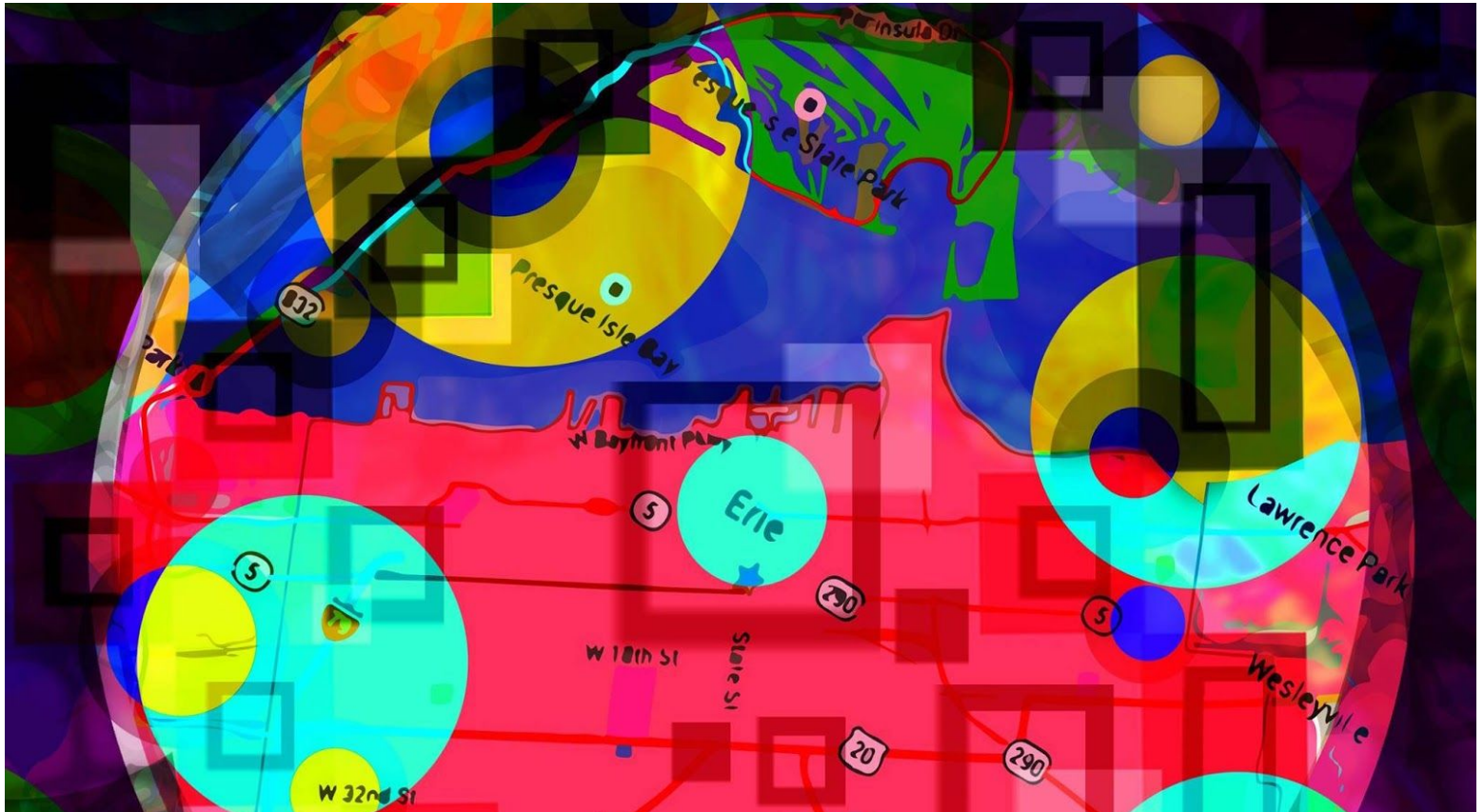




PennState

Thursday, March 30 to Friday, March 31, 2017

Digital Media Fest



[#DIGITFEST2017](https://twitter.com/DIGITFEST2017)

Dear Attendees,

Welcome to the Digital Media Festival (#DIGITfest2017)! For the next two days, the [School of Humanities and Social Sciences \(H&SS\)](#) and the [Digital Media, Arts, and Technology \(DIGIT\)](#) major are delighted to share our campus with you. Here, at Penn State Behrend, we hope you enjoy the wide array of technology-related H&SS (+) workshops, presentations, and performances that we have gathered. From digital humanities, game development, and psychology to the arts, there is something for everyone.

Most of our presentations are located in [REED, METZGAR, and the YAHN Planetarium](#), with a few outliers. There is a map attached to help guide you as well as an interactive companion through the BLIPPAR app. Scan the image on the front cover to check it out. Parking will be located in the Reed and Erie lots. In addition to using BLIPPAR as a virtual help desk, there will also be an active SnapChat filter special to this festival!

For more information on DIGITfest 2017, check out our website:
<https://sites.psu.edu/behrendarts/>

Enjoy your time at Penn State Behrend!

Thursday, March 30

12:15 p.m. to 8:00 p.m.

[Information/Sign In \(Outside 112 REED\)](#)

Sign in. Coffee, tea, and snacks from 12:15 p.m. until 2:00 p.m. SnapChat filter is activated.

12:30 p.m. to 1:00 p.m.

[Opening/Introduction Remarks \(112 REED\)](#)

Members of DIGIT introduce the festival. Several workshops and presentation will give a brief (1 minute) pitch of their session.

12:30 p.m. to 3:30 p.m.

[Slow-mo Video Booth \(114 REED\)](#)

What can you do in a few seconds? Your best dance move? Whip your hair? Check out the slow motion video portrait booth, hosted by the Greater Erie Arts Rentals (GEAR).

1:00 p.m. to 8:00 p.m.

[Tabula Rasa: An Augmented Reality Exhibit by Bill Hill \(LIBRARY GALLERY\)](#)

Tabula Rasa is a 360-degree immersive augmented reality installation that peels away time and space to show the metaphorical impact of technology on human evolution and the history of indigenous people of Northeast Florida. One on one interactions.

1:05 p.m. to 1:55 p.m.

[Digital Media's Influence on Children's TV Commercials by Nick Artman \(113 REED\)](#)

This presentation will share the exploration of production of qualities of children's commercials from the 1980s and 1990s and analyze them in comparison to the 2010s in hopes of finding emergent trends.

[Spatial Intelligence via Pokemon Go by the VIZ Research Team \(112 REED\)](#)

The VIZ Research Team uses the popular app, Pokemon Go, as a point of research to see how apps, games, and augmented reality have an effect on one's spatial intelligence.

2:05 p.m. to 2:55 p.m.

[Digital Urban Marketing in Fashion, Art, Media by Jon Box \(112 REED\)](#)

An introduction to the influence of technology to street couture, urban art, and contemporary urban music.

[Designing, Planning, and Creating a Video Game by GAME 490 \(113 REED\)](#)

Game Development students will share their experiences on designing video games from start to finish. This presentation will include a demonstration of a game prototype, Escargo.

3:05 p.m. to 3:55 p.m.

[Public Relations Goes Social: Creating Impact Across Erie by COMM 428 \(113 REED\)](#)

In Fall 2016, Karrie Bowen's COMM 428 class collaborated with the Erie Arts and Culture to promote the non-profit's Arts in Education program. Come examine the complex relationship public relations specialists face when using technology in the changing world of publicity and promotion.

4:05 p.m. to 4:55 p.m.

[Developing for Fun by the Game Developer's Club\(113 REED\)](#)

Game Developer's Club president and vice president will be speaking about making games in a club atmosphere and how varied participation, and zero-credit incentive change the development process.

[Understanding GIFs as a New Televisual Wallpaper by Alyssa Keil \(112 REED\)](#)

The evolution of the creation and circulation of GIFs is far more complex and detailed than the evolution of the format itself. This presentation will detail history, current standing, and where the GIF goes from here.

[#DIGITFest2017 Film Screening \(YAHN PLANETARIUM, PRISCHAK BUILDING\)](#)

Penn State Behrend Student Film Screening. Multiple showings.

5:05 p.m. to 5:55 p.m.

[Digitizing Indigenous Oral Traditions by Janet Neigh \(112 REED\)](#)

How are Indigenous artists engaging with digital technologies in their work? This presentation will showcase an examination of the Mohawk-Tuscarora poet Janet Marie Rogers's digital performance poetry.

[Bringing the Virtual World into Your Space by the ACM club \(113 REED\)](#)

Mason Toy and Rachel Rattay (Association for Computing Machinery Club) will discuss utilizing holograms to bring the virtual world right in your space. Using Microsoft's HoloLens, innovative solutions can be found to improve everyday life.

[Music Beyond Sound by Christopher Jette \(117 REED\)](#)

Music seems to exclusively occupy the realm of sound, but this is artificial limitation. This talk will investigate the expansion of music through digital media and collaboration, and will feature the creative work of the speaker.

[An Electronic Music Performance \(YAHN PLANETARIUM, PRISCHAK BUILDING\)](#)

[Onewayness](#), [Ruori](#), and [Modular Moose](#) collaborate to perform multimedia art and music using cutting-edge technology. Two nights, two different performances.

6:00 p.m. to 7:30 p.m.

[Applied Psychology in Video Game Development by Francis Troubridge \(METZGAR LOBBY\)](#)

Game developers have been successfully making games for some time without the help of psychologists, but what happens when they are involved? This talk will cover some ways in which applied psychologists make contributions to game development. (Snacks, coffee, and tea provided)

6:00 p.m. to 6:55 p.m.

[Water Water Everywhere by Lee Fraser \(112 REED\)](#)

Autodesk Expert Technician Series: Water in computer graphics has always been a difficult effect to pull off. The tools in Maya have progressed quickly over the last few years into an efficient toolset that can do amazing things when it comes to oceans, wakes, and small liquid effects. In this session we will look at what Bifrost in Maya can do and some tips and tricks to get the effects you are after.

[Filmmaking 101: From \\$250 to \\$250,000 by John C. Lyons \(113 REED\)](#)

The opportunity to collaborate and use professional equipment at low cost has changed drastically for filmmakers in Erie. With the Film Society of NWP, Greater Erie Film Office, Grant Larson Productions, and Greater Erie Arts Rental, the time to establish a film industry is now. Guests include Stewart Nash, Film Commissioner of the Greater Erie Film Office, and Carly Larson, President of Grant Larson Productions.

["Back to the Moon for Good" \(YAHN PLANETARIUM, PRISCHAK BUILDING\)](#)

See how a competition among privately funded international teams is ushering in a new era of space exploration. Learn about the moon's resources and discover what humanity's future on the moon might hold. The first team to accomplish specific goals wins the \$30 million Google Lunar X-Prize. Among these teams is Penn State.

7:00 p.m. to 7:55 p.m.

[Fur, Hair and Grooming in Maya by Lee Fraser \(112 REED\)](#)

Autodesk Expert Technician Series: Maya as a toolset has a rich history when it comes to generating furry characters. We will take a quick look at some of the progress made in getting hair and fur on characters and the amazing new interactive grooming tools just released in the latest version.

["Back to the Moon for Good" \(YAHN PLANETARIUM, PRISCHAK BUILDING\)](#)

See how a competition among privately funded international teams is ushering in a new era of space exploration. Learn about the moon's resources and discover what humanity's future on the moon might hold. The first team to accomplish specific goals wins the \$30 million Google Lunar X-Prize. Among these teams is Penn State.

8:05 p.m. to 8:55 p.m.

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Penn State Behrend Student Film Screening. Multiple showings.

[Motion Graphics Fun by Lee Fraser \(112 REED\)](#)

In the final session of the Autodesk series, we will look at the diverse nature of motion graphics and how we have added new capabilities to Maya that makes motion graphic design fun and easy. We will also see just how far we can take those tools to do other amazing things.

Friday, March 31

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12:30 p.m. to 3:30 p.m.

[Slow motion Video Booth \(114 REED\)](#)

Check out the slow motion video portrait booth, hosted by GEAR. What can you do in a few seconds?

1:00 p.m. to 6:00 p.m.

[Tabula Rasa: An Augmented Reality Exhibit by Bill Hill \(LIBRARY GALLERY\)](#)

Tabula Rasa is a 360-degree immersive augmented reality installation that peels away time and space to show the metaphorical impact of technology on human evolution and the history of indigenous people of northeast Florida. One-on-one interactions.

12:30 p.m. to 4:55 p.m.

[Living Mandala: The Cosmic of Being \(OUTSIDE 112 REED\)](#)

An interactive installation using Processing that was designed by our guest artist, Jing Zhou. Built with Processing, an open source programming language, it uses circular imagery collected from 16 cultures, 36 mandalas, and 15 graphics. She will give a presentation on it at 5:05p.m tonight.

1:05 p.m. to 1:55 p.m.

[Digital Urban Marketing in Fashion, Art, Media by Jon Box \(112 REED\)](#)

An introduction to the influence of technology to street couture, urban art, and contemporary urban music.

[An Overview of 3D Scanning by Jason Williams \(112 REED\)](#)

The ability to scan physical objects can be a very useful tool for creating digital content. Realizing this, we have added this capability at Penn State Behrend through the purchase of commercial scanners and the construction of our own scanners. This will provide an overview of 3D scanning capabilities available at Penn State Behrend.

2:05 p.m. to 2:55 p.m.

[Children's literature and digital media by Mary Moodey \(113 REED\)](#)

Mary Moodey, a local children's author, will describe the process of her work and how digital media has changed her work-flow. Mary will also detail her experiences in learning the augmented reality software BLIPPAR (software featured by the image on our front cover) to translate the interactive nature of her work into a new medium.

[SQUIRREL! A Twitter Bot Breakdown by Aimee Pogson \(112 REED\)](#)

This workshop will walk you through the creation of your own Twitter Bot through

Aimee Pogson's Squirrel Twitter Bot example. *Laptop recommended to follow along, but not required*

3:05 p.m. to 3:55 p.m.

[Extending Virtual Reality by Jason Moyers \(113 REED\)](#)

What is the future for low-cost "Cardboard-style" virtual reality, and how can it be made even more exciting and usable? At Bragafvl, we intend to find out. See what we have discovered through designing custom hardware and an Open Source Virtual Reality platform.

[Active Disengagement and Social Media's Enhancement of Active Lifestyles by Kristen Leveto \(112 REED\)](#)

What is "active disengagement" and what role does social media have on it? Kristen Leveto will share her research that attempts to understand the complexities of this subject.

4:05 p.m. to 5:15 p.m.

[Interactive Visualizations by Angus Forbes \(117 REED\)](#)

Angus Forbes directs the creative coding research group and specializes in interactive data visualization. This presentation will focus on some of his findings. Later, he will join Christopher Jette for a special collaborative performance.

4:05 p.m. to 4:55 p.m.

[Social Media's Role in Business by Photographer Rob Frank \(112 REED\)](#)

We will examine social media's rise to prominence and influence on your customers' decisions. We will also talk about best practices and social media missteps.

[DIGITFest 2017 Film Screening \(YAHN PLANETARIUM, PRISCHAK BUILDING\)](#)

Penn State Behrend Student Film Screening. Multiple showings.

5:05 p.m. to 5:55 p.m.

["Living Mandala: The Cosmic of Being" by Jing Zhou \(112 REED\)](#)

Artist Jing Zhou speaks about her interactive art display, which responds to light, sound, and temperature of its surroundings. Built with Processing, an open source programming language, it uses circular imagery collected from 16 cultures, 36 mandalas, and 15 graphics.

[Game Developers Conference at the Golden Gate City \(113 REED\)](#)

Game Dev students will discuss their experiences attending the Game Developers

Conference in San Francisco, one of the world's largest professional game industry events.

[An Electronic Music Performance \(YAHN PLANETARIUM, PRISCHAK BUILDING\)](#)

[Onewayness](#), [Ruori](#), and [Modular Moose](#) collaborate to perform multimedia art and music using cutting-edge technology. Two nights, two different performances.

6:00 p.m. to 7:30 p.m.

[An Interventional Digital Humanities by Jacob Heil \(METZGAR LOBBY\)](#)

Jacob Heil will discuss what "meaningful intervention" has looked like, especially vis-a-vis student research and offer some thoughts about where Digital Humanities may go from here.

6:05 p.m. to 6:55 p.m.

[Blippar is to A.R., as Weebly/Wix is to Website Design by Heather Cole \(112 REED\)](#)

What is augmented reality? Can non-programmers do anything with it? This will be a demo of how to create augmented reality using prosumer friendly tools, among others.

Laptop recommended, but not required

[Digital Media and Autodesk by Matt Jaworski \(113 REED\)](#)

A presentation on many free tools for pc, touchpad, and phones to create digital media.

[DIGITFest 2017 Film Screening \(YAHN PLANETARIUM, PRISCHAK BUILDING\)](#)

Penn State Behrend Student Film Screening. Last showing.

7:30 p.m. to 8:30 p.m.

[SoUnDs to SuMoCu by Christopher Jette and Angus Forbes \(117 REED\)](#)

A concert featuring acoustic instruments, interactive electronics, and video projection.

Live instrumental performances will combine with an EEG sensor and electronic processing in both audio and visual domains.

7:05 p.m. to 7:55 p.m.

[Empowering Kids as Creators by Jude Shingle \(112 REED\)](#)

Artist and educator Jude Shingle shares ways we can empower our kids to create the digital media of their lives, not just consume it.

[Virtuality Culture and the Sensorium by Camille Dempsey \(113 REED\)](#)

Contemporary culture is currently grappling with the shift from a literacy-dominant culture to a virtuality culture. How does technology and digital media mediate human

presence? This session will try to make sense of the shift through the lens of virtuality cultural theory.

[Two Small Pieces of Glass \[a film\] \(YAHN PLANETARIUM, PRISCHAK BUILDING\)](#)

This program allows viewers to peek through the world's greatest telescopes and gaze far into the distant past and future. This show is recommended for ages eight to adult.

8:30 p.m. to 9:00 p.m.

[Digital Media Townhall \(112 REED\)](#)

Digital Media Festival post-mortem. Have a voice in determining what worked, didn't work, and should be included in Digital Media Festival 2018. Sign up to be a part of the planning for next year!

9:00 p.m. to ?

[Digital Media Festival After Hours](#) hosted at the [Urraro Art Gallery](#) located on 135 W 14th Street, Erie, PA 16501. Live music. Not organized by Penn State Behrend.