

Geoffrey Bell – Curriculum Vitae 2017

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BIO

Geoffrey Bell is a new media scholar, artist and designer who combines emerging technologies with traditional media. Bell's work has been presented at Eyebeam Museum of Art and Technology, Bap Lab Festival in New York City, The DC Arts Center in Washington D.C, South Korea, Shanghai and various festivals and group shows in Europe and Asia. His artistic projects include multimedia theatrical productions, interactive video installation and experimental animation. As a designer, he has worked for a variety of clients including MTV.com, Internationally acclaimed cartoonist Ted Rall, and various NYC entrepreneurs. Bell holds a BFA in Fine Arts from The University of Michigan and an MFA from The University of Maryland Baltimore County. He earned his Ph.D. in 2012 at The European Graduate School and completed his first book, *On Techne of Authority: Political Economy in a Digital Age*, which was published by Atropos Press (New York, Dresden) in 2014. He is currently Associate Professor of Communication Arts and Assistant Dean of the College of Arts and Sciences at New York Institute of Technology in Nanjing, China and continues to be a pioneer in global higher education.

CURRENT POSITION

Associate Professor, Department of Communication Arts, New York Institute of Technology, Nanjing, China, March 2015 – Present

Assistant Dean, College of Arts and Sciences, New York Institute of Technology, Nanjing, China, September 2015 – Present

PREVIOUS POSITIONS

Associate Professor, MFA Animation Department of Fine Arts, New York Institute of Technology, Beijing, China September 2014 – December 2014

Associate Professor, Master of Science in Emergent Media, Champlain College, Shanghai, China, July 2013 – July 2014

Assistant Professor, Department of Communication Arts, New York Institute of Technology, Nanjing, China, September 2009 - August 2013

EDUCATION

Ph.D. 2008-2012 Media and Communication. European Graduate School of Interdisciplinary Studies - Saas-Fee, Switzerland - Magna Cum Laude

(studied with Slavoj Žižek, Giorgio Agamben, Alain Badiou and Peter Greenaway)

MFA 2003-2006 Imaging and Digital Arts. University of Maryland, Baltimore County, Baltimore, MD. Awarded graduate student assistantship and merit award.

BFA 1995-1999 Multimedia/Fine Arts. University of Michigan, Ann Arbor, MI

Study Abroad 1998 Mixed Media. University of Michigan, Sesto Fiorentino, Italy

TECHNICAL SKILLS

Software (Mac OS/PC)

Adobe Creative Suite, Max/MSP/Jitter, Processing, 3D printing, Final Cut Pro, 20 years experience with videography and video editing

ACADEMIC EXPERIENCE

VISITING ASSISTANT PROFESSOR OF DIGITAL CONTENTS DESIGN -

University of Ulsan, Korea Department of Digital Contents Design

September 2006 - January 2009

Studio Courses Taught at Champlain College (MS in Emergent Media)

Foundations of Digital Image Making (Graduate Course)

What concepts guide the creation of traditional, time-based, and interactive imagery? What is the function of the digital toolbox? Students explore a variety of tools for creative image making from drawing and painting to Photoshop, Maya, and Flash often in unexpected combinations. Projects serve as departure points for the discovery and discussion of universal principles of aesthetics and design. Special emphasis will be given to human factors of perception and interaction and the historical context of imagery to communicate.

Causes of Emergence: Programming Languages (Graduate Course)

What is emergence and what role does code have to play in successful applications? The student discovers scripting and programming languages with an emphasis on how they enabled application development. Case studies will investigate models such as Google, Voice Over IP, Facebook, World of WarCraft, the languages that were chosen or developed and why. Labs will provide a platform for exploration of fundamental concepts such as scripting, object oriented programming, event driven architectures and databases.

Human Interfaces (Graduate Course)

What are the physical and psychological constructs shaping human interaction? Students will discover fundamental interaction, communication, and design concepts through a myriad of perspectives: dance, music, language, crafts, architecture, and engineering. Did mechanical and early computing devices take these into account? Students will explore the evolution of computer interfaces from command line to GUI, from hypertext to hypermedia. Insights gained will be applied to constructing computer-mediated environments that support human interaction.

Digital Storytelling (Graduate Course)

Whether commercially produced or user-generated, storytelling can effectively communicate ideas and construct meaning. Students will explore traditional story structures and how they can find expression in new media and varied outlets from news, public relations, and advertising to entertainment, games, and such online venues as websites, blogs and Youtube postings. Examining the Hero's and the user's journey in close detail, students will develop an original story concept and execute it through interactive and/or time-based media.

Experience Design: Play and Participation (Graduate Course)

Networks and computational systems are profoundly changing the essential human experience of communication, participation, and play. Design is shifting as control passes from designers to consumers. What underlying characteristics determine engagement and connectivity? How are electronic games and social networks creating new forms to entertain and shape social space? Students examine topics that include: computer interfaces as limitations and bridges; identity; participatory media and social engagement; mobility; game genres, mechanics, and ecology; and technologies for building games and social networks. The goal is to formulate methodologies for designing interactive experiences that facilitate participation.

Lectures, Seminars and Studio Courses Taught at New York Institute of Technology (Nanjing, China)

Mass Communication in Society

This capstone course is an intensive, multi-faceted exploration of the mass media as systems of communication as well as social and psychological influences on society. Media ethics and responsibilities are explored along with a study of research methodologies. Open to seniors only.

Introduction to Digital imaging

Lectures and tutorials focus on improving technical and visual skills by designing 2D digital design compositions. Students learn the efficient and practical applications of Adobe Illustrator and Photoshop.

Video Editing

This course introduces students to foundations in video editing, compositing and post-production graphic effects. The majority of the course focuses on using Adobe After Effects as the primary tool for production. Students develop animations and experimental films from storyboard development through final production.

Introduction to Advertising

Students learn the principles and practices of the advertising industry. Important concepts include marketing, creative production and the role that advertising plays in culture and society. Students work in teams to develop advertisement campaigns from concept to production.

Introduction to Radio Production

Students learn the principles and practices of radio production. Major attention is paid to the development of competence in basic studio equipment and terminology. Essentials of studio production in basic program forms are covered.

Introduction to Journalism

This course provides a survey of evolution of American press and its influence in our democratic society. Technical developments and organizational structure in print and broadcast journalism are explored. Students will also exhibit knowledge of the basic principles of news writing through assignments and exercises.

Communication Law

This survey of the statutes and regulations governing the press, broadcasting, film, and the Internet includes the analysis of defamation, contempt, privacy, freedom of speech, censorship, political expression, and intellectual property.
Open to juniors and seniors only.

Lectures, Seminars and Studio Courses Taught at Ulsan University Department of Digital Content Design (Ulsan, South Korea)

Programming with Processing (Graduate workshop)

Graduate students learn the fundamentals of programming using Processing, a programming language used by visual artists and designers to create 2-D & 3-D graphics and interactive java applets.

Graduate Studio Seminar

Lectures focus on contemporary issues in design while improving their technical skills and visual vocabulary. Students discuss the ramifications of digital media and visual culture.

Game Design Planning 1 & 2

Students learn the fundamentals of game design and implementation. Lectures focus on the gaming industry and culture. Students learn the critical skills to develop and conceptualize games in a collaborative environment.

New Media Design Seminar

Students learn fundamental skills in various technologies centered around video editing, film and animation. The workshop includes lectures and discussions on the history and theory of new media art and design.

RESEARCHER - University of Maryland, Baltimore County Imaging Research Center December 2005 - June 2006

Landscape Perception - Researched and wrote a paper surrounding the issue of Landscape Perception through the use of large, widescreen digital display systems. The paper focuses on how new and collaborative learning strategies can be augmented through innovative technologies.

LECTURER - University of Maryland, Baltimore County Department of Visual Arts and Design January 2005 – January 2005

Foundation 3: 3-D Space and Interactivity - Introduction to the vocabulary of visual communication from 3-dimensional space to dataspace through lectures and project-related research. Students learned the basics of interactivity by developing websites and wearables.

TEACHING ASSISTANT - University of Maryland, Baltimore County Department of Visual Arts and Design September 2004 – December 2004

Foundation 3: 3-D Space and Interactivity - Assisted Professor on lecture preparations and worked one on one with students who needed help on assignments and projects.

COMPUTER LAB MANAGER - University of Maryland, Baltimore County Multimedia Equipment Center “The Cage” September 2004 – June 2006

Managed the graduate lab at the Information Technology Building. Configured software and maintained the computers in the space.

GALLERY ASSISTANT/EDUCATOR - University of Maryland, Baltimore County
Center for Art and Visual Culture Educational Outreach Program
September, 2004 - December, 2004

Installed exhibitions, gave presentations and lead discussions at various Baltimore public schools. Exhibition included "The Home House Project"

RESEARCHER - University of Maryland, Baltimore County
Imaging Research Center, September, 2003 - June, 2004

Researched and developed video work based on atomic bomb propaganda at the National Archives in College Park, Maryland.

VISITING LECTURES

1 Art Gallery

#1, Jianguozhong Road, Shanghai
May, 2016

UX Lecture and Workshop

Zhangjiang Technology Park, Shanghai, China
October, 2013

NYIT Center for Humanities and Culture at NUPT

Guest Lecture on Emergent Media
November, 2012

New York Institute of Technology (Nanjing Campus)

Crossing Borders Conference Nanjing, China
April, 2011

Ewha Women's University

Asian Digital Art & Design Association A Genealogical Archive for Augmenting Cross-Cultural Mining Seoul, South Korea
November, 2008

Kyungpook University

Korean Ministry of Education Foreign Visiting Professor Colloquium
Daegu, South Korea
August, 2007

University of Ulsan

Department of Computer Science
Ulsan, South Korea
April, 2007

Eyebeam Art and Technology Center

Circuit # 2 New York, New York
May, 2006

Center for Art and Visual Culture

RTKL Scholarship lecture on "Penumbra: Between Space, Time and Representation University of Maryland, Baltimore County Baltimore, Maryland
April, 2006

University of Maryland, Baltimore County

Lectured on the EZIO Microcontroller which uses lingo in Macromedia Director to create physical interfaces. Baltimore, Maryland
2004

PANEL DISCUSSIONS

New York Institute of Technology

Moderator (Nanjing, China Campus) Panel discussion on copyright policy and piracy

May, 2013

New York Institute of Technology

Moderator (Nanjing, China Campus) Crossing Borders : Teaching Overseas

April, 2011

DC Arts Center

Panel discussion on the role of art in politics Washington D.C

May, 2006

SCREENINGS + FILM FESTIVALS

Showcase Screening

NYIT Center for Humanities and Culture at NUPT

November, 2012

Video Dumbo

DUMBO Arts Center Brooklyn, New York

September, 2009

Speculation (ELATION)2

Parsons Hall Project Space Holyoke, MA

May, 2009

Daegu Fringe Video Festival

Daegu Art Space Daegu, South Korea
April, 2009

Busan International Video Festival

Community Media Center/Space Bandee Busan, Korea
December, 2008

Apportmanteau

Parsons Hall Project Space Holyoke, MA
October, 2008

Zebra Poetry Film Festival

Literaturwerkstatt Berlin, Germany
October, 2008

Festival International D'ART video

Mains d'Œuvres Paris France
February, 2008

EXHIBITIONS/PERFORMANCES

Night Music /Luna: A Multimedia Dance Performance

Indiana University South bend
South Bend, Indiana
February & August, 2017

The Academy of Fine Arts: An Exhibition of Contemporary Works

Art Gallery #1
Shanghai, China
May, 2016

Liminal Frames: A Haptic Blending of Light and Perception

Open Studio Exhibition
Shanghai, China
April 2015

John Hartford Tribute Concert

Multimedia Production at the Littlefield Theater
Brooklyn, NY
January, 2014

Asian Digital Art & Design Association

Ewha Women's University
Seoul, Korea
December, 2008

Light and Site

Busan Citizen's Hall
Busan, Korea
November, 2008

Light and Site

Busan Citizen's Hall
Busan, Korea
September, 2007

One and One Club and....

Camera Museum Gallery
Ulsan, Korea
September, 2007

Baplab New Media Festival

3rd Ward Exhibition Space
Brooklyn, New York
July, 2006

Circuit # 2

Eyebeam Art and Technology Center
New York, New York
May, 2006

M.F.A. Thesis Exhibition

Center for Art and Visual Culture University of Maryland Baltimore County
Baltimore, Maryland
April, 2006

Hystoria

DC Arts Center
Washington D.C.
April, 2006

Fachhochschule Exchange Exhibition

University of Applied Sciences
Schwäbisch Hall, Germany
August, 2005

Kunst Radio

International Live Streaming Event University of Maryland, Baltimore County
Baltimore, Maryland
September, 2004

Signal~

University of Maryland, Baltimore County
Baltimore, Maryland
April, 2004

Art Underground

Artscape
Baltimore, Maryland
July, 2004

ITE Building Orientation

University of Maryland, Baltimore County
Baltimore, Maryland
October, 2003

Composites

New London Arts Council
New London, Connecticut
May, 2003

Confluence

Blue Heron Theater
New York, New York
August, 2002

Fortune Cookie Dreams (Multimedia Production)

Immedia Arts Festival University of Michigan
Ann Arbor, Michigan
February, 2002

Fortune Cookie Dreams (Multimedia Production)

Blue Heron Theater
New York, New York
August, 2001

Synthesia (Multimedia Production)

University of Michigan
Ann Arbor, Michigan
December, 1999

Disembodied Flow

University of Michigan
Ann Arbor, Michigan
October, 1999

Kunst und Industrie

Baitz Industrial Park
Berlin, Germany
July, 1999

Joe's Garage (Multimedia Production)

University of Michigan
Ann Arbor, Michigan
April, 1999

Works in Progress

Slusser Gallery University of Michigan
Ann Arbor, Michigan
July, 1998

A Taste of Mixed Media

Slusser Gallery University of Michigan
Ann Arbor, Michigan
June, 1998

GRANTS/AWARDS

*Global Faculty Summer Research and Creativity Grant

June 2016

*Part of the Communication Arts team who received a grant from the U.S.

Department of State for Copyright discussion

September 2012

*Awarded Magna Cum Laude from the European Graduate School

August 2012

*NYIT-NUPT Student Film Festival Award for Directing the Animation Category

April, 2011 & 2012

*Received the honor to be included as one of the top ten exceptional grad school

students at the University of Maryland Baltimore County
May, 2006

Awarded funds from the Andy Warhol Foundation through the DC Arts
Center
March, 2006

3rd place, Experimental Film, Fachhochschule International Film Festival,
Schwäbisch Hall, Germany
June, 2005

RTKL Fellowship Award Recipient, University of Maryland Baltimore County,
Baltimore, Maryland
January, 2005

Awarded Full Research Assistantship from the University of Maryland
Baltimore County, Baltimore, Maryland
June, 2003

WORKSHOPS

Emergent Media Workshop
Champlain College
UX Conference - Zhangjiang Technology Park,
Shanghai, China
October, 2013

Emergent Media Workshop
Champlain College
Marriot Hotel recruitment session
Shanghai, China
September, 2013

Animation and Computer Graphics Workshop
Nanjing Institute of Arts
Nanjing, China
September, 2011

Documentary Film Workshop With Special Guests David Novack & Martha Foster
Nanjing Institute of Arts
Nanjing, China
November, 2010

WORK RELATED EXPERIENCE

Freelance Media Designer

New York, New York, New England and ASIA
Designed web, print & identity designs for various clients
April, 2002 – Present

Flash Animator

New York, New York
Developed and animated Flash cartoons for political cartoonist Ted Rall
January, 2002 – April, 2002

Art Director

New York, New York
Cosmosis Productions
Developed, storyboarded, and designed production for multimedia theatrical productions
May, 2001 – December, 2001

Web Production Designer

New York, New York

MTV Interactive

Responsible for implementing, organizing and programming promos and various show websites. Designed banner ads for clients such as Calvin Klein and various bands.

December, 1999 – May, 2000

Artistic Assistant to Gerome Kamrowski

Ann Arbor, Michigan

Responsible for assisting Surrealist artist Gerome Kamrowski with the implementation of various artworks including sculpture, stucco and mosaic.

May, 1998 – August, 1998

ACADEMIC COMMITTEES

2015 – present – Academic Council committee for deans and chairs

2014 – present – Search Committee for Assistant and Associate Professors

2012, 2013 - NYIT IPR Film Committee

2010,2011,2012 - NYIT - Film Festival Committee

2009 - NYIT - Crossing Borders Conference Committee

2009, 2012 - NYIT - Student Assessment Committee

2006 - UMBC - Visiting Artist Committee

ORGANIZATION MEMBERSHIPS

Asia Digital Art & Design Association

Chronicle for Higher Education

College Art Association

PUBLICATIONS

On Techne of Authority. Atropos Press (Dresden, New York), 2014

Forthcoming paper: Piracy Hermeneutics: Attempts of Exception, 2014

A Genealogical Archive for Augmenting Cross-Cultural Mining, Asian Digital Art and Design Association, Seoul, Korea, 2009

Festival International D'Art Video Busan, Paris, France, February, 2008.

21.Stuttgarter FilmWinter Catalogue, Torsten Zena Burns and Darrin Martin, January, 2008, p.94

Light and Site Catalogue, 2007, Busan Citizen's Hall, Busan Korea p.20
The 4th Busan International Video Festival, Busan, Korea, p.25.
Video Dumbo, Poster Catalogue and website, Brooklyn, New York, 2007.
Geoffrey Bell: Complicating Representation, Andrea Liu, New York Arts Magazine 08-2006
Art Forum Online Diary July, 2006 <http://artforum.com/diary/archive=200607>
BapLab 2006, Cool Hunting Video, www.coolhunting.com August, 2006
http://www.coolhunting.com/video/archives/2006/08/bap_lab_part_1_new_media_artis.php
Circuit #2 Exhibition catalogue, NYC, May, 2006
<http://www.eyebeam.org/engage/engage.php?page=exhibitions&id=97>
Landscape Perception and Large Image Display Systems, Imaging Research Center, University of Maryland Baltimore County, Baltimore, MD, June, 2006
Penumbra:Between Space, Time and Representation, Center for Art and Visual Culture, UMBC, MFA Thesis, May, 2006
Historia Exhibition Catalogue, essay by James Mahoney DC Arts Center, Washington D.C. March, 2006
Fortune Cooke Dreams -essay by Gregory Tentler, Yellow Rat Bastard Magazine 07-2001
Fortune Cookie Dreams theatrical program, August, 2001
Joe's Garage presents Zappa, The Michigan Daily, Zaheer Merchant, 04-16-1999

INTERVIEWS

Art Gallery 1 Interview

International Channel Shanghai, TV Program Culture Matters, Shanghai, China, November, 2013

Jiangsu Province Education Bureau, Nanjing, China September September, 2009

Interview with CoolHunting.com, New York, New York, July, 2006

Interview with Northwestern University Radio, Evanston, Illinois, September, 2000

University of Michigan Radio, Joe's Garage Interview, April, 1999.

REFERENCES

Keh Kwek

Campus Dean - New York Institute of Technology (Nanjing Campus)
kkwek@nyit.edu

Beverly Butcher

Associate Professor and Chair of The English Department – New York Institute of Technology (Nanjing Campus)
bbutch02@nyit.edu

William Smith

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Marshall Willman

Associate Professor New York Institute of Technology (Nanjing Campus)
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