

# Federal Opportunities for Game Faculty and Students

**Jason Rhody, William S. Bainbridge,  
& Noah Wardrip-Fruin**

National Endowment for the Humanities,  
National Science Foundation, & UC Santa Cruz



**GDC EDUCATION**  
SUMMIT

**GAME DEVELOPERS CONFERENCE®**

SAN FRANCISCO, CA  
MARCH 17-21, 2014  
EXPO DATES: MARCH 19-21

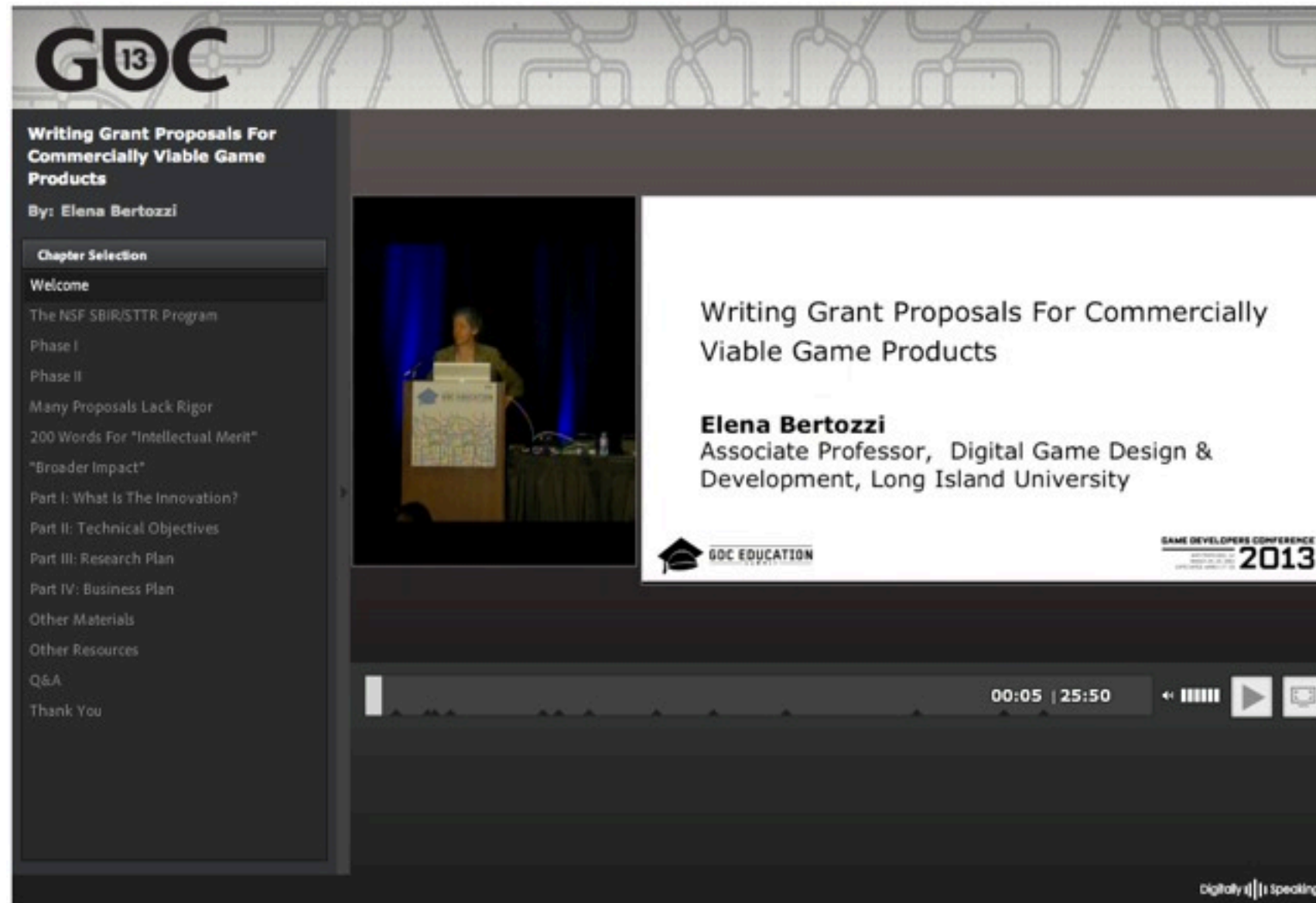
**2014**

The importance of games is  
increasingly apparent

This creates the opportunity to  
engage more federal agencies

But where you submit, and how  
you frame, is essential to success

# SBIR & STTR presented last year



Elena Bertozzi in the  
GDC Vault

[http://www.gdcvault.com/  
play/1017969/Writing-  
Grant-Proposals-for-  
Commercially](http://www.gdcvault.com/play/1017969/Writing-Grant-Proposals-for-Commercially)

We're discussing  
different programs

# Three Speakers

- Jason Rhody
  - Senior Program Officer, National Endowment for the Humanities
- William S. Bainbridge
  - Program Director, National Science Foundation
  - Presenting via Second Life
  - Our avatar: Josh McCoy, Post-Doc, UC Santa Cruz
- Noah Wardrip-Fruin
  - Associate Professor, UC Santa Cruz on IMLS & NEA



Please fill out your evaluations!

# Game Grants for Scholars, Librarians, and Artists

**Noah Wardrip-Fruin**

Center for Games & Playable Media  
University of California, Santa Cruz



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**2014**

**I am not a Fed!**



NATIONAL ENDOWMENT FOR THE  
**Humanities**



**National  
Endowment  
for the Arts**  
arts.gov

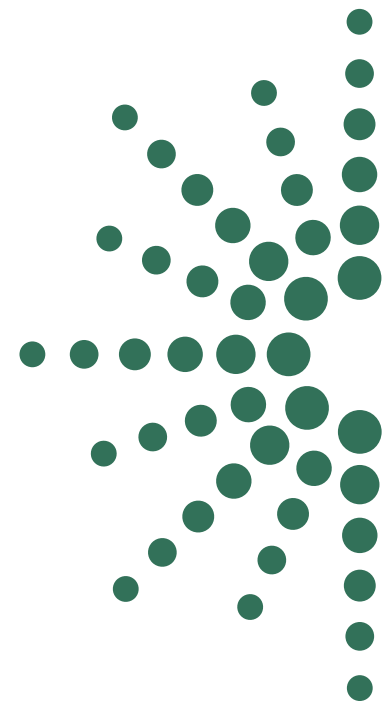
Microsoft  
**Research**

Microsoft **Studios**



# **U.S. National Investment in the Future of Games?**

Wednesday, 2pm, Room 130, North Hall



INSTITUTE *of*  
**Museum** and **Library**  
SERVICES



**ART WORKS.**

**National  
Endowment  
for the Arts**

arts.gov



With Eric Kaltman,  
Henry Lowood,  
and Christy Caldwell



INSTITUTE *of*  
**Museum** and **Library**  
SERVICES

## From Descriptive Metadata to Citation: Building a Framework for Search and Communication in Game Studies

This project was made possible in part by the Institute of Museum  
and Library Services, grant number LG-06-13-0205-13



# Finding, accessing, and citing digital games



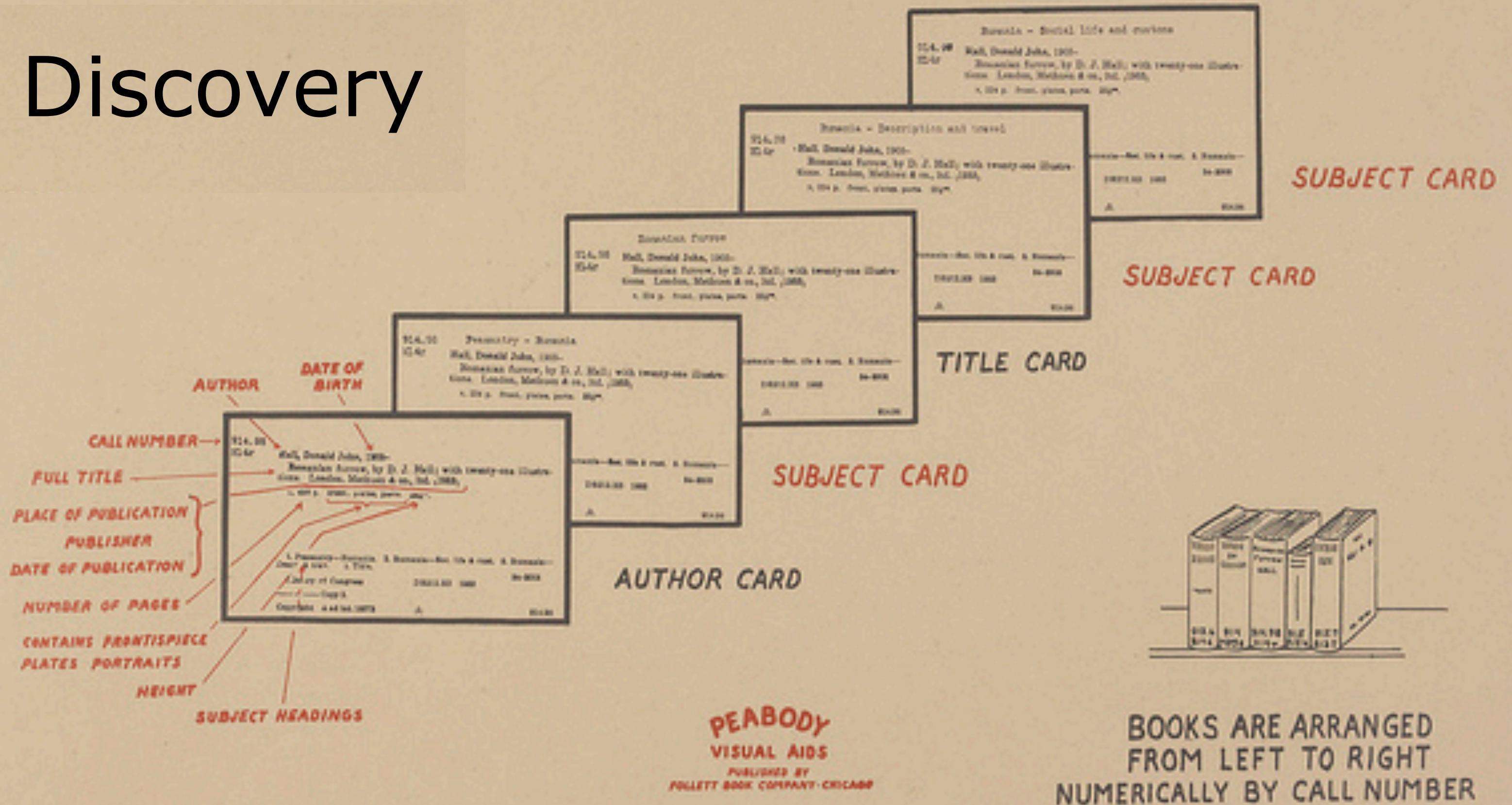
# Discovery

Copeland, J  
The story of the arrest, trial and  
conviction of Austin Westberry, by J.

Boke Samuel, et al v. Leslie John (Brahm  
of Ephraim) et al  
Trial at Bar in Court of Common  
Pleas, Dublin, in 1825.  
Imprisoned for the above  
reasons.



# Discovery

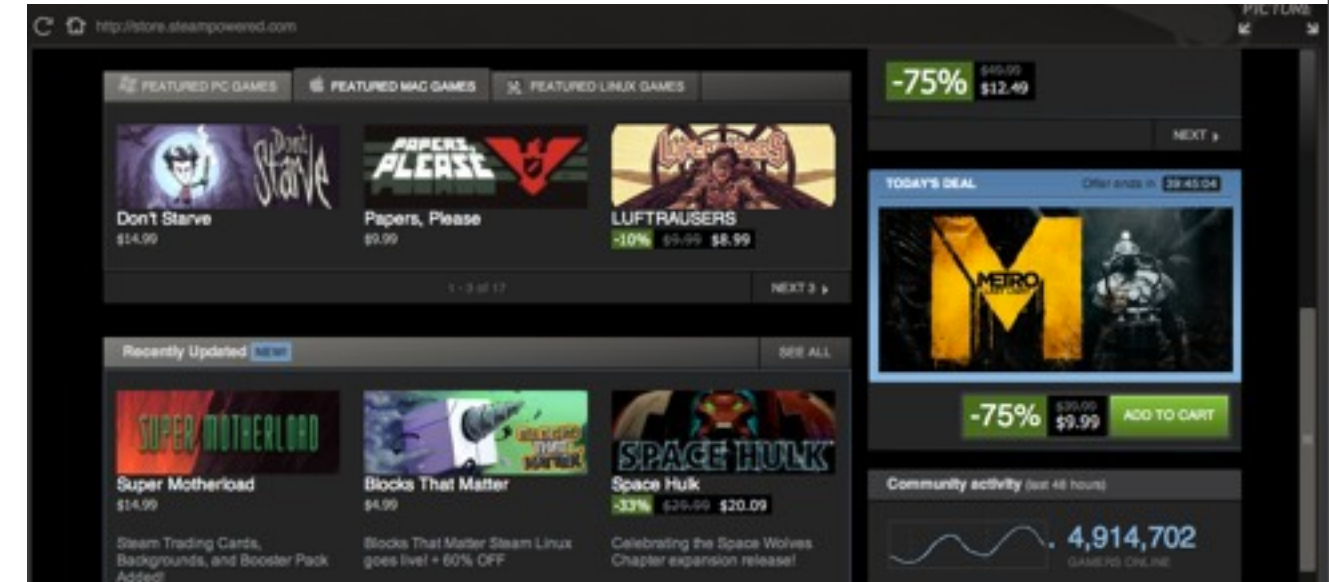




# Discovery

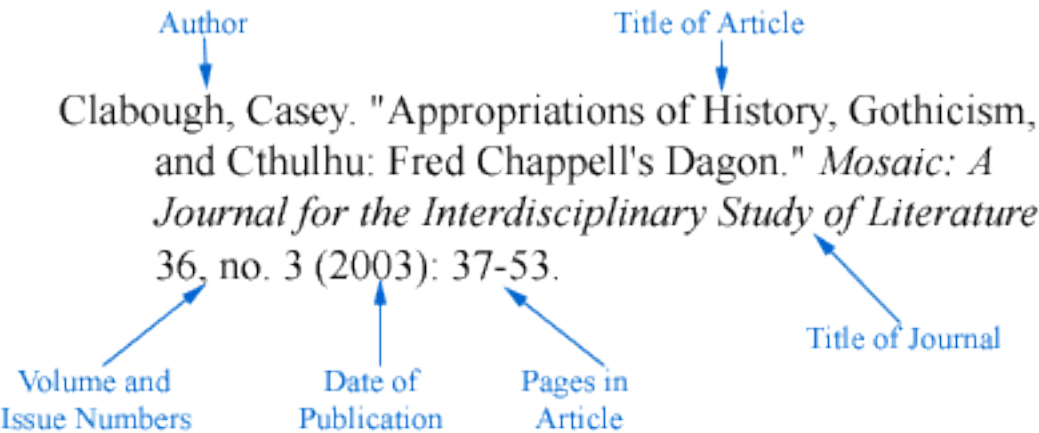
# Librarians & Archivists

# Patrons & Scholars





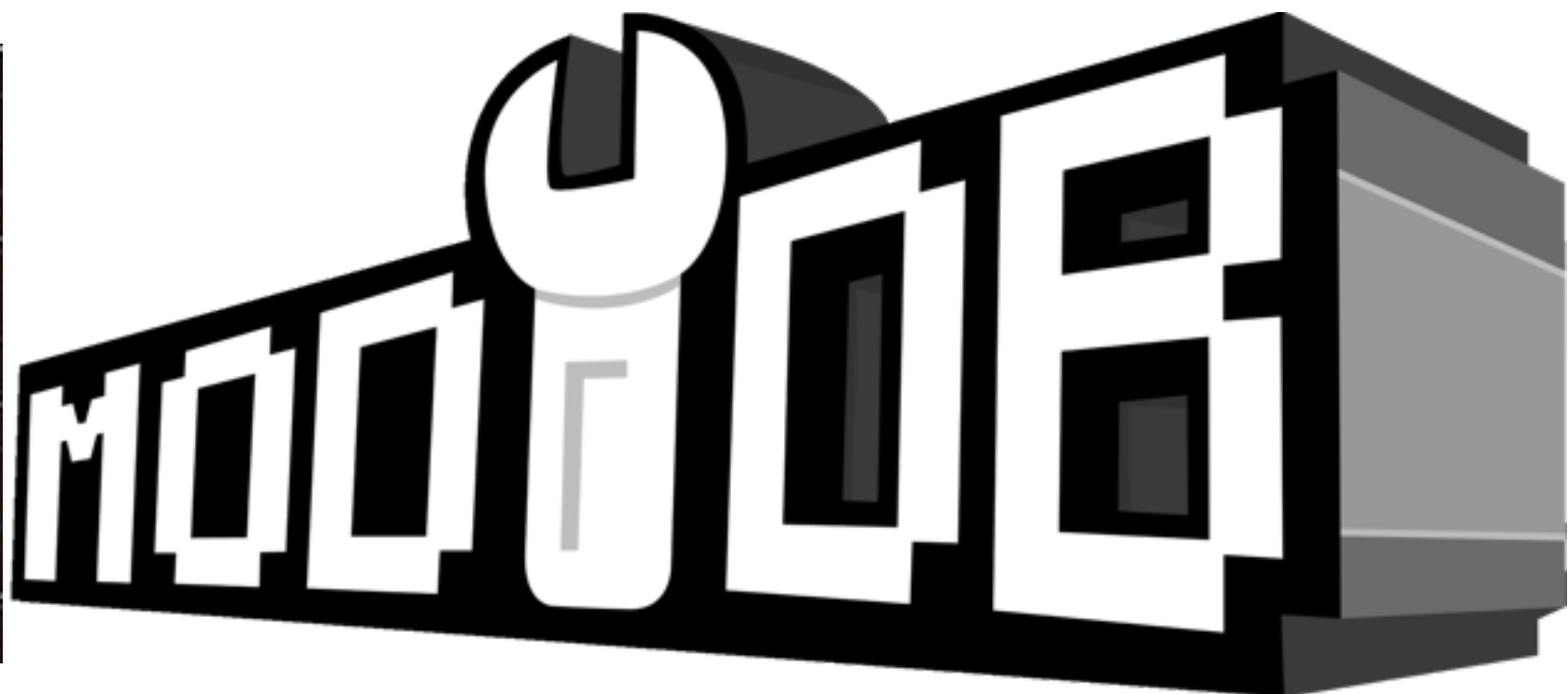
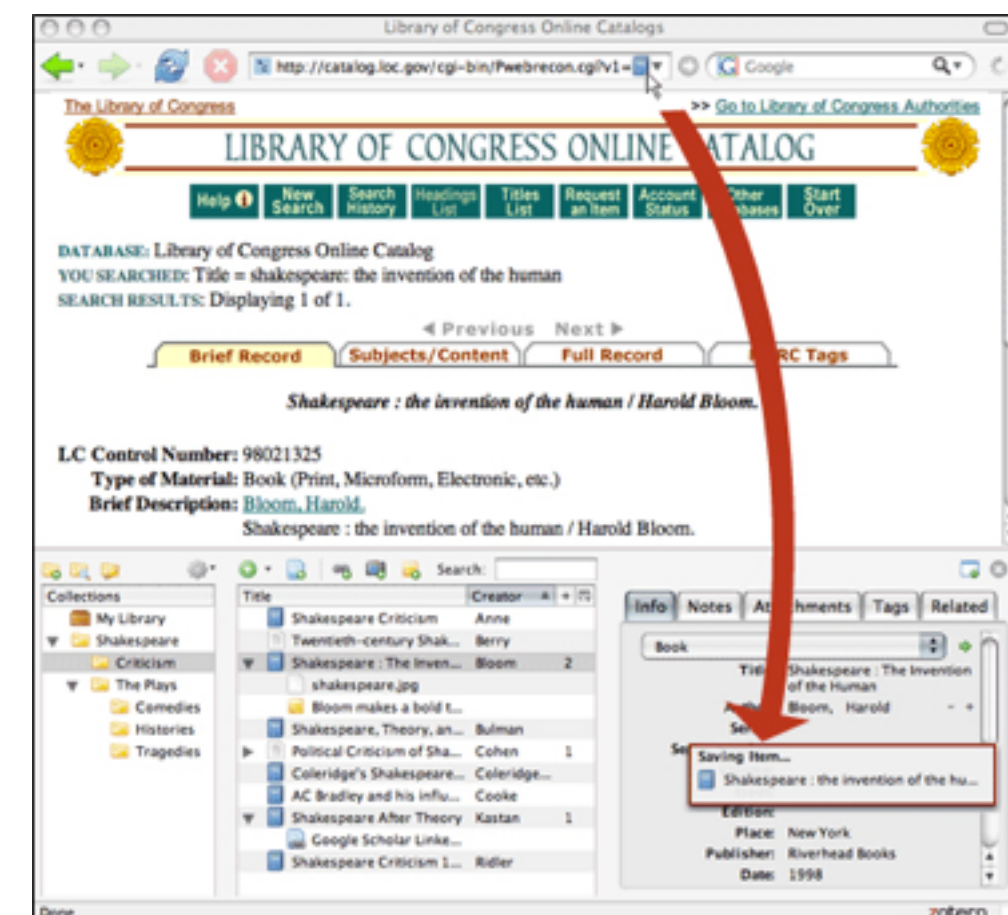
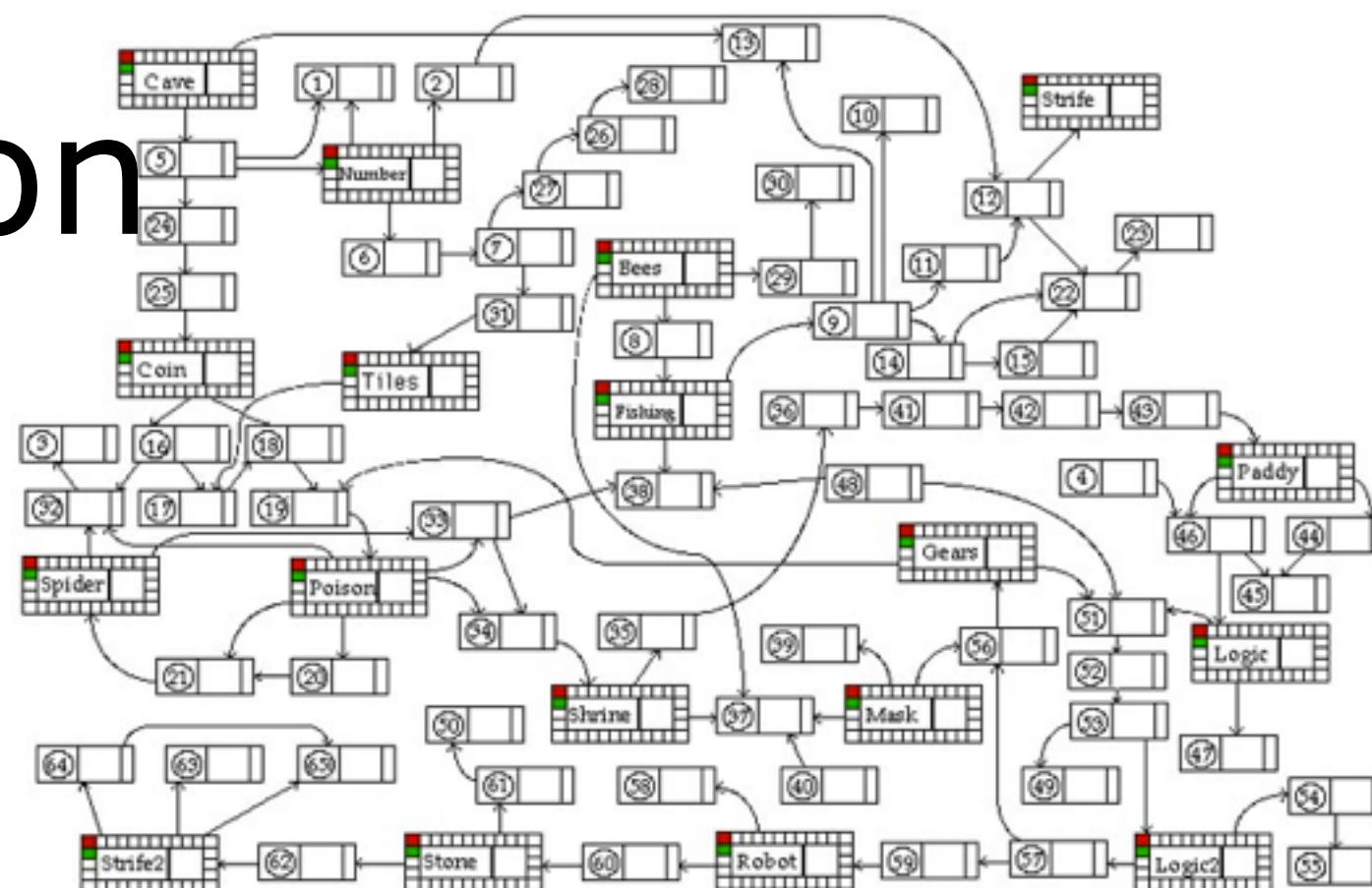
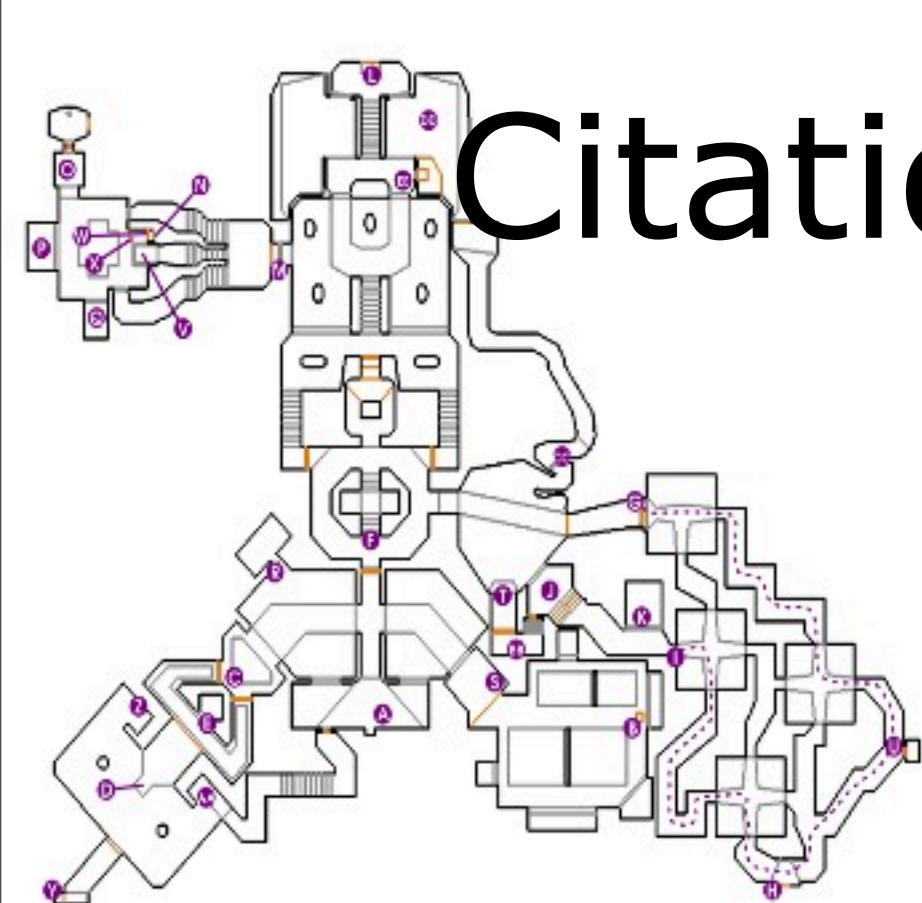
Citation



Naughty Dog		Game Designers		Benson Russell, Junki Saita, Anthony Newman, Richard Lloyd Cambler, Mark Davies, Peter Field, Robert Ryan, Peter Javidpour, Peter Tcherkes, Nicholas H. H. Lance, Matthew Gallant, Elisabetta Silli, Evan Skarin	Additional Concept Artists	Shaddy Safadi, Marek Okon
Game Director	Bruce Straley	Additional Game Designers		Robert Cogburn, Quentin Cobb, Bryan Singh, Kurt Margenau, Eric Schatz, Adam Gascoine	Visual Effects Artists	Mike Dudley, Douglas Holder, Iki Ikram
Creative Director	Neil Druckmann	Cinematic Animators		Marianne Hayden, Tal Peleg, Keith Paciello, Kion Phillips, Eric Baldwin	Additional Visual Effects Artist	Keith Guerrette
Art Director	Erick Pangilinan	Cinematic Assistant		Bryant Wilson	UI / UX	Alexandria Neonakis
Lead Technical Artist	Michael Hatfield	Gameplay Animators		Troy Slough, Ryan McGeary, Christopher Ilvento, Lee Davis, Almudena Soria Sancho, James Martinchek, Ferdinand Fontanilla, Richard Ferrando, Jack Ebensteiner, Carson Del Greco, Matthew Tovar, Jeffrey Schanz, Joe Miranda	Sound Designer	Neil Uchitel
Lead Programmers	Travis McIntosh, Jason Gregory	Additional Gameplay Animators		John Kim, Shamil Rasizade, Michai Mach, Nathan Brown, Andrew Wilson	Sound Editor / Integrators	Warren Post, Tom Hite
Lead Gameplay Animator	Michael Yosh	Environment Artists		Reuben Shah, Santiago Gutiérrez Cortés, Jonny Chen, David Baldwin, David Ballard, Todd Foster, Adrian Castro, Andres Rodriguez, Jesse Warren, Artem Brizitskiy, Zachary Oliver, Jose Vega, Edward Lee, Mark Pajarillo	Dialog Supervisor	James Barker
Lead Environment Artist	Christian Nakata	Additional Environment Artists		Simon Craghead, Anthony Vaccaro, Andrew Watkins, Henry Cheng, Genesis Prado	Dialog Designers / Integrators	Michael Hourihan, Mark Burroughs
Lead Designer	Jacob Minkoff	Technical Artists		Inkyo Lee, Jane Mullaney, Michael Fadollone, Neilan Naicker, Brian Kenny	Additional Sound Designer	Bruce Swanson
Lead Visual Effects Artist	Eben Cook	Additional Technical Artist		Christophe Desse	QA Managers	Andrew Odella, Damon Buteau-Anderson
Lead Editor	Ryan M. James	Shader / Texture Artists		Charlotte Francis Morgan, Malcolm Hee, Behrooz Roozbeh, Adam Marquis, Brian Beppu, Khanh Nguyen, Melissa Altobello, Adelle Bueno, Johnathan Sek, Chad Russ, Ana Cho, Heather Cerlan, Jonathan Schmidt, Rogelio Olguin	Senior QA	Matthew Rothstein, Trevor Stevens, Daniel Carrigan
Lead Audio	Phillip A. Kovats	Lighting Artists		Steve Cummins, Ai-Fen Lo, Gabriel Betancourt	Production Specialists	Rodney Reece
Lead Character Artist	Michael Knowland	Cinematic Lighting Artists		Leandro Amaral, Scott Greenway, Mari Kuwayama, James Fetter	Videographer / Editor	Jeffrey Keith Negus
Lead Lighting Artist	Vivian Ding	Character Artists		Soa Lee, Jaehoon Kim, Adam Scott, Michael Svymbersky	Production	Lauren Topal
Lead Multiplayer Designer	Erin Daly	Character TD		Tyler Thornock, Nathan Horne, Beverly Sage, Judd Simantov	Localization Manager	Ammie Puckett
Lead Cinematic Animators	Shaun Escayg, David Lam	Mo-cap Pipeline TD		Damon Shelton	Localization Coordinator	Jonas Anderson
Lead Artist	Nathan Wells	Additional Character TD		Ryan Trowbridge	Community Strategists	Arne Meyer, Eric Monacelli
Co-Presidents	Evan Wells, Christophe Balestra				Director of Operations	Alison Mori
Director of IT	Justin Monast				Recruiting Manager	Candace Walker
Programmers	Jonathan Lanier, Marshall Robin, John Bellomy, Ian Jones, Jeff Schaffer, Vincent Marxen, Paul Burg, Mark Botta, Michal Iwanicki, Evan Rogers, Vishvajit Singh, Ke Xu, Kan Xu, Max Dyckhoff, Carlos Gonzalez-Ochoa, Jerome Durand, David Smith, Jaroslav Sinecky				Operations Specialist	Mychau Le
Additional Programmers	Sandeep Shekar, Ryan Broner, Edward Pereira, Christian Gyrling, Dylan Barrie				Web Developer	Jason Paul
					Systems Administrators	Charles DeLay, Travis Kimble
					Ice Team Lead	David Simpson



# Citation





# How to pursue a hard problem



Interdisciplinary team



Call the program manager

# Key Questions

- What is the problem?
- Why is it a problem?
- What is your solution?
- Why is it a good solution?
- (Why are you the right people to pursue this solution?)
- How will you know you succeeded?



**ART WORKS.**

**National  
Endowment  
for the Arts**

arts.gov

**I don't officially represent the NEA!**



## US government now funds video games... if they're "art"

The National Endowment for the Arts is expanding its grant largesse to

by Matthew Lasar - May 17 2011, 11:37am PDT



NATIONAL  
ENDOWMENT

## NEA awards grants to video games that celebrate and promote the arts

il 25, 2012 | By Tom Curtis



**ENTERING A NEW DIME**  
**N.E.A. INCLUDES VIDEO GAMES**

## Fox News Attacks NEA for Classifying Games as Art

TOM GOLDMAN | 22 MAY 2011 10:15 AM



# Rule 1: Aim proposal at broad media arts backgrounds





# Rule 2: Make your case for “artistic excellence” easy to digest



Like a  
short  
video  
reel



# Rule 3: Engaging, clear, memorable, digestible summary of project

Like a  
short  
video  
trailer



# Rule 4: Get letters of support to show you can reach your audience



Rule 1: Aim proposal at broad media arts backgrounds

Rule 2: Make your case for “artistic excellence” easy to digest

Rule 3: Engaging, clear, memorable, digestible summary of project

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NATIONAL  
ENDOWMENT FOR THE ARTS[HOME](#) [ABOUT](#) [GRANTS](#) [NEWS](#) [LIFETIME HONORS](#) [PUBLICATIONS](#) [ARTISTIC FIELDS](#) [CONTACT](#)[Home](#) » [Grants](#) » [Apply for a Grant](#) » [Grants for Organizations](#) » [Art Works](#)

## GRANTS

# Make sure to read the guidelines!

### ART WORKS: Media Arts




*The National Endowment for the Arts offers grants to support the development, production, and distribution of innovative projects that demonstrate media as art and media about the arts (e.g., visual arts, music, dance, literature, design, theater, musical theater, opera, folk & traditional arts, and media arts including animation and digital art).*

*Media arts, as defined by the National Endowment for the Arts, includes screen-based and print projects presented via film, television, radio, audio, video, the Internet, interactive and mobile technologies, video game consoles, transmedia storytelling, and satellite as well as media-related printed books, catalogues, and journals.*

#### ART WORKS BASICS

- [Introduction](#)
- [Grant Program Description](#)
- [Application Calendar](#)
- [Award Information](#)

A close-up, high-resolution image of a person's face, focusing on the eye and forehead. The person has light skin and dark hair. The image is partially obscured by a dark horizontal bar at the top and a light blue gradient on the right side.

**Thanks!**  
**nwf@ucsc.edu**  
**@noahwf**