Andrew M. Phelps

andyworld.io 🌐 linkedin.com/in/andymphelps **in**
@andymphelps 🐦 medium.com/@andymphelps **M**

Professor Phelps specializes in game-centric teaching and research, exploring how games and virtual worlds can be effective tools for education, expression, and wonder.

Professional Experience: Faculty & Administrative Positions

American University, Washington DC, USA

Jul 1, 2019 – present:	**Professor**, Film & Media Arts, School of Communication
Mar 1, 2020 – Jul 1 2024	**Professor**, Computer Science, College of Arts & Sciences
	Responsible for teaching, research, student supervision and academic service.
Jul 1, 2019 – present:	**Director**, American University Game Center
	Responsible for leading the MA in Game Design, the MFA in Games & Interactive Media, and administration of the Center involving faculty mentorship and growth, budgeting and finance, research growth and direction, collaborative partnerships, and studio project management.

Endless Studios, Global Learning Platform (World-Wide)

Oct 15, 2023 – Jul 24 2024:	**Chief Learning Officer.** Responsible for global learning programs, professional mentor network, and world-wide game-based learning community.

University of Canterbury, Christchurch, New Zealand

Jan 1, 2020 – March 1 2023:	**Professor**, Human Interface Technology Lab NZ, College of Engineering
	Responsible for teaching, research, student supervision, and academic and professional service.
Jam 1, 2021 – Jan 1 2023:	**Programme Director**, Digital Screen Campus Initiative	UC Köawa Studios
	Responsible for leading a multidisciplinary team of planning, finance, construction, academic development, business incubator development, and other verticals in the establishment of a new university campus and academic programme.

Uppsala University, Gotland, Sweden

Oct 1, 2021 – present:	**Visiting Professor**, Transformative Play Initiative, Department of Game Design
	Responsible for research, creative works, and graduate student mentorship.

Rochester Institute of Technology, Rochester, New York, USA

Sep 1, 1999 – Jul 1, 2019:	**Professor**, Art & Design, College of Imaging Arts & Sciences (2018-2019)
	Professor, Interactive Games & Media, College of Computing & Information Sciences (2009-2018)
	Professor, Information Technology, College of Computing & Information Science (1999-2009)
	Responsible for teaching, research, student supervision, and academic and professional service. Promoted from Assistant to Associate to (full) Professor. Awarded Academic Tenure 07/2005.
Feb 1, 2013 – Sep 1, 2018:	**Founding Director**, RIT Center for Media, Arts, Games, Interaction & Creativity (MAGIC)
	Founding Director & CEO, MAGIC Spell Studios, LLC
	Appointed directly by RIT President William Destler to establish a new university-wide Research Center of Excellence in games, film, cross-reality, and digital media. Grew the effort in 5 years from an initial investment of $1M from the RIT venture fund to a $35M USD campus facility and first-of-its-kind public-private partnership, with recognition by the State of New York as a Gaming Center of Excellence and by the U.S. National Science Foundation I-Corps commercial innovation program.
Sept 1, 2004 – Jul 1, 2009:	**Founding Director, Game Design & Development**
Jul 1, 2009 – Mar 7, 2011:	**Founding Chair, Department of Interactive Games & Media**
Mar 7, 2011 – Feb 1, 2013:	**Founding Director, School of Interactive Games & Media**
	Responsible for developing the BS and MS programs in Game Design & Development, revision of the BS in New Media Interactive Development, research direction and academic growth of the school, and the administration of IGM functions related to program development, assessment and accreditation, graduate program coordination, technology and laboratory facilities administration, registration and course scheduling, events planning, faculty and staff development, student recruitment, and other necessary operations within the school. Programs ranked in the top 10 in the USA during each year of this period.

Selected Games & Interactive Works

Rusch, D.C. and **Phelps, A.** (2021) *The Witch's Way: A Transformational Story Adventure*. Itch.io, MacOS, Windows. https://andrewphelps.itch.io/the-witchs-way.

Selected by jury for inclusion at International Communications Association (ICA 2021) in Paris, France, the International Conference on Interactive Digital Storytelling (ICIDS 2021) in Tallinn, Estonia, the Future & Reality of Games (FROG 2021) conference in Vienna, Austria, and was the winner for 2nd place in the games showcase at the Foundations of Digital Games (FDG 2021) conference in Montreal, Quebec.

Phelps, A., *et al*. (2019) *Fragile Equilibrium: An Action Game of Melancholic Balance*. XBOX One, Windows Store, Steam, Itch.io. https://fragileequilibrium.net/

Selected by jury for inclusion at the 2019 Open World Arcade at the Akron Museum of Art, the Game Studies Division pre-conference at ICA 2019, the Miami@Play 2018 interactive media festival, and was the winner for Best Visual Quality at the ICIDS 2019 Art Show in Salt Lake City (Snowbird), Utah.

Phelps, A., *et al*. (2016) *Hack, Slash, & Backstab*. XBOX One, Steam. https://andyworld.io/artwork/hsb/index.html

Selected by invitation and winner of 3rd place for visual quality at the Intel Games Showcase held in conjunction with the 2016 Game Developer's Conference in San Francisco. The launch of the game was featured at *Inside HigherED*, *Campus Technology*, *PBS(WXXI)*, and other venues.

Phelps, A., Cloutier, A., *et al*. *Splattershmup: A Game of Art & Motion*. Online, MacOS, Windows. https://splattershmup.net/

Selected by jurly for inclusion in the Smithsonian American Art Museum (SAAM) Indie Arcade 2016 in Washington, DC, the Blank Arcade at the Digital Games Research Association (DiGRA) 2015 annual conference in Hamburg, Germany, and was one of five finalists for Education Game of the Year at the Games+Learning+Society 2016 conference in Madison, Wisconsin.

Selected Chapters, Journal Articles, and Conference Proceedings

Phelps, A., Consalvo, M., Bowman, N.D., and Smyth, S. (2022) "Shared Spaces as Authenticity: Exploring the Connectedness of the Physical Environments of Microstreamers and their Audience" The 55th Annual Hawaiian International Conference on Systems Science (HICSS55). Maui, HI. http://hdl.handle.net/10125/79721

Rusch, D.C. and **Phelps, A.** (2021) "Games of the Soul." In *A Ludic Society* by Denk, et al. (pp. 102–126). Donau-Universität Krems, Universitätsbibliothek. ISBN-13: 978-3903150720.

Phelps, A., Egert, C. & Consalvo, M. (2021) "Hack, Slash & Backstab: A Post-Mortem of University Game Development at Scale" *International Journal of Designs for Learning*, 12(1), 16–33. DOI: 10.14434/ijdl.v12i1.31263

Consalvo, M. and **Phelps, A.** (2021) "Game Development Live on Twitch: Observations of Practice and Educational Synergies" O. Sotamaa & J. Svelch (Eds.) *Game Production Studies: Cultural Studies of Video Game Industries*. Amsterdam, the Netherlands: Amsterdam University Press. https://www.aup.nl/en/book/9789463725439/game-production-studies

Rusch, D.C. and **Phelps, A.** (2020) "Existential Transformational Game Design: Harnessing the "Psychomagic" of Symbolic Enactment." *Frontiers in Psychology*. 11:571522. doi: 10.3389/fpsyg.2020.571522

Selected Grants & Funding Awards

"Applied Immersive Gaming Initiative" (Co-PI, Co-Founder). Tertiary Education Commission, New Zealand. Focused on research creation, entrepreneurship and commercialization efforts related to virtual and augmented reality experiences that engage players in education, transformation, and positive social good. Operated through collaboration at the Human Interface Technology Laboratory New Zealand (HITLabNZ) at the University of Canterbury. $7.5M NZD ($3.75M from TEC and required institutional match). 2019-2023 (Extended to 2025 given COVID-19 impacts).

"New York State Gaming Center of Excellence" (PI) New York State area hub funding, $3.2M. 2015-2018. (Renewed as a 'Center of Excellence' 2018-2021, additional $3.2M).

"MAGIC Spell Studios" (PI, Founder) New York State legislative funding initiative, $27.6M. 2014-2015. ($12M from NYS Funding, $12.7M from Cisco, and $3M from Dell in combination public/private partnership).

Additional works of art, publications, presentations, and a full academic CV is available online at andyworld.io