ACM SIGGRAPH Annual Report for 2011

For each section of the report, the name of the person responsible for that activity is given. That person is the Chair of the responsible committee, for example for the Chapters report, Scott Lang is the Chair of the Chapters Committee.

ACM SIGGRAPH FY11 Budget Report (Jeff Jortner, Treasurer)

Opening Fund Balance: $2,337,885
Closing Fund Balance: $2,488,075

Income Areas

Dues: $230K
Publications (includes ACM Digital Library): $339K
SIGGRAPH Video Review Sales: $70K
Contributions: $5K
Conference Revenue: $7,546K

Committee Expenses

Executive Committee: $187K
Publications: $107.5K
Education: $13K
Information Services: $37K
Chapters: $32K
Arts: $1K
Communications: $44K
Small Conferences & External Relations: $2K
Conference Expenses: $7,236K

Awards Committee (Jim Foley, ACM SIGGRAPH Vice President)

Awards Presented at SIGGRAPH 2010

Computer Graphics Achievement Award – Jessica Hodgins, CMU
Significant New Research Award – Alexei "Alyosha" Erfos, CMU
Outstanding Service Award – Kellogg Booth, University of British Columbia
Distinguished Artist Award for Lifetime Achievement – Yoichiro Kawaguchi, University of Tokyo

Awards Committee Chairs:
Technical Awards John Hughes, appointed 2009 (first term)
Outstanding Service Award: Joe Marks, appointed 2008 (first term)

Distinguished Artist Award: Cynthia Beth Rubin, appointed 2008 (first term)
A new chair for the Distinguished Artist Award committee has been approved by the SIGGRAPH EC, to be effective July 2011: Bruce Wands, School of Visual Arts, New York.

SIGGRAPH Conference Advisory Group (Joe Marks)

SIGGRAPH 2010, the world's premier conference on computer graphics and interactive techniques, welcomed 22,549 artists, research scientists, gaming experts and developers, filmmakers, students, and academics from 79 countries around the globe to Los Angeles. In addition, more than 160 industry organizations exhibited at SIGGRAPH 2010.

"We were thrilled to be back in LA this year in the vibrant downtown area, experiencing and enjoying the wonder of all the latest research and innovations," said Terrence Masson, SIGGRAPH 2010 Conference Chair. "SIGGRAPH once again served as the place where art, film, science, research, and technology converged for an entire week. We look to build onto this momentum in 2011 when we host SIGGRAPH in Vancouver - a growing hotbed for the computer graphics and entertainment industry."

In all, more than 900 speakers participated in the conference through a variety of talks, sessions, panels, papers, presentations, and screenings.

Highlights from SIGGRAPH 2010 included: Keynote presentations from industry experts: Don Marinelli, Executive Producer, Carnegie Mellon Entertainment Technology Center Jim Morris, General Manager and Executive Vice President of Production, Pixar Animation Studios

The renowned SIGGRAPH Computer Animation Festival, highlighting juried and curated animation from around the globe. Winners in several categories included: Best in Show Award Winner: "Loom", Jan Bitzer, Ilija Brunck, and Csaba Letay, Polynoid, Filmakademie Baden-Württemberg, Germany Jury Award Winner: "Poppy", James Cunningham, Delf Productions, New Zealand Best Student Project Prize Winner: "The Wonder Hospital", Beomsik Shimbe Shim, California Institute of the Arts, USA

This year, a new program called SIGGRAPH Dailies! focused on the craft, artistry, and behind-the-scenes/never-told stories from the production community. The program featured work from films such as "Toy Story 3", "Tangled", "Percy Jackson & the Olympians", "A Christmas Carol", "The Princess and the Frog", "Ratatouille", "Up", and more.

A continued focus on video games highlighted real-time rendering content with Live Real-Time Demos of cutting- edge real-time rendering applications, including games such as Blur, God of War III, and LOVE. Game studios that presented at SIGGRAPH 2010 included: Activision Studio Central, Bungie, LucasArts, Naughty Dog, Square Enix R&D, Ubisoft Montreal, Valve, and more. SIGGRAPH was the perfect place for film and game professionals to connect, with content specifically designed to appeal to both industries.

The Disney Learning Challenge was an open competition sponsored by Disney Research with the goal of finding new and creative ways to use technology to make learning fun for children. From a group of 15 finalists, "Refraction: Teaching Fractions Through Gameplay" by Erik Andersen and Zoran Popović, won a majority of the $10,000 prize fund and tours of Disney R&D and Walt Disney Studio.

Technical Papers, the premier global forum for presenting ground-breaking research from today's leading experts, covered the core topics of computer graphics, such as modeling, animation, rendering, imaging, and human- computer interaction, and also explore related fields of audio, robotics, visualization, and perception by presenters from all around the globe - from Bangladesh to Switzerland.

Art Paper presentations on topics explored the multi-sensory nature of human experience in a technologically enhanced environment. SIGGRAPH 2010 collaborated with Leonardo, the Journal of the International Society of the Arts, Sciences and Technology to publish the SIGGRAPH 2010 Art Papers in a special issue.

SIGGRAPH Asia Conference Advisory Group (Yong Tsui Lee)

Seoul, South Korea, 18 December 2010 – The third annual SIGGRAPH Asia captured the imagination of the computer graphics and interactive techniques community this week with a wide spectrum of digital innovations. Over 7,600 professionals and enthusiasts from 45 countries attended the conference and exhibition in Seoul, the capital city of South Korea, for four days of research, development and industry insights that will push the boundaries of computer graphics and interactive techniques in years to come.

"SIGGRAPH Asia has outdone itself once again. The high calibre of the works on display clearly reflects the strengthening digital media scene in Asia. The array of inspiring ideas presented over the past four days has also created a lot of excitement in the industry and helped raise its profile locally and regionally," said Hyeong-Seok Ko, Conference Chair, SIGGRAPH Asia 2010.

A Window to Tomorrow's Lifestyles
In its third edition this year, SIGGRAPH Asia 2010 continued to demonstrate its relevance through the presentation of best results in peer-reviewed research. Some of the fields covered in this conference included character and crowd animation; sampling and filtering; geometric and volumetric reconstruction, modeling and rendering; computational imaging and video. A comprehensive showcase of emerging technologies, supporting today"s hottest trends in smart phones, social networking and 3D graphics, complemented this line-up, with several sessions aimed at helping the community keep up-to-date with tools and technologies that support tomorrow"s lifestyles.

To bolster the ubiquitous mobile technology, Introduction to Processing on Android Devices taught designers, artists and students how to implement Java programming on Android phones. Additionally, the Poster display A System for Activity Visualization of Game Experience on a Smart Phone detailed a game-simulation system that can allow game developers to connect with users‟ activity schedules through their smart phones.

With the social media revolution edging mobility and social networking closer, the Poster display Life Twitter: Connecting Everyday Commodities with Social Networking Services envisioned a system that uses sensor bundles to automatically "twitter" users‟ activities to the social network. This means that in future, users of the social network can get their status updated instantly, without having to separately describe it in a connected session.

New Perspectives on Familiar Favorites
Visitors to SIGGRAPH Asia 2010 also enjoyed production related sessions with a focus on 2010‟s blockbusters and other film and game releases. Award-winning production teams, who have played a part in the makings of many popular productions, shared insights and secrets into creating animations and visual effects which have awed audiences over the past year.

One of the well-received sessions was Bulldozer Trash from „Toy Story 3‟. In this Special Session, attendees were introduced to the rubbish dump death scene in Toy Story 3, focusing on the new and interactive tools that were used to create the iconic scene. Proving its position as an industry-leading piece, Disney and Pixar Animation Studios‟ Toy Story 3 was also selected by SIGGRAPH Asia‟s program committee as a feature in other programs, such as the Course „Toy Story 3‟ Double Feature: Characters and Lighting led by Brian Green, and the Technical Sketch entitled Simulation-Aided Performance: Behind the Coils of Slinky Dog in Toy Story 3‟.

For science-fiction fans around the world, the Star Wars franchise, which entered the twentieth century with three prequels, two games and a television animation series, is the epitome of what computer graphics and special effects could achieve. At SIGGRAPH Asia 2010, Lucasfilm speakers presented a variety of programs including a Special Session Creating New Games from Lucasfilm Favorites, the Computer Animation Festival Panel session „The Clone Wars‟: Setting the Bar for TV Animation and the screening of animation clip „Star Wars, The Clone Wars‟: The Zillo Beast Strikes Back. Finally, the Special Session Photomodel and Sequence Light Setup on „Iron Man 2‟ laid truth to the fact that many special effects enthusiasts are still hooked on the excellent fight sequences in the movie chart-topper. Attendees were amazed by the revelation that some of the "natural sets" were in fact created virtually by photo modeling and lighting sequences.

3-Dimensional Entertainment
2010 was also the year when 3D movies and entertainment dominated box offices across the globe. Mirroring this trend, the technology responsible for this revolution, known as stereoscopic 3D, was extensively discussed at SIGGRAPH Asia 2010, with a good number of sessions

looking at the intrinsic details of developing 3D movies, animations and games. Stereoscopy from XY to Z by NVIDIA and Walt Disney Animation Studios discussed rendering techniques and artistic concepts, providing a better understanding of stereoscopy and how to make it work more effectively for viewers. Additionally, a hands-on introduction to 3D displays in the session Build Your Own 3D Display had attendees fully immersed in building their own low-cost stereoscopic displays.

Stereoscopic 3D was also discussed at the Technical Papers session Stereoscopic 3D Copy and Paste, one of the many widely attended Technical Papers sessions at SIGGRAPH Asia 2010. Additionally, the Technical Paper Content-Adaptive Parallax Barrier for Automultiscopic 3D Display introduced a new approach that will allow significant improvements in the resolution and brightness of autostereoscopic displays.

Where Innovations and Digital Creations Thrive
Over 100 companies displayed the latest in computer graphics hardware, software and services across the trade floor, reinforcing the profile of SIGGRAPH Asia as a networking and collaboration platform for industry and academia. NVIDIA, the world leader in visual computing technologies, promoted its recently launched Quadro professional graphics solutions and 3D Vision Pro technology to the worldwide audience at SIGGRAPH Asia 2010. These new solutions target graphics professionals from a broad range of industries, including engineering, design and video production.

"SIGGRAPH Asia was a perfect venue to feature our latest Quadro line and the industry's newest applications that are GPU accelerated," said Daniel Shapiro, Director of Marketing, Quadro Line of Professional Graphics Solutions, NVIDIA. "Attendees saw first-hand how the incredible performance and productivity breakthroughs enabled by the NVIDIA Fermi architecture are driving a new era of computational visualization." Autodesk saw an overwhelming response to its MudboxTM competition, where attendees were each given 60 minutes to sculpt and texture a given character. Providing a display of what the future of digital entertainment could look like, Autodesk had a packed schedule of sessions by leading production studios which have successfully created works using Autodesk products. The list includes DIGITAL IDEA, FXGear, Harmonix and Rising Sun Pictures, covering popular film and games such as the Harry Potter Series, The Lord of the Rings and Rock Band.

Complementing Korea's Rising Digital Media Scene
As host to SIGGRAPH Asia 2010, Korea‟s computer graphics community came out in full force, as evidenced by the extensive presence of Korean companies and universities taking part in the event. Eight films produced in Korea were selected for screening at the Computer Animation Festival, including Memories of the Song by Jin Sung Choi of Brian‟s Film and Mom by Wooksang Chang of Chung-Ang University.

In addition to well-known content creators such as NCsoft Art Director Hyung-Tae Kim and satirical caricaturist Professor Jae-Dong Park, Korea was also represented by top research

institutions such as Ewha Womans University, Jeju National University, Korea Institute of Science and Technology and Seoul National University.

The Electronics and Communications Research Institute Korea (ETRI) also presented a suite of early research works that have the potential to contribute to digital content creation in the future. These include an interactive 3D digital screen, a real-time pre- visualization device and a 3-dimensional clone creation method which combined motion capture and modeling.

To reach out to an even bigger local audience, 10 courses were conducted simultaneously in dual languages – English and Korean - while the Technical Papers program included a special Korean language session, presenting four technical papers from acclaimed institutions.

A Hot Pot of Culture, Creativity and Innovation With its unique position at the crossroads of technology and traditions, SIGGRAPH Asia has once again staged an event that combined digital innovations with the region"s rich cultural influences. From animation pieces that merged the latest techniques with Asia"s traditional heritage such as Children by Japan"s Trident College of Information Technology and The Birthday Gift by China"s AIVFX Inc. to research that tackled localization and globalization such as the Poster display A Japanese Text-Based Mobile Augmented Reality Application and Course Cross-Cultural User-Interface Design.

Scott Owen, President of ACM SIGGRAPH commented, "Over the course of three years, SIGGRAPH Asia has grown to become the defining computer graphics and interactive technology conference and trade show in the region, with attendee numbers increasing year after year. At the same time, Asia"s digital media scene has grown by leaps and bounds, offering visitors research and works that continue to bring the industry to new heights. In time to come, I am confident that SIGGRAPH Asia will develop its own distinctive edge, complementing Asia"s growing reputation as a hub for the world"s most creative digital media talents."

Chapters Committee Annual Report, 2010 – 2011 (Scott Lang)

The ACM SIGGRAPH Professional and Student Chapters continue to be the largest network of SIG Chapters within the ACM organization. Fifty chapters exist in over fifteen countries around the world. During the last year, we chartered a new Professional Chapter in Taipei (Taiwan). We also have received inquiries to start / re-start chapters in places such as San Francisco, Boston, and Toronto.

SIGGRAPH 2010 SCOOP Team
At SIGGRAPH 2010, we were able to produce and upload 25 podcasts while we were on-site in Los Angeles. All our segments were uploaded to the ACM SIGGRAPH YouTube channel. To date, these videos have over 27,000 views. These videos covered a range of topics, from interviews with the keynote speakers to venue spotlights to attendee interviews. In addition to these videos, we also recorded the course that featured Ed Catmull and Richard Chuang, and

produced a DVD (overnight) that was used by SVs to review the orientation session (which we shot for them on Saturday afternoon).

For SIGGRAPH 2011, we are planning to expand our coverage to include more contributor profiles, CG pioneer interviews, and possibly videos to promote SIGGRAPH Asia 2011.

Collaboration with the Independent game Developers association (IGDA)
After an introduction from the ACM President, Alain Chesnais, the ACM SIGGRAPH Chapters Committee Chair began a conversation with the IGDA on ways to increase the amount of collaboration between our two organizations. Our first effort was to encourage the ACM SIGGRAPH Chapters to host local GameJam events as part of IGDA‟s Global GameJam activity that takes place over three days in January. Several chapters already had connections with their local IGDA Chapters so there was a good response to this call.

Our future plans include having IGDA representatives attend the SIGGRAPH 2011 Chapters Development Workshop in Vancouver and to educate our chapters on how best to set up and run their own Game Jams. We also hope to facilitate more co-sponsored events between these groups at the chapter level. Associate Membership Program Work has continued on this project and we now have almost 10 chapters signed up with the Associate Membership Program.

SIGGRAPH 2010 Conference Activities The ACM SIGGRAPH Chapters are involved with many activities at each year‟s conference. The single most important event for the chapters is the Chapters Development Workshop that is held the day before the conference officially opens. Last year‟s workshop drew approximately 40 chapter leaders from all around the world. Sessions during the workshop covered areas such as Chapter Web Site Guidelines, the Associate Membership Program and Future Directions for the ACM SIGGRAPH Chapters. In addition, we also ran our second Logistics Fair. Modeled after the SIGGRAPH Conference Logistics Fair, this session has proven very successful and as a result will be a part of future Chapter Development Workshops.

Over the course of the conference week, the Chapters hold several public meetings. One such meeting is Chapters Business Meeting. Another is the Professional and Student Chapter Start-Up Meeting. Last year‟s meeting drew over 20 interested individuals.

We also had several chapter-specific meetings. These included one for our Web Site Committee and one for our Student Chapters.

The annual Chapters Party was held at the "Club 740" nightclub. (We also held our SIGGRAPH 2008 Party there.) Over 1,700 people attended this event. For the fourth year in a row, we also hosted and funded the annual Student Volunteer Alumni Reunion. Close to 80 people attended this activity.

Program Year 2010 – 2011 During the 2010 – 2011 year, our chapters were very active. Total chapter membership around the world is between 2,300 and 2,700 professional and student members. Total attendance at chapter events over the course of the year (from those chapters reporting) is almost 19, 000. Events range from lectures to screenings, multi-day conferences to art talks.

Some examples of topics covered over the last year include: "3D Stereo Essentials", "What‟s New At JPL", "Animationese: The International Language of Animation", "The Camera of the Future", "Working on Kinect", "Introducción al Cine Estereoscópico 3D", "From Spiderman to Avatar, Emily to Benjamin: Achieving Photreal Digital Actors", "Trademark Law", "TRON – Cult Favourite to Franchise", and "Thai Global GameJam 2011". These are just a few examples of the hundreds of presentations that are hosted by the chapters each year. Special events hosted by our chapters include "MetroCAF 2010", "Pixel 5 Vienna Conference", and the "Minnesota Electronic Theater".

Over 15 chapters presented the SIGGRAPH 2010 CAF DVDs. In addition, several chapters also presented the SIGGRAPH Asia 2010 Electronic Theater DVD. The Chapters Committee helps to support these screenings financially (when possible).

Collaboration with other groups is also important for the chapters network. Over the last year, our chapters have worked with groups that include the following: New York Institute of Technology, IGDA, Institut Supérieur de design, ISART Digital, VES, the Television Academy of Arts and Sciences, Singapore Tourism Board, Infocomm Development Authority of Singapore, the Cinequest Film Festival, Vienna University of Technology, AIGA, Texas Film Commission, Universidad Javeriana, UBA (University of Buenos AIres), Art Institute of Michigan, City Univerisity of Hong Kong, The Hong Kong Polytechnic University, Portland Community College, US Patent and Trademark Office, Chulalongkorn University, Rangsit University, and several local IGDA chapters, just to name a few.

Communications & Membership Committee (Jaime Radwan)

Social Media
A main focus since becoming the Communications & Membership Chair has been the integration, standardization and use of social media to its full advantage. The goal has been to foster those social media efforts started in 2010 by the SIGGRAPH conference into outlets for the organization while expanding them into a rich, year-round experience for the organization and its conferences.

In order to keep the feeds active, the Communications and Membership committee must be constantly connected. Daily tasks have included, and are not limited to:

- Writing content – each post, tweet, news story is carefully composed to make sure a clear consistent message is being sent out to our audience and community. We are in

constant contact with other committees including Chapters, SIGGRAPH 2011 and SIGGRAPH Asia 2011, to make sure that any and all content/news that needs to be broadcast out is done so in a timely, professional and appropriate manner. We are also working ahead, with a Google document that contains hundreds of posts, ready and waiting for the appropriate time to be posted. Content includes information related to membership, membership benefits, SIGGRAPH, SIGGRAPH Asia (and their related content/deadlines), Chapter events, siggraph.org news stories, announcements, etc.

- Active posting – the social media teams has made it a point of posting at least three messages a day to keep the feeds active. We also monitor all wall postings and messages on both Facebook and Twitter, responding when necessary and interacting with our fan base by answering questions, encouraging participation and providing resolutions to any problems that may arise. This has become extremely important, and at times an overwhelming task, around submission deadlines for the conferences. We also scan Twitter multiple times a day for keywords like "SIGGRAPH" and respond to any messages mentioning us when needed.

- SIGGRAPH Blog – we are currently in the process of setting up an official ACM SIGGRAPH blog. This will be hosted on and built to be apart of the siggraph.org website. The goal is to make the blog an informal documentation into the organization and all that happens during the year. Content will include ACM SIGGRAPH and its related conferences. Once the blog is up and running the Communications and Membership committee will be tasked with writing at least one blog post every two weeks, with more posts and reposts during our busiest times surrounding the conferences. We will also continue to do daily recaps for both conferences, hopefully live on-site updates, to provide that information stream our followers/community has asked for when they are not able to be present.

- Podcasting – we are and will be continuing our work with Scott Lang and the SCOOP podcasting team, particularly for SIGGRAPH 2011. The social media team helps to coordinate the efforts of the SCOOP team, assisting in scheduling interviews with the different program chairs/conference volunteers, developing questions and content for those interviews, as well as assisting with on-site activities. We are currently planning our on-site activities for SIGGRAPH 2011 while developing plans with Scott Lang to turn the SCOOP podcasts into a year-round collaboration, providing content on a monthly basis.

- Social Media Guidelines document – we are also working on creating a document addressing the do"s and don"ts of social media in relation to ACM SIGGRAPH and the SIGGRAPH conferences. By making a document like this available to the public on our website it will help ensure that we are not being misrepresented. It will also allow us to contact offenders and help us point out their violations and guide them to correcting them. This document would cover items such as (but will not be limited to):

1. Appropriate use of the ACM SIGGRAPH and SIGGRAPH logos for branding.
2. How to make it clear that the feed is an unofficial one.
3. How to cite sources of content and what is required to be cited and referenced in posting.
4. Making the Communications and Membership committee aware of the new site.
5. Appropriate content and language.
6. How to best represent themselves and SIGGRAPH in a positive light.

This document is in its early phases and we hope to have it completed in conjunction with the launch of the updated siggraph.org website. We plan to have it available as a content page and downloadable PDF file.

Current Social Media Channels
As of Wednesday, July 20, 2011, our current followings on our different social media outlets are:

- Facebook Fan Page (SIGGRAPH Conferences) : 6,179 Fans
  http://www.facebook.com/SIGGRAPHConferences

- Facebook Group (ACM SIGGRAPH) : 2,306 Members
  https://www.facebook.com/group.php?gid=8051572579

- Twitter (@siggraph) : 7,849 Followers
  http://twitter.com/#!/siggraph

- LinkedIn Group (ACM SIGGRAPH) : 4,814 Members
  http://www.linkedin.com/groups?mostPopular=&gid=42742

- YouTube (ACM SIGGRAPH) : 48,312 Channel views / 1,557 Subscribers
  http://www.youtube.com/acmsiggraph

Website (siggraph.org)
Over the next year our primary focus will be redesigning and developing the siggraph.org website. We will be working with the Information Services Committee along with, most likely, hired contractors, to completely overhaul the site. This includes updating and streamlining the information available, showcase added membership benefits, integrate social media and update the back-end management software to run on Drupal 7. We were hoping to have an early version of the site to launch as a preview by SIGGRAPH 2011, however this has not been possible. After SIGGRAPH 2011, when the conference activities and social media efforts slow down, this will be our primary focus. The site will launch immediately prior to the s2012 conference.

In the mean time we have been investing time keeping the current site fresh and updated. We have been using the site to its potential by posting news stories related to not just the organization and its activities, but also for the conferences. With new stories going up several times a month, old news is pushed off the homepage so visitors see something new each time they come. We have also had our social media efforts showcased by integrating them onto the right side of the current homepage.

SIGGRAPH 2011

In addition to the social media efforts and activities that extend into the conference, I have also planned the ACM SIGGRAPH Village and collaborated on the International Center for SIGGRAPH 2011. Being in a new convention center this year has had its challenges, including selecting spaces for both venues. I was fortunate enough to visit the Vancouver Convention Center with the s2011 committee in February and worked with the space planners from Freeman and Smith Bucklin to select high-traffic areas for both.

Since lobby space in the VCC is at a premium I decided to split the Village and International Center into two unique spaces this year. Maximizing both spaces has been a challenge, but I believe both have a very open and welcoming footprint that should help our attendee experience and incorporate the conference theme of "Home". Since the Village will have no hard walls this year I also had to work closely with the designers at Freeman to make sure that we could incorporate as much of the previous decorations/designs as possible to save on budget costs.

SOMA

SOMA will once again be capturing the content at SIGGRAPH 2011 for the Digital Library and SIGGRAPH Encore site (a membership benefit). An updated contract has been drafted and signed to help cover loop holes discovered in previous years and to more clearly spell out expectations from both SOMA and ACM SIGGRAPH.

<u>Digital Arts Community (DAC) Committee (Jacki Morie)</u>

General
The ACM SIGGRAPH‟s Digital Arts Committee‟s social networking site has reached 600 members, as of the date of this report. Of these, 203 report as being official SIGGRAPH members too.

Last year‟s Birds of a Feather (BOF) meeting at SIGGRAPH attracted 66 attendees, who were presented with a full description and discussion about the mission of the DAC. The BOF meeting included a visit from the 2010 Studio Chair – Gene Cooper. The ACM SIGGRAPH Digital Arts Community Committee Core Board was presented and each person introduced themselves and their role: Jacquelyn Morie, Chair. Cynthia Beth Rubin, Li Qin Tan, Greg

Garvey, Hye Yeon Nam, and Patricia Galvis-Assmus; Production Assistant Darold Davis, and DAC Expert Advisors: John Hyatt (Global Outreach), Copper Giloth (Digital Art History) and Sue Gollifer (Organizational Outreach). Cindy Rubin organized this meeting and already has the BOF for the 2011 Conference in Vancouver scheduled. It will be held in the International Center, further strengthening our connection to artists worldwide.

The Digital Arts Committee partnered with the Leonardo organization to host a party during the week of SIGGRAPH at the home of Jacki Morie, not far from the LA Convention Center. About 200 guests attended, and it was a great event to underscore the ongoing collaboration between SIGGRAPH Arts and Leonardo.

In March 2011 we announced our first ever online ACM SIGGRAPH Arts Exhibit, curated by international Media Artist and Curator Andrea Zapp, member of the DAC network and currently a Senior Research Fellow at Manchester Metropolitan University, Faculty of Art & Design, UK. The theme Andrea chose for this inaugural event is Analogue is the New Digital, aimed at debating information space as an essential artistic one by leading it back to its origins, to visual arts and the corporeal, proving how inseparably intertwined these areas and our identity within them have become at this time in which data and physical body have merged into one entity and the virtual space has become the other place of collective and personal existence and memory. Over 200 works were submitted for consideration by 51 artists. The curation is concluded and the show will be revealed online during the end of July.

The show itself will be prominently displayed on the main arts.siggraph.org site by mid-late May. We are currently designing a new page look for this site that will accommodate the show. It may look somewhat like this, though we have not settled on the final design yet:

Social Site (Ning)
The announcement for the online curated show gained us about 60 new members, so it has proven to be a great tool for increased membership.

The activity level on the Ning Social site remains high. There is a great deal of valuable information and communication on the site. For example, we link to Copper Giloth‟s site that chronicles the first SIGGRAPH Art Show in 1982, and we allow members to post discussions, as well as opportunities and events.

Cindy Rubin has been extremely diligent in posting events and opportunities on the Ning site. She takes special care to include all ACM sponsored events (both CALL and ATTEND) - and DAC believes that this has increased interest in and awareness of these events.

There are currently over 2500 artists‟ works that have been uploaded to the Ning site. Approximately 300 of these are videos; the rest are still images and installation works. I check the web stats weekly. We have added a Ustream channel for planned interviews with artists from the Analogue Show, though none have yet been scheduled.

This year we added the ability to have site members create and join special topic groups on the Ning site. Thus far we have groups for: Computer Graphics History, Digital Painters, Bio Art, 3D Digital Art and Design and Graphic Design.

We created a DAC Facebook group, but we‟re still trying to get the linkage from the NING site to Twitter working smoothly. On April 20th, I placed a FACEBOOK Ad about the Facebook SIGGRAPH Digital Arts Community group to run until June 30th. I asked for a $.25 per click fee (as opposed to their $1.50 suggested price per click). We will see what this does to increase membership.

The Traveling Art Show
A large effort to find current contact information for all TAS artists was made in the final months of 2010. Currently we have contact information for about 80% of the artists for who we still are holding work.

A few more artworks from the Traveling Art Show works have been returned to the artists from the storage in the Freeman Warehouse. In May, 2011, a trip was made to the Freeman warehouse in Anaheim, CA, and several art works were collected for return. All but the largest of these have been shipped back: 15 works by 7 artists. Another trip to Freeman will be done in the Fall, with a larger rental van so more works can be picked up.

We have also discussed various other ways to get the artworks back to the artists, including having them be picked up at SIGGRAPH 2012, but no final determination has been made on these suggestions yet. As part of the 2012 Conference we are also exploring an outreach to the Los Angeles Digital Arts Gallery to have a show of these works, perhaps in conjunction with the return of the works to the artists, but this is still in a discussion phase with the owner of the Gallery, Rex Bruce.

Outstanding Issues
There is still some concern that board members are not able to do as much of the day-to-day work of maintaining the DAC Community as was hoped. At our last Skype-based meeting in November 2010, all board members were asked to check the Ning site weekly, at the very least. This has not been followed through. Also, by this time I had expected a clear leader to emerge from the group who could take over the reins. To date this has not happened. The low budget allocated to the DAC, which provides only for one meeting a year and no coverage of attendance at SIGGRAPH beyond the conference pass may be part of the issue. This issue needs further discussion.

We still need to coordinate more with the Conference Art Show chair. For example, Franklin Sirmins of the prestigious Los Angeles County Museum of Art has expressed an interest in doing something with us next year in LA (initiated by Cindy Rubin), as has the Los Angeles Digital Arts Gallery owner, Rex Bruce, but we need to coordinate to do this. The year round arts

group can be extremely helpful to the Conference Art Show by providing continuity and a consistent face and pathway to the Conference Art Show. Hopefully this will evolve over this next year.

Education Committee (Marc Barr)

In response to decisions of the Executive Committee, the Education Committee has made changes to its makeup, direction and endeavors. As reported previously, we have eliminated the SpaceTime Student competitions. Although this has initially caused some confusion and negative responses, it will result in cost savings beginning this year and in the long run encourage students to enter their work into the regular conference venues.

Although this will result in a smaller amount of student work to be on display at the conference, the work that will be accepted into the CAF and Art Gallery will be of higher quality and will result in greater exposure for the entrants.

We have also begun to develop some ideas in the area of Professional Development.Scott Owen formed a Professional Development task force comprised of the following: Marc Barr, (Chair) Joe Marks, Disney Peter Weishar, Dean of Media SCAD Shish Aikat, Rhythm and Hues Darin Grant, Dreamworks Animation Yan Timanovsky, ACM HQ liaison with the ACM PD Committee Steven Ibaraki, Member ACM PD Committee Bill Poulson, Pixar.

I have made attempts to communicate with these individuals to solicit their ideas and feedback and have had some good discussions with some of them, while having no responses from some others. I have also had some discussions with additional contacts of mine from Autodesk and other academics and have made plans to have a variety of meetings on this topic at S2011.

At SIGGRAPH 2011 members of the Education Committee are involved with a variety of sessions, these include:

Birds of a Feather

1. Studio Views of Demo Reels Industry professionals from various computer animation and visual effects facilities explain what they (and their studios) look for when reviewing demo reels and portfolios of students and recent graduates. Craig Slagel, formerly of Rhythm and Hues Barbara Dawson, CG Scout Rick Stingfellow, Electronic Arts Anjelica Casillas, Rhythm & Hues Emma McGonigle, MPC

2. What Industry Needs Graduates and New Hires to Know Knowledge and skill requirements for graduates and new hires. Ryan Kuba, Environment Supervisor at Nitrogen Studios Jon Cowley, Prime Focus Doug Oddy, MPC Larry Bafia, Centre for Digital Media.

3. The New Media and the Industry in China Representatives from Chinese industry and universities discuss how their digital media programs are developing to meet the needs of their exploding economy. Introductory Remarks Bai Xuezhu, Communication University of China Richard Smith, Centre For Digital Media, Vancouver Panel Discussion Moderator Patrick Pennefather, Centre For Digital Media, Vancouver Panelists You Xiang, Vice President of Crystal CG, Nanjing Lu Xin, Communication University of China Chang Ming, 37 Entertainment

4. The New Media and the Academy in China Representatives from Chinese academic digital media programs discuss how their programs are developing to meet the needs of their exploding economy. Panel Discussion Moderator Patrick Pennefather, Centre For Digital Media, Vancouver

Pan Zhigeng, Zhejiang University Larry Bafia, Centre For Digital Media, Vancouver Zhang Xiaofu, Central Conservatory of Music, Beijing Electroacoustic Music Association of China Fu Zhiyong, Tsinghua University Bai Xuezhu, Communication University of China Yang Xiaosong, National Centre for Computer Animation, Bournemouth University

Closing Remarks Marc J. Barr, Chair, ACM SIGGRAPH Education Committee

5. Undergraduate Research Alliance William Joel, Western Connecticut State University 6. Call for Contributions for the IEEE Computer Graphics and Applications' New Education Department Gitta Domik, University of Paderborn, Germany Scott Owen, Georgia State University 7. Educators Meet and Greet, Sponsored by Autodesk

Conference Unified Jury
In response to comments from attendees regarding the inclusion of content of interest to educators, Education Committee member Mike Bailey participated in the Unified Jury for S2011 and will also serve in the same capacity for S2012.

Pre Conference Workshops
On the Saturday prior to the Conference, Gitta Domik will be having two small workshops to update our resources in the areas of Visualization Curriculum and our Computer Graphics Knowledge Base.

Mentoring
The Canadian organization GRAND (Graphics Animation and New Media) http://www.grand-nce.ca/ has agreed to fund stipends to students participating in this years SIGGRAPH Pioneers Mentoring program, which I have been working on with David Kasik.

We have accepted twelve students from local Vancouver area schools. The group is ethnically and gender diverse. The Education Committee has agreed to support three of the student‟s teachers to attend S2011 and with the assistance of Dr. Amy Gooch, Computer Science,

University of Victoria, arrangements have been made with a local Victoria Company Cebas to offer some of the parents of the students an opportunity to attend as well.

In collaboration with ACM-W, the Education Committee is again going to serve as mentors to two undergraduate college students who are recipients of the ACM-W Scholarship. Mentors have already been arranged and introductions made.

Online Resources

The Education Website (education.siggraph.org)
The Education website continues to be a valuable resource, with around 2000 visitors per month, but it needs to be revitalized and upgraded. In addition to the regular updates and maintenance on the current site, Wobbe Koning is setting up a new site. Due to unfortunate configuration errors it has been found undoable to add some of the envisioned functionality to the current Plone 2 setup, or to update the installation to more capable Plone 3 system.

The community commenting and rating of content have therefore still not been added. In cooperation with the rest of the SIGGRAPH systems managers" team, the new site has been designed, using Drupal CMS (http://devdrupal.siggraph.org/education). This will replace the current site and we hope it will be able to provide the functionality needed to make the site community based and enable an enhanced submission and publishing system for educational resources in cgSource. The next steps involve porting all relevant content over to the new site and setting up the added functionality, which can happen in tandem.

A date for going live with the new site has not been set yet, and a new volunteer website assistant is now working with Wobbe. The draft proposal describing the work involved for the new site is attached to this report.

cgSource
Aliza Sorotzkin, Global Training and Education Manager at Side Effects Software has joined the cgSource committee, replacing Frederico Figueiredo who resigned from the committee late last year. We have continued to correspond with authors who have submitted to the conference, and who have expressed interest in having including their materials in cgSource.

Last year we contacted over 50 authors for materials. We recently received a new list for 2011 and are in the process of contacting the authors and getting their materials on cgSource. There are over 60 authors that were accepted into the conference that opted in to having their materials included in cgSource.

We also have over 800 submissions additional conference submissions that were rejected whose authors have opted in. Since it takes a considerable amount of time to parse through and manually contact each author, it is vital for automatic submission capabilities to be available in cgSource as the committee does not have the resources to process these manually. Authors

will need to be able to upload their materials themselves as well as sign off on the creative commons license in the process.

Materials are organized into 2 categories in the cgSource page (education.siggraph.org/resources/cgsource); "Instructional Material" and "Career Related Material".

We have recently managed to recruit SCAD graduate student, Philip Likens, who has volunteered to help with Web support. He will be working with Wobbe Koning on the new site setup and porting over to the new Drupal system, as well as assist in adding new features such as commenting and ratings and archiving older materials.

Once the new system is up, we hope to be able to make cgSource a much more attractive resource as educators will be able to provide feedback authors as well as rate resources.

The Education Index
The Education Index, which is coordinated by Tereza Flaxman, is a comprehensive online database of educational programs in computer graphics and related fields. It has been serving the international academic community, students and the general public for five years. It currently lists 578 academic programs, with emphasis in animation, gaming and visual arts.

During this past year 3,544 people from several countries have searched the database.

Visits by Country:

1. United States 1,540 2. India 180 3. China 167 4. Norway 147 5. United Kingdom 106 6. Canada 96 7. Germany 96 8. Japan 90 9. Russia 69 10. Brazil 66

Those who searched our database are classified as:

80 % new visitors 20 % returning visitors

The Education Index was listed on the SIGGRAPH website last year. This has contributed significantly to increase the visits.

The Education Index traffic sources in the past year are:

Sources Visits % visits siggraph.org (referral) 2,889 81.52%

google (organic)

86 2.43%

Last November, Mikhail Shalai joined the Education Index team as a programmer volunteer. He has been working on the back end, improving the search system and communication between the Education Index team and the school programs representatives.

Future plans are to continue promoting the Education Index, keep improving the database search and interface, and facilitating the school representatives to update their program information.

SUBCOMMITTEE REPORTS

<u>ACM SIGGRAPH Education Committee International Activities Report (2010-2011)</u>

By Rejane Spitz (Brazil) Global Outreach Coordinator rejane@puc-rio.br

Introduction
One of the major objectives of the ACM SIGGRAPH Education Committee is to help establish a worldwide network of computer graphics educators. Our international ACM SIGGRAPH Education Committee members have active roles in the planning and organization of education-related Computer Graphics events in several countries, which has shown to be an excellent opportunity for us to exchange information and promote our ACM SIGGRAPH educational activities worldwide.

Our current International Representatives are: Gitta Domik (Germany) – European Representative Rejane Spitz (Brazil) - South American Representative Zhigeng Pan and Weihua Gao (China) – Asian Representatives

In this report we present several international educational activities, events and conferences in Computer Graphics and related areas in which our Committee members and International Representatives have been and/or are actively involved in 2010-2011, aiming at showing the scope and diversity of our international network.

Report from Europe by Gitta Domik (Germany)

Here are the European Education Activities: The Eurographics Education Papers were held on April 13th, 2011, at Eurographics 2011 in Wales, UK. Co- chairs Steve Maddock and Joaquim Jorge put together an excellent program:

"The Art and Science of Digital Production Arts", by Tim A. Davis and Donald H. House "PhD Education Through Apprenticeship" by Daniel Patel, M. Eduard Gröller and Stefan Bruckner "The Five Design-Sheet (FdS) approach for Sketching Information Visualization Designs", Jonathan C. Roberts "High-Level Application Development for non-Computer Science majors using Image Processing", by Shesh Amit "In at the Deep End: An Activity-Led Introduction to Creative Computing with Interactive Computer Graphics", by Eike Falk Anderson, Christopher E.

Peters, Fotis Liarokapis and John Halloran "Interdisciplinary game projects: opening the Graphics (back) door with the soft skills key", by Rafael Bidarra Panel "The education of Visual Analytics and Visual Computing", chaired by Jonathan C. Roberts. Panelists included: Eben Muse, Jiawan Zhang, Kai Xu. Panel "How should we teach CG?" chaired by Jean-Jacques Bourdin. Panelists include: Eike Falk Anderson, Timothy A. Davis In 2012 we will be awaiting Education Papers at Eurographics 2012 from May13th to 18th, 2012, in Cagliari, Italy, with co-chairs Giovanni Gallo and Beatriz Sousa Santos. Deadline will be 9 December 2011, announced at http://www.eurographics2012.it/

Report from South America by Rejane Spitz (Brazil)

In parallel with my SIGGRAPH activities, I have been conducting several other volunteer activities throughout this year, as a member of the Executive, Advisory, Scientific and/or Organizing Committees at several Conferences in South America. Those volunteer activities help me promote ACM SIGGRAPH educational activities and events through different communities, by building a major international network linking the areas of Art, Design, Architecture, Computer Graphics and Science.

In 2010-2011 I have been involved in establishing links and promoting our ACM SIGGRAPH Education Committee initiatives at the following conferences, held (or to be held) in South America:

1- MOBILEFEST Rio 2010 and MOBILEFEST Sao Paulo 2010

MOBILEFEST (International Festival of Mobile Art and Creativity) is a festival held annually in Brazil, which encompasses several activities: international seminar, workshops, international exhibition and recognition awarding for the best mobile works and applications.

1.1. MOBILEFEST Rio 2010: In 2010, for the first time, MOBILEFEST was held in Rio de Janeiro, as a result of a partnership established with the Department of Art & Design at PUC-Rio, where I teach.

I worked as a collaborator in the organization of the event, and had the opportunity to promote SIGGRAPH events and activities, to talk about my activities as a SIGGRAPH Education Committee volunteer, and to encourage speakers and attendees to join and attend SIGGRAPH conferences and its related events.

MOBILEFEST Rio 2010 site (http://www.mobilefestrio.com.br/) MOBILEFEST Rio 2010 Final Session, in which I had the opportunity to encourage speakers and participants to join, get involved and submit their works to SIGGRAPH conferences. MOBILEFEST Rio 2010 Seminar, held at PUC-Rio, May 2010 For additional information: www.mobilefest.com.br

1.2. MOBILEFEST Sao Paulo 2010: In 2010, I have also been involved in the organization of MOBILEFEST São Paulo, which was held from 21- 24 September, 2010 at MIS (Museum of Image and Sound), at São Paulo. I have also participated in the Workshops and Seminar, and was also a member of the Curatorial Committee. http://www.mobilefest.com.br/

2- MOBILEFEST Rio 2011 In 2011, MOBILEFEST (International Festival of Mobile Art and Creativity) will be held only in Rio de Janeiro, once again in partnership with the Department of Art & Design at PUC-Rio. We are already working on the organization of the event, as well as participating as a member of the Curatorial Committee. It will be another excellent opportunity to promote ACM SIGGRAPH educational activities and events.

I am planning to distribute a SIGGRAPH 2012 CFP (call for participation) as well as SIGGRAPH 2012 posters and pins, as part of the materials each attendee/speaker will receive.

3. SIGRADI 2011 (Santa Fe, Argentina) - November 16- 18, 2011 The XV SIGraDi conference will take place November 16th through 18th 2011 in Santa Fe, Argentina. It is organized by the School of Architecture, Design and Urban Planning (Facultad de Arquitectura, Diseño y Urbanismo) of the Universidad Nacional del Litoral through its Center of Informatics and Design, CID. This year"s Conference theme is "Augmented Culture". The Conference"s keynote speakers will be Lev Manovich, Dale Herigstad, Ivan Ivanoff and Marcos Novak.

I am planning to distribute a SIGGRAPH 2012 CFP (call for participation), as well as SIGGRAPH 2012 posters and pins, as part of the materials each attendee/speaker will receive. http://www.fadu.unl.edu.ar/sigradi2011

4- SIGGRAPH 2010 Panel Sessions "20XX. EDU: Grand challenges in Education"

Panel Sessions on the future of Education were held at SIGGRAPH 2010, in Los Angeles, as a result of a joint effort between ACM SIGGRAPH and the international association LEONARDO/ISAST (The Journal of the International Society for the Arts, Science and Technology). ACM SIGGRAPH Education Director, Prof. Marc J. Barr, LEONARDO/ISAST Executive Director, Dr. Roger Malina, and the ACM SIGGRAPH Education Committee"s Global Outreach Coordinator, Prof. Rejane Spitz, with the support of Terence Masson (SIGGRAPH 2010 Chair) and James Mohler (SIGGRAPH 2010 Education Chair) worked together to organize those Panel Sessions.

During the Panel Sessions, a diverse group of outstanding researchers and artists, professionals in the academy and industry, educators and government agencies - including David T. Goldberg (HASTAC / University of California), Rebecca Allen (NOKIA Hollywood), Pamela Jennings (National Science Foundation), Sarah Cunningham (National Endowment for the Arts), Glenn Entis (VanEdge Capital), Donna Cox (NSCA), James Foley (Georgia Institute of Technology), and Andy van Dam (Brown University), moderated by Marc J. Barr (ACM SIGGRAPH Education Director) and Roger Malina (LEONARDO) - discussed the future of

Education in its broadest sense, encompassing both formal and informal learning. The sessions were followed by a lunch meeting for Panel speakers and organizers.

Report from Asia by Zhigeng Pan (China)

1- Organizing the promotion of SIGGRAPH 2011 in Hangzhou: During the international conference of 3DIMPVT'2011 [May 16-19,2011] (in conjunction with the workshop DMDCM'2011), we invited Scott Owen to give a special talk on "ACM SIGGRAPH/SIGGRAPH Asia". The talk was arranged as a Banquet Speech, and about 150 attendees joined the Banquet. The Call for Participation (CFP) was put in the conference bag of 3DIMPVT'2011, so that each attendee received a copy of it.

2 - Organizing the promotion of SIGGRAPH Asia 2011 in Chengdu: During the international conference of CASA'2011 (in conjunction with the national conference on Educational Game and Virtual Reality'2011), we invited Zhiqiang Liu to give a special talk on "SIGGRAPH Asia'2011". The talk was arranged as part of the Opening Ceremony, and about 200 attendees joined the ceremony. The Call for Participation (CFP) was put in the conference bag of CASA'2011, so that each attendee received a copy of it.

3- Establishing contact with professionals in the field of computer graphics, animation, virtual reality, game et al. in China, aiming at encouraging them to join SIGGRAPH events, and specifically encouraging them to send submissions to the track "Technical Sketches and Posters" (as I am the program chair of Technical Sketches and Posters for SIGGRAPH Asia 2011).

4- ASIAGRAPH¨2010, Oct. Shanghai. ASIAGRAPH is an event held in Asia, which includes technical presentations, CG exhibition, and posters. In the 2010 event in Shanghai, about 60 attendees from Japan, Korea and China joined the conference. ASIAGRAPH 2011 will be held in Tokyo (Japan), in October.

Report from Undergraduate Research Alliance William Joel, West Connecticut State University

During the past year, activities of the Alliance have focused on individual members pursuing their respective efforts in undergraduate research. This summer, in Vancouver, existing members, as well as perspective new members, will share their experiences from the past year during our annual BOF session. New connections will be made, as well as initial plans for future, inter-institutional work. Work will continue on the development of online resources for those institutions considering, or currently pursuing, undergraduate research in computer graphics and related areas.

<u>Information Services Committee(Jenny Dana)</u>

The Information Services Committee (ISC) provides information services support to the ACM SIGGRAPH community. Our responsibilities include managing/maintaining the siggraph.org servers infrastructure (software/hardware), managing the infrastructure of the ACM SIGGRAPH organization website, handling community (volunteer, contractor, member) requests for access to installed technologies, evaluating and installing new technology offerings both by request and pro-actively, acting as a liaison on technical tasks between ACM SIGGRAPH, ACM, contractors (Q, Talley, etc.). The ISC does not develop large scale applications internally though we serve as a technical support resource when such systems are being developed by a group within the community.

Website content is provided and maintained by the client committees Conference, Arts, Communications, Chapters, Education, Publications, S3 either as a sub-section of the siggraph.org site or on an independent site. Management and decisions about content for organization site (www.siggraph.org) are the responsibility of the Communications committee especially for sections that don't have a clear owner. As is the responsibility to provide information to the ACM SIGGRAPH members such as (News, Social Networking buzz, general Membership/Committee/Organization Information, inquiries from members via webmaster of a non-technical nature). In practice, ISC often assists or handles these type of requests as well.

The ISC is made up of a core team of two part time paid consultants - Ken Bauer - system administrator, Viveka Weiley - web design consultant. Ken is sometimes supported from two system administrators from his company, Eduardo Romero and Belia Romero. The two paid consultants are supported by a number of volunteers including the ISC Chair - Jenny Dana, Leo Hourvitz - application/utility expert, John Michael Pierobon - events calendar and sysmgrs. The sysmgrs are a team of approximately 20 dedicated volunteers/contractors including representatives from the EC and ACM"s system administration team who monitor, discuss and handle requests from the community. However only a small subset (2-4) of these 20 people work on any ISC tasks/projects, so this can be somewhat misleading in terms of available resources. It is possible and desirable to expand this volunteer pool especially in the area of a contracted CMS consultant. However it must be done with care to only include experienced, talented, careful and trusted new volunteers since they require some level of training and privileged server access to do most useful tasks.

ISC Activities

• Sysmgrs meeting and wrap-up held at S2010. Annual sysmgrs meetings arranged for SIGGRAPH 2011

• Submitted FY 2012 Budget for ISC

• Submitted ISC annual, mid-year and strategy reports to the EC

• ISC representatives met with chapter leaders during S2010 and staffed a Chapters workshop logistics fair station. This will be continued for S2011 and would be desirable to include SA2011 (currently cut from budget).

• Presentation of ISC services to the S2011 committee (Feb. information push meeting) - ISC representative should be integrated part of SIGGRAPH and SA conference committees due to the level of services required. It is also important for communication flow and reduces last minute scrambles on technical projects. No ISC representative attended SA2010 in Seoul due to budget constraints though this is important for having face-time with the contractors that use our resources.

• Drupal install/maintenance used for conference websites and new siggraph.org, committee websites setup. Major upgrade from Drupal 6 to Drupal 7 and underlying support software.

• WordPress MU (Multi-user) expanded to more chapters and additional customization. New ACM SIGGRAPH theme to match Drupal 7 one.

• Organization tasks included

> 1. Drupal 7 discussions and experiments (Forum, ACM authentication, Social Integration, Plone data extraction) for new website - new Drupal website theme, Drupal 7 front-page for siggraph.org (http://devdrupal.siggraph.org/siggraph/)

> 2. Server upgrade migration planning and informational push

> 3. ACM Authentication for Encore - result can be seen at http://encore.siggraph.org/members

> 4. Worked with SOMA to provide better ACM SIGGRAPH member user experience on Encore

> 5. 2010 Awards management of video processing/distribution pipeline (http://encore.siggraph.org/members/tracks10.asp#4, http://portal.acm.org/citation.cfm?id=1836809)

> 6. Updated links, redirects, images on siggraph.org for S2011, SA2011, Encore 2010

> 7. Website improvements/updates - Events calendar, affiliated symposia, general simplification and hiding/identifying abandoned content, more frequent/coordinated news items/content updates, FAQ updates, Key volunteer info updates, webmaster inquiries answered/forwarded, addressing low-hanging fruit suggestions/critiques from the member survey - highlighting membership benefits, more prominent "join online" buttons, updated volunteering page.

> 8. Resolved YouTube segment size allowing efficiency improvements for Scoop and better user experience (no more segment chopping)

> 9. Support/advice for new Education Index development and Education site migration to Drupal 10. software/website task force - swag (SIGGRAPH Website Advisory Group) setup

11. Mint and Analytics stats access/maintenance

12. ACM Listservs admin updates

13. Chapter support especially for PSCC, Austin, Cascade, Washington DC, Silicon Valley, Paris, Bangkok, Bogota, Singapore, Los Angeles, and San Diego.

14. Communications setup/training/support for new chair, setup/host SIGGRAHia blog.

15. Publications mysql database recovery from backups

16. S3 Drupal 7 instance setup. Assisted with upgrade to corporate GoToMeeting/Webinar account managed by ACM.

17. SIS RFP input

18. Encore 2011 contract draft

19. SVR via SOMA proposal, tech-demo evaluation, discussions

20. ISC chair met with ACM staff about ongoing needs (new server, authentication/OpenId, data center, membership data, media server, associate membership improvements)

21. Website meeting at S2010 (previous communications chair and others), and follow-up website discussions (new communications chair, ISC liaison, project manager). Website meeting (1/2 day) with new Communications Chair to discuss current status and future plan

22. Strategic plan input

23. Streaming media evaluations of Vimeo (http://vimeo.com), Vzaar (http://vzaar.com/)

24. Helpdesk requests from Talley/Koelnmesse for conferences lists, aliases, redirects, schedulers, submission deadlines for SIGGRAPH and SIGGRAPH Asia. Support to GlobalSignin for SA2010 website setup. Video hosting overview for games outreach chair. SV jury system hosting.

SIGGRAPH Social Network Stats

● 4,787 LinkedIn - up from 3,211
● 2,306 Facebook - successfully consolidated into two primary (ACM SIGGRAPH group and SIGGRAPH Conferences fan-page, excluding affiliate pages) - up from 1,752
● 7,837 Twitter (joint organization/conferences primary feed) - up from 3,200
● YouTube (channel views: 48, 245, upload views: 527,033, ~250 videos) - Scoop, Conferences, International Resources Podcasts - primary content creators
● Google+ entity profile application submitted

Webmaster Report (Viveka Weiley) - capped to 30 hours per month due to budget

Plone: Content and system maintenance for Plone site, occasional crisis management but mostly setting up accounts & updating content and info architecture, incremental redesigns and workflow improvements. Highlight has been adding the SIGGRAPH Social sidebar with links to our social media presences, embedded youtube and twitter.

Media Server: Set up media.siggraph.org as a long-term media repository, to help free us from CMS-dependence Improved media.siggraph.org/promo materials, implemented them across sites.

Wordpress: Design, theme, launch and maintain Wordpress blog platform. Highlights have been new theme and helping Chapters.

Drupal: Design, theme and test new Drupal 6 and Drupal 7 sites and plugins.

Various other admin tasks: Setting up Analytics accounts and views, responding to Webmaster email, that kind of thing is always going as a kind of background hum.

System Administrator Report (Ken Bauer) - approx. 30 hours per month Back end, software and system maintenance: #1 Drupal setup and support - Separate Drupal 6 install for SIGGRAPH Asia 2011 - Drupal 6 multisite still supporting SIGGRAPH 2011, SIGGRAPH 2010, and Asia 2010 - Multisite Drupal 7 setup for testing grounds - new siggraph.org, playpen, S3 - Separate Drupal 7 instances for S2012, Education I would make this about 40% of my time.

#2 System maintenance and support of mailing lists, shell users, system updates and mail alias requests. This takes about 50% of my time.

#3 Plone maintenance and general apache configuration for new sites. This takes about 10% of my time

#4 Migration of everything off of the existing servers to the 2 new managed/hosted servers will occupy majority of system resources from June-August 2011. Though the breakdowns above still apply.

I would say that overall across a year my breakdown tends to be about: 40% SIGGRAPH conference 25% SIGGRAPH Asia 35% ACM SIGGRAPH

Obviously this bursts during critical dates keeping an eye on the systems during deadlines or burst requests close to conferences.

Drupal: Drupal 7 is the technology that the new organization website will utilize. Towards this goal Drupal 7 development instance installed, and theme, content migration, capabilities (core, forums, blog support, user workgroups/permissions) experiments are being conducted in parallel while the website planning process moves forward. The primary concentration was

decided to be on the front-facing community website as indicated by the strategic plan. The process will involve a phased development/role-out of migrating key useful existing content and adding a minimal set of additional features to get a "new" Drupal site in place and minimize dependence on existing Plone instance. This soft-update will be followed by a design, implementation and launch of the "new website". Some preliminary discussions/investigations occurred around an intranet (volunteers, committees, contractors) to replace the "private" parts of the Plone site. One approach using GoogleApps inconjunction with a site built using OpenAtrium or Drupal 7 with OrganicGroups seems promising for meeting our needs. The GoogleApps piece can be phased in with the EC, and some standing committees as the trial groups and expanding out for the S2012 conference committee. Additional time/attention needed to evaluate and configure for a trial to start.

Papers Advisory Group (PAG) (Rob Cook)

Project Background and Description Recommends papers chairs for SIGGRAPH and SIGGRAPH Asia Works with conference chairs to recruit the papers chair Provides advice to EC and CAG / SACAG on papers-related matters

Outcomes Recruited Hanspeter Pfister as the S12 papers chair. Recruited Peter-Pike Sloan as the SA12 papers chair. Recruited Marc Alexa as the S13 papers chair. Provided advice for papers chairs and others on several matters throughout the year.

Publications Committee (Stephen Spencer)

An update on sponsored events: one sponsored event this year - aside from our annual conference proceedings - will opt for a printed proceedings, rather than electronic. All other sponsored events, to my knowledge, have opted for a CD-, DVD-, or USB-based deliverable, in addition to the ACM Digital Library.

We continue to research options for online delivery of SIGGRAPH Video Review content.

The three-year contract with MIT Press for the publication of the special issue of the 'Leonardo' journal, documenting Art Gallery content from our annual conference - has run its course, and we are working on a proposal to EC to make this an organization publication, rather than a publication largely financed by the conference. Changes from above - from ACM - have provided the majority of publications-related changes in the last twelve months.

ACM successfully moved to an electronic copyright management system, replacing paper copyright and permission forms with an online forms-based system. This has had both positive and negative impact on proceedings production (at least from my point of view): not having to deal with all that paper is a positive, but having to go online to access the submitted data, and leaving the "chasing" of forms in ACM's hands is a change in the process. Not necessarily a negative, more of a change in how things work.

ACM has made a significant change to its copyright policy, at least for our community, adding the category of "artistic images." Authors now have the option of asserting that specific images and figures in their papers have "...independent artistic value..." [1] - images "...created for some purpose other than to illustrate a point in this paper and which you wish to exploit in other contexts." [2] This creates a third class of embedded content in papers: those for which copyright is transferred to ACM (the default), those created by some third party, and those which fall into the category of "artistic" images. (This is in addition to ACM's existing option of opting to grant ACM permission to distribute one's content, rather than transfer copyright of the work as a whole. [3])

This change is not yet fully understood by our community; it is our responsibility to help explain the change, and this is one of our tasks for the next year.

[1] ACM Copyright Policy, http://www.acm.org/publications/policies/copyright_policy#Retained
[2] ACM Copyright Form, 2011. [3] ACM Copyright Policy, http://www.acm.org/publications/policies/copyright_policy#Requirement

Student Services (Lou Harrison)

The ACM SIGGRAPH Student Services Committee (S3) serves as a resource and information hub for ACM SIGGRAPH Student Members, and other students who volunteer their time for ACM SIGGRAPH activities, such as the conferences' Student Volunteer programs. Since formation in 2007, S3 has been working to organize a core of key volunteers and resources who will provide year-round information and services to the students we serve. This year, Lou Harrison continued as chair of the committee.

The following is his current committee:
Student Services Manager (Jason Jerald)
Mentoring Lead (Sarrah Vesselov)
Technical Lead (Nico Gonzales)
Integrations Lead (Christian Wittorf)
Industry Coordinator (Gracie Arenas Strittmatter) in addition to himself as chair and Jim Kilmer as our founder, advisor and unofficial member.

Since last year's annual report, S3 has been involved in a number of activities. First, we have supported the SIGGRAPH SV Program in a number of ways. We are developing an SVSC Handbook, which will be the plan to follow to run the SV program year after year. Instead of reinventing the program each year, the SV Chair can follow the plan and incrementally work toward improvement and streamlining the processes. Jason Jerald has spearheaded that effort and has an almost complete handbook that Mikki Rose will try out as SV chair 2012. Mikki and Jason have also begun documenting the "critical path" items that have only been known by a select few (or one). They just recorded a video of "SIS shift import training provided by Jim

Kilmer" in the hopes that Maya will be able to manage this herself (heretofore this has only been done by Jim, ever!)

We've gone through another shift change, as Mikki Rose became the SV Chair for SIGGRAPH 2012. Gracie Arenas Strittmatter (a member of the fabulous 2010 SVSC) has replaced Mikki and Christian Wittorf (another S10 SVSC alum) has replaced Alexis with a refocus toward Social media. We have a new brand and logo. See it at: http://s3.siggraph.org/. We also have an experimental Drupal site (http://s3drupal.siggraph.org/) and have been playing with Drupal themes.

At S10, we were incredibly busy, we had our annual F2F meeting, of course, but also did portfolio review for lots of students, and we assigned 1-1 mentors to several TLs. We helped with the SV program, and met with lots of other folks, other student centered organizations, industry contacts and academic contacts as well. Jim Kilmer and I met with some CAG representatives and worked out how S3 will be involved with choosing future SV chairs, and, in fact, we have a workflow in place now, with some help from Maya Karp and Mikki Rose, Tom Rieke and Vivika Wiley. People can apply and applications are routed to me (as S3 chair) as well as Talley. We modified the standard application a little bit. I hope to talk to the interested parties at SIGGRAPH to make a recommendation to the N+2 conference chair.

We have thrown all our eggs in the Drupal basket for good or bad. We have a need to set up a mentoring center online and Drupal has the tools we need to make that happen. Also, it"s the tool that ISC can provide us, so we won"t have to go elsewhere (if you recall, we had a marginally successful system with the CGS in past years). The current SV committee has their forums set up by Jeremy Kenisky, an SVSC member. We hope to be able to migrate to something at siggraph.org soon. We still are challenged by authentication tools, but I understand that there is hope on the horizon with a new integration to Drupal being developed by ISC. S3 also has a Facebook page (http://www.facebook.com/pages/S3-ACM-SIGGRAPH-Student-Services/113401685341913), which we use as a funnel to send student members to whatever social tools we like.

We have done several webinars throughout the year, each to capacity (we are capped to 100 people). We have also recorded them to eventually build an archive. We have been using GoToWebinar, which we purchased a license for that ran through last FY. Toward the end of that license, we worked closely with ISC and ACM to transition to a corporate plan that ACM is now paying for (saving S3 almost $1000 a year), and it, and GoToMeeting, will be available to all SIGGRAPH Committees.

There are some logistics to work out and some scheduling challenges (to make sure webinars and meetings don"t overlap), but it"ll be a huge cost savings if we can work those details out. In November and December 2010 we did our first- ever round of web-based student reel, resume, and portfolio reviews (S3R3), with approximately 50 students and 10 mentors. In April 2010 we did our second round of web-based reviews with 34 students and around 20 mentors. We are

also experimenting with a website for the reviewer workflow. Reviewers come from all around the world and are a group comprised of former Student Volunteers, professional contacts through S3 committee members, and other supporters of S3.

Small Conferences Committee (Brian Wyvil)

SCC Committee The SCC committee is as follows:

Brian Wyvill (Chair), Jeff Jortner (Treasurer), Caroline Larboulette (web page source), Joaquim Jorge, Erin Butler, Heinrich Muller (Eurographics). Outgoing members Diego Gutierrez (ended 2011), Wolfgang Heidrich (ended 2011), Marie-Paule Cani (EC liaison). New Members John Hart, Jim Foley

Small conferences continue to thrive under ACM SIGGRAPH sponsorship and in-cooperation status. The SCC has processed the conferences listed below and also the chair has dealt with a number of issues arising in conjunction with the SIGGRAPH treasurer and ACM staff.

As mentioned in the previous report the following members have retired and we wish to record our thanks for their service over the last three years: Wolfgang Heidrich , Diego Gutierrez. In addition we would also like to thank, Marie-Paule Cani, who is coming to the end of her term as an EC member. We welcome new members: John Hart and Jim Foley.

Issues and Work Done
The presence of Eurographics workshop and symposia board chair, Heinrich Muller, on the SCC has smoothed the previous problems of co-sponsored conferences. Having the SIGGRAPH treasurer (Jeff Jortner) on the SCC has been a great help with reviewing budgets. Issues arising from small conferences co-located with the main SIGGRAPH conference have largely been resolved and there is a web page and forms developed for 2011. The following conferences are co-located in Vancouver:

High Performance Graphics Symposium on Computer Animation Computational Aesthetics Sketch Based Interactive Modelling Non-Photo-realistic Animation and Rendering The last three small conferences are co-sponsored by Eurographics and are run as one financial unit. I have had considerable correspondence with a large number of conference organizers and joined several conference steering-committees (SBIM, NPAR, CAe, CGI, SMI).

We have processed a large number of in-cooperation and sponsorship requests. A full list is given below. There were a number of problems raised by the SIGGRAPH treasurer concerning the WEB3D budget. Jeff is in consultation with WEB 3D and ACM to monitor the progress of this conference and to make sure that a big financial burden is not inflicted on SIGGRAPH. Most of the problems arising from small conferences are of a minor nature. A few requests for use of previous year‟s funds have been approved and come within the guidelines already reported.

Web Pages
We have a lot of information collected and a final draft be prepared by SCC member, Caroline Larboulette with some financial support from SIGGRAPH. We hope to have this ready to present at the EC meeting at SIGGRAPH 2011.

Conferences Handled (note 2010 conferences not included as previously reported)

Conference Year Type Co- located Approval Sent Surplus (deficit)
Web 3D 2011 Sponsored yes Approved
CyberWorlds 2011 In coop Approved June 2011
APGV 2011 Sponsored yes Approved July 2011
SCA 11 2011 Sponsored yes Approved Apr 2011
EG SR11 2011 In coop Approved Apr 2011
FDG 11 2011 In coop Approved Apr 2011
UIST 11 2011 Sponsored Approved
MIG 11 2011 In-coop Approved June 2011
SoCG'11: 2011 Co-sponsored Approved May 2011
SG 2011 In coop Approved June 2011
SGP 2011 In-coop Approved June 2011
HPG 2011 Co-sponsored yes Approved June 2011
SBIM/NPAR/CAe 2011 sponsored yes Approved June 2011
UIST 2011 Co-sponsored Approved July 2011
SIAM 2011 In-coop Approved June 2011
C&C 2011 In-coop Approved June 2011