

LAURA SCHOLL

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ACADEMIC

Assistant Professor Design and Digital Art Newman University: Art Dept, Wichita, KS	2015–20
Past-Program Director Maker Academy: STEAM workshops MakeICT , Wichita, KS	2016–17
Director: Women Who Code , Programming workshops Processing and Python, Wichita, KS	2014–20
Adjunct Professor Digital Photo Butler Comm. College: Digital Media, Andover, KS	2015
Course Development, Workshops Mental Images GmbH, Berlin, Germany, LA, CA	2007–09
Trainer of trainers, coach lighting artists Sony Pictures Imageworks, Culver City, CA	1999–02
Mentor (bilingual) , animation El Colegio de La Frontera Sur, Chiapas, Mexico	1994–95
Adjunct Instructor Interactive Multimedia: Words, Images, Graphics and Ideas (WIGS) MIT Media Lab: Visible Language Workshop, Cambridge, MA	1985
Teaching Assistant, Computer Graphics Workshop under Professor Robert Mallary University of Massachusetts at Amherst, College of Fine Arts, Amherst, MA	1980

INDUSTRY

Founder, Artist Studio Laura Scholl Los Angeles, CA, Wichita, KS 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.	2001–20
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, \$120 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: 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

VISUAL EFFECTS FILM AND BROADCAST CREDITS

<i>Charlotte's Web</i> , compositing/lighting artist	2006
<i>The Chronicles of Narnia: The Lion, the Witch and the Wardrobe</i> (Oscar® nominated), lighting/compositing artist	2005
<i>Garfield</i> , lighting artist	2004
<i>Scooby-Doo 2: Monsters Unleashed</i> , lighting artist	2004
<i>Stuart Little 2</i> , compositing artist	2002

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<i>The Chubbchubbs!</i> (Oscar winning animated film short), lighting artist	2002
<i>Harry Potter and the Sorcerer's Stone</i> , look development and lighting lead	2001
<i>Hollow Man</i> (Oscar nominated), look development and lighting lead	2000
<i>Dinosaur</i> , lighting artist and digital effects technical director	2000
<i>The Fifth Element</i> , digital effects technical director	1997
<i>Dante's Peak</i> , digital effects technical director	1997
<i>CBS Election Graphics—Primary Elections</i> , digital effects technical director	1988

SOLO EXHIBITIONS AND PERFORMANCES

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

JURIED GROUP EXHIBITIONS

<i>CADRE '84</i> , computers in art and design, research and education, San Jose State University San Jose, CA, USA	1984
<i>Homage to Mondrian</i> , Film Short, San Francisco State University, San Francisco, CA, USA	1983
<i>Computer Culture '81</i> , Ontario College of Art, Toronto, Ontario, Canada	1981
<i>High Technology Art: A Congressional Exhibit</i> , Library of Congress, Washington, D.C., USA	1981
<i>SIGGRAPH '81 Art Show, Inaugural SIGGRAPH Art Show, Dallas, TX, USA</i>	1981
<i>Group Show</i> , Student Union Gallery UMass, Amherst, MA, USA	1980

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

CONFERENCE AND INVITED TALKS

"slow [design] movement," AIGA Pecha Kucha Micro Talk, Design Week, Wichita, KS	2018
"Cultivating Mind•less•ness with real-time data," Eyeo Festival, Ignite Talk, Minneapolis, MN	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

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“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

EDUCATION

Massachusetts Institute of Technology, School of Architecture, Cambridge, MA MSVS: Visual Studies, Media Lab Thesis: <i>The Transitional Image</i> Research: Visual Perception, Data Visualization and User Interface design	1991
University of Massachusetts at Amherst, College of Fine Arts, Amherst, MA BFA: Fine Arts, <i>cum laude</i> Interdisciplinary Studio Art: 3D Design and Computer Science	1980

AWARDS/HONORS

Ford Foundation Fellowship Award	1980
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BOARDS AND VOLUNTEERING

Board of Directors, AIGA Wichita, Treasurer	2016–20
Board of Directors, Wichita State University Art and Design Advocates	2014–19
Director, Women Who Code, Wichita Network	2014–20
Past Program Director Maker Academy, MakeICT – Maker Space, STEAM activities	2016–17
DevICT, Level Up	2015–19
Member, Wichita Professional Communicators	2013–17