Media Arts and Practice*. Digital essay published June 7, 2016.
6. **McDaniel, R.** (2016, May). A taxonomy for digital badge design in medical technologies. In *Proceedings of the IEEE SeGAH 4th International Conference on Serious Games and Applications*. Orlando, FL.
7. Carbone, T., **McDaniel, R.,** & Hughes, C. E. (2016, May). Psychomotor skills measurement for surgery training using game-based methods. In *Proceedings of the IEEE SeGAH 4th International Conference on Serious Games and Applications*. Orlando, FL.
8. Crossley, C., Fanfarelli, J. R., & **McDaniel, R.** (2016, May). User experience design considerations for healthcare games and applications. In *Proceedings of the IEEE SeGAH 4th International Conference on Serious Games and Applications*. Orlando, FL.
9. **McDaniel, R.,** & Fanfarelli, J. R. (2016). Building better digital badges: Pairing completion logic with psychological factors. *Simulation & Gaming*, 47(1), 73-102.
10. Pidberejna, I., Kourova, A., Salter, A., & **McDaniel, R.** (2016, April). Open source video game software as a tool for language learning: A project between the U.S. Department of State Grant Peer-to-Peer Grant Getting Closer and the St. Petersburg Grot School for the Blind and Visually Impaired. In *Proceedings of the International Conference on Cultural-Pragmatic Aspects of Media Texts as an Object of Linguistics*. Moscow, Russia. April 28-29, 2016.
11. **McDaniel, R.,** & Fanfarelli, J. R. (2015). Rhythm and cues: Project management tactics for UX in game design. *International Journal of Sociotechnology and Knowledge Development (IJSKD)*, 7(3), 20-37.
12. **McDaniel, R.,** & Kuang, L. (2015). Cross-cultural cinematic communication: Learning from the information design process for a Sino-American film competition. *Communication Design Quarterly*, 4(1), 49-60.
13. Fanfarelli, J. R., & **McDaniel, R.** (2015, July). Digital badges for deliberate practice: Designing effective badging systems for interactive communication scenarios. In *Proceedings of the 33rd Annual International Conference on the Design of Communication*. New York: Association for Computing Machinery. Limerick, Ireland.
14. **McDaniel, R.** (2015, July). Communication and knowledge management strategies in video game design and development: A case study highlighting key organizational narratives. Published in the *Proceedings of the 2015 IEEE International Professional Communication Conference* (pp. 9-16), IEEE. Limerick, Ireland.
15. Fanfarelli, J. R. & **McDaniel, R.** (2015). Individual differences in digital badging: Do learner characteristics matter? *Journal of Educational Technology Systems*, 43(4), 403-428.
16. **McDaniel, R.** (2015). Programming perspectives in Texts and Technology: Teaching computer programming to graduate students in the humanities. *Programmatic Perspectives*, 7(2), 213-229.
17. **McDaniel, R.,** & Fanfarelli, J. R. (2015). A digital badging dataset focused on performance, engagement, and behavior-related variables from observations in web-based university courses. *British Journal of Educational Technology*, 46(5), 937-941.
18. **McDaniel, R.** (2015). Understanding microinteractions as applied research opportunities for information designers. *Communication Design Quarterly*, 3(2), 55-62.
19. **McDaniel, R.,** & Fanfarelli, J. R. (2015, March). How to design experimental research studies around digital badges. In D. Hickey, J. Jovanovic, S. Lonn, & J. E. Willis III (Eds.), *Proceedings of the Open Badges in Education (OBIE 2015) Workshop*. Poughkeepsie, New York.

20. Fanfarelli, J. R., Vie, S., & **McDaniel, R.** (2015, February). Understanding digital badges through feedback, reward, and narrative: A multidisciplinary approach to building better badges in social environments. Albers, M. (Ed.) *Proceedings of the Symposium on Communicating Complex Information* (pp. 56-60), ACM. Greenville, NC. Published in *Communication Design Quarterly*, 3(3).
 21. Kamrath, M. L., Barnard, P., **McDaniel, R.**, Dorner, W., Jardaneh, K., Carlton, P., & Rodriguez, J. (2014). The Charles Brockden Brown electronic archive: Mapping archival access and metadata. *Archive Journal*, 4.
- (+27 additional papers from 2003-2013)

C. Peer-Reviewed Chapters

1. **McDaniel, R.** (In Press). The role of creativity in a networked humanities. In B. McNely and J. Rice (Eds.) *Networked humanities*. Anderson, SC: Parlor Press.
 2. **McDaniel, R.** (In Press). Portal: The cerebral FPS. In R. Mejia, J. Banks, & A. Adams (Eds.), *The 100 Greatest Video Game Franchises*. Washington, D.C.: Rowman & Littlefield.
 3. **McDaniel, R.**, & McDaniel, C. (In Press). An experiential approach to teaching experience architecture: The case of Mozilla Webmaker. In L. Potts & M. Salvo (Eds.) *Rhetoric and Experience Architecture*. Parlor Press.
 4. Vie, S., **McDaniel, R.**, & Fanfarelli, J. R. (In Press). Understanding badges as architectures of experience. In L. Potts & M. Salvo (Eds.) *Rhetoric and Experience Architecture*. Parlor Press.
 5. **McDaniel, R.** (2016). What we can learn about badges from video games. In D. Ifenthaler, D. Mah, & N. Bellin-Mularski (Eds.), *Foundations of digital badges and micro-credentials: Demonstrating and recognizing knowledge and competencies* (pp. 325-342). Switzerland: Springer International Publishing.
 6. **McDaniel, R.**, & Fanfarelli, J. R. (2016). Evaluating design frameworks for badges: A case study and comparison analysis of two types of digital badging systems. In L. Muilenburg & Z. Berge (Eds.), *Digital badges in education: Trends, issues, and cases* (pp. 176-188). New York: Routledge.
- (+9 additional chapters from 2003-2013)

VII. Conference Presentations

A. Keynotes and Invited Presentations

1. **McDaniel, R.** (2017). The ethics of serious games for health. Keynote address presented at the *5th International Conference on Serious Games and Applications (IEEE SeGAH '17)*. Perth, Australia. April, 2017. International conference.
2. de Freitas, S., Gibson, D., **McDaniel, R.**, & Robertson, B. (2017). AR/VR in health. Invited roundtable session presented at the *5th International Conference on Serious Games and Applications (IEEE SeGAH '17)*. Perth, Australia. April, 2017. International conference.
3. **McDaniel, R.** (2016). Strategies for achieving interdisciplinary success. Keynote address delivered to the *Center for Interdisciplinary Scholarship (CIS) Annual Symposium*. Miami, FL. November 3, 2016. Regional conference.
4. **McDaniel, R.** (2016). Humanities, technology, and people: New directions for technical research in the humanities. Welcome presentation and opening remarks for *THATCamp Florida 2016 Conference* in Orlando, FL. February 18, 2016. Regional conference.
5. **McDaniel, R.** (2012). Remix culture. Keynote address delivered to the *Melbourne Regional Chamber of East Central Florida's Business Breakfast of Champions*. Melbourne, FL. Invited keynote presentation. September 6, 2012. Regional conference.

6. **McDaniel, R.** (2008). Humanistic information technology: The semiotics of play and storytelling. Paper presented at the *Rochester Institute of Technology Information Technology Colloquium* in Rochester, NY. Invited speaker for the colloquium series. February 8, 2008.
7. **McDaniel, R.** (2007). Wii stories: Small tales of interactive narrative. Paper presented at the *Rensselaer Polytechnic University Department of Language, Literature, and Communication Colloquium* in Troy, NY. Invited speaker for the colloquium series. March 14, 2007.

B. Conference Presentations

1. **McDaniel, R.** (2016). A taxonomy for digital badge design in medical technologies. Paper presented at the *4th International Conference on Serious Games and Applications (IEEE SeGAH '16)*. Orlando, FL. May 12, 2016. International conference.
2. Carbone, T., **McDaniel, R.**, & Hughes, C. E. (2016). Psychomotor skills measurement for surgery training using game-based methods. Paper presented at the *4th International Conference on Serious Games and Applications (IEEE SeGAH '16)*. Orlando, FL. May 12, 2016. International conference.
3. Crossley, C., Fanfarelli, J. R., & **McDaniel, R.** (2016). User experience design considerations for healthcare games and applications. Paper presented at the *4th International Conference on Serious Games and Applications (IEEE SeGAH '16)*. Orlando, FL. May 13, 2016. International conference.
4. **McDaniel, R.** (2016). Hands on qualitative data analysis research: Exploring the discourse of video game developers using iterative data coding strategies. Paper presented at the *THATCamp Florida 2016 Conference* in Orlando, FL. February 18, 2016. Regional conference.
5. Fanfarelli, J. R., & **McDaniel, R.** (2015). Breaking barriers by breaking bricks: An experimental research testbed using platform adventure game mechanics. Paper presented at the *13th Annual International Digital Media and Arts (IDMAA) Conference*. Johnson, Tennessee. October 21, 2015. International conference.
6. Fanfarelli, J. R., & **McDaniel, R.** (2015). Digital badges for deliberate practice: Designing effective badging systems for interactive communication scenarios. Paper presented at the *2015 ACM SIGDOC Conference* in Limerick, Ireland. July 17, 2015. International conference.
7. **McDaniel, R.** (2015). Communication and knowledge management strategies in video game design and development: A case study highlighting key organizational narratives. Paper presented at the *2015 IEEE International Professional Communication Conference* in Limerick, Ireland. July 13, 2015. International conference.
8. **McDaniel, R.**, Salter, A., and Main E. (2015). Games and Learning at UCF. Panel presentation for the *Next Generation Learning Spaces Site Tour*. Orlando, FL. October 13, 2015.
9. **McDaniel, R.** (2015). Exploring social justice in digital writing spaces. Paper presented at the *18th Annual Conference of the Association for Teachers of Technical Writing* in Tampa, FL. March 18, 2015. National conference.
10. **McDaniel, R.**, & Cabrera, C. (2015). Game design and development using *Maya* and *Unity3D*. Invited weeklong workshop given to the University of Costa Rica, Department of Business Informatics and Computing, Pacific Campus. Puntarenas, Costa Rica. February 9-17, 2015.
11. **McDaniel, R.**, & Fanfarelli, J. R. (2015). How to design experimental research studies around digital badges. Paper presented at the *2nd International Workshop on Open Badges in Education (OBIE2015): From Learning Evidence to Learning Analytics* in Poughkeepsie, NY. March 16, 2015. International conference.
12. **McDaniel, R.** (2015). Building games for the humanities with *Unity3D*. Paper presented at the *THATCamp Florida 2015 Conference* in Orlando, FL. February 28, 2015. Regional conference.

13. Fanfarelli, J. R., Vie, S., & **McDaniel, R.** (2015). Understanding digital badges through feedback, reward, and narrative: A multidisciplinary approach to building better badges in social environments. Paper presented at the 5th Annual Symposium on Communication Complex Information (SCCI) in Greenville, NC. February 24, 2015. National conference.
 14. **McDaniel, R.**, Dotson, L., Bauer, N., Winter, D., & *Fanfarelli, J. R. (2014). Breaking out of the traditional dissertation mold: Exploring the possibilities of digital and interactive dissertations. *United States Electronic Thesis and Dissertation Association (USETDA) 2014 Conference*. Orlando, FL. September 25, 2014. National conference.
 15. **McDaniel, R.**, & Fanfarelli, J. R. (2014). Words that wiggle: Using narrative in games for learning. The power of words + the power of gaming = powerful training! Presentation for the 2014 *Department of Defense GameTech User's Conference*. Orlando, FL. September 3, 2014. National Conference.
 16. **McDaniel, R.**, Fanfarelli, J. R., & Thompson, K. (2014). Stinking badges: Why we need em' and how to use em'. *2014 Information Fluency Conference*. The Age of New Media: Literacy in the 21st Century. Orlando, FL. February 27, 2014. International Conference.
- (+49 additional presentations and workshops from 2003-2013)

VIII. Electronic Research and Creative Activities (Non Peer-Reviewed)

1. **Russia to English Cultural Exchange Game**. Cultural exchange game developed with A. Salter, A. Kourova, and the UCF Russian Club. Organized with the Grot School in St. Petersburg Russia, a school for visually impaired students.
2. **Adventures in Emerging Media**. Course development system designed from the ground up for the presentation and assessment of nonlinear learning materials for online course instruction. (A "choose your own adventure" learning management system).
3. **Super Nutrition!** Game project developed with the METIL Lab at UCF's Institute for Simulation and Training. Served as game mechanics consultant for project developed and submitted as an entry for the *Let's Move: Apps for Healthy Kids* challenge..
4. **Bentham City**. Video game produced using *Adobe Flash* for the Office of Information Fluency. Presents ethical scenarios for new students and assesses decision making and progress throughout the game using an online database.
5. **EthicsGame Plagiarism and Overnight Guest Flash Game**. Collaboration with EthisGame.com involving the translation of a Web-based ethics scenario to a Flash game format.
6. The **Underground Railroad Video Game**. Video game produced using a *Neverwinter Nights* mod to teach 5th graders about the Underground Railroad and African-American History.

IX. Grant Proposals and Funded Research Initiatives

A. Funded External Grants and Projects (Total Funding: \$432,320, With Split: \$231,552)

1. \$200,000 (2012-2015). Creating the Charles Brockden Brown electronic archive. **Co-Principal Investigator**. National Endowment for the Humanities, Division of Preservation and Access. PI: M. Kamrath, Department of English. Awarded April 27, 2012. 3 year grant.
2. \$200,000 (2009). Emergency medical care educational card game. **Co-Principal Investigator**. Grant funded by RDECOM-STTC to develop innovative ways to train combat medics and combat lifesavers (CLS) using inexpensive, portable, and engaging methods. PI: D. Metcalf, Institute for Simulation and Training. Awarded April 18, 2009. 1 Year Grant.

3. \$2,750 (in kind donation) (2009). Extending *The Sims: Sims 3* movie-making experiments in the humanities. **Principal Investigator**. Project funded by *Electronic Arts (EA)* and designed to have game design students build innovative projects using *The Sims 3* computer software. EA donated 55 games to give to students enrolled in game production and honors game design. Awarded September 8, 2009.
4. \$20,000 (2008). EthicsGame digital media implementation. **Principal Investigator**. External contract with EthicsGame.com to develop a digital media games-based implementation for an online business ethics simulation company. Written with S. M. Fiore. Awarded August, 2008.
5. \$9,570 (2005). Federation of American Scientists. **Co-Principal Investigator**. Funded public service project to develop a storyline for the *Discover Babylon* video game. Written with J. Cannon-Bowers (Digital Media). Developed an approximately 30,000-word narrative script for a video game that teaches children about ancient Iraqi culture. Public Service Project.

B. Funded Internal Grants and Projects (Total Funding: \$3,486,532)

1. \$3.16M (\$632,500/year) (2013-2017). Information Technology Performance Funding Initiative for the College of Arts and Humanities. **Principal Investigator & Project Manager**. Funds awarded to the University of Central Florida from the State of Florida (House Bill 7135). Written with L. Hepner.
2. \$7,500 (2011). The Charles Brockden Brown Archive. **Co-Principal Investigator**. Grant funded by College of Arts & Humanities In-House Award Program. Awarded November 21, 2011.
3. \$202,782 (2010 - 2012). Adventures in emerging media: Nonlinear course design for online courses at UCF. **Principal Investigator**. Internal grant funded by the Provost's Undergraduate Education Pilot Project program. Awarded January 29, 2010. Written with R. Lindgren and J. Friskics.
4. \$42,500 (2007-2009). Enhancing information fluency through the development of virtual worlds and the use of simulated scenarios in synthetic environments and video games. **Principal Investigator**. UCF Quality Enhancement Program Engagement Grant. Written with S. M. Fiore, N. Stanlick, and E. H. Vick. Awarded May 31, 2007.
5. \$13,200 (2007). The Digital Humanities Exchange: A multimedia trading post for game-based learning in the humanities. **Principal Investigator**. Grant submitted to the College of Arts and Humanities In-House Award Program. Awarded November 27, 2007.
6. \$1,000 (2007). Investigating the role of interactivity in information fluency. **Principal Investigator**. UCF Quality Enhancement Plan Enhancement Grant. Awarded May 31, 2007.
7. \$12,750 (2007). Improved lab equipment for teaching e-commerce courses in digital media. **Principal Investigator**. Undergraduate Teaching Equipment Initiative. Awarded March 21, 2007.
8. \$12,000 (2007). Building usable games for the humanities: Engaging identity, culture, and community in virtual worlds. **Principal Investigator**. CAH Dean's Research Initiative Award. Awarded January 29, 2007.
9. \$18,700 (2007). Developing digital health literacy materials for latino communities. **Co-Principal Investigator**. CAH Dean's Research Initiative Award. Awarded January 29, 2007.
10. \$7,500 (2007). Implementing and testing a humanities learning game in public schools. **Principal Investigator**. Awarded January 10, 2007.
11. \$6,100 (2005). Institute for Simulation and Training, University of Central Florida. **Co-Principal Investigator**. Developing a story-driven synthetic learning game.

C. Experience as Expert Grant Reviewer / Panelist

(2010). Panelist for the National Endowment for the Humanities (NEH) Digital Humanities Start-Up Grant Program. December 1, 2010.

(2007). Expert Panel Member for the National Centres of Excellence for Commercialization and Research (CECR) in Ottawa, Ontario. Participated in review panel November 7-9, 2007.

X. Teaching and Advising

A. Graduate Courses Taught

Design and Development of Texts and Technology, Information Architecture, Physical Computing, Introduction to Texts and Technology, Research Methods in Digital Media, Science & Technology of Dynamic Media, Transmedia Story Creation, Project Management, Writing for the Business Professional

B. Undergraduate Courses Taught

Video Game Design, Video Game Production, Rapid Application Web Development (Advanced JavaScript), Production I (Media Project Management), Internet Interaction (Flash and Interaction Design), Media for E-Commerce II (Databases), Internet Software Design, English Composition II, Introduction to Technical Writing, The History, Design, and Culture of Video Games, Honors Writing for the Technical Professional

14 active graduate students under my supervision, **9 with me as director or co-director.**

36 previous graduates advised since 2005: 18 Ph.D., 6 M.F.A., 8 M.A., 4 Honors in the Major

XI. Service and Professional Leadership

A. Professional Service to the Discipline

I. External Reviews for Tenure and Promotion

(2015). University at Buffalo, State University of New York.

(2014). Worcester Polytechnic Institute.

(2014). University Honors College of New Mexico.

(2012). Rochester Institute of Technology.

(2012). University of Maryland, Baltimore County.

II. Recent Professional Service

(2016). General conference co-chair, *IEEE 4th International Conference on Serious Games and Application for Health Conference (SeGAH)*.

(2016). Member, scientific program committee, *IEEE 4th International Conference on Serious Games and Application for Health Conference (SeGAH)*.

(2016). Reviewer, SIGDOC Student Research Competition, ACM Special Interest Group on Design of Communication (SIGDOC).

(2015-2016). Member, Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC) 2017 annual conference planning committee.

(2014-2015). Member, program committee, 1st and 2nd *International Workshops on Open Badges in Education (OBIE)*.

(2012-2016). Member, program committee, ACM SIGDOC 2014 annual conference.

III. Editorial Service and Journal Peer-Reviews

(2004 – Present). Regular reviewer for journals in my field including *Entertainment Computing, Cognitive Technology Journal, Communication Design Quarterly, Interacting with Computers, Technical Communication, Technical Communication Quarterly (TCQ), Technology, Humanities, Education, and Narrative, IEEE Transactions on Professional Communication, the Journal of Online Learning and Teaching, and the Journal of STEM Education*. Average 1-2 manuscript reviews per semester.

B. State Service

(Fall 2009 – Summer 2017). Discipline Coordinator, Department of Education's State Common Numbering System (SCNS). Maintain digital media course taxonomy for the State University System of Florida (SUS).

C. Recent University Service

I. Research and Graduate Education

(2016). Search Committee Member, Vice President for Research and Dean for the College of Graduate Studies.

(2015). Search Committee Member, Associate Dean and Director of Interdisciplinary Graduate Education, College of Graduate Studies.

(2015-2016). Internal Reviewer, Division of Cultural Affairs Internal Competition Review Committee, Office of Research and Commercialization.

(2015-2016). Founding Member, UCF Scholarly Communication Advisory Board.

(2012-2015). Member, Doctoral Fellowships Review Committee for College of Graduate Studies.

(2012, 2015). Judge, Graduate Research Forum.

(2011-2015). Member, University Research Council.

(2007-Present). Advisory Board Member, Center for Humanities and Digital Research.

II. Downtown Campus Initiative & Campus Technology

(2015-Present). Member, UCF Downtown Innovative Teaching and Learning Team.

(2014-2015). Member, UCF Downtown Technology Team.

(2012-2013). Member, Faculty Senate Information Technology Resource Advisory Committee (ITRAC).

III. Undergraduate Success

(2013-2015). Reviewer, Burnett Honors College Burnett Research Scholars program.

(2013). Judge, UCF Ethics Bowl.

(2012). Career Services Job Fair Panelist, UCF Career Services and Experiential Learning.

(2012). Member, Strategic Planning Committee Subcommittee on Innovative Degree Programs.

(2010-2016). Member, Honors in the Major Thesis Scholarship Evaluation Committee.

IV. Faculty Excellence

(2015-2016). Member, Assistant and Associate Dean's Council, Office of Faculty Excellence.

(2015). Outside evaluation coordinator for CMMS P&T candidates.

(2011-2012). Member, usability testing team for the electronic Promotion & Tenure transition plan.

(2010-Present). Board Member, Course Development Faculty Advisory Board.

V. Other University Service

(2016-2017). Strategic Planning Implementation Team, Res

(2015-2016). University Master Planning Committee (UMPC). Review issues related to land use, facilities planning, and future development for UCF campus.

E. College Service

I. Search Committee Service

(2006-2016). Service on six **faculty search committees**, chairing two.

II. Other College Service

(2012). *I Believe!* volunteer coordinator (CAH Dean's Office) for employee charitable campaign.

(2012-2015). Member, College of Arts & Humanities Staff Awards Technology Support Team.

(2011-2012). Chair, CAH Excellence in Graduate Teaching Award Committee.

(2011-2016). Supervised the production and distribution of the CAH digital newsletter.

(2010). Co-Chair, CAH Sabbatical Leave Review Committee.

(2009). Chair, CAH Sabbatical Leave Review Committee.

F. Recent Departmental / School Service

(2006-2016). Service on **eighteen department/school faculty search committees**, chairing eight.

(2015-2016). Member, Annual Evaluations Standards & Procedures (AESP) Review Committee.

(2015-2016). Member, Promotion and Tenure Document (P&T) Review Committee.

G. Industry and Community Service

(2015-2016). Chaperone and Volunteer, Evans Elementary, Seminole County Public Schools.

(2013-2014). Volunteer, Stenstrom Elementary (Lego Robotics Club), Seminole County Public Schools.

(2012-2016). Volunteer judge for student art competition, Istanbul Cultural Center in Orlando.

(2012). Volunteer, Teach-In! South Seminole Middle School, Seminole County Public Schools.

(2012-Present). Faculty advisor for the UCF Gaming Knights student organization.

(2011-Present). Advisory Board Member, Athena Technologies LLC, an 8a Company.

XII. Professional Memberships

Association for Computing Machinery (ACM).

Association of Internet Researchers (AOIR).

Association for Teachers of Technical Writing (ATTW).

Institute of Electrical and Electronics Engineers (IEEE).

International Digital Media and Arts Association (iDMAa).

IEEE Computing Society & Professional Communication Society.