

## **CURRICULUM VITAE**

**Peggy (Ruby M.) Southerland**

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## **EDUCATION**

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|-----------|------|--|
| 1975      | B.A. | University of Maryland, Baltimore County<br>Baltimore, Md. 21250<br>Theatre (Technical Emphasis)                           |
| 1992-2007 |      | Certified to instruct in such software programs as<br>Wavefront, Alias, Chyron, MAYA, Photoshop After<br>Effects, Premiere |

## **AWARDS AND HONORS**

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|------|--|---|
| 2000 |  | Dove Award "Doodles' Crew"  |
| 1991 |  | National Emmy for Technical Team Coverage of CBS<br>Sports Post-Season Baseball                             |
| 1991 |  | Most Celebrated Alumnus Award, UMBC<br>Baltimore Maryland   |
| 1988 |  | National Emmy for Technical Team Coverage of ABC<br>Sports 1988 Winter Olympics in Calgary                  |
| 1986 |  | New York Film Festival Silver Medal for Children's<br>Program "Kaleidoscope"                                |
| 1982 |  | National Emmy for Outstanding Individual<br>Achievement for ABC Sports Coverage of NCAA<br>College Football |

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**SYNOPSIS OF PROFESSIONAL CAREER**

- 2001- **Director, Digital Imaging and Animation,** Regent University, Virginia Beach, VA. Responsible for start of new Animation Department within the Cinema/Television Department at The school of Communication and the Arts. Developed curriculum, hired adjuncts, wrote syllabi, determined books to be used. Created BA, MA and MFA programs in animation for the University. I am currently developing a BFA in Visual Arts with majors in Animation (both 2D & 3D, Graphic Design and Game Design. Created and directed Zero Gravity, a professional workshop program to teach software. Created and maintained animation lab. Advised students. Designed and help build sets for TV studio productions. Created graphics for live TV productions such as “The Creation” and “Elijah” a co-production with WHRO, the Virginia Symphony Orchestra and Regent, iVoice, the student web newscast and [www.reelgood.tv](http://www.reelgood.tv), the University web TV station. Provides graphics and animation for both student and University funded projects..
- Owner/President,** Southerland Studios, LLC. Currently developing animated series that starts production in January. Currently producing virals and episodes for an on-line Children’s ministry. Currently working on special effects for an independent movie.
- 1998 to 2001 **Owner/President,** A.S. Imagined, LLC, Virginia Beach, Virginia. Responsible for all daily operations. Directed a staff of 13 employees as we produced 2 pilots for animated series, “Doodles’ Crew” and “Angel Wars”, as well as graphics packages for METV and the PAX Network.
- 1995 to 1998 **Director of Animation,** The Family Channel, Virginia Beach, Virginia. Responsible for the on-air look of the

network. Developed Network ID packages and oversaw the graphics needed for 2600+ promos for the network each year. Upgraded the equipment and skills of the staff. Expanded the staff. Improved overall efficiency and productivity.

1992 to 1995

**Assistant Director for Special Projects**, UMBC Imaging Research Center, Baltimore, Maryland. Responsible for setting up in-house internships in animation and acquiring clients such as The Discovery Channel series “The Brain”. Taught animation software class. Produced videos for the University, “Shakespeare on Wheels”, and the opening of the University of Leicester’s Imaging Research Center.

1986 to 1991

**Owner/President**, PHS Graphics, Inc., Grapevine, Texas. Responsible for all daily operations. Directed a staff of 4 employees as we produced graphics for clients such as ABC, NBC, CBS, TBS, IBM, Texas Instruments and General Dynamics.

1984 to 1986

**Senior Graphics Designer**, Dallas Post Production Center, Dallas, Texas. Produced graphics for all clients. Supervised 2 other artists.

1978 to 1984

**Graphics Engineer**, ABC, New York. Produced On-air Graphics for such shows as Good Morning America (including designing the 1<sup>st</sup> electronic weather system for on-air use), Wide World of Sports, NCAA Football, 4 Kentucky Derbies, 5 Indianapolis 500s, Olympic Coverage (Lake Placid, Sarajevo, Los Angeles, Calgary) Nightly News and News Special Events, such as Elections and Conventions. Developed graphics for 5 seasons of NCAA College Football, 2 World Series, 1 Super Bowl and 2 Sugar Bowls (origin of crashing helmets now used by Monday Night Football), 2 seasons of Golf coverage. Member of design team for creation of Dubner CBG for use in live Sports and Special Events coverage.

1975-1977

**Staff Designer**, WJZ-TV ABC Affiliate), Baltimore, Md. Designed sets for local talk shows “The Larry Angelo Show”, “People are Talking” (Oprah Winfrey’s 1<sup>st</sup> talk show), specials, game shows and Evening

News. Created news graphics, print ads and promo artwork

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**TEACHING / PRESENTATIONS**

- 2005 Workshop Coordinator and Presenter, “Special Effects for Film & Television” for the Virginia Production Alliance.
- 1997 Presented at SIGgraph, in Los Angeles, CA. Producing CGI for IMAX 3D.
- 1995 Producer: Teacher Education Materials Project: A Database for K-12 Mathematics and Science Professional Development Providers “*Thinking Science -Work in Progress*” consists of a 27-minute videotape depicting inquiry-based activities in four classrooms and a short guide with many suggestions for discussion topics. The material is intended for professional development providers to facilitate discussion and reflection among elementary teachers about how science is taught
- 1994 Searchable database of K-6 science books for libraries.

**PRODUCTIONS**

- 2007 Currently developing 13 part animated series. Details will be released in January 2007.
- 2007 Graphics for Operation Blessing in Sumatra
- 2006 Producing special effects for independent film
- 2006 Producing virals and episodes for new on-line Children’s ministry
- 2006 “Cubeheads” Executive Producer, 5 minute web episodes now in production.
- 2001 “Angel Wars” Line Producer, Half hour pilot for animated series.

2000

“Doodles’ Crew” Executive Producer, Half hour pilot for animated series.

## Courses Developed & Taught at Regent *Undergraduate Level*

### **Designing Graphics Packages for Television**

This course is geared to Television News, Sports, Promotion and Advertising. It will cover the needs of each area, issues of typography and how to design for the Chyron Duet and other systems currently in use in Post-Production and live Production situations.

### **Culminating Project, Parts 1 & 2**

Students will have to independently produce a 5 minute animation over the course of 2 sessions in order to graduate. Students meet once a week to discuss their progress with class.

### **Pre-Production for Culminating Project**

This is a self-driven course where the students prepare scripts, storyboards, budgets and crew for their culminating project. This course must be taken in conjunction with *The Business of Animation*. Students meet once a week to discuss their progress with class.

### **The Business of Animation**

This course is designed to explore the roles of the various people involved in the production of animation including the Executive Producer, Producer, Director, Director of Animation, animator, etc. needed to produce successful, marketable animation. Pitching, budgeting and business plans will be covered. Each student will be required to submit a budget and business plan for their culminating project. They will have to pitch their project for their final. This class must be taken in conjunction with *Pre-Production for Culminating Project*.

### **Character Animation in Maya**

This course is designed to give the student the skills to animate the model built in CMAN 333 in Maya. A fully planned, animated, rendered and edited 10 second animation with sound using that model will be the outcome of this course. Students are required to have an approved laptop with Alias’ Maya software, Adobe Photoshop, Premiere and After Effects.

### **Intro to 3D Animation in Maya**

“How to” class taught in Digital Imaging & Animation lab using latest software from Alias (MAYA). Course will cover basic principles of creating an animation from concept to completion. A knowledge of 3D software (most particularly MAYA) is useful, but will be covered in workshop sessions. This course will give an overview of the process as well as have a hands-on component. Each group will be expected to complete a 10 second animation based on the covered materials.

### ***Graduate Level***

#### **Tools of the Trade**

Class will cover, but not be limited to, working knowledge of vector scopes, waveform monitors, cameras, lights, VTRs, DDRs, basics of editing/compositing, creation use and importance of mattes, file formats, file translation devices, basic file structures in UNIX, DOS and Macintosh operating systems and simple UNIX scripting.

#### **Special Effects Editing**

This course will cover the concepts of design, color and texture. Software used will be PhotoShop, AfterEffects, and Composer/Avid/Premiere. Texture creation for 3D will be covered as well as rotoscoping and compositing for animation. Traditional cell animation will be explored. A 5 second project will be required as the final grade.

#### **Special Effects for Film & Video**

This course is designed to give students an overview of the history of special effects in film and television as well as hands-on projects that demonstrate the techniques needed to work with green screen, miniatures, CGI, lighting techniques, cloud tanks/liquids, glass mattes, editing tricks, shooting tricks and color correction. Motion capture, motion control and stunts and wire tricks will also be discussed.

#### **Graphics for Television**

This is a workshop for editing and producing students who wish to learn how to produce a graphics package for Television.

## **REFERENCES**

Norman C. Mintle, PhD, Associate Dean  
Regent University  
School of Communication & the Arts  
1000 Regent University Drive  
COM 240  
Virginia Beach, Virginia 23464  
757-226-4203

Michael Patrick, Dean  
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