



School of Art,
Texas Tech University

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Francisco Ortega-Grimaldo, Ph.D.

Research Interests

As a practicing artist and scholar, I am interested in: Historical and Critical Perspectives on Animation, Animation as Therapy, Game Design, Graphic Design Theory and Application in Different fields of knowledge, Motion Graphics, Interdisciplinarity in the Arts, Border Studies and Glocalization.

Education

- 2015** Certificate in 2D Animation / Art Institute of Pittsburgh / (Dean List Award)
- 2008** Ph.D. in Critical Studies and Artistic Practice / Texas Tech University, Lubbock, Texas
- 2002** Graduate Student Teaching Certificate / University of Texas at El Paso, El Paso, TX
- 2002** M.A. in Graphic Arts / University of Texas at El Paso, El Paso, TX
- 2000** B.A. in Graphic Arts and B.A in Psychology / University of Texas at El Paso, El Paso, TX

Awards

- 2020 NEARL (National Endowment for the Arts Research Lab), NEA Federal grant (\$35,000). Co-PI (Drs. Ortega and Orfila). For the creation of a center for the application of Animation-Making Workshops as Therapeutic Practice. We will work in collaboration with diverse “for wellbeing” programs and organizations.
- 2019 CH Grant, Texas Tech University Health Sciences (\$27,000). PI (Dr. Lee), Co-PI (Dr. Mastergoerge, Dr. Ortega). The effectiveness of tele-practice to teach verbs and grammatical morphology.
- 2018 The J.T. & Margaret Talkington College of Visual & Performing Arts Dean’s Advancing Creative Scholarship Awards. Research trip to the UK to the HEART Animation Therapy Association.
- 2017 Scholarship Catalyst Program Award for research: Research on Cartoon Animation at Los Angeles Archives (UCLA, Oscars, Natural History Museum, etc).

CH Arts in Medicine Grant: The effect of animation in learning novel words in children with specific language impairment. In collaboration with Dr. Sue Ann S. Lee, Department of Speech-Language-Hearing Sciences. (\$10,000)
- 2016 Best teacher, Design, Best Teacher, Fine Arts, School of Art, TTU *2015 US Higher Education Faculty Awards Vol 1. Fine Arts, Liberal Arts and Social Sciences*, San Francisco: River Publishers, 2015, p. 267

Scholarship Catalyst Program Award for research. The award funded a trip to attend 2016 Animafest, Zagreb (Croatia) and the 2016 Annecy International Animated Film Festival, Annecy, (France), and to do research at the Archive of the Deutsches Filmmuseum, Frankfurt (Germany) and the Cinémathèque française, Paris, (France).
- 2015 Clark Scholar Program. Honor’s College, TTU
Speaker’s Proposal Grant (to bring Lynn Tomlinson), Landmark Arts, School of Arts, TTU
- 2014 Maegene Nelson Cross-disciplinary Scholar Grant (to bring Lawrence Jordan as invited speaker), College of Visual and Performing Arts, Texas Tech University.
Academic Scholarship from the Art Institute of Pittsburgh

Research and Creative Activities

In Development

- Intended solo project: Animation: Suddenly a Wall. 2D Mixed Media **(In process)**
- Book project on animation and contemporary art in collaboration with Dr. Orfila. (In progress)
- In Collaboration with Dr. Sue Ann Lee: The effect of animation in learning novel words in children with specific language impairment. I developed a series of animations that are being tested by Dr. Lee and her team. **(Pending results — 2020)**
- **Creation of the Animation-Making as Therapy workshops' lab** in collaboration with Dr. Orfila.
- Creation of an Animation Studies interdisciplinary certificate at the J.T. & Margaret Talkington College of Visual & Performing Arts (to start in Spring 2021)

Publications /Papers Presented/Lectures (Samples 2019-2007)

- 2019** “*Fantasyland or Wackyland? Animation and Surrealism in 1930s America*,” Journal of Surrealism and the Americas General, Topics Issue, Fall 2018. (7000 words) Proposal approved.
(Pending Publication)

Ortega/Orfila (Presenter & Author), “*Stayin’ Alive: Expanding the life of live-action characters through animation*,” Under the Radar 2019, Vienna, Austria, (July 2019).

Ortega/Orfila (Presenter & Author), “*Animation and Therapy*,” Lighting presentations, TTU innovation HUB at Research Park, Lubbock, TX. (May, 2019).

Ortega/Orfila (Presenter & Author), “*Marvelous Historiography: The Case of Surrealism and Animation*,” Winter School at the Graduate Academy and the Centre for Animation Studies of the Eberhard Karls University of Tübingen: “Doing Animation History: Exploring Challenges and New Visions in Writing Animation Histories, Eberhard Karls University of Tübingen, Germany. (March 2019).

- 2018** Orfila, Jorgelina, Ortega, Francisco, “Documents, Documentation, Documentaries,” *M The Magazine of the Museum of Texas Tech University*, (3500 words) Fall/Winter 2018

Orfila, Jorgelina, Ortega, Francisco, “De *Top Cat* a *Don Gato*: acerca del doblaje en animación” (From ‘Top Cat’ to ‘Don Gato’: Dubbing in Animation,” *Con A de Animación* (Journal of the Research Group on Animation: Art and Industry, Polytechnic University of Sevilla), (Spring 2018): 150-163.

“It’s not the *colle* that makes Collage Animation” (co-author Dr. Jorgelina Orfila) 30th Annual Conference of the Society for Animation Studies (SAS) “Then, Now, Next,” Montreal, Canada.

“The Mesmerizing Loop: The Rare Case of Tom Winkler’s Animated GIFS.” Scanner V, Animafest, Zagreb, Croatia.

“The Effect Of Animation: Learning Novel Words In Children With Specific Language Impairment (SLI),” APES (Animation And Public Engagement Symposium) 2018, The Animation Academy, Loughborough University, UK, in conjunction with HEART (Healing Education Animation Research Therapy), Loughborough, U.K

“Ludic Indoctrination: Post World War II board games in America,” Southwest Popular/American Culture Association 39th Annual Conference, (Albuquerque, USA).

- 2017** “Seriously Funny: Animation, The Concealed Avant-Garde” Roundtable (co-organized with Dr. Jorgelina Orfila). The panel included: Midhat Ajanovic (Sweden), Marco Bellano (Italy), Marcin Gizycki, and Stéphane Collignon (Belgium). *Modernist Studies Association XIXth Annual Conference* “Modernism Today,” Amsterdam, the Netherlands.
- “Yes, It Moves ...and It Talks: An Analysis of Voice in *Anomalisa* (2015)” (co-authored with Dr. Jorgelina Orfila), *29th Annual Conference of the Society for Animation Studies (SAS)* “... And Yes It Moves,” (University of Padua, Italy).
- “Psychotic and Then Some: Wackyland or the Meta-Fictional Dimension of American Cartoons.” (co-author Dr. Jorgelina Orfila), *Animafest Scanner IV*, Zagreb, Croatia.
- 2016** “The Cat’s Meow: Top Cat’s dubbed life as Don Gato” (co-author Dr. Jorgelina Orfila), *Art History Lecture Series*, School of Arts, Texas Tech University.
- “Mainstream Characters, Subaltern Voices: From ‘Top Cat’ to ‘Don Gato.’” (co-author Dr. Jorgelina Orfila), *The Cosmos of Animation*, the 28th Annual Conference of the Society of Animation Studies, Nanyang Technological University, Singapore, Singapore.
- 2015** “Disney in the 1930s: Between High Art and Popular Culture” (co-author Dr. Jorgelina Orfila), *Bridges across Cultures*, The International Studies Institute (ISI Florence), Florence, Italy.
- “Disney Animation and Modern Art in the 1930s” (co-author Dr. Jorgelina Orfila), *103rd CAA Conference*, College Art Association, New York City, NY.
- 2014** “Games as Cultural Practice: A Retake,” *Southeastern College Art Conference* (SECAC), Hyatt Convention Center, Sarasota, FL.
- “Reaching the Postmodern Edge On Games, or The Last Stand for Board Games,” *Southwest Popular Culture and American Culture Association 2014 Conference*, Hyatt Convention Center, Albuquerque, New Mexico.
- 2013** “Board(er) Games: A Case Study on the Creation of Socially-Based Board Games,” in Jason C. Thompson, Marc A. Ouellette (Eds.), *The Game Culture Reader*, Newcastle upon Tyne, U.K: Cambridge Scholars Publishing, 2013, 210-229. [Cited in: Woods, Stewart (Ed.), *Eurogames: The Design, Culture and Play of Modern European Board Games*. Jefferson N.C.: McFarland, 2012].
- Conducted a Workshop on stop animation for M.A students in the Performing Arts Program, Autonomous University of Ciudad Juárez, Ciudad Juárez, México.
- 2012** Interview in Reconstructions Studies in Contemporary Culture (<http://reconstruction.eserver.org/>). Interviewer: Dr. Marc A. Ouellette, Managing Editor. Interview running during the Summer and part of Fall.
- 2010** “Death to the Projector: The Lights Are On,” *3rd International Conference on Ubiquitous Learning*, University of British Columbia, Vancouver, Canada.
- “The Game Object: American Culture Demystified by its Pastimes,” *Engaged and Integrated Scholar Lunch and Lecture Series* TLTC now Teaching, Learning, and Professional Development Center, Texas Tech University, Lubbock, TX.
- “Playing with Immigration in the United States: Bureaucracy and Politics in Board Games,” *South West Popular Culture and American Culture Association 2010 Conference*, Hyatt Convention Center, Albuquerque, New Mexico.
- “Iconic Elements in Games,” *Academic Lecture Series* Rotary Association, Lubbock, Texas.

- 2009 “Board Games: History, Structure and Design,” *TanGible 2009* – Annual conference coordinated by the University of Graphic Art and Communication ESCOGRAF in Chihuahua, México.
Videoconference on Semiotics, Technological Institute of Monterrey, Monterrey, México.
- 2008 “Lessons Learned from Building Board Games,” *International Conference on Meaningful Play 2008*, Lansing, MI.
“Games as Cultural Practice,” *Board Game Studies Colloquium XI* organized by the International Society for Board Game Studies, Lisbon, Portugal.
Lecture and Game Sessions. Visual Studies Program, Autonomous University of Ciudad Juárez, Ciudad Juárez, México.
- 2007 “The Use of Board Games in Classrooms,” *2007 Annual Conference of the Texas Art Education Association* (TAEA), Galveston, Texas.

Exhibited and Produced Projects

APES19 (Animation and Public Engagement Symposium). International conference with 38 presenters from 11 countries. Co-Organizers Ortega/Orfila in collaboration with The Animation Academy, Loughborough University (UK), in conjunction with HEART (Healing Education Animation Research Therapy). <http://animationduo.com/apes2019.html> (September 2019).

We Used to Play That! Multi-Cultural exhibit on the history of video games. The exhibit presents a historical and cultural evolution of video games and ephemera starting in the 1970s. The 200 (+) artifacts are separated by globalized, localized and glocalized clusters. Co-Curators: Drs. Ortega and Orfila in collaboration with the Learning Game Initiative (Arizona), The Humanities Center (ITU), and the Texas Tech Museum. February to July 2019.

Pilot program “*Animation-Making as Therapeutic Practice*” with young ASD patients. In collaboration with the Burkhardt Center, (Co-PIs, Drs. Ortega and Orfila)
http://animationduo.com/animation_workshops.html (2019-2020)

a. Animations

“*A CoVID Day*” (2020) 2min. 33 sec, stop-motion animation.
Screened at the Quarantine Film Challenge (youtube.com);
Accepted in the 9th Bangalore Shorts Film Festival

“*The Revenge of a Finger*” (2017) 4 minutes, 2D Digital animation.

“*Short Duel Short*” (2016) 35sec, 2D Digital Animation.
Screened at the 2016 School of Art Fall Faculty Exhibition

“*Sleepy Joe*” (2015) 10sec loop, 2D Digital Animation.
Screened at the 2015 School of Art Fall Faculty Exhibition

“*Titans: Analogies on a City*,” (2011) 13m, 2D Digital Animation

2012 *4th international animation festival CutOut Fest 2012*. Querétaro, México;
“*El Cine a las Calles*” *International Short Film Festival*, Mexico City.

2011 *Bicas Video Fest*, Bicas Art Gallery, Tucson, Arizona;
Flat Land Film Festival 2011, LHUCA, Lubbock, Texas;
2nda Muestra de Cine Internacional Juárez-El Paso — Simultaneous projection: El Paso, TX, USA;
2011 Annual Art Faculty Exhibition — Coordinated by the Landmark Arts Studio Gallery.

b. Board games (viewable at ludozftli.com)

“Crossing the Bridge” (2010)

2012 *Input/Output*, Sewickley, PA. October.

2011 *Learn to Play*, Euphrat Museum of Art, De Anza College, Cupertino, CA. January-February

“HIB-Visa” (2009)

2010 *South West Popular Culture and American Culture Association 2010 Conference*, Albuquerque, New Mexico. February 12, 2010

2009 *Gesellschaftsspiele* (“Board game and Community Game”), Hamburg, Germany. November- December

“Observance” (2008)

2009 *Twisted Spurs*, Corpus Christi, TX. July – Sep

2008 *Annual Art Faculty Exhibition*. Coordinated by the Landmark Arts Studio Gallery – Lubbock, TX.

Professional Design Experience

2019 Design of logo for annual topic lectures for the TTU Center for the Humanities, Fall

Design of promotional material for the Animation in Public Engagement Symposium

2018 Poster for Eric Zimmerman’s lecture. TTU Center for the Humanities, Fall

2016 Poster and Promotional Material for Jaron Laniere’s lecture. TTU Center for the Humanities, Fall.

Poster and Promotional Material for “The Cat’s Meow” lecture. Landmark Arts, School of Arts, TTU, Fall.

Poster and Promotional Material for Anna Deavere Smith’s lecture & performance. TTU Center for the Humanities, Spring.

Newsletter: Center for the Humanities. A two-page folio describing the current and future activities of the Humanities Center initiative. Spring and Fall Editions.

2015 Newsletter: Center for the Humanities. A two-page folio describing the current and future activities of the Humanities Center initiative. October.

Blaze Website. Designer and Concept Consultant for a nutrition research project founded by Randolph Lipscher, MD.

2012 Promotional for Women’s Studies Program Advertisement for WSP’s 28th Annual All-University Conference “Women and Global Chance.” The material consisted on posters, programs and handouts.

Logo for product Magnum Equine — Creation of logo for the product Magnum Equine – a vitamin supplement for horses. Logo requested by the company Southwest Hay. Summer, 2011

Logo for Outcome Evaluations (<http://outcome-evaluations.com/>) — I created the logo for a new company called Outcome Evaluations, a small business that provides the highest level of

customer service while meeting evaluation and assessment needs: evaluation consultation, survey design and construction, data collection, data analysis and focus groups. Spring 2011

Design of the Young Leaders website – Lubbock, Texas. In conjunction with students from the communication design program we worked with Tomorrow's Leaders, the program works with boys from families where one of the parents is incarcerated or is an ex-offender. (TTU, School of Art)

2010 Logo for the Military and Veterans Program (VMP) — Colonel Dave Lewis requested the project for his program. The logo was concluded on June and has been used to promote the program.

Promotional for the Lubbock Rape Crisis Center. Lubbock, Texas — Arrangement of posters to promote their annual Walk a Mile event (these posters were created by Comm. Design students in 2009). Recreate a logo for the new t-shirts for the walk a mile event. Created new material for their website and upgraded their pages.

Logo for the Young Republicans of Lubbock — I met with the party coordinator Amanda Foster who commissioned a logo for their association. The logo was presented to her on April and later that month was accepted. The logo is being used to promote the party.

Logo for Back to School Fiesta (BTSF) — I was invited to create a logo for the BTSF annual event. BTSF brings more than 4,000 families and students to Texas Tech University. It is a free annual event. United Spirit Arena . The logo was subsequently used in posters, flyers, newspaper advertisement and websites.

Promotional for the School of Art Open House — I was requested by the SoA Promotions Committee to create a newspaper ad for the March 5th event. The promotional was prepared on February 17th and printed on the Avalanche Journal.

Redesign of the Early Learning Centers of Lubbock website – Lubbock, Texas. In conjunction with students from the communication design program (TTU, School of Art).

2009 Redesign a promotional logo for their first annual event “Stiletto 2010.” Lubbock Rape Crisis Center – Lubbock, TX. The logo will be used in t-shirts and other promotional materials. This event will take place in April 2010 and coordinates with their annual “Walk a Mile in Her Shoes,” an event that promotes awareness on issues related to violence against women, protection and prevention.

2007 Redesign of the Lubbock Rape Crisis Center website – Lubbock, TX. The project consisted in a complete restructure of its format, from the visual look to the site's organization for a more efficient navigation experience. The site now includes a version in Spanish. The new site gives a more immediate access to visitors looking for information on how to proceed towards their protection and recuperation. The site also helps the organization to promote their annual fundraising events, workshops, and volunteer recruitment. I worked with the organization's Executive Director, Kim Stark.

Consultant and Designer for the TTU Population Center's Website – Lubbock, TX. The project was requested by Dr. Christina Bradatan, Director of the center. This site archives research by faculty from the Sociology, Anthropology, and Social Work programs at Texas Tech. The site follows the required parameters specified by Texas Tech University. The navigation structure allows easy access to each area of research and has been used to interact with other national and international institutions.

Video recording and editing — Lubbock, TX. I was requested by the Landmarks Gallery to record and edit comments at close doors from artist Harmony Hammond on the ¿Y QUE?

Exhibit that she curated. The video recordings were formatted for the web and placed on the Texas Tech YouTube channel.

Teaching and Professional Experience

- 2019 Texas Tech University (TTU), Lubbock, TX
Appointed School of Art PhD Program Coordinator (2016-2019)
- 2013 (Current) School of Art, Texas Tech University (TTU), Lubbock, TX
Tenured Associate Professor - Communication Design
- 2007 School of Art, Texas Tech University (TTU), Lubbock, TX
Assistant Professor - Communication Design
- 2006 School of Arts, Texas Tech University (TTU), Lubbock, TX
Instructor, Art Appreciation
- 2005 School of Arts, Texas Tech University (TTU), Lubbock, TX
Teaching Assistant
- 2003 New Mexico State University (NMSU), Las Cruces, New Mexico
Adjunct Instructor: Graphic Design
- 1998 The Model Institutions for Excellence (MIE) at UTEP, El Paso, TX
Graphic Design-Multimedia Advisor/ Research Assistant

Graduate Dissertations and Theses: Committee Member

- > Christopher Hepburn “Synced Up, Music, Image, and Text in AMVs and MMVs.” In-Process. (Committee Member)
- > Elena Roxana Popan “Iron Breaking Irony: Experimenting in Film, Animation, and Performance Art in Former Socialist States (1965 - 1989).” In-Process. (Committee Member)
- > Norah Alqabbaa “Globalization and the Role of the Sharjah Biennale in the Transformation of Saudi Contemporary Sculpture.” In-Process. (Committee Member)
- > Antonnet Renae Johnson “Tabletop Gameplay and The (Re)Construction Of Identities.” Completed Summer 2017 (Committee Member) PhD Candidate, Rhetoric, Composition, and the Teaching of English, University of Arizona
- > Haislett, Robin, “Independent Gaming Research,” Inconclusive. (Committee Member)
- > Wheeler, Brian, “Post Office Murals,” Completed August 2015. (Committee Member)
- > Ballard, Katty, “Drag Queens Cultural Transformation,” Completed May 2013. (Committee Member)
- > EunKyung Jeong, “Collaborative Public Art Making: The Tapestry Project,” Completed 2012. (Committee Member)
- > Sanchez, Marco A., “Enter the time Machine,” Completed 2012. (Committee Member)

Membership in Professional Societies

Co-chair of the Animation Studies Chapter ARG! at the Southwest Popular/American Culture Association (est.2019).
Member of the Society for Animation Studies (SAS)
Member of the College Art Association (2014)
Member of the International Board Game Studies Association (2007)
Member of the first generation (2000) of SWEAT (<http://www.sudor.net/>),
a collaborative dedicated to making socially conscious video games

Relevant Courses Taught at TTU

ARTH 4308	Seminar in Art History: Documents, Documentation, Documentary Team taught with Dr. Orfila.
HON 1304	Honors College: Foundational Component Area: Creative Arts “Animation and Modern and Contemporary Art.” Team taught with Dr. Orfila.
ARTH 4389	Topics in 20 th and 21 st century art — “Animation and the Fine Arts.” Team taught with Dr. Orfila.
ART 5430	Transdisciplinary Approaches to Issues in the Arts “Intersections: Animation and the Fine Arts: 1908-2007” Team taught with Dr. Orfila.
ART 8000	Dissertation
ART 5304	Motion, Sound and Video
ART 1309	Art Appreciation

Graphic Design:

ART 4357	Web Media Design
ART 4304	Advanced Problems
ART 3382	Symbols
ART 4381	Public and Social Design
ART 4382	Portfolio Development
ART 4304	Independent Studies
ART 4358	Motion Graphics
ART 4380	Publication Design
ART 2388	Design Process

Languages

English: Fluent (Reading, Writing, Speaking)

Spanish: Native Speaker

French: Basic (Reading, Verbal understanding)

Italian: Basic (Reading, Verbal understanding)

German: Basic (Reading, Verbal understanding)

Technical Skills — Proficiency in:

MAC and PC operating systems;

Adobe Creative Programs: Illustrator, InDesign, Photoshop,

Animate (Flash), Dreamweaver, Premier, After Effect, Audition

HTML/CSS languages

Video and Sound Editing

Animation Programs: Animate, ToonBoom, DragonFrame and iStopMotion

Web Presence

fog-site.com

animationduo.com

ludoztli.com