

ATIA NEWMAN (QUADRI)

Phone: (401) 473-8663
atia.newman@gmail.com
atia.newman@rit.edu

linkedin.com/in/atia
http://www.theivytree.com/
Rochester, NY 14620

The first woman CG animator in the Pakistani animation industry, Atia Newman (Quadri) is a pioneer, a creative artist and an educator. Her family's combined immigrant experiences make her acutely aware of the differences, and similarities, between Eastern and Western cultures.

Tenured in 2018, Professor Newman is the first 3D animation specialist, the first woman of color and the youngest person to earn the title of Associate Professor in the School of Film and Animation in RIT.

Raised in a post-colonial society and currently a Muslim immigrant settled in the US, she knows firsthand how easily a culture can be erased and recast into damaging stereotypes. Her research is focused on combating negative cultural stereotypes by re-centering the authentic voice in storytelling. Her film, *The Iroquois Creation Story*, is an award-winning mixed media production that has, for the first time, preserved the history and tradition of the Native Iroquois religion in an enduring format.

Atia Newman aims to continue to use animation and game technology to make accurate and unbiased research more accessible to broader audiences. Her current project posits a new way to preserve cultural heritage sites that may forever change the field of Digital Cultural Preservation.

EDUCATION

MFA Pratt Institute, Brooklyn NY Digital Art and Animation	Oct 2010
BFA National College of Arts, Lahore Graduated with Honors Communication Design	Jan 2003

HONORS AND AWARDS

NSF Advance Connect Grant Award Co-PI, Sultana's Dream	2021
Epic Games Megagrant Award Team member, Virtual Production and Previz	2020
NSF Advance Connect Grant Award Co-PI, Character Mosaic Project	2017
Office of Diversity and Inclusion Co-PI, The Character Mosaic Project	2017
RIT FEAD Grant Award Co-PI, The Mill Co-op program	2016

NSF Advance Connect Grant Award 2014
Co-PI, “The Iroquois Creation Story”

RIT FEAD Grant Award 2013
SIGGRAPH Conference Attendance/ Booth organizer

TEACHING EXPERIENCE

Rochester Institute of Technology, Rochester NY Aug 2018 to current
Associate Professor, School of Film and Animation

Teaching

- **Intro to 3D Modeling (undergraduate)**
Designed by me, our freshman course is designed to provide students with the fundamentals of 3D Modeling using Autodesk Maya with a focus on industry best-practices.
- **Sophomore Animation Workshop 1 (undergraduate)**
The first of two workshop films designed to lead students through a complete filmmaking process in their medium of choice: 2D, 3D, Stop-motion. Students write and produce a complete film in one semester.
- **After Effects for Animators (undergraduate)**
Implemented as a mirror to our graduate course, this course introduces undergraduate students to After Effects puppeting and animation workflows as well as lay the groundwork for higher level VFX courses.
- **3D Animation III (undergraduate)**
The third and most advanced course in 3D character animation using Autodesk Maya, covers acting, performance and production workflows.
- **Senior Capstone 1 (undergraduate)**
Co-designed by my, this is the first of two classes designed to support and advise Seniors through the completion of their Capstone productions.
- **Building the 3D Character (cross-listed undergraduate and grad)**
Designed by me, this course covers the full process of 3D Character Rigging from start to finish using Autodesk Maya with a focus on industry best-practices.
- **3D Lighting and Rendering (cross-listed undergraduate and grad)**
Designed by me, this course provides an in-depth look at CG Lighting techniques using Autodesk Maya, with aesthetic development for animation productions.
- **Fundamentals of 3D Animation (graduate only)**
Designed by me, this course is designed to introduce graduate freshmen students to 3D modeling and animation techniques using Autodesk Maya.
- **After Effects for Animators (graduate only)**
Designed by me, this is a more advanced version of the undergraduate course.

All software-based course syllabi are annually updated and revamped to match the latest industry trends and methods.

Non-software courses are consistently revised to explore more effective methods of pedagogy.

Post-pandemic, I am recording my course demos and compiling them into digital YouTube libraries as a further aid to student learning.

Institute Service

- Vice Chair of the ACM SIGGRAPH Greater Rochester Professional Chapter
- Vice Chair of Faculty Senate (elected, one-year term)
- College Rep on Faculty Senate (2018-2021)
- College Rep on the Council for Representation and Engagement of Women Faculty
- Leadership Council for the Senate Women's Caucus
- School Rep on College Tenure Committee
- School Director search committee (2018-2021)
- Faculty search committees (multiple)
- Tenure-track Faculty Mentor (*mentee* V. Sweet)
- Animation Rep for the SOFA Gender Equity Committee
- National Portfolio Day Reviewer (undergraduate admissions)
- Curriculum Redesign
- SOFA Social Media Curation Committee
- Organizer, Cultural Exchange Events
- Organized speaker events with companies and artists, *ie Blizzard entertainment*

Rochester Institute of Technology, Rochester NY
Assistant Professor, School of Film and Animation

Aug 2012 to May 2018

Teaching

- Principles of Animation (undergraduate)
Taught once: An introductory freshman course covering the Principles of Animation using various Stop-motion techniques.
- Intro to 3D Modeling (undergraduate)
- Sophomore Animation Workshop 1 (undergraduate)
- 3D Animation I (undergraduate)
Taught only in my first year: this course covers the basics of 3D Animation using Autodesk Maya and the application of the Principles of Animation.
- Building the 3D Character (cross-listed undergraduate and grad)
- 3D Lighting and Rendering (cross-listed undergraduate and grad)
- After Effects for Animators (cross-listed undergraduate and grad)
The earliest iteration of the After Effects course, covering key production methods for animation production and VFX.
- Fundamentals of 3D Animation (graduate only)
- Independent Studies: Advanced Animation, Advanced Rigging.

Through this time, my teaching load also included two Capstone and Thesis courses, where students in their final year would enroll as advisees and have weekly individual meetings as they developed and completed their final films. My average enrollment was 6 students per year, with a maximum of 9.

Institute Service

- College Rep on University Faculty Affairs Committee
- Faculty Search Committees (2012 – 2016)
- NASAD Accreditation Prep Committee
- SIGGRAPH RIT Booth Co-Organizer
- Animation Rep for the SOFA Gender Equity Committee
- Curriculum Redesign
- SOFA Social Media Curation Committee
- Organized pop-up workshops for students on various production topics. Topics ranged from: Quick Rigging Tips, Lighting and Rendering Best Practices and Time Management in Production
- Co-organizer Anijam, the 24-hour Animation Competition
- Graduate Admissions Portfolio Review committee
- Organized speaker events with noted digital artists; *ie Chris Landry*
- Supervised update of 3D Model Archive

Bowling Green State University, Bowling Green OH Aug 2011 to May 2012
Full-time Instructor, Digital Arts, College of Arts and Sciences

Teaching

- Intro to 3D Animation
- 3D Lighting and Rendering
- Character Animation
- Animation Production I
- Animation Production II

Institute Service

- Faculty Advisor Student Game Animation Group
- Faculty supervisor for BGSU trip to attend the Game Developer's Conference 2012
- Participated in fund-raising efforts for the School of Art
- Contributed to the organization of group exhibition at the Columbus Art Expo

RESEARCH EXPERIENCE

The Encyclopedia of Animation Studies Bloomsbury; Chapter contribution “Animation in Pakistan”	~ June 2023
The Lahore Fort Digital Preservation Project , Virtual Creator – PI, currently in prototype development	current
The Character Mosaic Project , Digital Co-creator – Co-PI	2017- 2019
The Iroquois Creation Story , Victor NY Co-creator – Co-PI	2013 - 2015

FESTIVALS 2015 - 2017

12th Annual Red Nation Film Festival – LA
Winner Best Animation and Best Live Short

Indianer Inuit Film Festival – Germany
Winner Best Animation

Bare Bones International Film and Music Festival – OK
Winner Best Animation

Buffalo Niagara International Film Festival – NY
Winner Best Animation

American Indian Film Festival, San Francisco – CA
Winner Best Animation

18th Annual Native American Film Festival of the South-East – SC
Winner Best Original Music

Wolves Independent International Film Festival – Lithuania

Comanche Nation Film Festival – OK

Santa Fe Film Festival, Santa Fe – NM

Green Bay Film Festival, Green Bay – WI

Maoriland Film Festival – New Zealand

Native Festival, Madrid – Spain

Wairoa Maori Film Festival – New Zealand

Flaming Arrow Inter-Tribal Film Festival, Portland – OR

Asinabka Film Festival, Ottawa – Canada

Copa Short Film Festival, Maricopa – AZ

PRESENTATIONS AND INVITED LECTURES

Accepted Speaker, “Cultural Preservation Using Game Technology”, Global XR Symposium, Netherlands, Dec 2021

Accepted Speaker, “Cultural Preservation Using Game Technology”, Frameless Labs XR Symposium, RIT, Nov 2021

Panelist, “Diversity in Gaming”, UNC Charlotte's Atkins Library Presentation, April 2021.

Artist talk, “Developing Diversity in Animation”, Art & Art History Lecture Series, UNC Charlotte. March 2021.

Guest Speaker, “Creating Diverse Characters for Animation”, Body Art, Ringling College of Art and Design, March 2021.

Guest Speaker, “Creating Diverse Characters for Animation”, Body Art, Ringling College of Art and Design, October 2020.

Guest Speaker, “Creative Careers in a Global Setting”, The Lyceum School, Karachi, January 2015.

Panelist, “Understanding Aesthetic Trends in Animation”, UFVA Conference Panel Presentation, August 2013.

Guest Speaker, “Misinformation and Perspective in Media”, RIT, September 2013.

PROFESSIONAL TRAINING

NYFA Grant Coaching

45-minute session online, Dec 2020

Advanced Rigging Certificate

CG Master Academy, Online Animation Education, May 2016

Instructor: Niko Sanghrajka

Solid Works Houdini, Workshop Attendee, September 2015

Instructor: Debra Isaac

PIXAR Animation Masterclass, VanArts, Chicago August 2014

Collider Conference Masterclass Animation

Collider Conference Masterclass Rigging

In-person conference, New York City, June 2013

PROFESSIONAL EXPERIENCE

The Mill, NY – August 2017
Co-op, Lighting and Rigging

Dustbunny Studios, NY – June-July 2011
Rigging Artist

Willoughby 5N, NY – April-June 2011
Prop Fabrication

Armistice Media, NY – January-April 2011
Animator

Nathan Love, NY – September-November 2010
Rigger

Magnetic, NY – August-September 2010
CG Generalist – Rendering, Post-production

Animation Collective, NY – August-December 2008
Animation Intern

The Carrot Company (Pvt.) Ltd, Karachi – October 2005-March 2006
Lead Animator/ Project Manager

Post Amazers (Pvt.) Ltd, Karachi – January-August 2005
Team Lead, Project Lead

Post Amazers (Pvt.) Ltd, Karachi –September 2003-December 2004
Senior Animator, Character Rigger

Post Amazers (Pvt.) Ltd, Karachi – February-September 2003
Junior Animator

PROFESSIONAL SERVICE

ACM SIGGRAPH Greater Rochester Professional Chapter

Vice Chair, 2018 – current

Book Manuscript Reviewer

- “Making the Cut at Pixar: The Art of Animation” – 2021, *Routledge: Taylor and Francis Group*

External Tenure Application Reviewer

- Candidate “S. Acker” – 2021, *School of Film and Television, Loyola Marymount University*

Book Proposal Reviewer

- “Aesthetic 3D Lighting: History, Theory, and Application” by Lee Lanier – 2017, *Taylor and Francis*
- “Advanced Lighting Techniques” by Lee Lanier – 2015, *Taylor and Francis*
- “Organic Modeling for Animation” – 2013, *Taylor and Francis*

Academic Program Reviewer

- Game Design and Development BS Program –, *SUNY Canton*
External reviewer for NYSED

Panel Presentation Reviewer

- University Film and Video Association Conference - 2013

LANGUAGES

Urdu: Native Language

English: Fluent in all areas

Hindi: Advanced in Listening and Speaking, Novice in Reading

Arabic: Novice in Listening and Speaking, Advanced in Reading

SOFTWARE

Advanced:

Autodesk Maya, Adobe After Effects, Adobe Photoshop, Adobe Premiere,

Intermediate:

Blender 3D, Unreal Engine, Adobe Medium (VR), Quill (VR), Adobe Animate

Beginner:

Da Vinci, Adobe Audition, Adobe Illustrator

OTHER INTERESTS

Travel, Photography, Ceramics, Sculpture (clay or wood-carving).

Avid puzzle-solver, game-player and sudoku lover. Loves killing zombies in arcade games.