Michael R Salmond
Associate Professor of Digital Media Design
Bower School of Music & the Arts. College of Arts and Sciences
Florida Gulf Coast University.

Portfolio: www.stresspuppy.net

Education:

M.F.A. 2003 Electronic Media. University of South Florida. Tampa, FL. USA
BSc. 1996 Media Lab Arts Art (honors) University of Plymouth, UK

Teaching Experience:

2011 - Present Associate Professor, Digital Media Design. Bower School of Music & the Arts. Florida Gulf Coast University. FL

2009 - 2011 Senior Lecturer (Associate Professor) & Program Leader. Interactive Media Design. Northumbria University, Newcastle, UK.

2006 -2009 Assistant Professor, Time Arts. Northern Illinois University. De Kalb. IL. Program Leader from 2008-2009.

2004 -2006 Assistant Professor, Digital Arts. Elon University. Elon. NC.

Publications:

Books:

2017 *Videogame Level Design, From the Ground Up*. Published by Fairchild/Bloomsbury Ltd. Late 2017. Chinese & French Editions.

2016 *Videogame Design Practices & Principles: From the Ground Up*. Published by Fairchild/Bloomsbury Ltd. ISBN-13: 978-1472567482. Chinese & French editions.

2013 The Fundamentals of Interactive Design. (with Gavin Ambrose) Published 2013 by Fairchild/Bloomsbury Publishing Ltd. ISBN: 9782940411863. Chinese & French editions.

Chapters:

2016 Salmond, J., and Salmond, M., 2016. The Gamer as Tourist: The Simulated Environments and Impossible Geographies of Videogames. in Volume: *Tourism and the Creative Industries: Theories, Policies and Practices.* Edited by: Long, P. Morpeth, N. Taylor Francis, London.

2013 Salmond, M. The Mediation and Fetishization of the Travel Experience. for the volume; *Mediating the Tourist Experience: From Brochures to Virtual Encounters*. Edited by Jo-Anne Lester & Caroline Scarles. Published by Ashgate Publishing Ltd of the UK. November 2013. ISBN: 9781409451068

Contributor:

2013 *Design Genius* by Gavin Ambrose. (Interview). My work featured: Hybrid Journeys, White Wall, Travelschism. Published 2014 by Bloomsbury. ISBN: 9782940411962

2010 Salmond, M. The Power of Momentary Communities: Locative Media and (in) formal Protest. *Media Upheavals series.* Edited by Dr. Tristan Thielmann et al. Published by Transcript press, Germany.

2009 The work Travelschism featured in *Glitch: Perfect Imperfections* edited by Iman Moradi & Ant Scott . Mark Batty Publisher (2009). ISBN: 0979966663

2017   Upcoming: '*The diaries of Professor G. Angell; deceased*' Solo Show.
Electronic Art Gallery. Visual Arts Building. Colorado State University.

2015   '*The diaries of Professor G. Angell; deceased*' Florida Gulf Coast Universit,
Main Gallery. Soon to be available on Steam (via Greenlight).

2012   Video '*Urban Circadian Rhythms*' **selected** for inclusion in the 40th Festival
of Nations video festival,
Ebensee, Austria.

2011   **Passing Through, Solo Show. FGCU Gallery,** Fort Myers, FL Sept. 2011
Works: *Call of FableDutyCreed, Hybrid Journeys 9, White Wall, Weather's Here,
Wish You Were Lovely*'.

2008   **Freewaves International Film Festival,**
Hollywood, California, October 2008.
**Urban Screens International Conference & Multimedia Exhibition, Video
'Neon Rain'** Melbourne, Australia, 3-8 October 2008.

cRule Britannia, Solo Show. Gosia Koscielak Gallery,
Chicago, IL. Jan 25th - Feb. 29th 2008.
Freewaves International Film Festival,
Hollywood, California, October 2008.
Urban Screens International Conference & Multimedia Exhibition,
Melbourne, Australia, 3-8 October 2008.

2007   **International Short Film Festival,**
Detmold, Germany 27-30 Sept. "Ghosts of a Colonial Past" Short Film.
FPS' Rhizome.org
Online Gallery Curated by Marisa Olsen/Rhizome. [Archived].
Art Tech Media
Salón de Actos del Ministerio de Cultura, Casa de América e Instituto
Cervantes, Madrid, Spain. May 9th-11th.
Tergloba, [invitational]
Oakland University. Meadow Brook Art Gallery, Rochester, MI.
Curator; Vagner Whitehead. [screening/catalogue] Mar 10 – Apr 15.
Art of the Overhead 2.0 .
Rotterdam, Netherlands. Feb 15.

2006   **V1B3 - Video in the Built environment.**
London Study Center, Fulham, London (UK) Aug 1st – 5th Chapman
University, Orange, CA. Curators: Conrad Gleber, Mat Rappaport
Aug 1st – 5th.
theArtDisk
Art Basel, Miami Beach, FL.   December 7-10 2006.
Festival der Nationen
Kino Ebensee, Austria. Curator Erich Reiss. May 17 - Jun 23.
New Media New Art
Art Interactive Gallery, Boston USA.
In partnership with ATBoston & Leonardo Forum. Feb 22 - 25th.
In Transition
The Evagoras and Kathleen Lanitis Foundation, Cyprus.
Independent Museum of Contemporary Art, Oct 4 -14.

Selected Exhibitions:

2005 **Wisconsin National Public Radio:**
"Here on Earth". Guest on feature show "Digital Art"

2004 **Art of the Overhead**
Copenhagen, Denmark. Sept – Oct.
Urban Screens
Amsterdam, Holland. Curator Mirjam Struppek.
"R4WB1T5" MICRO.FEST – Chicago, IL USA. Sept 23 - 24.

"RadioForest" – Neerpelt, Belgium. [online]
"Hype" The Art Museum, Singapore.
'teleport-r' www.i-dat.org (university of Plymouth, UK) (collaborative)
'unmessage' www.unmessage.com (collaborative) [online]

DNA. Art & Science
USF CAM, Tampa, Fl. Jan 22nd Juried by Eduardo Kac.
Violence Online Festival: (online/screenings)
Presentations
Int. Festival of New Film Split/Croatia 23 June -02 Jul
Digital Media Art Festival Havanna/Cuba 21 -30 Jun
Electronic Art Meeting Pescara/Italy 19 -23 May
Basics Festival Salzburg/Austria 8 -16 May
New Media Art Festival Bangkok/Thailand 20-28 Mar
Museum of Contemp. Art Buchrest 05 March -30 Apr
"Globalization" on Wigged.net - Jan-Dec

2003 **Violence Online Festival:**
Presentations
"MAD'03" Festival Madrid/Spain - 24 Oct - 15 Nov
"File 2003" - Electronic Language Festival, Sao Paulo (Brazil)14-27 Aug
"Nonetart Festival" - Arte Digital Rosario 2003 (Argentina) 15-27 Aug
"Open Air" at Royal Gardens Copenhagen (Denmark) 10-31 Aug
"Fibreculture"-Digital Literacies -Brisbane (Australia) 11-13 Jul

"Web Biennial 2003" - Istanbul Museum - 03 Jun
"PEAM 2003 - Electronic Art Festival Pescara" (Italy) 21 - 25 May
"NetArt Open" 2003 Irish Museum of Modern Art Dublin - 23 Apr
"New Media Art Festival" Chiang Mai (Thailand) 4 -15 Apr
"18th Videoformes Festival" Clermont-Ferrand (France) 20-23 Mar
Launch of Spotlight on TURBULENCE/New York on 4 Mar
"NewMediaNation - Bratislava (Slovakia) 20-22 Feb

Peer Reviewer:

2016 Visual Interfaces and UX for Video Games. Dunning & Bossom. Bloomsbury.

Elements and Principles of 4D Art and Design. Ellen Mueller. Oxford Press.

2015 The Fundamentals of Graphic Design (2nd Ed). Gavin Ambrose. Bloomsbury.

Publications (other):

2005 — **Interview:** St. Petersburg Times. Fl.
"Family Gaming" feature &"Sony PsP" feature.

2004 — **Interview:** St. Petersburg Times Fl.
Feature covering 'Art of video game' class.
Feature article on upcoming Halo2 game from Bungie.

2003 — **Work featured:** 'Combatants', animation.
El Pais Newspaper Spain for the group show A virtual memorial.

2000 — **Freelance writer**: IBC daily (IBC Conference in Amsterdam, Holland).
"Compositing" Product reviews and company interviews.
"DVD Authoring" Product profiles and interviews.

1999-2000 — **Freelance writer**: Design4 Discreet Users (monthly). Future Publishing.
Contributed articles on 3d Studio Max, Game developer interviews etc.

1999-2000 — **Freelance writer**: Design4 Discreet Users (monthly). Future Publishing.
Contributed articles on 3d Studio Max, Game developer interviews etc.

1998-99 — **Freelance writer**: KTX World Magazine (monthly). Future Publishing.
Contributed articles on 3d Studio Max, Game developer interviews etc.

Industry Experience:

2001–2003 — Senior Multimedia/Web Designer.
University of South Florida. Tampa. FL
Media Innovation Team.
*Games & Interactive media production, video production,
website production for private clients and the university.*

1999–2001 — Senior Multimedia/Web Designer.
Information Technologies. University of South Florida. Tampa. Fl.
*Lead designer of websites and new media products for the IT department
and the University.*

1997-1999 — Senior Web & Game Designer.
Red Rock Media; Brainworks PLC. Fareham. UK
*Lead design of interactive educational games and websites for children
from 1-15 years.*

1995-1997 — Multimedia Specialist.
Information Technologies. University of South Florida. Tampa, FL.
*Designing and implementing websites and new media products for the
department and the University. Consulting on University web sites.*

1990-1994 — Network & Computer Technician.
Marconi Space Systems. Portsmouth, UK.
*Novell Token-ring network specialist, software and hardware installation
and troubleshooting, network and server maintenance.*

Conferences:

2016 — **American Associaton of Geographers.** San Francisco, CA USA.
Paper: "The virtual tourist: the simulated environments and impossible geographies of videogames." Co-presenter Dr. J Salmond.

2012 — **College Art Association Conference.** Los Angeles, CA USA.
Panel Chair: "Code as Craft."

2011 — **College Art Association Conference. New York, NY, USA.**
Co-Chair: Mike Salmond, Dr Kirstin Ringelberg:
Cel-Culture: The Hybrid Intersections of Art, Video Games, and Manga.

2010 — **College Art Association Conference. Feb 10-13, 2010. Chicago Illinois.**
Topic: *Developing a New Media Curriculum:*
Chair: Mike Salmond.

2009 — **College Arts Association Conference Los Angeles, California**
Presentation: "*The power of instant communities, MySpace and Facebook as activist centers*."

Panel Chair: '*Video Games as medium, future paradigms and practices*.'
SCI-Arc Southern California Institute of Architecture. February 28th.

2007 — **Global Fusion International Conference. St Louis. MO MA.USA.**
Presentation: '*Flashmobbing and Locative Media, after Rave Culture: the power of instant communities*'.

2006 — **Siggraph International Conference. Boston MA.**
Chair of Art Panel; '*Locative Media: Urban Landscape & Pervasive Technology Within Art*'.
College Art Association Conference. Boston, MA. USA. Feb 22-25.
Panel presenter: "New media Art: Vocational Versus Artistic, Embracing Cross-Disciplinary Technologies and Expression".

2005 — **Refresh! 1st International Conference on the Histories of Media Art, Science and Technology** Banff, Canada.
Poster Session '*Legitimizing the Video Game*'
College Art Association Conference, Atlanta. GA.
Presentation '*Adaptive Interfaces*.'

2000 — **3rd International Symposium on Electronic Theses & Dissertations:**
St. Petersburg, Fl. Mar 16-18
Session Organizer, Web designer/coordinator.

1997 — **Caiia - Star- (Science, technologies & Art Research)**
University of Plymouth:
Millia, International Content Market for Interactive Media, Cannes, France. Participant.

Curatorial:

2013
New Media Curator at FGCU Gallery, FGCU.
Exhibition: "New Media/Young Blood: Digital Media Interactions and Projections." August 22 – September 19, 2013.
Artists: Stephen John Ellis, Chad Juehring, Pat Kelly, Desiree Moore, Joseph Murphy, Leonardo Selvaggio, Clive Wright.

2009
New Media Curator at Olson Gallery, NIU:
Exhibition "Play Up, the intersection of Art, Gaming and Social Networking".
Feb 19th-March 29th 2009.
Featuring artists: Eddo Stern (CA), Ben Chang (IL) and Jon Cates (IL).

Visiting Lectures:

2010
Guest Lecture: Edinburgh University, School of Art. 2010
Lecture: "Virtual Tourism & New Spaces."

2006
Artist Lecture: Rutgers University, NJ, USA June
Artist Lecture: Plymouth University, Plymouth, Devon, UK:
'apollo 16' seminar.

2005
Guest Professor, Computer Science, Elon University, Elon, NC, USA.

2004
Guest Professor, Art History, Elon University, Elon, NC, USA.

Grants/Awards:

2015 Professional Development Grant, FGCU. $1,500
2014 Professional Development Grant, FGCU. $1,500
Whitaker Center for STEM Education grant $500
2013 FGCU Travel Grant, CAA Conference. $500
2012 FGCU Travel Grant, CAA Conference. $500
FGCU Travel Grant, CAA Conference. $500
2010 Co-authored AHRC (Arts Humanities Research Council UK) on 40,000 GBP
Network grant. (Co-Author Stephen Gibson, UK)
2006 NIU School of Art: Conference Travel Award $600
2005 NIU College of Visual & Performing Arts: Conference Travel Award $500
2004 NIU Graduate School Conference Travel Award: $300
2003 Elon University College of Arts & Sciences: Conference Travel Award $1,100
Elon University College of Arts & Sciences: Conference Travel Award $800
Elon University College of Arts & Sciences: International Travel Award $1,200
University of South Florida, *Las Damas de Arte Award of Merit:* $1,500

Professional Service:

2012-Ongoing	New Media Caucus. Communications Board. Tasked with creating solutions for better communications with membership. Social media and listserv strategy.
2010-2011	Co-Founder: Research Group on Real-time Visuals for Performance, Gaming Installation, and Electronic Environments. Stephen Gibson (Northumbria) , Atau Tanaka (CultureLab, Newcastle) Seeking Funding AHRC Grant.
2003-Present	Founding member New Media Caucus, USA.
2008-2009	NIU Art History Search Committee. Foundations Advisory Committee. Exhibitions and Visiting Artist Committee. 'Artlab' NIU CVPA Art & Research. Founding member NIU 'Artlab' . cross-disciplinary collaborative research center.
2005	Elon University, NC, Committee Ethics Personal Responsibility & Technology Elon University, NC, International Student & Scholar Committee.
2002	September 11th memorial. Commissioned by the University of South Florida.

Prof. Organizations:

2011-2014	Board of Directors, New Media Caucus. (affiliated with The College Arts Association) .
	Member of College Art Association. Member of Gamasutra. Member of ACM Siggraph Member of AIGA

Courses Taught:

2011-Present	Curriculum Development for Digital Media Design BA.
	Creation of Digital Media Design Concentration & Minor. **Florida Gulf Coast University.** Fort Myers, FL, USA Undergraduate: (BA) Art2600 Digital Media 1 Art3633 Web Design ART3838 Professional Practices in Art ART3640 Videogame Design ART3664 Interactive Design ART4930 Special Topics: Videogame Design ART4925 Digital Media Workshop ART4955 Senior Projects GRA2190 Graphic Design 1 GRA3193 Graphic Design 2 GRA4194 Graphic Design 3 ART4927 Directed Independent Study IDS3143: Issues in Science & Technology (Interdisciplinary Studies)

2009-2011 **Northumbria University, School of Design**. Newcastle, UK.
Post Grad (MA) Interactive Design.

Undergraduate: (BA Hons)
DE0973 Personal Project 1
DE0981 Games Design
DE0969 Typography & Hypertext
DE01004 Professional Practice
DE0964 Digital Experimental Media
DE0971 Introduction to Image Making
DE0979 Application Design
DE0981 Animation & Compositing
DE0974 Personal Project 2
DE0972 Final Project

2006-2009 **Northern Illinois University.** De Kalb, Illinois, USA
Graduate: (MFA)   Directed Research

Undergraduate: (BFA)
Senior Project
 Intro to Video Art
Advanced Video Art
Intermedia Art
 Audio Art
Critical Topics in Art
Independent/Directed Study

2005-2006 **Elon University.** Burlington, NC, USA
Undergraduate (BA)
Special Topics: The Art of Videogames
Digital Art 1
Digital Art 2
Independent Study