

**Steven M. Herrnstadt**  
**University Professor**  
**Professor, Industrial Design**  
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### **PROFESSIONAL PREPARATION**

University of Iowa, Art and Art History, M.F.A 1980 Design and Art  
University of Iowa, Art and Art History, M.A. 1979 Studio Art and Design  
University of Iowa, Experimental Psychology, B.S. 1975  
University of New Mexico, 1971-1972  
Every Day

**APPOINTMENTS:** Director of Graduate Education, Department of Industrial Design, 2014 – present

Instructor, Mentor ISU Startup Factory, ISU research Park, 2016-present.

Awarded title “**University Professor**”, Iowa State University, 2012-present

Professor, Department of Industrial Design, Iowa State University, 2012-present

Professor, Department of Graphic Design, Iowa State University, 2010-2012

Interim Chair, Department of Art & Design, Iowa State University, 4 programs, 57 faculty, 1000+ students, 2008

Associate Chair Department of Art & Design, Iowa State University, 2006-2010

Director of Graduate Education, Integrated Visual Arts MFA, Iowa State University, 2002-2010

Director, Integrated Studio Arts Program, Iowa State University, 2002-2008

Professor, Art and Design, Integrated Studio Arts/Biological Pre-Medical Illustration, Department of Art and Design, College of Design, Iowa State University, 2004-2010

Associate Professor, Integrated Studio Arts/Biological Pre-Medical Illustration, Department of Art and Design, College of Design, Iowa State University, 1988-2004

Summer Faculty Penland School of Arts and Crafts, Penland, North Carolina, created first Computers and Art course at Penland School with Dr. Joel Orr and Dr. Judson Rosebush, 1989

Assistant Professor (Design Studies), College of Design, Iowa State University. 1982-88

**Co-Founder and Co-Designer** – Cynet Bike, Inc. a complete bike share system designed from the ground up including improved bicycle riding character, maintenance, checkout/checkin/tracking system which uses relocatable, independent smart docking stations capable of solar and wireless operation, 2016-present.

**Senior Project Manager, Art Director, Multimedia/Interactive Animation Group**, Engineering Animation, Inc., Interactive projects incl. Smithsonian, Adler Planetarium, National Forest Foundation, Ames, Iowa, 1995-97

**Scientist/Artist, U.S. Department of Energy**, Department of Applied Mathematics, Ames Laboratories, Ames, Iowa, 1989

**Co-founder Micoy Corp.** ([www.micoy.com](http://www.micoy.com)), Co-inventor of Surround 3D video (panospheric stereoscopic motion video process and camera, Patented U.S., E.U., JP), 2001-present

**PUBLICATIONS (partial list of related publications):** Environmental images and statement in *Rootstalk*, published by Grinnell College, Spring 2016.

*Meditation of Photography*, article and images in Journal *Light and Landscape*, published in UK, winter 2016.

*Design, Innovation, & Story: An Odyssey of Confluence*. International Digital Media Arts Association (iMDaa), Savannah, Georgia, October 2011, co-authored w/ Christopher Johnson, Anson Call, October 2011.

**3D Omni-Stereo: A New Method Needed for Writing and Directing the Cinematic Narrative**. International Digital Media Arts Association (iMDaa), Vancouver, British Columbia, Canada, November 2010.

***Creativity in Entrepreneurship Education***, United States Small Business and Entrepreneurship Association International Conference, Tucson, AZ., January 2006, **Best Workshop Award**.

Call AB, S Herrnstadt, ES Wurtele and D Bassham. 2006. *Virtual Cell: A Pedagogical Convergence between Game Design and Science Education*. Proceedings of the 4<sup>th</sup> International Conference on Education and Information Systems, Technologies and Applications, Orlando, FL, USA.

***The Potential of Visualization for Connecting Communities of Artists and Scientists*** Co-presented with Prof. Dennis Dake ISU. International Visual Literacy Association, The Pennsylvania State University, University Park, Pennsylvania, October 1997.

***Visual Proceedings ACM/Siggraph 1992 - A Special Issue of Computer Graphics***, edited by John Grimes and Gray Lorig, published by the Association of Computing Machinery, Inc. NY., NY. p.18 "Nova Scotia Rainfall", international.

***Meditation & Ideation*** IDMAA Journal, April 2012, International, accepted.

**National Computer Graphics Association, CADD, Heuristic Methods, Divergent and Lateral Thinking**, lecture presented in May 1986, in Anaheim, California (invited paper) (international).

***Voice Command and Microcomputer-based CAD in Art and Design Education of the Physically Disabled***, 2nd International Conference on Micro-based CAD, Fort Collins, Colorado, 1985, collaboration with Ronald Grooms, ISU Computation Center, international.

***More Than a New Box of Crayons, Tools and Their Relationship to Ideation***, Third International Forum on Micro Based CADD, Colorado State University, Fort Collins, Colorado, Cassette Productions Unlimited, Irwindale, California (audio tape) September 1986 (invited paper) (international).

**Synergistic Activities:** Bike Share: Student led ground up design of an area bike share program, software, hardware, vehical and system, teams/participant include Industrial Design, Mech Engineering, Community and Regional Planning, Graphic Design, Electrical-computer Engineering, Architecture; Innovation in education: National Institute of Health (SEPA) Meta!Blast: An immersive interactive learning module for cell biology (Co-PI's), Diane Bassham, Julie Dickerson, Steve Herrnstadt, Joanne Olson, Eve Wurtele 9/08-8/11; Kenneth Jolls, Visualization of Gibbs Surfaces mid 1980's, Assistance visualization of animations for court litigations James Bernard, Martin Vanderploeg, Iowa State University; Addler Planetarium interactive kiosk current events in astronomy. Project manager/Art director, EAI, 1996; Virtual volcano, Published by EAI. 1995 Demonstration Project for the Smithsonian Institution, Washington, D.C.; *BioDisc*, 35 narrated computer animations depicting molecular through ecological biological processes and concepts, published by Harper Collins, NY., NY., 1995, Project manager/Art Director, EAI; Smithsonian Gems interactive exhibition, Washington, D.C, One of a team of three project managers for planning and development; Eleven Prototypes for National Forest Foundation interactive Kiosks, natural/human/geological information regarding the sites specified. Created as a game format for all ages and as away of obtaining demographics on visitors to the forests. Published by the National Forest Foundation, 1996, Project manager/Art director, EAI

Service: 2010-2013 **Board of Advisors, International Digital Media Arts Association (iDMAa)**; 2010-present Publication Review Board, International Digital Media Arts Association (iDMAa). 1990-95; Lab Founder and Coordinator, Design Simulation/Visualization Laboratory, College of Design, Iowa State University; Chair, Computer and Technology Committee Department of Art and Design, 1994-96.

**Honors, Awards (partial list) University Professor – Awarded** rank 2012, "A University Professor must above all else have acted as a change agent by having made significant contributions that have improved the university.

This professional work must go beyond excellence in teaching or research." Criteria – office of the Provost Center for Excellence in Arts and Humanities (CEAH) seed grant with Deb Satterfield,

Anson Call, Sung Kang. *Play IT: Educational Play Experiences for Children with Cognitive and Physical Disabilities*, \$15,000, 2011.

**CHI (Computer Human Interaction) 2011 ACM** (Association of Computing Machines) top 12, *SignBright* includes students Melissa Burton, psychology; Ji Young Choi, Ames, graphic design; Chad Harbig, human computer interaction; Mariam Melkumyan, graphic design; and Lei Zhang, Zhengzhou, graphic design.. Vancouver, BC. International. Role – Faculty Mentor.

Iowa Arts Council Individual Artist's Grant, *Incision*, steel work, **\$8,800**, 2009/10.

**National Institute of Health (SEPA) Meta!Blast: An immersive interactive learning** module for cell biology (Co-PI's), Diane Bassham, Julie Dickerson, Steve Herrnstadt, Joanne Olson, Eve Wurtele 9/08-8/11 **\$772,481**.

**Best Paper Award** Call AB, S Herrnstadt, ES Wurtele and D Bassham. 2006. *Virtual Cell: A Pedagogical Convergence between Game Design and Science Education*. **International Institute of Informatics and Sytemics (IIIS)**.

**Best Workshop Award for Creativity in Entrepreneurship Education**, United States Small Business and Entrepreneurship Association International Conference, Tucson, AZ., January 2006.

**Top Ten Game Independent Game Festival** for class project *Tree Fort Wars* created by 12 student over seen by Herrnstadt in ArtIS 409, 2004. International.

**Patent** - Japanese. 2005, Pierce; Donald (Ames, IA); Herrnstadt; Steven M. (Ames, IA); Grover; Trent (Ames, IA); Good; Frederick (Ames, IA) Assignee: Micoy Corporation (Des Moines, IA) *Stereoscopic panoramic image capture device*.

**Patent** - United States 6,947,059 September 20, 2005, Pierce; Donald (Ames, IA); Herrnstadt; Steven M. (Ames, IA); Grover; Trent (Ames, IA); Good; Frederick (Ames, IA) Assignee: Micoy Corporation (Des Moines, IA) *Stereoscopic panoramic image capture device*.

Gold Award to Micoy Corp., World's Best Technologies, WBT Conference, Austin, TX., April, 2005., The WBT is produced in cooperation with the Federal Laboratory Consortium for Technology Transfer, a nationwide network of federal laboratories, and the National Association of Seed and Venture Funds. International juried and by vote.

Nominated to *Who's Who* in 2003.

Who's Who in University Art Education, 2003

Faculty Award for Extraordinary Performance, Iowa State University, College of Design, 2000.

Miller Fellow, *Visual Literacy in Service to the Community – Proposal for Distance Education*, Iowa State University 1998-99 **\$55,000**

*DaVinci Project – Multimedia for Art and Chemistry*, Co-PI Collaboration among Department of Art & Design, College of Education, Department of Chemistry, USWEST, 1997, approx. **\$380,000**.

Letter of recognition of status as one of the "**Leading Computer Artists**" from Association of Computing Machinery (ACM), 1992.

"Addy", Des Moines competition of Advertising Professionals awarded to Mauk + Associates for Gateway promotional book, Photographic art work by Steven Herrnstadt, February 1991.

Awards in the Visual Arts Nominee, Southeastern Center for Contemporary Art, Winston Salem, North Carolina, National, 1989.

Design Research Institute Fellow, 1989.

Third place MOVIE.BYU Image Competition, Collaboration with Dr. Kenneth Jolls and Daniel C. Coy, "Color Reproductions of Thermodynamic Phase Surfaces" Brigham Young University, Provo , Utah, 1989.

*An Advanced Computer Graphics System for Simulation, Analysis, and Visualization*, collaboration with Engineering Research Institute, National Science Foundation (NSF) **\$162,000** awarded 1989.

Artist in Residence, Appalachian Environmental Arts Center, Highlands, North Carolina, November, 1988.

Project Vincent award for establishment of a Visualization Lab, Iowa State University, **\$180,000**.

Award of Exceptional Achievement, Council for the Advancement and Support of Education, Washington, D.C., 1983.

**Exhibitions:** Over 60 group and one person juried and invited exhibitions of works including US Capitol Building, Rotunda, Washington, D.C., *Loess Hills National Park proposal*; The Soviet Academy of Sciences & ACM SIGGRAPH, Moscow, Russia; ACM/SIGGRAPH, Chicago, IL.; Instituto de Estudios Norteamericanos, Barcelona, Spain; Universidad de Salamanca, Salamanca, Spain; Adelaide Festival, Adelaide, South Australia; Computer Museum, Boston, Massachusetts; University Art Gallery, California State University, Stanislaus, Turlock; Society of American Graphic Artists (SAGA) 63rd National Exhibition, Federal Plaza, New York, New York;

**Representative Public, Corporate and Private Collections:** Sprint Telecommunications, Kansas City; Association of Computing Machinery (ACM) Headquarters, New York, New York; Des Moines Art Center Permanent Print Collection, Des Moines, Iowa; U.S. Department of the Interior, Port Angeles, Washington; Boston Computer Museum, Boston, Ma; Ruan Corporate Collection; Wellmark Blue Shield Corporate Collection; Catskill Center for Photography, Woodstock, New York; Joseph Jachna (Photographer, Private Collection); John Sexton (Photographer, Private Collecton); Josh Simpson

(Glass artist, Private Collection); Pioneer Corporate Collection; Maytag Corporate Collection; Anderson Erickson Corporate Collection.

**Courses Created and Taught:** \*StartUp Studio (IndD 401-2), Startup Factory, part of teaching team and mentors, \*SolidWorks for Industrial Designers (IndD 341); \*SolidWorks Advanced (IndD 541); \*Materials and Processes – Industrial Design (IndD 334); \*File to Fab – Digital and CNC Prototyping (IndD 592); \*Senior Project/Thesis Class (IndD 499); \*Field Photography (Iowa Lakeside Laboratories); \*Analogue Photography Large Format, Medium Format and Small Format, color and black and white Intro through Advanced and Graduate (ArtIS \*229, \*329, \*429, \*529); \*Digital Photography (ArtIS 227); \*Computer and Video Game Development and Design (ArtIS 409); \*Alternative Photographic Processes (X sections); \*College wide Basic 2D and 3D Design (early Design Studies courses 1980's); \*Early class in drawing perspective and shading for first Design Studies course 1980's); \*Computer Modeling Cinema 4D, 3D Studio, Maya (ArtIS 308, 408, 508); \*Computer Lighting, Rendering and Animation; \*Visualization (ArtIS 408 two year change from earlier version of 408); \*College wide Color Theory (early Design Studies courses 1980's); \*Advanced Projects; Sketching, Photographing and Writing Nature (Iowa Lakeside Laboratories). Intro To Computer Graphics. Movie.BYU and CAD (DsnS 201 1982 – 1987 Approx.)

\* denotes originated and began the class.

Founding member of Iowa State University Entrepreneurship Faculty Committee and minor.  
Charter member of Human Computer Interaction Program HCI, ISU.  
Charter member of Virtual Reality Application Center (VRAC), ISU.