ACM SIGGRAPH Annual Report for July 2012 - June 2013
Fiscal Year 2013

Submitted By: Jeff Jortner, President

1. Awards
ACM SIGGRAPH presented its 2012 awards during the Keynote session at SIGGRAPH in Los Angeles.
- Computer Graphics Achievement Award: Greg Turk
- Significant New Researcher Award: Karen Liu
- Award for Lifetime Achievement in Digital Art: Jean-Pierre Hébert
- Outstanding Service Award: David Kasik

The Computer Animation Festival presented the world's most innovative, accomplished, and amazing creators of digital gaming, film, and video. A total of 91 films were shown during the Festival. In addition to film screenings, the Festival included interactive sessions and exclusive learning opportunities to gain industry secrets and advice from some of the most successful professionals in the field.

SIGGRAPH 2012 Computer Animation Festival Awards
Best in Show Award: Réflexion
Directed by Yoshimichi Tamura, PlanKtoon; France
Jury Award: How To Eat Your Apple
Directed by Erick Oh, Independent; USA and South Korea
Best Student Project Prize: Estefan
Directed by Jeff Call, Brigham Young University; USA
Best Student Project Prize Runner-Up: Globosome
Directed by Sascha Geddert, Filmakademie Baden-Württemberg; Germany
Best Student Project Prize Runner-Up: Herr Hoppe und der Atommüll
Directed by Jan Lachauer and Thorsten Löffler, Filmakademie Baden-Württemberg; Germany
Well-Told Fable Prize: Rosette
Directed by: Romain Borrel, Gaël Falzowski, Benjamin Rabaste, and Vincent Tonelli, Supinfocom , Arles, France

SIGGRAPH Asia 2012 Computer Animation Festival
Best in Show Award: The People Who Never
Stop by Florian Piento from Autour de Minuit Production.
Jury Award Oh Sheep! by Gottfried Mentor and Leonid
Godik from Filmakademie-Baden-Württemberg.

2. Significant papers on new areas that were published in proceedings

SIGGRAPH 2012 featured 94 Technical Papers and SIGGRAPH Asia featured 79 Technical Papers. The Technical Papers detailed new advances across many fronts, including 3D display technology, photographic prints for HDR images, textile design, and more.

3. Significant programs that provided a springboard for further technical efforts
SIGGRAPH
SIGGRAPH 2012, the world's premier conference on computer graphics and interactive techniques, welcomed 21,212 artists, research scientists, gaming experts and developers, filmmakers, students, and academics from 83 countries around the globe to Los Angeles. In addition, 161 industry organizations exhibited at SIGGRAPH. A total of 19 countries were represented on the show floor. In all, more than 1,200 speakers and contributors participated in the conference through a variety of talks, sessions, panels, papers, presentations, tutorials, and screenings. Jane McGonigal, director of game research and development at the Institute for the Future (IFTF), gave the keynote speaker at SIGGRAPH 2012. McGonigal's research at IFTF focuses on how games are transforming the way we lead our real lives, and how they can be used to increase our resilience and well-being.
In conjunction with the 2012 conference, SIGGRAPH held its second annual Business Symposium, The Symposium provided an intimate, interactive forum for open, frank conversations among leaders and executives in the visual effects, gaming, and media arenas as they explore the present and future of the industry. SIGGRAPH 2012 welcomed visionary leaders and experts from a broad spectrum of the computer graphics industry, including animation, education, motion pictures, gaming, and visual effects. This full-day event provided an exclusive opportunity for attendees to gain high-level, experiential vantage point insight from the producers and executives who have all forged unique paths to their current roles and now design the industry's direction.

SIGGRAPH Asia 2012
The 5th ACM SIGGRAPH Asia Conference and Exhibition drew more than 4,250 attendees from 56 countries, of which 22 percent were students from educational institutions across the region. In all, 68 percent of all attendees came from outside Singapore. SIGGRAPH Asia's featured speakers were co-founder of PDI/DreamWorks Richard Chuang, and the 'Father of the MP3' Karlheinz Overall, 321 presentations, talks and panels took place across all programs. Vibrant and engaging discussions on the developments, innovations and future trends of computer graphics and interactive techniques were seen by attendees from all around the world.

4. Innovative programs which provide service to some part of your technical community
Digital Arts
The Digital Arts Committee's primary social networking site (NING) is nearing 800 members. Of these, 261 report as being official SIGGRAPH members (last year's figures were 700/238). This is slow but steady growth, with a minimum of advertising and no new shows to promote the group this past year.

There are two social sites for the DAC. In addition to the NING site, DAC has a Facebook page that is growing rapidly in popularity. There are currently 400 members in this group. People are using this site to post news articles, announcements about shows or their own work, and professional development class offerings. We have yet to take advantage of hash tags in the social sites. We may want to expand in this mode for the upcoming year.

Education
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 offers an excellent opportunity for us to exchange information and promote our ACM SIGGRAPH educational activities worldwide.
In 2012-2013 ACM SIGGRAPH Education Committee initiatives and the SIGGRAPH conference were promoted at conferences and events held in Brazil, Germany, and Mexico.

The Education Committee presented an Education track at Eurographics on May 9, 2013, in Girona, Spain, featuring four papers and one discussion:
- Project-Based Learning of Advanced Computer Graphics and Interaction Romero, M.
- Student Project – Racing Launcher Game Anderson, E.F.
- Introductory graphics for very diverse audiences Pelechano, N. & Fairen M.
- Scene graph creation and management for Undergraduates Shesh, A. & Jones M.
- Moderated discussion: "The progress of computer graphics programs in meeting the Bologna requirements" Moderator: Jean-Jacques Bourdin

Undergraduate Research Alliance
The purpose of the Alliance is to foster and support original undergraduate research in computer graphics and related disciplines. More importantly, the Alliance attempts to facilitate the creation of inter-institutional projects, where students from different schools can share their respective expertise. Our SIGGRAPH 2012 Birds-of-a-Feather session attracted more than two dozen attendees, demonstrating a strong interest in both the Alliance and undergraduate research in general.
The Education Committee collaborated with Unity 3D to present a Training Seminar at SIGGRAPH 2012. This in-depth overview of the Unity platform for creating games and 2D and 3D applications for the desktop, the web, mobile devices, and consoles is designed for educators at the high school level and above.

The Education Committee supported the Autodesk Education Summit at SIGGRAPH 2012. This annual Education Summit brings together the worldwide community of post-secondary and technical educators, program directors, trainers, and more to discuss key industry trends and best practices, network with their peers and learn about Autodesk products and programs, including a special focus on virtual production techniques.

Small Conferences
In 2012, the Small Conference Committee approved 6 sponsored, 6 co-sponsored and 12 in-cooperation conferences. In addition, several conferences co-located with SIGGRAPH 2012, including DigiPro 2012, Web3D, and ACM Symposium on Applied Perception – APGV.

Student Services
Student Services Committee provided resume/portfolio reviews for about 144 students at SIGGRAPH 2012. Over the course of the year, they held three webinars for students:
- November 27th, 2012 VR and AR. What are they and where are they going?
- March 27th ACM SIGGRAPH Student Chapters: What are they and how do I start one?
- July 2nd SIGGRAPH SV 2013: Is Your Brain Ready For This?

Communications
ACM SIGGRAPH continued producing its monthly e-newsletter Interactions. This monthly touch-base with the members includes information on upcoming conference and chapter events, elections, and awards.

Social Media remains a major priority for Communications as we continued to keep all of our social media channels up to date, fresh and interactive. The first official draft of the ACM SIGGRAPH Social Media Guidelines has been completed and submitted for final approval to the EC and ACM. These guidelines include general rules and suggestion, as well as more specific instructions for organization volunteers, Chapters and the annual SIGGRAPH Conferences. Our social media channels have grown even more in the past year and have hit several milestones. They have become a great way of reaching our membership as well as fans of the conference and organization. It has also been shown that our feeds/channels have had a great influence on submissions for the conferences.

Current numbers for the feeds the Communications Committee maintains daily are as follows:
- Twitter has 17,727 followers; gained 5,373 followers since SIGGRAPH 2012.
- Facebook (SIGGRAPH Conferences) has 16,985 fans; gained 7,365 fans since SIGGRAPH 2012.
- Facebook (ACM SIGGRAPH Group) has 3,203 members; gained 644 members since SIGGRAPH 2012.
- Facebook (ACM SIGGRAPH) has 802 fans; gained 629 fans since SIGGRAPH 2012.
- LinkedIn has 8.543 professionals in our group; gained 1,681 fans since SIGGRAPH 2012.
- YouTube channel has 7,065 subscribers and 2,267,315 views; gained 4,396 subscribers and 1,339,801 views since SIGGRAPH 2012.
- Tech Papers 2013 Preview has 841,089 views alone; made it to the front page of reddit.
- CAF 2013 Trailer has 73,895 views in 10 days since posting.
- Google+ (ACM SIGGRAPH) is in 504 circles; gained 415 circles since SIGGRAPH 2012.
The Communications Committee had representatives attend SIGGRAPH Asia 2012 and provide live social media coverage; they also worked with the SCOOP team to produce podcasts in Singapore.

Chapters

ACM SIGGRAPH Chapters Events

Our chapters (currently 50 Professional and Student Chapters) host activities for their local communities throughout the year. Here are some examples of chapter events from the past year:

- NYC ACM SIGGRAPH : MetroCAF 2012
- The largest college computer animation festival in the NYC-region, 2012 was the tenth anniversary edition of this chapter event.
- Bogota ACM SIGGRAPH : Bogota ACM SIGGRAPH 2012
- A three-day festival that features an impressive list of speakers, last year's event drew over 800 attendees.
- Vancouver ACM SIGGRAPH : Syd Mead Presents: n2it
- A presentation by the iconic Syd Mead.
- Los Angeles ACM SIGGRAPH : 3D Printing & Scanning
- A panel discussion on various aspects of 3D printing and scanning.
- San Francisco ACM SIGGRAPH : Student Entertainment Summit
- Silicon Valley ACM SIGGRAPH : The Future of Successful AR Development
- Paris ACM SIGGRAPH : Historical Architectural Visualization

The Chapters Committee hosted a number of events and activities at SIGGRAPH 2012, including the following:

- Chapters Development Workshop-- Roughly 20 different chapters (40 people) attended our annual training workshop in Los Angeles
- ACM SIGGRAPH Chapters Party --Over 1,500 people attended one of the social and networking highlights at the annual conference
- Chapters Start-Up Meeting--Over 20 students and professionals attended this meeting on how to start an ACM SIGGRAPH Professional or Student Chapter
- Chapters Business Meeting

5. Key issues that the membership of that SIG will have to deal with in the next 2-3 years.
ACM SIGGRAPH is looking to better position the organization for the future given the trends impacting the industry, membership organizations and our community members' lives. Two major issues that leadership will be looking at are the decreasing conference attendance and shrinking conference revenues. We have long had a reputation for excellent and exciting content at our conferences, and want to expand this to provide year-round content and networking for our community. The ACM SIGGRAPH newly designed web site is the first step toward this. Additionally, a strategic task force has been put into place to facilitate discussions about our future.