Abbreviated Curriculum Vitae

University of Central Florida
School of Visual Arts & Design
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T. Rudy McDaniel

Education

Ph.D. Texts and Technology, 2004, College of Arts and Humanities, UCF
M.A. Technical Writing, 2001, College of Arts and Humanities, UCF
B.S. Computer Science, *Cum Laude*, 2003, College of Engineering and Computer Science, UCF
B.S. Psychology, *Cum Laude*, 1999, College of Arts and Sciences, UCF

Academic Appointments

University of Central Florida, College of Arts & Humanities

Professor & Director, School of Visual Arts and Design	Aug 2016 – Present
Associate Professor, Digital Media	Aug 2011 – Aug 2017
Assistant Professor, Digital Media	Aug 2005 – Aug 2011

Prior Administrative Appointments

University of Central Florida, College of Arts & Humanities

Assistant Dean, College of Arts & Humanities	Aug 2011 – Aug 2017
Director, Texts and Technology Doctoral Program	Aug 2011 – Oct 2016
Co-Director, China-US Ethnic Cultural Exchange & Research Initiative	Nov 2012 – Nov 2015

Honors and Awards

(2018). Inductee, *UCF Scroll & Quill Society.*
(2016, 2009). *Scholarship of Teaching and Learning (SoTL) Award*.
(2013-2016). *Distinguished Senior Research Fellow*. Center for Ethnic and Folk Literature and Arts Development, Ministry of Culture, People's Republic of China.
(2009). *Award for Innovative Excellence in Teaching, Learning, and Technology*. Awarded April 15, 2009 at the *20th International Conference on College Teaching and Learning* in Jacksonville, FL.
(2015, 2016, 2018). Nominee, *Award for Faculty Excellence in Mentoring Doctoral Students*.
(2013). *UCF Library Open Access Champion* for dedication to open access publishing.
(2010). *Innovative Teaching Practices Award; Teaching Incentive Program (TIP) Award.*
(2010). CAH *Excellence in Graduate Teaching Award; CAH Excellence in Undergraduate Teaching Award.*
(2009). *Teaching with Technology Grant Award*.
(2008-2010). *UCF Faculty Center for Teaching and Learning Faculty Fellow Liaison.*

Selected Research and Creative Activities

Google Scholar Profile: https://scholar.google.com/citations?user=KZYZnzIAAAAJ

Books
1. Beever, J., **McDaniel, R.**, & Stanlick, N. (2020). *Understanding digital ethics: Cases and contexts.* New York: Routledge.
2. Fanfarelli, J.R., & **McDaniel, R.** (2019). *Designing effective digital badges: Applications for learning*. New York: Routledge.
3. Applen, J. D., & **McDaniel, R.** (2009). *The rhetorical nature of XML: Constructing knowledge in networked environments*. New York: Routledge.

Peer-Reviewed Articles and Book Chapters
1. **McDaniel, R.**, & Telep, P. (In Press). Game design tactics for teaching technical communication in online classes. *Journal of Technical Writing and Communication.* To be published Fall, 2020.
2. Johnson, E.K. & **McDaniel, R.** (2020). Using procedural rhetoric to analyze a persuasive health game: *Re-Mission* (pp. 70-84). In S. H. Gaines & M. W. Kapell (Eds.) *What is a game? Essays on the nature of videogames.* Jefferson, NC: McFarland.
3. **McDaniel, R.** (2018). Networked humanities as a creative collaboration. In B. McNely and J. Rice (Eds.) *Networked humanities: Within and without the university* (pp. 207-213). Anderson, SC: Parlor Press.
4. Fanfarelli, J., **McDaniel, R.**, & Crossley, C. (2018). Adapting UX to the design of healthcare games and applications. *Entertainment Computing 28*(2), 21-31.
5. Procci, K., Bowers, C. A., Jentsch, F., Sims, V. K., & **McDaniel, R.** (2018). The revised game engagement model: Capturing the subjective gameplay experience. *Entertainment Computing 27*, 157-169.
(+63 additional papers and chapters from 2003-2017)

Keynotes and Invited Presentations
1. **McDaniel, R.** (2018). Foundations of art as foundations of everything. Invited talk given to the FATE 2018 conference: Art(work)ing. Orlando, FL. September 15, 2018.
2. **McDaniel, R.** (2017). The ethics of serious games for health. Keynote address presented at the *5th International Conference on Serious Games and Applications (IEEE SeGAH '17)*. Perth, Australia. April, 2017.
3. de Freitas, S., Gibson, D., **McDaniel, R.,** & Robertson, B. (2017). AR/VR in health. Invited roundtable session presented at the *5th International Conference on Serious Games and Applications (IEEE SeGAH '17)*. Perth, Australia. April, 2017.
4. **McDaniel, R.** (2016). Strategies for achieving interdisciplinary success. Keynote address delivered to the *Center for Interdisciplinary Scholarship (CIS) Annual Symposium*. Miami, FL. November 3, 2016.
5. **McDaniel, R.** (2016). Humanities, technology, and people: New directions for technical research in the humanities. Welcome presentation and opening remarks for *THATCamp Florida 2016 Conference* in Orlando, FL. February 18, 2016.

Conference Presentations
1. **McDaniel, R.** (2017). What we can learn about badges from video games. *2017 Association for Educational Communications and Technology (AECT) International Convention*. Jacksonville, FL. November 9, 2017.

2. **McDaniel, R.** (2017). Hard problems in games: Ethics. *HASTAC 2017: The possible worlds of digital humanities*. Orlando, FL. November 3, 2017.
3. Johnson, E., & **McDaniel, R.** (2017). Illuminating serious games through procedural rhetoric: Re-Mission. *HASTAC 2017: The possible worlds of digital humanities*. Orlando, FL. November 3, 2017. **(+65 additional presentations and workshops from 2003-2016)**

Electronic Research and Creative Activities

1. **Russia to English Cultural Exchange Game**. Cultural exchange game developed with A. Salter, A. Kourova, and the UCF Russian Club. Organized with the Grot School in St. Petersburg Russia, a school for visually impaired students.
2. **Adventures in Emerging Media**. Course development system designed from the ground up for the presentation and assessment of nonlinear learning materials for online course instruction. (A "choose your own adventure" learning management system).
3. **Super Nutrition!** Game project developed with the METIL Lab at UCF's Institute for Simulation and Training. Served as game mechanics consultant for project developed and submitted as an entry for the *Let's Move: Apps for Healthy Kids* challenge.
4. **Bentham City**. Video game produced using *Adobe Flash* for the Office of Information Fluency. Presents ethical scenarios for new students and assesses decision making and progress throughout the game using an online database.
5. **EthicsGame Plagiarism and Overnight Guest Flash Game**. Collaboration with EthisGame.com involving the translation of a Web-based ethics scenario to a Flash game format.
6. **The Underground Railroad Video Game**. Video game produced using a *Neverwinter Nights* mod to teach 5th graders about the Underground Railroad and African-American History.

Grants and Funded Projects

Funded External Grants and Projects (Total Funding: $432,320, With Split: $231,552)

1. $200,000 (2012-2015). Creating the Charles Brockden Brown electronic archive. **Co-Principal Investigator**. National Endowment for the Humanities, Division of Preservation and Access. PI: M. Kamrath, Department of English. Awarded April 27, 2012. 3 year grant.
2. $200,000 (2009). Emergency medical care educational card game. **Co-Principal Investigator**. Grant funded by RDECOM-STTC to develop innovative ways to train combat medics and combat lifesavers (CLS) using inexpensive, portable, and engaging methods. PI: D. Metcalf, Institute for Simulation and Training. Awarded April 18, 2009. 1 Year Grant.
3. $2,750 (in kind donation) (2009). Extending *The Sims*: *Sims 3* movie-making experiments in the humanities. **Principal Investigator**. Project funded by *Electronic Arts (EA)* and designed to have game design students build innovative projects using *The Sims 3* computer software.
4. $20,000 (2008). EthicsGame digital media implementation. **Principal Investigator**. External contract with EthicsGame.com to develop a digital media games-based implementation for an online business ethics simulation company. Written with S. M. Fiore. Awarded August, 2008.
5. $9,570 (2005). Federation of American Scientists. **Co-Principal Investigator**. Funded public service project to develop a storyline for the *Discover Babylon* video game. Written with J. Cannon-Bowers. Developed an approximately 30,000-word narrative script for a video game that teaches children about ancient Iraqi culture. Public Service Project.

Funded Internal Grants and Projects (Total Funding: $3,486,532)

1. $3.16M ($632,500/year) (2013-2017). Information Technology Performance Funding Initiative for the College of Arts and Humanities. **Principal Investigator & Project Manager**. Funds awarded to the University of Central Florida from the State of Florida (House Bill 7135). Written with L. Hepner.
2. $7,500 (2011). The Charles Brockden Brown Archive. **Co-Principal Investigator**. Grant funded by College of Arts & Humanities In-House Award Program.
3. $202,782 (2010 - 2012). Adventures in emerging media: Nonlinear course design for online courses at UCF. **Principal Investigator**. Internal grant funded by the Provost's Undergraduate Education Pilot Project program. With R. Lindgren and J. Friskics.
4. $42,500 (2007-2009). Enhancing information fluency through the development of virtual worlds and the use of simulated scenarios in synthetic environments and video games. **Principal Investigator**. UCF Quality Enhancement Program Engagement Grant.
5. $13,200 (2007). The Digital Humanities Exchange: A multimedia trading post for game-based learning in the humanities. **Principal Investigator**. College of Arts and Humanities In-House Award Program.
6. $1,000 (2007). Investigating the role of interactivity in information fluency. **Principal Investigator**. UCF Quality Enhancement Plan Enhancement Grant.
7. $12,750 (2007). Improved lab equipment for teaching e-commerce courses in digital media. **Principal Investigator**. Undergraduate Teaching Equipment Initiative.
8. $12,000 (2007). Building usable games for the humanities: Engaging identity, culture, and community in virtual worlds. **Principal Investigator**. CAH Dean's Research Initiative Award.
9. $18,700 (2007). Developing digital health literacy materials for latino communities. **Co-Principal Investigator**. CAH Dean's Research Initiative Award.
10. $7,500 (2007). Implementing and testing a humanities learning game in public schools. **Principal Investigator**.
11. $6,100 (2005). Institute for Simulation and Training, University of Central Florida. **Co-Principal Investigator**. Developing a story-driven synthetic learning game.

Experience as Expert Grant Reviewer / Panelist

(2010). Panelist, National Endowment for the Humanities (NEH) Digital Humanities Start-Up Grants.
(2007). Expert Panel Member for the National Centres of Excellence for Commercialization and Research (CECR) in Ottawa, Ontario.

Teaching and Advising

Graduate Courses Taught

Design and Development of Texts and Technology, Information Architecture, Physical Computing, Introduction to Texts and Technology, Research Methods in Digital Media, Science & Technology of Dynamic Media, Transmedia Story Creation, Project Management, Writing for the Business Professional

Undergraduate Courses Taught

Video Game Design, Video Game Production, Rapid Application Web Development (Advanced JavaScript), Production I (Media Project Management), Internet Interaction (Flash and Interaction Design), Media for E-Commerce II (Databases), Internet Software Design, English Composition II,

Introduction to Technical Writing, The History, Design, and Culture of Video Games, Honors Writing for the Technical Professional

11 active doctoral graduate students under my supervision, **5 with me as director or co-director**.
36 previous graduates advised since 2005: 18 Ph.D., 6 M.F.A., 8 M.A., 4 Honors in the Major

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<u>Selected Service</u>

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Professional Service

(2012-2020). External referee for 14 different promotion candidates at institutions across the country.

(2016). General conference co-chair, *IEEE 4th International SeGAH Conference*.

(2016). Member, scientific program committee, *IEEE 4th International Conference on Serious Games and Application for Health Conference* (SeGAH).

(2016). Reviewer, SIGDOC Student Research Competition, ACM.

(2015-2016). Member, Humanities, Arts, Science, and Technology Alliance and Collaboratory (HASTAC) 2017 annual conference planning committee.

(2014-2015). Member, program committee, 1st and 2nd *International Workshops on Open Badges in Education*.

(2012-2016). Member, program committee, ACM SIGDOC 2014 annual conference.

(2004 – Present). Regular peer reviewer for refereed journals including *Entertainment Computing, Cognitive Technology Journal, Communication Design Quarterly, Interacting with Computers, Technical Communication, Technical Communication Quarterly (TCQ), Technology, Humanities, Education, and Narrative, IEEE Transactions on Professional Communication*, the *Journal of Online Learning and Teaching, and* the *Journal of STEM Education*.

State Service

(2009-2017). Discipline Coordinator, Department of Education's State Common Numbering System (SCNS). Maintain digital media course taxonomy for the State University System of Florida (SUS).

University, College, and School Service

(2020). Member, UCF Research Labs Start-Up Committee (COVID-19).

(2020). Chair, Search Committee for Chairperson of Department of Writing and Rhetoric.

(2016-2020). Member, UCF Celebrates the Arts! Steering Committee.

(2016). Member, Search Committee for Vice President for Research and Dean, College of Graduate Studies.

(2016-2017). Member, Strategic Planning Implementation Team

(2015). Member, Search Committee for Associate Dean and Director of Interdisciplinary Graduate Education, College of Graduate Studies.

(2015-2019). Member, UCF Downtown Innovative Teaching and Learning Team.

(2015-2018). Member, UCF University Master Planning Committee (UMPC).

(2015-2016). Member, SVAD Annual Evaluations Standards & Procedures (AESP) Review Committee.

(2015-2016). Member, SVAD Promotion and Tenure Document (P&T) Review Committee.

(2014-2015). Member, UCF Downtown Technology Team.

(2012-2013). Member, Faculty Senate Information Technology Resource Advisory Committee (ITRAC).

(2011-2012). Chair, CAH Excellence in Graduate Teaching Award Committee.

(2010). Co-Chair, CAH Sabbatical Leave Review Committee.

(2009). Chair, CAH Sabbatical Leave Review Committee.

(2006-2016). Service on **eighteen department/school faculty search committees**, chairing eight.