

RAQUEL SALVATELLA DE PRADA

Department of Art, Art History & Visual Studies

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| EDUCATION | <ul style="list-style-type: none">• Istituto Europeo di Design, Madrid, Spain BA equivalent degree in Computer Arts with focus on 3D Animation. (Diplomatura en Diseño Virtual). 2004 School of Visual Arts, New York, NY Visiting Fellowship, Computer Art Department.• Universidad Autónoma Madrid, Madrid, Spain BA equivalent degree in Music Education. (Diplomatura en Educación Musical). 1999 |
| SUMMARY | Experienced computer artist, project manager and teacher. Expertise in Motion Graphics, 3D Modeling and Animation, Graphic Design, Digital Imaging Web Design and Visual Communication. Special areas of interest include commercial and video art, kinetic typography, brand identity and logo animation, 3D modeling for immersive environments and instructional multimedia development. |
| EMPLOYMENT | <ul style="list-style-type: none">• Duke University, Durham, NC 2008 – Visiting Assistant Professor of the Practice of Visual Arts• HG Media, Princeton, NJ 2006 – 2008 HG Media is a marketing communications firm that provides graphic design, web development and video production services to businesses and organizations. Creative Director/Computer Artist<ul style="list-style-type: none">- Direction and Management of all aspects of creative projects including client interaction, team supervision, concept development and implementation.- Production of creative content for education and entertainment.- Creation of graphic media including business identity, DVD design, TV commercials, video editing, music videos, 3D models, animations and web design.- Training of design oriented interns.• Citibank, N.A., London, UK 2002 Web Project Designer<ul style="list-style-type: none">- Design of treasury web portal for Emerging Markets e-Commerce Group.- Interaction with overseas programming team. |

- **International Quality and Productivity Center (IQPC)** 2000 - 2001
 IQPC provides business executives around the world with tailored practical conferences, large-scale events, topical seminars and in-house training programs, focusing on industry trends, technological developments and the regulatory landscape.
Conference Manager, Madrid, Spain

 - Opened Madrid Branch with team of four.
 - Developed multimedia marketing content.
 - Responsible for coordinating conferences and hiring auxiliary staff.

Conference Coordinator, London, UK

- **Justpeople**, London, UK 1999 – 2000
 Justpeople is an online employment and recruitment agency.
Personal Managing Assistant to CEO

**SELECTED
PROJECTS**

- **Paper Hat Game** in collaboration with assistant professor Torry Bend (Theater Studies) 2010
 This live performance features puppets and video. It investigates urban living, public transportation and the interaction of strangers in shared spaces. As human signifiers, the puppets highlight the daily physical movements of city living, while the live action video provides a virtual counterpoint, exploring the personalities of the population.
 Responsibilities: development of storyboard with Torry Bend, video design and production including shooting, editing, and motion graphics, integration of interactive projections with the set.
 The collaboration is supported by Duke Theater Studies and a Duke Collaboration Development Grant. - *Work in progress.*

- **In My Mind**, directed by Gary Hawkins 2010
 In My Mind is performance-based nonfiction telling the story of jazz pianist, Jason Moran's, 50th Anniversary tribute to Thelonious Monk's historic 1959 Town Hall concert.
 Responsibilities: Motion Graphics.
 Documentary featured at:

 - **International Black Film Festival** at Nashville, TN. Oct 1, 2010
 - **DocMiami International Film Festival.** May 29, 2010
 - **Roxbury Film Festival** at MassArt, Boston. July 3, 2010
 - **Chicago Cultural Center** , Chicago, IL. Aug 8, 2010
 - **The New York Public Library for the Performing Arts**, Bruno Walter Auditorium, 111 Amsterdam Ave at 65th St, New York, NY. Apr 19, 2010
 - **Full Frame Film Festival** at the Carolina Theater, Durham. Apr 9, 2010
 - Awarded PRESS for the 2009 In My Mind performance at Town Hall.

- **The Letters Project**

A multimedia installation in collaboration with artists and professors Merrill Shatzman (Department of Art, Art History & Visual Studies) and Deborah Pope (Department of English).

Responsibilities: Video animation including storyboard and design, sound integration and animation.

Project featured at:

 - **ART** exhibition, **East Duke Corridor Gallery**, Duke University. Dec 2009
 - **Letters** exhibition, LoDi Project, Raleigh, NC. Jan 2010

- **La Vida es Sueño**, directed by Alejandra Juno Rodriguez (Department of Romance Studies).

Modern adaptation of the 17th century play by Pedro Calderón de la Barca.

Responsibilities: video production, integration of video effects.

Public Performance: 209 East Duke Building, Duke University. Nov 6, 2008

- **Mr. Ray: Songs from the Stickered Guitar** 2007

A collection of animated music videos for children.

Responsibilities: Concept development, storyboards, 3D modeling and animation, motion graphics, video editing, production and post-production. DVD packaging and design. ASIN: B000XPU5IY.

- **Bellydance Basics with Jeela** 2006

Instructional DVD, business identity and web design.

Responsibilities: Client interaction, video production and DVD packaging and design, logo development, information architecture, web design and development.

www.bellydancerjeela.com

- **The Book of Truth** in collaboration with Esaú Dharma Vilchez.

3D short animation in the fantasy genre.

Responsibilities: Research, storyboard development, character and set design, 3D modeling and animation, post-production.

Project featured at:

 - **Señas** Exhibition, Centro Cultural Conde Duque, Madrid, Spain. June 2004
 - **Todo 3D** magazine issue Nr.44. August 2004

- **El Megaterio** 2003

A 3D documentary about one of the largest extinct land mammals known.

Commissioned by Museo de Ciencias Naturales, Madrid, Spain.

Responsibilities: Direction, concept development, storyboard and animation.

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| UNIVERSITY RELATED PROJECTS | <ul style="list-style-type: none"> • Art, Art History & Visual Studies website redesign in collaboration with Mark Olson and Casey Alt - <i>Work in progress.</i> | 2010 |
| | <ul style="list-style-type: none"> • Center for Documentary Studies (CDS) logo studies and animation. | 2009 |
| | <ul style="list-style-type: none"> • Arts of the Moving Image (AMI) logo design and animation. | |
| | <ul style="list-style-type: none"> • Departmental promotional video (featured at meetings, East Duke Corridor, Major Fairs). | |
| | <ul style="list-style-type: none"> • Visual Arts & Visual Studies student work video for display in Bay 11, Smith Warehouse. | |
| | <ul style="list-style-type: none"> • Promotional video clip for Spring 2009 Wired course. | 2008 |
| | <ul style="list-style-type: none"> • Visual Studies logo animation. | |
| GRANTS | <ul style="list-style-type: none"> • Collaboration Development Grant, Council for the Arts, Duke University <p>Live performance of <i>The Paper Hat Game</i> in collaboration with Assistant Professor of the Practice Torry Bend (Theater Studies).</p> | 2010 |
| | <ul style="list-style-type: none"> • Franklin Humanities Institute Working Group, Duke University <p>Participant in a group to expand and develop collaboration, conversation and reflections on the implication of new technologies for the study of material cultures.</p> | 2009 |
| | <ul style="list-style-type: none"> • Strategic Initiative Grant program, Center for Institutional Technology (CIT), Duke University. <i>Wired! New Representation Technologies for Historical Materials</i> <p>Development support for a new course with faculty colleagues Caroline Bruzelius, Rachael Brady, Sheila Dillon and Mark Olson.</p> | 2008 |
| TEACHING | <ul style="list-style-type: none"> • Introduction to Visual Practice, ARTSVIS 54 <p>Co-taught with Visiting Assistant Professor of the Practice Bill Fick.</p> <p>This class introduces students to the basic principles and methods of a large variety of visual practices such as composition, drawing, color theory, photographic and architectural principles, as well as video and animation.</p> <p>Software used: Adobe Photoshop and Illustrator; Autodesk Maya, iMovie, Final Cut Pro.</p> <p>www.dukevisualstudies.org/artsvis54</p> | Fall 2009 |
| | <ul style="list-style-type: none"> • Digital Imaging, ARTSVIS 106/ VISUALST 191 <p>This course helps students to express themselves visually. It uses the computer as a medium to create art by introducing different digital techniques such as digital and matte painting, collages, special effects and photo manipulation.</p> <p>Software used: Adobe Photoshop and Illustrator.</p> <p>www.isismapping.org/digitalimaging</p> | Fall 2008 Spring 2010 |

- **Virtual Form and Space, ARTSVIS 108/VISUALST 192** Fall 2008/09

Students learn to create 3D models, and apply textures and lighting with 3D software. The results are exported into Virtools to implement them in the DiVE (Duke Immersive Virtual Environment). One semester, the projects created were 3D models of M.C Escher's impossible architecture such as Belvedere. The other semester, being part of the Virtual Realities FOCUS cluster, the class collaborated to create a model of London's Crystal Palace.

Software used: Autodesk Maya, Adobe Photoshop, Virtools.
- **3D Modeling and Animation, 109 /VISUALST 197** Spring 2009

This course introduces the basic concepts of special composition through 3D modeling. Texture and lighting are used to create atmosphere, and animation, gives the 3D objects and environment life and character. The first part of the semester focuses on creating an environment. The second part of the semester, students learn basic animation that culminates in the animation of a biped, walking, running, dancing and interacting with other objects.

Software used: Autodesk Maya, Adobe Photoshop.
- **Motion Graphics in Film and Video, FVD 136S/Visualst 117JS/Artsvis 136s** Spring 2009/10

Students learn the production and integration of images, text, sound, video and other elements to create multimedia projects such as logo animation, title credits, news openings, music videos and special effects for video and film. The two times I taught the class, final projects were a promotional video for Visual Studies and a music video that was designed for the multimedia wall at the Link, respectively.

Software used: Adobe After Effects, Photoshop and Illustrator; Final Cut Pro.

<http://www.isismapping.org/motiongraphics>
- **Wired!: New Representation Technologies for Historical Materials, VISUALST 201S** Spring 2009

Collaborative class co-taught and developed with Caroline Bruzelius, Sheila Dillon, Rachael Brady and Mark Olson. The goal of the course is to integrate new technologies into the teaching of historical disciplines to prepare advanced undergraduates and graduate students to actively engage with and create new media in their scholarly work. My role was to integrate 2D reconstruction and photo manipulation techniques as well as preparation of textures for mapping 3D objects into the course. At the same time, I taught students basic design skills to improve the quality of their communication and aesthetic appeal of their work.

Software used: Adobe Photoshop, Illustrator and After Effects, Autodesk Maya.

<http://www.jhfc.duke.edu/olson/courses/wired/>

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| STUDENT EXHIBITIONS | <ul style="list-style-type: none"> • DiVE (Duke Immersive Virtual Environment), The North Building, Duke University. Public Viewing of Student work from Virtual Form and Space class. | Fall 2008 / 09 |
| | <ul style="list-style-type: none"> • The Link, Perkins Library, Duke University Student work from Motion Graphics class featured on the multimedia wall at the Link. | Spring 2009 / 10 |
| | <ul style="list-style-type: none"> • A Digital Arts & Humanities Festival (CHAT), Chapel Hill, NC Exhibition of selection of student work from 'Motion graphics for film and video' and '3D modeling and animation' classes. | Feb 2010 |
| | <ul style="list-style-type: none"> • Ongoing exhibitions of student work at the Smith Warehouse. | |
| | <ul style="list-style-type: none"> • Joint project between 'Motion Graphics for film and video' and 'Contemporary Music' (professor John Supko, Music Department). Graduate students from the music department composed individual pieces for the opening sequence of a movie. My students then created corresponding visuals. | Spring 2010 |
| STUDENT ADVISING | <ul style="list-style-type: none"> • Sue Li, Graduate with Distinction ('La Ciudad de las Flores' animation). | Spring 2010 |
| | <ul style="list-style-type: none"> • Sue Li, Independent Study (Animation). | Fall 2009 |
| | <ul style="list-style-type: none"> • Steven Schoeffel, Independent Study (Storyboard and 3D models for short animation). | Fall 2009 |
| | <ul style="list-style-type: none"> • Lydia Yao, Independent Study (Graphic Design). | Spring 2009 |
| | <ul style="list-style-type: none"> • Eric Hagan, Independent Study (Animation). | Spring 2009 |
| PRESENTATIONS, WORKSHOPS & PANELS | <ul style="list-style-type: none"> • Paper Hat Game Workshop, East Duke 209, Duke University Workshop in collaboration with Torry Bend bringing together artists from across the nation to define the physical and technical needs of the live performance. | Nov 2010 |
| | <ul style="list-style-type: none"> • Emerging Artist Film/Video Panel, Durham Arts Council Building, Durham Panel Participant to review video work for the Emerging Artist Grant. | Oct 2010 |
| | <ul style="list-style-type: none"> • 2010 Scientific Poster Workshop, 311 North Building, Duke University Advise and feedback on the design and type selection for scientific posters in collaboration with Bill Fick. | March 2010 |
| | <ul style="list-style-type: none"> • A Digital Arts & Humanities Festival (CHAT), Festival, Hyde Hall, University Room. Chapel Hill, NC Panel participant: Wired! New Representation Technologies for Historical Materials, with panelists Mark Olson, Sheila Dillon and Caroline Bruzelius. | Feb 2010 |
| | <ul style="list-style-type: none"> • Tech Tuesday, John Hope Franklin Center, Duke University Presentation of concept and production process for "The Letters Project" joint with Merrill Shatzman. | Feb 2010 |
| | <ul style="list-style-type: none"> • DART Exhibit, Duke University Member of jury for selection of student work. | Nov 2009 |