

**THE INSTITUTE FOR INNOVATION  
& ENTREPRENEURSHIP**  
*New Venture Showcase Series*

The Institute for Innovation and Entrepreneurship at UT Dallas (IIE) is a collaborative initiative of the schools of Arts and Humanities; Behavioral and Brain Sciences; Economic, Political and Policy Sciences; Engineering and Computer Science; Management; and Natural Sciences and Mathematics. The Institute's role is that of a facilitator, catalyst and program sponsor – *leveraging the power of ideas and technology to create new ventures and add economic, social and cultural value to our community.*

The IIE plays a major role in promoting cross-disciplinary academic and outreach programs across the university and the North Texas region, including sponsoring the Research & New Venture Showcase Series. These events are intended to highlight cutting edge science and advanced technologies being developed in engineering and science laboratories at UT Dallas and with external partners. Each showcase event is organized around a particular technology theme, and includes presentations by faculty researchers and industry representatives.

The forum is open to the public, including companies interested in training technologies, game developers, companies involved in computer animation and visual effect technologies, university faculty and researchers, angel investors, venture capital firms, service providers, and other businesses or individuals that might benefit from networking in the areas listed above.



*This event is co-sponsored by ATEC and the IIE*

The Institute for Innovation &  
Entrepreneurship at UT Dallas

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UTD

Leveraging the Power of Ideas and Technology



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THE INSTITUTE FOR INNOVATION  
& ENTREPRENEURSHIP AT UT DALLAS

*Leveraging the Power of Ideas and Technology*

IIE Research &  
New Venture Showcase  
**New Models For  
Interfacing Art and  
Technology:**  
*Advanced Educational  
Gaming and 3D Animation*

**April 15, 2011**

8:00 a.m. to 4:45 p.m.

School of Management

Davidson Auditorium 1.118



## NEW MODELS FOR INTERFACING ART & TECHNOLOGY

### *Advanced Educational Gaming and 3D Animation*

The UT Dallas Arts and Technology Program (ATEC) is focused on a fusion of art and technology, and involves multiple programs and technologies. This program will highlight ATEC programs focused on advanced educational gaming and 3D animation.

Video games and the Internet are at the forefront of a revolution in the way education is provided. Often more cost effective and engaging than traditional forms of education, highly immersive computer-based training platforms are being embraced quickly by the military, education and health sectors. With more budget cuts certain, virtual techniques for providing high quality training and education are a major research growth area.

Researchers at UT Dallas, along with their industry sponsors, are now applying these advanced, relatively low cost gaming technologies to meet a wide variety of training needs. The potential for these technologies is enormous. This showcase will focus on the use of game technologies for advanced educational and training applications such as:

- Learning calculus
- Cultural training
- Nursing training and education for students and practitioners

In addition, this program will highlight new developments in animation and visual special effects in partnership with:

- Steve Nichols, Animation Supervisor for ReelFX- An award winning visual effects studio and UT Dallas partner, and
- Tim McLaughlin - Director of the Department of Visualization at Texas A&M (formerly with Lucasfilm Animation and Industrial Light & Magic)

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## NEW MODELS FOR INTERFACING ART AND TECHNOLOGY

### *Advanced Educational Gaming and 3D Animation*

Friday, April 15, 2011

#### *Agenda*

- 8:00-9:00 **Registration/Breakfast**  
9:00-9:15 **Welcome** - Dr. Joseph Picken, UT Dallas  
9:15-9:45 **Introduction to the Arts and Technology Program** - Dr. Thomas Linehan, UT Dallas  
9:45-10:30 **Educational Gaming - Military Cultural Training, and Game-based Simulation for Nursing Applications** - Dr. Marjorie Zielke, UT Dallas  
10:30-10:45 **Break**  
10:45-11:15 **Educational Gaming - Digital Calculus Coach** - Dr. Monica Evans, UT Dallas  
11:15-11:45 **Digital Sandbox** - Dr. Thomas Linehan, UT Dallas  
11:45-12:00 **Break**  
12:00-1:15 **Lunch and Keynote - Art and Science Convergence: Big Data, Simulation and Intimate Science** - Dr. Roger Malina, UT Dallas  
1:15-1:30 **Break**  
1:30-2:15 **Advances in Animation and Visualization Technologies** - Tim McLaughlin, Texas A&M  
2:15-2:45 **Applications of Animation in Film** - Steve Nichols, ReelFX  
2:45-3:10 **Overview of Exhibits & UT Dallas Opportunities for Collaboration** - Eric Farrar and Robert Robb  
3:10-3:15 **Closing Remarks** - Madison Pedigo, UT Dallas  
3:15-4:45 **Networking Reception, Animation Exhibits, Computer Gaming, Opportunities for Collaboration**

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## NEW MODELS FOR INTERFACING ART & TECHNOLOGY

### *Advanced Educational Gaming and 3D Animation*

UT Dallas is a leading research university and an active participant in the development of advanced digital technologies as well as a leader in Arts and Humanities. Brief descriptions of the UT Dallas Schools involved in this event are provided below.

#### **THE ARTS AND TECHNOLOGY PROGRAM (ATEC)**

The Arts and Technology Program is a collaborative effort between the School of Arts and Humanities and the Erik Jonsson School of Engineering and Computer Science at UT Dallas. ATEC involves a comprehensive program of education and research in animation, simulated worlds, virtual environments, and other emerging forms of digital design. UTD's ATEC program was recently named one of the nation's top ten graduate programs in video game design by *The Princeton Review* and *GamePro* magazine.

#### **THE SCHOOL OF ARTS AND HUMANITIES**

The School of Arts and Humanities covers a wide range of educational and/or research programs including, but not limited to, art and performance, history, humanities, Latin American studies, and literary studies. Students in the school are encouraged to explore the boundaries and the interrelationships between major fields of study, and to pursue interdisciplinary curriculums that connect the study disciplines together.

#### **THE ERIK JONSSON SCHOOL OF ENGINEERING & COMPUTER SCIENCE (ECS)**

With more than 2,900 students, more than 100 faculty, and nearly \$30M in research funding, the Erik Jonsson School at UT Dallas is a global leader in engineering research and education. Named after Texas Instruments co-founder J. Erik Jonsson, the school conducts research in a wide range of engineering and computer science focus areas, including, but not limited to, human language and computer interaction, visual computing, multimedia communication, and embedded software.