

Curriculum Vitae

Current Employment:

Senior Lecturer, Canadian Studies, University of Toronto

Sessional Lecturer III, Department of English and Drama, University of Toronto Mississauga

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e-mail: sioflynn@gmail.com, s.oflynn@utoronto.ca

website: siobhanoflynn.com (under redesign)

Co-Founder: PlusCityDesign, <http://pluscity.me>

Co-Founder: Transmedia 101, <http://transmedia-101.com>

Co-Founder: Resource Website, www.tmcresourcekit.com

Blog: <http://transmediacamp101.com>

Twitter: [@sioflynn](https://twitter.com/sioflynn)

Education Academic:

Ph.D. English, University of Toronto, 2003

M.A. English, University of Toronto, 1994

B.A. English, and Humanities & Psychoanalytic Thought, 1993.

Research Grants:

2013 *Canada Media Fund*. Research Grant. Online resource archive for Canadian & Australian film & television professionals developed with Anthea Foyer. Phase 2: Ongoing. \$10,000. www.tmcresourcekit.com

2013 *CMPA*, Research Grant. Online resource archive for Canadian & Australian film & television professionals. Phase 2. \$5,000. www.tmcresourcekit.com

2012 *Canada Media Fund*. Research Grant. Online resource archive for Canadian & Australian film & television professionals developed with Anthea Foyer. Launched Oct. 17, 2012. \$10,000. www.tmcresourcekit.com

2011 *SSHRC Insight Development Grant*. *Nuit Blanche and Transformational Publics*. Two year grant. \$66,288. Dev. to date: twitter hashtag archiving and analytical tool; twitter hashtag dynamic real-time data visualization.

Awards, Honours, and Arts Funding:

2012 +City. Funding for Major Art Installation for Scotiabank Nuit Blanche 2012. Co-designed with Faisal Anwar. Sept. 29-30 2012. \$13,800

2011 *McLuhan 100 Conference*, Development Funding for +City, a Data Visualization App for iPhone and iPad. \$5,000. <http://pluscity.me/>

2010 *Jackman Humanities Institute* and *Reverie Foundation* (Co-Funders). *Placing the Human*. Event Series. \$9810.

RESEARCH

1. Refereed Publications:

A. Books:

2015. *In Medias Unrest: The Impact of Digital Media & New Technologies on Narrativity & New Narrative Form(s)* (Provisional Title). Commissioned & in development. NY: Taylor & Francis.
Projected publication: Sept 2015.

B. Chapters in books:

2012. Situated-Stories/Mobile Technologies: How Locative Media are Shaping Communities. In *Locative Media*. Co-authored with Hana Iverson, Rutgers University at New Jersey. Katherine S. Willis and Regine Buschauer (Eds.). Transcript P. pp 253-276.

2012. Epilogue: Adaptation and Digital Media. Invited. *A Theory of Adaptation, 2nd Edition*. Linda Hutcheon (author). Routledge.

2011. Designing for the User: How Interactivity Impacts on Adaptation. In *Adaptation and American Studies: Perspectives on Research and Teaching*. Nassim W. Balestrini (Ed.). Heidelberg: Universitätsverlag Winter GmbH Heidelberg. pp. 83-102.

2008. The Fragility of Faith in the Films of Guillermo del Toro. In *Faith and Spirituality in World Cinema*. Kenneth Morefield (Ed.). Newcastle: Cambridge Scholars Publishing. pp. 144-159.

C. Articles in Scholarly Refereed Journals:

2014. Disruptive Innovations in Distribution: Who Owns the Screen? (Invited Essay Contribution). Dominique Scheffel-Dunand (Ed.) McLuhan 100 Toronto Conference Publication.

2012. Documentary's metamorphic form: Webdoc, interactive, transmedia, participatory and beyond. *Studies in Documentary Film: Special Issue*. 6.2. Judith Aston, Jon Dovey, and Sandra Gaudenzi (Eds.). 141-157.

2012. *Nuit Blanche* and Transformational Publics. *Public: Art Culture Ideas. Special Issue 45: Art & Civic Spectacle*. Jennifer Fisher and Jim Drobnick (Eds.). 23-34.

2012. Psychogeography as Social Activism in Kat Cizek/NFB's *Highbury/The 100th Tower & Out My Window*. *Narrative Practices and Documentary Film-making in the English-speaking World: from Propaganda to Dissent*. Delphine Letort and Georges Fournier

(Eds.). *LISA e-journal*. <http://lisa.revues.org/>

2009. Challenging the Cartesian Self: Autobiography as an Intertextual/Interrelational Discourse in the Works of Two Canadian Writers: Aritha Van Herk and Kristjana Gunnars. *Academic Autobiography and/in the Discourse of History*. James Aurell and Rocío G. Davis (Eds). Special issue of *Rethinking History: the Journal of Theory and Practice* 13 (1), 65-78.

2006. *Memento and Switching: Modeling Narrativity across Media*. *Scope: An Online Journal of Film Studies* Issue 4. Institute of Film Studies. School of American and Canadian Studies. University of Nottingham.
http://www.scope.nottingham.ac.uk/filmreview.phpissue=4&id=122§ion=film_rev&q=trap

2. Refereed Conference Papers, Presentations & Panels

2014. Narrative Strategies and Participatory Design: Framing New Methodologies for Narrative Studies. 2014 International Conference on Narrative. Cambridge, MA: MIT. March 27-29, 2014.

2014. iDocs & Experience Design: theorizing contemporary design methodologies. *iDocs: Symposium on Interactive Documentary*. Bristol: Digital Cultures Research Centre, University of the West of England, Bristol. March 20 & 21.

2013. +City: Data Visualization's Troubling of the Digital Public/Private Spheres. *MIT8 Media In Transition*. Cambridge, MA: MIT. May 4.

2013. +City: Troubling Digital Public/Private Spheres. Two Installations. *HASTAC 2013 - The Decennial*. Toronto: York University. Installed over duration of the Conference. April 25-28.

2012. What's This Thing Called Transmedia? (Invited Panelist). *Screen Edge Forum*. Auckland: Colab, University of Auckland. May.

2012. +city: A New Paradigm in iDoc Creation. (Keynote). *iDocs: Symposium on Interactive Documentary*. Bristol: Digital Cultures Research Centre, University of the West of England, Bristol. March. With Faisal Anwar.

2012. Locative Media & the Return to an Ontology of Place. Locative Media Panel. *College Art Association*. Los Angeles. February. (accepted; unable to attend).

2011. Fandependence in a Web 2.0 World. (Invited). *McLuhan 100*. Toronto: University of Toronto. November.
On Slideshare:

<http://www.slideshare.net/sioflynn/idocs-social-change-10-26-2011-digifest-edit>

2011. Disruptive Innovations in Film Production and Distribution. *MIT7: Unstable Platforms*. Cambridge MA.: MIT. May. (Accepted, unable to attend)
2011. Making Public(s): Web 2.0 documentaries and social activism. *iDoc: Symposium on Interactive Documentary*. Bristol: Digital Cultures Research Centre, University of the West of England, Bristol.
2010. Participation. (Panel Moderator). *DIY Citizenship: Critical Making and Social Media Conference*. Toronto: Centre for the Study of the United States, University of Toronto.
2010. Ourtopias: Imagining and Enacting Fluid Futures in a Globalized World. *Neither Familiar Nor Strange: Contemporary Approaches to Hybridity*. Toronto: University of Toronto.
2010. Data Visualization in Digital Storytelling: The Map is Key. *Visual Interpretations Conference*, MIT Digital Humanities. Cambridge, MA.: MIT.
2009. The Interactive Graphic Novel – Redefining the Form (again!). *Another New Narrative?: Comics in Literature, Film and Art*. Toronto: Jackman Humanities Institute, University of Toronto.
2006. Embedded Narratives: Transforming Virtual Space into Embodied Place. *Canadian Comparative Literature Association*, Congress of the Humanities. Toronto: York University.
2005. Narrativity Across Media. *MIT4: The Work of Stories*. Cambridge MA.: MIT.
2005. Hybridity in Interactive Documentaries. *(dis)junctions 2005: Theory Reloaded*. Riverside CA: University of California.
2003. Time and Interactivity: Structuring Immersion in *Memento*. *(dis)junctions: Morphing the Written Word Conference*. Riverside CA: University of California.
2002. Mapping Identity in Dionne Brand's *A Map to the Door of No Return*. *International Colloquia Series: Boundaries: Geographies*. Congress of the Social Sciences and Humanities. Toronto: University of Toronto.
3. Conference Papers, Panels, Symposia, Masterclasses & Accelerators
- A. Invited Keynotes, Lectures, Panels, Masterclasses & Accelerators:

2013. Transmedia SG. (Invited. Masterclass & Panels). *Singapore Media Academy*. Singapore. May 28-29.
2013. Economy of the Gift: Learning to Share in a Social World. (Invited. Presentation.) *InnovaTV Symposium*. CBC. Toronto. January 25.
Video here:
<http://www.innovatv.ca/blog/page/2/>
2012. Canadian Women in Communications (CWC) Strategic Digital Leadership Accelerator. Co-Designer/Co-Leader. Nov. 1-2, 2012.
On Slideshare:
CWC Concept to Story: <http://www.slideshare.net/sioflynn/cwc-concept-to-story>
CWC Social Story Business & You Web 2.0:
<http://www.slideshare.net/sioflynn/cwc-social-story-business-you-web-20-14998789>
2012. Transmedia Trends & Innovations. (Masterclass). *CBC*. August.
2012. Transmedia Futures. (Panel/Presentation). Co-Presented by *Transmedia101* & sLab, OCADU. July 31.
On Slideshare:
<http://www.slideshare.net/sioflynn/transmedia-as-foresighting-transmedia-futures-event-s-lab-ocadu>
2012. Decision Maker. Sheffield Doc/Fest. Sheffield: June 14-18.
2012. Transmedia Storytelling. *Transmedia 101*. Toronto: June 12.
On Slideshare:
<http://www.slideshare.net/sioflynn/transmedia-101-toronto-june-12-2012>
2012. Transmedia Engagement: Participation Culture to Activism. *Transmedia 101*. Toronto: June 12.
On Slideshare:
<http://www.slideshare.net/sioflynn/transmedia-engagement-participatory-culture-to-activism>
2012. Transmedia Narratives: Designing Immersive Storyworlds. Auckland: CoLab, AUT Auckland University of Technology. May 5.
2012. Convergent, Multiplatform, Transmedia: State of Play. (Presentation). NFB French Program. Montreal: April 17.
2012. The New Arts of Documentary. (Invited Participant). MIT Comparative Media Studies Symposium. March 20, 2012.

2012. Transmédia Carte Blanche. (Presentation). *Journées Transmédia/Transmedia Days*. Montreal: Feb. 21-23.
on Slideshare:
<http://www.slideshare.net/sioflynn/transmdia-carte-blanche-final-11838979>
2011. The Future of Distribution. (Panel). *Sheffield Doc/Fest & Crossover Lab Convergence Catalyst Summit*. Wales: December.
2011. Architecture Design (in Transmedia). (Lecture). Co-presented with Karine Halpern. *StoryWorld Conference & Expo 2011*. San Francisco: November.
On Slideshare:
<http://www.slideshare.net/sioflynn/story-architecture-swc11-def2>
2011. Interactive Documentaries and Social Change. (Lecture). *Digifest*. Toronto: October.
On Slideshare:
<http://www.slideshare.net/sioflynn/idocs-social-change-10-26-2011-digifest-edit>
2011. Corus Convergent Media Master Class. *WIFT International Women in Digital Media Summit*. Stratford: October.
2011. iDocs, Narrative Design and Social Activism. (Lecture). *OCADU*. Toronto: September.
2011. Innovation in Interactive Storytelling. (Panel, Invited Speaker). *Globe and Mail*. Toronto: June.
2011. The Impact of Digital Media on Policy Initiatives for Arts, Culture and Heritage. (Presentation). *Ministry of Tourism*, Saskatchewan. Regina: April.
2011. Telling Stories in the Digital Space. (Keynote). *Saskatchewan Motion Picture Industry Association (SMPIA)*. Regina: April.
On Slideshare:
<http://www.slideshare.net/sioflynn/smpia-digital-media-talk>
2011. Digital Storytelling Primer. (Master class). Regina: University of Saskatchewan. April.
2011. Ourtopia, Nuit Blanche, and Transformative Publics. (Lecture.) Senior Common Room Seminars. University College. Toronto: University of Toronto, January.
2010. Disruptive Innovations in a Digital World. (Keynote). *Cross Media TO*. Toronto: MaRS.
On Slideshare:
<http://www.slideshare.net/sioflynn/cross-media-to-july-2010-5016234>
On YouTube:
<http://www.youtube.com/watch?v=w8iVz1mJKSo>

2010. Digital Storytelling 2.0. (Lecture). *Melting Silos*. Vancouver: NFB/Praxis SFU/Agentic.
2010. Digital Storytelling: Where are We Now? (Public lecture). *What's Going on Salons*. Vancouver.
2010. Transmedia 2010. (Lecture). *CFC Film & Television Programs*. Toronto: Canadian Film Centre.
2010. Crowd-sourcing: Fans, Funds & Distribution. (Lecture). *CFC Film & Television Programs*. Toronto: Canadian Film Centre.
2010. The Aesthetics of Transmedia Storytelling. (Public lecture). *World Wide Short Film Festival*. Toronto: Canadian Film Centre.
2010. Mobile Fragments: Designing Digital Narratives. (Public lecture). *IGNITE*.
2010. Digital Storytelling. (Lecture). *Melting Silos*. Vancouver: NFB/Praxis SFU/Agentic.
2009. Participatory Art & *The Leona Drive Project*. (Lecture.) Senior Common Room Seminars. University College. Toronto: University of Toronto.
2009. Digital Storytelling. (Public lecture). *Next Media Conference*, Toronto.
2009. Digital Storytelling 2009. (Lecture). *Melting Silos*. Vancouver: NFB/Telefilm/Praxis SFU.
2009. Digital Storytelling: 2009. (Public lecture). *What's Going on Salons*, Vancouver.
2009. Digital Storytelling 2009. (Lecture). *Digital Development Lab*. Vancouver: CBC/BC Film/New Media BC.
2008. Digital Storytelling 2008. (Lecture). *Digital Development Lab*. Vancouver: CBC/BC Film/New Media BC.
2005. Readers as Creators. (Lecture). EN 2690 6.0 Introduction to Contemporary Literature. Department of English. Toronto: York University.
2003. Interactive Narrative Design. (Lecture). COCU 6502 3.0 /CC 8973 Design for Interactive Multi-Media. Graduate Programme in Communication and Culture. Toronto: York University.

B. Panel Chair/Moderator:

2012. Activism (1). Panel Chair. *iDocs: Symposium on Interactive Documentary*. Bristol: Digital Cultures Research Centre, University of the West of England, Bristol. March.
2012. Activism (2). Panel Chair. *iDocs: Symposium on Interactive Documentary*. Bristol: Digital Cultures Research Centre, University of the West of England, Bristol. March.
2011. Telling It Like It Is: Interactive Documentaries. *FITC: Storytelling X.1*. Toronto. June.
2011. Transmedia & Technology. *NXNE Interactive*. Toronto: June.
2010. Transmedia Storytelling. Toronto: *Interactive Ontario*.
2010. The Lost Art of Storytelling. Toronto: *NXNE Interactive*.
2010. Tomorrow is SO Yesterday. How to Live in the Future Now: Transmedia Panel. *Storytelling X.O*. Toronto: *FITC Festival*.
2006. Revolution Remix. *World Wide Short Film Festival*. Toronto: *Canadian Film Centre*.
2006. Narrative Design: Finding Your Story. Toronto: *FITC Festival*.

4. Event Participant

2012. *The New Arts of Documentary*. Symposium (Invitation Only). Comparative Media Studies, MIT. March 20.

5. Event Series Organizer

2011. Symposium Organizer, full day. *Storytelling X.1*. Toronto: *FITC*. June.
2011. Digital Narrative Meet-Up. (Co-Curator). Toronto: Rich Media Centre.
Presentations:
David McIntosh, OCADU. Qusco LLika
Rachel Noonan & Kai Oxox. Spoke Agency.
2010. *Placing the Human*. Toronto: *Reverie Foundation, & Jackman Humanities Institute*.
Toronto: University of Toronto.
1. (2010). Placing the Human: Public Roundtable. With Philip Beesley (University of Waterloo), Char Davies, Professor Carol Gigliotti (Emily Carr University), Professor Jeff Malpas (University of Tasmania). Toronto: University College, University of

- Toronto.
2. (2010). Prof. Jeff Malpas. Place Matters. (Lecture). Mississauga: University of Toronto Mississauga.

2010. Symposium Organizer, full day. *Storytelling X.O.* Toronto: FITC Festival.

TEACHING

2001- 2011. Faculty. Interactive Art and Entertainment Program. *CFC Media Lab, Canadian Film Centre.*

Expertise: Digital Storytelling, Interactive Narrative Design, Transmedia, Crossmedia, Social Media Strategies.

- plan and implement workshops and material on history of narrative theory, new media criticism and interactive narrative design, transmedia, crossmedia, social media strategies
- design multiple exercises on interactive narrative structure and design to support critical thinking in practice
- meet with residents and faculty in weekly critique sessions
- meet for individual narrative consultation and story-editing sessions
- mentor on over sixty-five prototypes.

SERVICE

Professional Activities

Companies, Organizations, Education Initiatives

2012-2013. invited. Project Manager & Curriculum Co-Designer & Co-Developer. *Canadian Women in Communications (CWC) & OCADU Digital Online Learning Program.* Courses on transitioning to & best practices in the digital sphere across industries.

2012 ongoing. *TMCResourceKit.com.* Co-Founder with Anthea Foyer. Educational resource for Canadian content creators transitioning into the digital space.

2011 ongoing. *Transmedia 101.* Co-founder with Carrie Young & Anthea Foyer. Community building, skills training, master classes, panels, events, initiative for Canadian film & TV professionals.

2011 ongoing. *+citydesign.* Co-founder with Faisal Anwar. Design strategies for social change, art & innovation.

2004 ongoing. *NarrativeNow Consulting: Digital Storytelling & Strategies.*

Advisory Boards, Jury Member, Committees, & Collaborative Groups

2013. invited. Juror. Canada Media Fund (CMF). Experimental Stream. Canada.
2012. invited. Juror. Canada Media Fund (CMF). Experimental Stream. Canada.
2012. invited. Co-Investigator. Digital Citizenship in the Global Suburbs. Partnership Development Grant (Approved). University of Toronto & NFB.
2012 invited. Jury Member. 2012 Sheffield Innovation Jury Award. Sheffield Doc/Fest.
2012 invited. Jury Member. International Funding Competition for Filmmakers. NDA privacy restrictions on naming organization.
2011 invited. Jury Member. Experimental Media Stream. *Canada Media Fund*. Turned down due to schedule conflict.
2011 invited. *StoryLabs Multiplatform Residential Clinic: Week-Long Workshop*. Screen Australia. Turned down due to schedule conflict.
2011 ongoing. Contributing Editor. *iDocs*. <http://i-docs.org/>
2011 ongoing. *WIFT-T International Summit on Women in Digital Media*. Oct 2011.
2011 ongoing. Canadian Representative. *StoryLabs International Transmedia Network (Australia, Canada, UK, USA)*.
2010 ongoing. *Artscape Knowledge Exchange Program*. Toronto: *Artscape*.
2010 ongoing. *MyCityStories.com*. Toronto.
2010 ongoing. *Cross Media TO*. Toronto.
2008 ongoing. *NextMEDIA*. Toronto.
2007 ongoing. *Neighborhood Narratives*. Philadelphia, Rome, & Tokyo.
2006-2007. Programming Board Member. *Humanitas*. Toronto: City of Toronto: Culture. Company

Other Activities

2012. Script & Transmedia Design Advisor on *Dark Rising*. Independent Television Series. Blackwalk Productions.
2011. *Transmedia Toronto*. Rebranded *Transmedia 101* (2012). Co-Founder. Community building initiative supporting collaboration, education, and consultation on transmedia for Canadian content creators.
2011. Digital Narrative Design Consultant. *Diaspora Dialogues* Interactive Website Project Day in the Life: Toronto. Interactive Multi-media Story Series.
2010 ongoing. Digital Narratives Group. (Co-founder). Bi-monthly showcase of local digital media practitioners & support of community networking.
2010 ongoing. Member. *StoryLabs Network*. International Network of Trans/Crossmedia Consultants. Australia, Canada, UK, & US.

2007. Assistant to the Lead Organizer. Mobile Nation Conference. Toronto: Ontario College of Art & Design, March 22-25.
2007. Publication Coordinator. *Mobile Nation*. Waterloo: Tuns Press/Riverside Architectural Press.
- 2005-2007. Interactive Narrative Consultant & Story Editor. *Late Fragment*. Dir. Daryl Cloran, Anita Doron, Mateo Guez. Toronto: Co-production of vThe National Film Board of Canada & the Canadian Film Centre.
- 2004, 2003. Private Consultant on *Somnambulist*, an interactive movie/game in development for Microsoft's X-BOX. Toronto: Trapeze.
- 2003, 2002. Private Consultant on *Pax Warrior*, a web-based multimedia game. Toronto: CFC Media Lab.
2003. Member of the consulting group for the *Telling Lives Project*.

CREATIVE WORK

2012. +City. Commissioned Installation. Scotiabank Nuit Blanche 2012. Toronto. Sept 29-30.
2011. +city. +citydesign. iPhone and iPad app: data visualization and tweet curation analytical tool. On iTunes: <https://itunes.apple.com/us/app/pluscity/id497137692?mt=8>

Exhibitions Curated

2009. *Together You and I are Like a Thousand Languages*. (Co-Curator). (June 2 -July 1). Toronto: Toronto Free Gallery.