

LAURA SCHOLL

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EDUCATION

Massachusetts Institute of Technology, School of Architecture, Cambridge, MA 1991
MSVS: Visual Studies, Media Lab | Thesis: *The Transitional Image*
Research: Visual perception, data visualization and user experience design

University of Massachusetts at Amherst, College of Fine Arts, Amherst, MA 1980
BFA: Fine Arts, *cum laude* | Interdisciplinary Studio Art: 3D Design and Computer Graphics

AWARDS/HONORS

Ford Foundation Fellowship Award 1980

SOLO EXHIBITIONS AND PERFORMANCES

Resonate with stillness, experience light, Steckline Gallery, Wichita, KS, March 31–April 25 2017
Flickering light, unto sleep I concede, performed live with the Impulse Percussion Group,
WSU Miller Concert Hall, Wichita, KS, November 13 2016
Home to the immortals, fragments of paradise, performed live with the Impulse Percussion
Group, WSU Miller Concert Hall, Wichita, KS, November 13 2016

JURIED GROUP EXHIBITIONS

CADRE '84, computers in art and design, research and education, San Jose State University 1984
San Jose, CA, USA

Homage to Mondrian, Film Short, San Francisco State University, San Francisco, CA, USA 1983

Computer Culture '81, Ontario College of Art, Toronto, Ontario, Canada 1981

High Technology Art: A Congressional Exhibit, Library of Congress, Washington, D.C., USA 1981

SIGGRAPH '81 Art Show, Inaugural SIGGRAPH Art Show, Dallas, TX, USA 1981

Group Show, Student Union Gallery UMass, Amherst, MA, USA 1980

VISUAL EFFECTS FILM AND BROADCAST CREDITS

Charlotte's Web, compositing/lighting artist 2006

The Chronicles of Narnia: The Lion, the Witch and the Wardrobe (Oscar® nominated),
lighting/compositing artist 2005

Garfield, lighting artist 2004

Scooby-Doo 2: Monsters Unleashed, lighting artist 2004

Stuart Little 2, compositing artist 2002

The Chubbchubbs! (Oscar winning animated film short), lighting artist 2002

Harry Potter and the Sorcerer's Stone, look development and lighting lead 2001

Hollow Man (Oscar nominated), look development and lighting lead 2000

Dinosaur, lighting artist and digital effects technical director 2000

The Fifth Element, digital effects technical director 1997

Dante's Peak, digital effects technical director 1997

CBS Election Graphics–Primary Elections, digital effects technical director 1988

 CONFERENCE AND GUEST LECTURES

“Cultivating mind•less•ness with real-time data,” Eyeo Festival 2018 Ignite Talk—Speaker, Minneapolis, MN, USA	2018
“Creative Design of the Wizarding Wrold: Harry Potter and the Sorcerer’s Stone,” Keynote— Literary Festival, Newman University, Wichita, KS, USA	2018
“Is technology for all? Addressing #MeToo and #TimesUp,” Featured Panelist, Information and Technology Summit 2018, UMass at Amherst, Amherst, MA, USA	2018
“Resonate with stillness, experience light,” Art for Lunch Lecture Series, 2016–2017, Newman University, Wichita, KS, USA	2017
“Building Photorealistic Materials with Mental Mill and Iray,” Game Developers Conference (GDC), San Francisco, CA, USA	2011
“Platform-independent Shader Development with Mental Mill: The making of Dead Rising 2,” Game Developers Conference (GDC), San Francisco, CA, USA	2009
“Mental Mill & MetaSL: Advances in Cross-Platform Shader Authoring,” GTC (nVision 08), The World of Visual Computing, San Jose, CA, USA	2008
“Bringing Your CAD Models to Life: An Overview of Rendering Technologies,” COE 2008 Annual PLM Conference & TechniFair, Orlando, Florida, USA	2008
“Shader Development with Mental Mill and MetaSL,” FMX/08, Stuttgart, Germany	2008
“Visual Effects for Feature Film,” Fine Art Department, University of Massachusetts at Amherst, Amherst, MA, USA	2001
“Transparency and Blur as Selective Cues for Complex Visual Information,” SPIE, Society for Optical Engineering ’91, San Jose, CA, USA	1991
“Artificial Intelligence, Art and Design,” Conference Session Co-chair, NCGA Arts Conference ’89/CADRE Institute, San Jose, CA, USA	1989
“Artificial Intelligence in the Arts,” Panelist, First International Symposium on Electronic Art (FISEA) ’88, Utrecht, Netherlands	1988
“Design and Computer Graphics,” College of Fine Arts, University of Massachusetts at Amherst, Amherst, MA, USA	1986
“Design Principles in Graphical User Interface Design,” IntelliCorp, Mountain View, CA, USA	1986
“Concepts of Graphical User Interface Design,” Art History Information Project, Getty Center, Santa Monica, CA, USA	1986
“Heuristic Rules for Visualization,” IEEE Graphics Interface ’85, Montreal, Quebec, Canada	1985

 RESEARCH PAPERS AND PUBLICATIONS AS AUTHOR

“Interface Design Methods for Image Search,” Lucent Technologies, Bell Labs white paper	1996
“Transparency and Blur as Selective Cues for Complex Visual Information,” (with Colby, G.) Proceedings of the SPIE Conference, San Jose, CA, Vol. 1460:114-125, August	1991
“Heuristic Rules for Visualization,” Computer-Generated Images: The State of the Art, Spring	1985
“Heuristic Rules for Visualization,” Proceedings of IEEE Graphics Interface ’85, Montreal, Que	1985
“The MindSet Computer,” Whole Earth Software Review, Issue #3, Fall	1984

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TEACHING

Assistant Professor Design and Digital Art Newman University: Art Dept, Wichita, KS	2015–17
Past-Program Director Maker Academy: STEAM courses/workshops MakeICT, Wichita, KS	2016–17
Director: Programming courses Processing and Python Women Who Code, Wichita, KS	2014–17
Adjunct Professor Digital Photography Butler Comm. College: Digital Media, Andover, KS	2015
Workshops, instructional videos Mental Images GmbH, Berlin, Germany, Los Angeles, CA	2007–09
Trainer of trainers , coach color/lighting artists Sony Pictures Imageworks, Culver City, CA	1999–02
Mentor (bilingual) , color grading, animation El Colegio de La Frontera Sur, Chiapas, Mexico	1994–95
Adjunct Instructor Interactive Multimedia: <i>Words, Images, Graphics and Ideas (WIGS)</i>	1985
MIT Media Lab: Visible Language Workshop, Cambridge, MA	
Teaching Assistant , <i>Computer Graphics Workshop</i> under Professor Robert Mallary	1980
University of Massachusetts at Amherst, College of Fine Arts, Amherst, MA	

INDUSTRY

Founder, Artist Studio Laura Scholl Los Angeles, CA, Wichita, KS	2001–17
Current work: real-time interactive, performative drawings, video, and mixed media: woven optical fiber, LEDs, microprocessors, gesso and gold leaf. Visionary reflections of light, influenced by Pre-Colombian artifacts and Shipibo vocables rendered as interlocking patterns.	
Art Director, Co-Producer Walrus & Carpenter Productions LLC Boulder, CO, Wichita, KS Independent e-book publisher	2013–15
Senior Product Manager: Strategic Projects Mental Images GmbH, (NVIDIA) Berlin Germany, Los Angeles, CA Global leader in computer graphic rendering software, acquired in 2007 by a public, \$6 billion semi-conductor manufacturer, providing visual and mobile computing solutions	2007–11
Senior Technical Director/Artist, Look Development Lead Walt Disney Studios • Sony Pictures Imageworks • Digital Domain • Rhythm & Hues Academy Award®-winning, Fortune 100 digital post-production studios Burbank, Culver City, Venice, Los Angeles, CA	1996–06
Artist, Designer, Programmer: Web, User Experience, Information Design AT&T/Lucent Technologies Bell Labs Holmdel, NJ	1995–96
Art Director, Producer: Interactive Multimedia El Colegio de La Frontera Sur (ECOSUR) – Ecological research institute, part of the Mexican Federal Government's National Council for Science and Technology (Conacyt) San Cristóbal de Las Casas, Chiapas, México	1994–95

BOARDS AND PROFESSIONAL MEMBERSHIPS

Board of Directors, AIGA Wichita	2016–18
Board of Directors, Wichita State University Art and Design Advocates	2014–18
Director, Women Who Code, Wichita Network	2014–18
DevICT, Level Up Mentor	2015–18
Member, Wichita Professional Communicators	2013–18
Past Program Director Maker Academy, MakeICT – Maker Space, STEAM activities	2016–17