Mark D. Robinson

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Director Media Lab
Dept. Communication Studies, UNC-CH
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EDUCATION

M.A. Communication/Media Studies, University of North Carolina at Chapel Hill. 2001
B.F.A. Studio Art - Multimedia Sculpture, University of North Carolina at Chapel Hill. , 1991.
Aerospace Engineering, GPA 3.025 on a 4.0 scale; 97 credit hours, North Carolina State
University, Raleigh. 1983-1986.

EXPERIENCE

Multimedia Laboratory Director, Dept. Communication Studies, UNC-CH 2004-Present
- Direct and Support Multimedia Labs including:
- Develop Curriculum
- Determine and Purchase equipment
- Grant Writing $ 325,000 awarded
- System Administrate Macintosh OSX: 32 machines. PC: 1 machine.
- Support Technology – software, hardware, robotics, electronic interface research
- Support via extensive customer service- Faculty, Staff, and Students
- Repair and Maintain video and audio equipment
- Supervise Media Technician – full-time SPA position
- Showcase work and present at the UNC-CH Department of Communication Studies
            Advisory Board, 2007 – present
- Foster and Maintain Alumni recognition and support
- Develop and Implement Campus-wide Carolina Film Festival/ Swain Lot Festival

Department Webmaster - Develop and Maintain departmental web presence
Co-developer - *iTunes Carolina* – member of small team of founders/administrators

Courses Developed and Instructed:
- Comm. 639 *Audio as Art/Communication/Engineering*
- Comm. 431: *Advanced Audio Production/ Engineering (2001-Present)*
- Comm. 647 *Advanced Production and Technologies*
- Comm.130 *Introduction to Audio and Video Production*
- Art 018, *Electronic Media* a Digital arts curriculum
- Art 088 *Intermediate Electronic Media*

Visiting Lecturer, University of North Carolina, Chapel Hill, North Carolina. Aug 2002 -
2004.

President, *Solidzebra, inc.*- Digital Multimedia S-Corporation. Efland, North Carolina. 1990-
2008.
Internet Technology Multimedia Consultant.
Design/build Intranet and Internet web site GUIs

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- Design/ build interactive applications, CDs, animations, movies
- Build, Test and Maintain Internet presence for clients across multiple browsers/platforms
- Design presentations and Intranet sites
- Produce and engineer Audio and Video projects: non-linear editing, music composition, performance (guitar, bass, computer, keyboard), and recording
- Direct and manage three member team
- Implement server services for clients (PC and Macintosh)
- Implement and Manage LAN (wireless and wired)
- Deliver creative and engaging multimedia and technology solutions
- Deliver large scale, large budget projects on time and on budget.
- Design and Exhibit Interactive Interpretives
- Manage company payroll, taxes and accounting

Robinson Design/Build Construction: Chapel Hill, NC. 1991-1997 .
- Master Carpenter, Journeyman Electrician and Plumber
- Designed and built homes, additions and improvements
- Managed financing, scheduling, employees, customer relations, large scale projects

ACADEMIC PRESENTATIONS
Intro to Arduino Prototyping and Interfacing, UNC-CH 2013*.*
- *Basic Electronics,* UNC-CH, 2013.
- *Advanced Audio Engineering Principles,* Dept. Music .UNC-CH. 2011.
- *Shaping the Acoustic Aesthetic*, UNC-CH. 2011.
- *Shaping the Acoustic Aesthetic*, Comp. Sci. UNC-CH 2010.
- *PhotoShop: Application, Development, Web*, UNC-CH. 2002, 2003
- *Experimental Audio and Video production: Web Technologies*, UNC-CH.2001
- *Experimental Audio: Achieving Sound as Art*, UNC-CH 2001
- *Use of Non-synchronous Audio in Web Animation*, Alamance Community College, Burlington, NC. 1998
- *LASO HALO: Found Sound - Cut, Paste and Loop*, Massachusetts College of Art. Boston, Mass..1996

AWARDS, HONORS and GRANTS
- Technical and Audio Advisor on three UNC Innovation Grants.
  - Principle Investigators:Prof. Joyce Rudinsky, Prof. Joseph Megel, and Dr. Mark Katz
- Faculty Search Committee Member 2009. and 2012
- UNC-CH Information Technology Committee, 2011
- UNC-CH Information Technology Award, 2010
- Eva-Marie Saint _ Jeffrey Hayden Award for Faculty Mentoring, 2009
- Nominated for the UNC-CH Information Technology Award, 2009
- Juror Carolina Film Festival 2002-2010
- Juror Eva Marie Saint- Jeffrey Hayden Award 2004-present
- UNC-CH Information Technology Committee, 2008
- UNC-CH Information Technology Award, 2007

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- North Carolina Zoological Park: Touch and Learn Center, budget- $2,300,000 2004
- North Carolina Zoological Park: Honeybee and Colony Insects, budget- $160,000. 2003.
- North Carolina Zoological Park: Aviary Exhibit Design, budget- $350,000. 2001-2002
- Outstanding Achievement in Live Performance Award. UNC-CH. 2001
- Earl Wynn Award for Excellence in Media Production. UNC-CH. 2000
- Indy Award , Independent News weekly, member Wifflefist art group. 1994
- Phi Beta Kappa 1991
- Bachelors with highest honors. 1991
- Kachergis Grant: Undergraduate Artist Grant for excellence. 1991
- The Undergraduate Research Awards Program Honors Grant. 1990

MULTIMEDIA/ COMPUTER SKILLS
- Arduino, Processing
- JavaScript, HTML, ActionScript, LINGO, DHTML, CSS
- Terminal;UNIX
- Mac hardware and software- system administration.
- PC hardware and software - Windows (95, 98, NT, 2000, XP, 7)
- Audio: ProTools, Logic Pro, Studio Vision Pro, Sound Designer, Sound Forge, Cool Edit
  - Pro/Audition, Cubase VST, Sonar Producer, Sound Edit 16, Peak, Audacity, Soundtrack Pro, Reason, Opcode OMS, MIDI, MP3. LE and NLE.
- Graphics: Director-Shockwave, Adobe- PhotoShop, PageMaker , Flash, Illustrator,
  - Dreamweaver
- Video: Premiere, Final Cut Pro Studio-FCP 7, Media-100, Avid, Video Director, QuickTime,
  - Sorenson, Media Cleaner Pro.
- Formats: SD to HD, audio and video
- MS Office

SELECTED EXHIBITS, SCREENINGS, and PUBLICATIONS
- *Psychesthenia* collaborated on media installation/game in RENSI Immersion room 2010
  - Prof. Joyce Rudinsky (PI)
    Project Leader: Joyce Rudinsky, UNC, Associate Professor of Communication Studies and RENCI Chief Domain Scientist for Digital Arts and Humanities. Project Team: Victoria Szabo, Duke, program director of information science and information studies; Mark Robinson, UNC, Communication Studies Lecturer and Media Lab Director; Jason Coposky, RENCI, Senior Visualization Engineer.

  - Panel Discussion Duke University's ISIS Tech and New Media April 2010 with Joyce Rudinsky (PI), Victoria Szabo, Jason Copolsky, Eric Knisley, Mark Robinson
  - Article - UNC *Endeavors*
    http://endeavors.unc.edu/spr2010/virtual_phobias_virtual_obsessions.php

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- *Ternion*, Video and Robotic Installation, Arts West Gallery, Elon University, Elon, NC 2009
- *Tear: Foucault: Tear* DV-NTSC video, UNC-CH 2009
- Laso Halo aired on http://www.some-assembly-required.net/ 2009
- *iTunesU Carolina*. Contributor/developer/administrator 2007- present.
- *Healing Hearts*, Studio produced and audio engineered video documenting a UNC-CH
- hospital medial relief mission to Uganda. Utilized by the UNC-CH Development office
- for gift generation. Showcased at Memorial Hall, UNC-CH. 2008
- *Spectacular Justice,* collaborated on media installation with Prof. Joyce Rudinsky (PI)
- operating under a Carolina Performing Arts grant. Social Computing Room, Renaissance Computing Center, UNC-CH. 2008
- *http://www.youtube.com/lemmonstheshinyclown,* Youtube Channel _ Lemmons the Shiny
- Clown, 2008 _ present
- *Elysiana*, DV video. 48 Hour Film Project, Greensboro, NC 2006
- *Confusing Fall Warbler*, Video , ash drawing, warbler carcass and latex. The Charred and
- Lacquered Revival show, Mebane, NC 2005
- *http://www.shinyclown.com*- Ongoing collaboration with Ted Singdahlsen. Extensive
- library of QuickTime videos and associated mythologic construction. (1994-present)
- *Loss of Leopard Pudding Live* multimedia and robotic performance. Theater
- of Performing Objects collaboration. Ringside, Durham, NC. 2003
- *Loss of Leopard Pudding (02)* Live multimedia and robotic performance. Theater of
- Performing Objects collaboration. Ringside, Durham, NC. (assoc. DADA.org). 2003
- *Lemmons the Shiny Clown _ Urgency Broadcast* Internet Live digital video stream
- (ibiblio.org server at UNCCH). Wrote, directed, produced, edited, compressed and acted an original50 minute live digital video streaming performance. Production included all technical aspects of video streaming and web site construction. 2001.
- *BlackLemmons*: available through http://www.markdrobinson.com - MA Thesis work.
- Extensive HTML and Flash project including a textual theoretical analysis. CD-ROM.
- 2001
- Designed and Built artist's home (in collaboration with Betsy Towns). 1992-2000
- Soundtrack/ script for dramatic performance - Durham Academy High School.
- Durham,NC 1999
- *Cooking with Lemmons*, MBONE (Internet), iEAR studios at Rennselear Polytechnic. Wrote, directed, acted a 1.5 hour live digital video stream performance.1997
- Four songs on Whifflefist CD compilation, Scattered, Smothered, and Covered. National
- release. Listed on Discdogs.com. 1995
- *Lemmons the Shiny Clown*, The Brewery, Raleigh, N.C. 1994
- *Life on Earth is Like the Bloom on a Plum*, Durham Art Guild. Durham, N.C. 1993

- *One Of Twenty-Four Hours: A North Carolina Radio Tribute To Throbbing Gristle* (Cass, C60)   *Water Babies* LASO HALO. Wifflefist, Nontology. DIscdogs.com. 1993
- Spotlight musicians on 24 Hours of Throbbing Gristle, WQFS, Greensboro, N.C.
- 1993
- *Laso Halo*, 10 song self-titled vinyl LP. All songs were original: Written, engineered,
- produced and distributed by artist (collaboration). 1992
- *Orpheus*, Installation on Private Property, Chapel Hill, N.C. 1992
- *Labors of Hercules,* Performance/ Installation, Efland, N.C. 1991
- *From Pit to Pick A*xe, Installation at exhibition space- U.N.C. 1991

JURIED SHOWS
- WVAA Juried Show, Wake Visual Art Assoc., Raleigh, N.C. 1993
- Durham Art Guild Juried Show, Durham Art Guild, Durham, N.C. 1993
- Triangle Clay Show, Artspace, Raleigh, N.C. 1992
- Durham Art Guild Juried Show, Durham Art Guild, Durham, N.C. 1992
- Senior Show, Allcott Glass Gallery, Hanes Art Center, Chapel Hill, N.C. 1991
- Undergraduate Awards Show, Allcott Glass Gallery, Hanes Art Center, Chapel Hill, N.C. 1991

REFERENCES
Dr. Ken Hillis, Department of Communication Studies,
University of North Carolina - Chapel Hill, NC (919) 962-4950
Dr. Dennis Mumby _ Department Communication Studies,
University of North Carolina _ Chapel Hill, NC 843-3613

COMMUNITY
Environmental Land Group. 1992- present. Efland, North Carolina.
President: 1993, 1996, 1998, 2002
Vice President: 1994

Apprenticeship with Master potter Sid Oakley (NC Living Treasure). Creedmoor, NC. 1987-89.