

CURRICULUM VITAE
BRIAN SCHRANK

School of Literature, Communication and Culture, Georgia Institute of Technology
686 Cherry St., Atlanta, GA 30332
+1 (404) 281 4282
bschrank@gmail.com | www.BrianSchrack.com

EDUCATION

- Ph.D. in Digital Media** expected summer 2010
Georgia Institute of Technology
Advisors: Dr. Jay Bolter, Dr. Celia Pearce, and Dr. Eugene Thacker
Emphasis: Videogame and Art Theory and Practice, New Media Studies
- M.E.T. (Masters of Entertainment Technology)** May 2005
Carnegie Mellon University
Emphasis: Videogame Prototyping, Design, and Production
- B.F.A. in Digital Art (Summa Cum Laude)** May 2003
Atlanta College of Art
Emphasis: 3D Animation and Modeling, Traditional Painting

DISSERTATION

Play Beyond Flow: A Theory of Avant-garde Videogames, expected 2010. See abstract attached.

TEACHING EXPERIENCE

DESIGNED COURSES

- **Instructor – Construction of the Moving Image** Spring 2009
Devised a studio course syllabus combining theory and practice across a family of fields including experimental and traditional animation, videogames, and film production.
- **Lecturer – Introduction to Media Studies** Fall 2008
Devised a lecture course syllabus examining contemporary and historical media through rubrics such as modernity, propaganda, postmodernism, simulation, and remix culture.
- **Instructor – Principles of Visual Design** Fall 2005
Devised a lecture/studio course syllabus on the theory and production practices of a variety of media: print, web, videogames, drawing, sculpture, and collage.
- **Instructor – English Language (Taipei, Taiwan)** 1998 – 1999
Devised, performed, and improvised full-immersion English class for 2–4 year olds. Tutored adult professionals in business discourse and advanced conversational English.

OTHER COURSES

- **Co-Instructor – Korea Game Academy** Spring 2005
Guided Korean game industry professionals in the conception and production of interactive virtual worlds using head-mounted displays and experimental interfaces.
- **Teaching Assistant – Building Virtual Worlds** Fall 2004
Guided graduate students in the conception and production of interactive virtual worlds using head-mounted displays and experimental interfaces.

RESEARCH AND DEVELOPMENT

- **Augmented Reality Game Researcher – Fusion Fall** 2009 –
Design and program iPhone augmented reality games that extend *Fusion Fall*, an MMOG for kids. Regularly present the work to the funding clients: Cartoon Network, Motorola.

- **Instructional Software Designer**—*InTEL Project* 2007 – 2008, Summer 2009
Designed simulations and content for the *Interactive Toolkit for Engineering Learning* funded by the NSF to encourage women and minority college students to become engineers.
- **Augmented Reality Game Researcher**—*BragFish* 2008 – 2009
Created an augmented reality game that explores physical and social interaction in co-located handheld devices using tabletop fiducial markers.
- **Augmented Reality Toy Researcher**—*DART the Dog* 2008
Produced a software toy for next-gen cell phones using computer vision. A virtual puppy responds to the physical cues of players using fiducial markers.
- **Videogame Researcher/Artist**—*Mashboard Games* 2007
Initiated this project to “affordance mine” the common computer keyboard as a physical touchpad (rub, twinkle it to play) to discover its hidden play-enabling properties.
- **Educational Game Developer**—*Kotodama: The Power of Words* 2004 – 2005
Initiated this project to produce a role-playing videogame in which students learn Japanese using spoken input (Japanese speech recognition) and feedback.
- **Horror Game Character Animator**—*Night of the Living Dead* Spring 2004
Collaborated with George Romero on a videogame based on his zombie film franchise. Worked with actors using a blend of motion capture and key-frame animation.

PUBLICATIONS

- Schrank, Brian [contribution 75%] and Jay Bolter. *Avant-garde Videogames: Playing with Technoculture*. MIT Press, under contract.
- Gandy, M., Xu, Y., Schrank, B., Deen, S., Spreen, K., Gorbsky, M., White, T., Barba, E., Radu, I., Bolter, J., MacIntyre, B., *Bragfish: Exploring Handheld Augmented Reality Game Design and Evaluation*. Computers in Entertainment, ACM Press, (forthcoming) 2010.
- Xu, Y., Gandy, M., Deen, S., Schrank, B., Spreen, K., Gorbsky, M., White, T., Barba, E., Radu, I., Bolter, J., MacIntyre, B., *BragFish: Exploring Physical and Social Interaction in Co-located Handheld Augmented Reality Games*. In the Proceedings of ACE 2008: International Conference on Advances in Computer Entertainment Technology, December 3-5, Yokohama, Japan 2008. (Acceptance Rate: 24%) (**Awarded Best Paper**)

PRESENTATIONS

- Brian Schrank and Jay Bolter. *Videogames and the Two Avant-gardes*. The Art History of Games, Savannah College of Art and Design, Georgia Institute of Technology, February 4-6, 2010.
- Jason Rohrer and panelists: Brian Schrank and Jay Bolter. *Beyond Single Player: Hunting for an Artistic Niche*. Georgia Institute of Technology, April 15, 2009.
- Brian Schrank. *Videogames: Avant-garde and Kitsch*. INVENTIO project, Stanford University, April 20-21, 2009.
- Brian Schrank. *Tilling the Videogame Medium*. INVENTIO project, Stanford University, May 16-17, 2008.
- Yuki Izena, Brian Schrank. *Kotodama: The Power of Words*. Southeastern Association of Teachers of Japanese, Georgia Institute of Technology, March 19-20, 2005.
- Brian Schrank, Yuki Izena, Sabrina Haskell, Sam Hart, Todd Lin, and Charles Brandt. *Kotodama: The Power of Words*. Game Developers Conference, March 23-27, 2005.

PROFESSIONAL AFFILIATIONS AND SERVICE

Reviewer, Digital Games Research Association
 Reviewer, Foundations of Digital Games
 Reviewer, Computers in Entertainment
 Member, Augmented Environments Lab
 Member, Experimental Game Lab
 Member, International Game Developers Association

Member, Georgia Tech Philosophy Club

RELATED PROFESSIONAL EXPERIENCE

- **Character Animator** – *The Urbz: Sims in the City* 2004
Animated social interactions between characters, designed in-game menu content, billboards and posters, at Maxis, Electronic Arts.
- **Actor** – *The Room, Cat Scratch Fever* 2004
Lone actor in *The Room*, a short horror film that was a jury finalist at the Great Lakes Film Festival, 2004; acted in and co-directed *Cat Scratch Fever*, also shown at the festival.
- **Scientific Illustrator** – various 2002 – 2009
Created covers and illustrations for *Advanced Materials* journal and other publications.

DISSERTATION ABSTRACT

Play Beyond Flow: A Theory of Avant-garde Videogames. Videogame artists, tinkerers, activists, and players in the 21st century are continuing, yet redefining, the avant-garde project of the art and literary movements of the 20th century. Videogames are diverging as a social, cultural, and digital medium. They are used as political instruments, artistic experiments, social catalysts, and personal means of expression. A wide spectrum of game works and events such as alternate reality games, gallery installations, grieving, arcade sculptures, and so on, can be better understood when compared and contrasted to Dada and Russian Formalism during WWI, abstract expressionist painting and Brechtian theater before and after WWII, Fluxus and the Situationists in the post-war era. Historical avant-garde painters *played with perspectival space* (and its traditions) rather than merely in it, similar to how contemporary videogame artists *play with flow* (and the players' expectations of it) rather than advancing flow as the popular and academic ideal. Videogames occupy a unique cultural position: tremendously popular kitsch, a product of advanced digital technology, and at the same time a playful, reflexive reconfiguration of that technology. It is the audacity of imagining certain videogames as avant-garde (from the perspective of mainstream consumers and art academics alike) that makes them a good candidate for this critical experiment.