

# **Andrew Polaine**

## **Contact Details on Request**

### **Education and Qualifications**

**2004 – 2010**

**University of Technology, Sydney**

*Doctor of Philosophy (PhD)*

Thesis title: *Developing a language of interactivity through the theory of play*

My thesis examines the use of play theory as an approach to designing interactions across a broad range of applications. It defines several principles of interactivity derived from play and games theory, iterative design, metaphor and cognition.

**2003 – 2004**

**The University of New South Wales, Sydney**

*Graduate Certificate in University Learning and Teaching*

Post-graduate course covering different pedagogical approaches to teaching in higher education, from structuring courses to assessment and delivery based on the most recent educational research literature.

**1991 – 1994**

**University of Westminster, London**

*B.A. (First Class Honours), Contemporary Media Practice*

Formerly Photography, Film and Video, I was one of the first year of students to work in digital and interactive media. My final honours project was an interactive narrative. My Professor, Andy Cameron, myself and several others went on to found the award-winning new media collective, Antirom.

**1989 – 1990**

**Colchester Institute, England**

*National Diploma, Art & Design Foundation*

One year foundation course in art and design covering all media from fine arts through to textiles, graphic design and lens-based media.

**1984 – 1989**

**Felsted School, England**

3 'A' Levels:

- English Literature
- Design & Technology
- Art

9 'O' Levels

**Professional Experience**

**2002 – present**

**Interaction & Service Designer, Researcher & Writer**

I work as an independent interaction/experience designer and service design insights researcher. Clients include *Live|Work*, *magneticNorth*, *AstraZeneca*, *Laerdal*, *River Simple*, *Poke* and *Yahoo!*. My most recent work has consisted of insights interviews and research for service design projects as well as interaction concept design and wireframing.

As a freelance journalist I have had a column called Foreign Policy for Australia's leading design magazine, *Desktop*, since 2001 and also write for *Creative Review* and *Computer Arts*, UK and other publications. With over 165 published articles I have developed an extensive and international network of contacts. I am also the editor of *The Designer's Review of Books*:  
[www.designersreviewofbooks.com](http://www.designersreviewofbooks.com)

**2007 – present**

**Hochschule Offenburg**

*Lehrbeauftragte*, Fakultät Medien und Informationswesen (Casual lecturer, Faculty of Media and Information Technology).

I teach two courses on the Masters of Media and Communication: *Multimedia Authoring*, which covers an introduction to interactive media both conceptually and practically and *Interfaces & Usability*, which is more deeply focussed on interaction and interface design.

I also teach *Media Integration*, an introduction to interactive media, design methodologies and creative processes on the Masters of Communication and Media Engineering.

**2001 - present**

**The University of New South Wales, Sydney**

*Senior Lecturer in Interactive Media* at the College of Fine Arts and later *Head of the School of Media Arts*.

As Head of School I was directly responsible for all staff in the school and approximately 400 students under my care. I maintained control over the school's budget and was a key member of the faculty's senior management group.

I developed several courses and curricula for Bachelors and Masters programmes in Digital Media and Fine Arts. *Web Authoring* is an introduction to web design and technologies. *Multimedia Authoring 1* introduces students to working with interactive media, both in theory and practice. *Multimedia Authoring 2* expands into Object Oriented Programming and interaction design for interfaces, games and physical installations using a wide range of tools and technologies. I also mentored and supervised students through their final year projects.

Additionally, I developed two completely online courses on Interactivity, Design and Emerging Media for COFA Online and the online Masters of Cross-Disciplinary Art & Design. I recently completely re-wrote the BA and MA course, Graphics and Contemporary Society and continue to teach these courses online from Germany.

I supervised a range of undergraduate and postgraduate research students in both digital media and time-based media arts.

Since 1998 I have been involved in The Omnium Research Project – [www.omnium.net.au](http://www.omnium.net.au) – exploring creative collaboration online. This has led to numerous international projects, publications and presentations about the future of education, e-learning and collaborative design processes online.

**2006 – 2007**

**Bauhaus Universität, Weimar, Germany**

*Gastprofessor ‘Gestaltung medialer Umgebungen’ an der Fakultät Medien* (Guest Professor for Design for New Media Environments in the Faculty of Media).

A six month Guest Professorship, I developed a project for my students called *Interactivity, Play and the Everyday* in which the students were asked to take an everyday object or experience and give it a playful, interactive twist either through process or interface. I also co-supervised an assessed a student through their final Diplomarbeit.

**2001 – 2002**

**Thread, Sydney**

*Co-founder, producer and interaction designer.*

Thread was a cross-media freelance group working in the fields of interactive media, music promos, animation, music and writing. The structure allowed for personal and commercial work side-by-side. Clients included the Australian Broadcasting Corporation, FoxTel, zspace and IBM.

**2000 - 2001**

**Animal Logic Pty. Ltd., Sydney**

*Interactive Director* and senior member of the Animal Logic Design team.

Responsible for setting up and heading the interactive department, AL-Play, at Animal Logic, Australia's leading post-production company. The department undertook a broad range of work across a variety of interactive media for clients such as *The Art Gallery of New South Wales* and film director Alex Proyas. My role was to lead the team, liase with clients and direct the interaction and experience design.

**1999**

**Massive Interactive Pty. Ltd., Sydney**

*Freelance interaction design consultant.*

Liaised with clients, researched and developed strategic concepts for a large Australian financial institution and designed prototype wireframes and interfaces.

**1999**

**MCM Interactive Pty. Ltd., Sydney**

*Freelance interaction designer.*

Designed, developed and built a complex multimedia presentation for one of Australia's largest property developers, the Lend Lease Corporation, for a major multi-million dollar project pitch.

**1999**

**Razorfish Inc., London**

*Senior Creative Producer/Concept Designer* on a complete web overhaul for National Westminster bank, the largest retail bank in the UK. The role involved directing a team of around 25 people with a budget of over £1m. Also producer/interaction designer for a micro-payment system prototype for NatWest's special projects division.

**1994 – 1999**

**Antirom, London**

*Co-founder and partner.*

Antirom was an award-winning and influential new-media collective born out of a New Collaborations grant from the Arts Council of Great Britain. My work ranged from interaction design, research, production, programming and creative direction as well as co-managing the business. Clients included Levi Strauss and Co., The BBC, Toyota, The Science Museum, MTV, Channel 4, Tomato and Guinness.

Constantly striving to push the boundaries of interactive media Antirom comfortably crossed the artistic and commercial worlds placing as much emphasis on personal work as commercial.

Antirom won a number of awards including a D&AD Silver Pencil for the Levi's Interactive kiosk. Antirom has gained international press and industry recognition and its members have written, lectured, performed and exhibited around the world.

**1995**

**CHBi, London**

*Freelance interactive director* for X-Change, an ISDN networked interactive kiosk using video conferencing to create a dating game in Allied Domeq pubs in England and Sweden for which I also did extensive technical research.

*Post-production editor and compositor*, British Telecom Interactive Advertising Trial. Created the first interactive TV advertisement for Harvey's Bristol Cream.

**1995**

**Myelin Ltd., London**

*Interaction Designer/Producer*, 'Pop Shop' CD-Rom. A guide to the music and fashion scene in London for the Japanese market involving the bands Shed7, Echobelly, Elastica and Shampoo.

*Interaction Designer and Developer* – 'Time in Cyberspace' CD-ROM. Completely designed and authored a marketing CD-ROM for Time magazine in London.

**1994**

**1st Call Interactive Ltd.**

*Freelance Interactive Designer* – Guide to Hong Kong CD-ROM. Combining my skills in After Effects and Macromedia Director to create a guide to sightseeing, travel, hotels and entertainment.

**1994**

**TripMedia Ltd., London**

*Freelance Sound Designer* – 'Burncycle' CD-i project.

**1994**

**The Armchair Travel Co. Ltd., London**

*Interface designer* – "Foul Play" (Mystery at Awkward Manor) CD-ROM game. <http://www.armchair-travel.com/games/index.htm>

## **Selected Lecturing, Presentations and Seminars**

*(See Publications list for full-details)*

### **Northumbria University, UK**

Guest presenter to Associate Deans conference and at the School of Design 2007 and 2008.

### **Flash on the Beach, Brighton, 2007**

Presented "*Playful Revolutions*" at the UK's favourite Flash conference.

### **Urban Learning Space, Glasgow**

Guest presenter and strategy consultant, 2006 and 2007.

### **Online Educa, Berlin, 2006**

Presentation of "*Small World Global Classrooms: Exploring the Potential and Advantages of Fully Online Global Learning Communities*", Online Educa Berlin, 13th International Conference on Technology Supported Learning and Training, Berlin.

### **Bauhaus University, Weimar**

Guest Professor *Gestaltung medialer Umgebungen* 2006 -2007.

### **Neue-Digitale, Frankfurt, Germany**

Guest seminar "*Less Work, More Play*", 2006.

### **The Powerhouse Museum, Sydney**

Emotion and Interaction Seminar, 2006.

### **Interactive Entertainment Conference 2005**

Presenting *The Flow of Interactivity* paper and demo.

### **REFRESH! First International Conference on the Histories Of Media Art, Science and Technology, Banff Institute, Canada, 2005**

Presentation of "*Why Big Fine Art doesn't understand interactivity*" paper

### **Australian Council of University Art and Design Schools Annual Conference**

Presentation of "*The Future Has Already Happened: Dispelling some myths of online education*" paper, 2004.

### **International Conference on Design and Emotion, Ankara, 2004**

Presenting "*The Playfulness of Interactivity*" paper.

### **Tainan National College of the Arts, Tainan, Taiwan, 2004**

Guest Professor teaching interaction design to postgraduate animation students.

### **Australian Interactive Media Industry Association, Sydney, Australia.**

"*Convergence*" seminar on the future of wireless media, 2004.

**International Forum for Animation and Digital Arts, Taipei, 2003**

Presenting "*The Language and Aesthetics of Interactivity*", 2003.

**DIGIT Expo, Sydney, Australia**

Presentation on "*Design Collectives*", 2003.

**WebTech, Sydney, Australia**

"*No Meat on the Gravy Train (or Ideas not Upgrades)*" presentation, 2003.

**IdN Fresh Conference, Sydney, Australia**

Speaker at the 2001 Fresh Conference in Sydney, Australia.

**University of Western Sydney, Nepean, Australia**

Guest lecturer on the Master and Bachelor of Design degrees.

**University of New South Wales, Sydney, Australia**

Guest lecturer for the 3rd year of the Bachelor of Media & Communications degree.  
Guest lecturer in multimedia design and production for the 3rd year of the Bachelor of Design degree at the College of Fine Arts.

**Omnium VDS project, Sydney, Australia/Internet**

Online special guest and mentor for a virtual design studio project which gathered 50 students from all over the world to work together online.

**DECA Conference/Connect 4, Sydney, Australia**

Seminar on interactive media and Antirom's work as well as taking part in a panel discussion on design in education and issues surrounding practising designers today.

**Designskolen, Kolding, Denmark**

Visiting Lecturer, Dept. Interaktivt Multimedie for their five-year bachelors/ masters degree course in design.

**Cybertheatre, Brussels, Belgium**

Interactive workshop and performance curated by Antirom including the Antirom RGB & Phase performances, onedotzero digital film festival excerpts and the string sextet, Instrumental.

**Accademia Di Comunicazione, Milan, Italy**

Visiting Lecturer, department of Interactive Multimedia including students from bachelors and masters courses.

**Royal Academy of Art, Copenhagen, Denmark**

Visiting Lecturer in Interactive Multimedia on the five year design and architecture course. One week lecture and workshop series.

**University of Westminster, London**

Visiting Lecturer, MA in Hypermedia and BA in Contemporary Media Practice.

**Kontrapunkt, Copenhagen, Denmark**

Presentation and discussion of Antrom's interactive work and creative process.

**Rolls Royce Ltd, UK.**

Multimedia training for Rolls Royce's marketing and promotional staff.

**UBIQ Ltd., London**

Trainer for courses covering digital video, audio, Macromedia director and interactive design. Included writing course notes and specific project consulting.

**Selected Performances & Exhibitions**

*(See Publications List for full details)*

The Powerhouse Museum, Sydney, 2006  
d>Arto2 Launch @ The Museum of Contemporary Art, Sydney, 2002  
Static Museum @ Artspace, Sydney, 2001  
Transcinema, San Francisco, 1999  
Sydney Design '99, Sydney, 1999  
Opera Totale, Venice, 1998  
VideoBrasil, São Paulo, 1998  
Fuse, San Francisco, 1998  
Cyber Theatre, Brussels, 1998  
Razorfish's Thenvelope Gallery, www, 1997  
Digital Jam, London 1997  
Hot Wired RGB gallery, www, 1997  
FCMM, Montreal 1997  
Sonar Advanced Music Festival, Barcelona 1997  
onedotzero @ The Institute of Contemporary Arts, London 1997 & 1998  
Imagina, Monte Carlo 1997  
International Film Festival, Rotterdam 1997  
Video Positive 1997, Liverpool 1997  
The Power of Erotic Design @ The Design Museum, London 1997  
JAM @ The Barbican, London 1996  
Explore Europe, Copenhagen 1996  
Artifices 4 @ Salle de la Légion d'honneur, Paris 1996  
Electra 96, Oslo 1996  
Fringe Film and Video Festival, Edinburgh 1996  
World Wide Video Festival, The Hague 1996  
Burning The Interface @ The Museum of Contemporary Art, Sydney 1996  
Siggraph, Los Angeles 1995  
Electric Dreams @ The Institute of Contemporary Arts, London 1995

## Writing

Freelance journalist since 1998. Since 2001 I have written the *Foreign Policy* column for Desktop magazine profiling overseas designers and studios as well as writing various feature articles. I also write occasionally for Creative Review, IdN, and Computer Arts UK.

I also maintain two well-visited blogs – my personal blog, Playpen ([www.polaine.com/playpen](http://www.polaine.com/playpen)) and The Designers Review of Books ([www.designersreviewofbooks.com](http://www.designersreviewofbooks.com)).

### **Publications include:**

Computer Arts, UK  
The Sydney Morning Herald, Australia  
Desktop, Australia  
IdN magazine, Hong Kong  
Australian Creative, Australia  
Digital Media World, Australia  
Metro, Australia  
CAP Online, New Zealand  
CGI Magazine, London  
Creative Review, London  
Crash Media, London

See [www.polaine.com/playpen/publications/](http://www.polaine.com/playpen/publications/) for full, updated list.

## Filmmaking

### **Is Magic Johnson There? (1998)**

Short film in which a distorted phone conversation goes awry exploring the perpetual world of the corporate secretary. Shown as part of the onedotzero film festival and on Channel 4 in the onedottv series.

### **Karaoke (1998)**

A pastiche of the karaoke videos that haunt pubs and clubs across the world. Shown as part of the onedotzero digital film festival.

## **Skills & Interests**

### **Software Skills include:**

Omnigraffle/Visio

HTML & CSS

Adobe After Effects

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

DVD Studio Pro

Final Cut Pro

Adobe Dreamweaver

Adobe Flash (including ActionScript coding)

Adobe Director (including extensive Lingo coding)

Processing

Various Video Compression applications

Various sound editing applications

Microsoft Office

Keynote

Basic UNIX commands and terminal navigation

**Professional writer & researcher** - able to research, interview and write concise and engaging articles, creative and strategic proposals as well as fiction.

**Experienced lecturer and presenter** in conference, university and seminar environments.

**Experience in film & video direction**, cinematography, photography, editing and sound.

**Musician** - main instruments being saxophone, flute and keyboards. Experience in composing, sampling, sequencing and recording using multi-track analogue and digital studios.

**Full driving licence** (NSW and UK/Europe)

**Languages:** English (mother tongue), German (fluent).

## References

Written references available on request. The following may be contacted for confidential academic and commercial references:

### Academic References

Professor Ross Gibson  
Professor of Contemporary Arts  
Sydney College of the Arts  
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## **Commercial References**

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