Krystina S. Madej, BFA, MAPW, PhD Curriculum Vitae

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Author, Researcher



Education

PhD in Digital Narrative

School of Interactive Arts and Technology, Simon Fraser University, Burnaby, BC, Canada

MA in Professional Writing

Kennesaw State University, Acworth, Georgia, USA

Bachelor of Fine Arts

Concordia University, Montreal, Quebec, Canada

Academic Career

Research Interests

- Social media and communication technologies: historical evolution and contemporary use
- Disney stories: history of story evolution across media, master narrative
- Play and physical engagement in children's narrative games: user experience
- Children's narrative across media: material culture, structure, and process
- Representation of disability in children's video games.

Georgia Tech, School of Literature, Media, and Communication, Atlanta, Georgia (Jan 2011 - Aug 2021)

Visiting Professor, Professor of the Practice

Course development

Course development and teaching: Introduced courses with asterisks, including cross-college joint course in digital games

2019-2021

- LMC 4720 Interactive Narrative
- LMC 3404 History of Social Media: Social Media as Play and Entertainment*
- LMC 3404 History of Social Media

2011-2019

- LMC3206 Communication and Culture: History of Social Media*
- LMC 4813/ID4823: Physical Play and Children's Games
- LMC 4730: Experimental Digital Art: Physical Play and Children's Games*
- LMC 3206: Communication and Culture: Disney Special FX*
- LMC 3206: Communication and Culture: Interactive Narrative*
- LMC 3314: Technology of Representation: Animation *
- LMC 3314: Technology of Representation: Children's Books*
- LMC 3314: Technology of Representation: Material Culture of Communication*
- LMC 3402: Fundamentals of Graphic Design
- LMC 4906: Portfolio Development
- LMC 4102: Senior Research Thesis
- LMC 4699: Undergraduate Research
- CS4912: CM Senior Design

Innovations:

Introduced practice to theory-based courses.

Introduced interdisciplinary course in experimental children's games: LMC and School of Industrial Design

Stop Motion Animation Lab approved and budget assigned for space for students to make table top stop motion animation. Space provided in the Film Lab.

Research

2012-2020

Somatic Engagement in Games:

Research in physical engagement with games for young children

- Preliminary study: collection and analysis of data for Data Matrix of physical engagement in oral, print and digital nursery rhyming games (Research Student: Griva Patel)
- Somatic Website
- Somatic App "Did you grow that?" beta app
- Presentations of research at seminars, conferences
- Manuscript "Physical Play and Children's Games" published by Springer January 2016

2013-14

Women as Computers:

Virginia Tucker Papers: assisted with acquisition of historical papers for GT Archives. Research on Tucker and first women in computer industry made available for journal articles.

2014-2016

LMC Alumni:

Data compiled on gender, streams, and career choices. Historical information on English Department at Georgia Tech compiled and made into online timeline.

Special Programs

2011-2013

Grant Writing Program - development of training program for faculty 2014-2016

Director Alumni Program - development of LMC alumni program

Annual giving, annual event, website, videos, historical timeline, and alumni directory.

Digital Media Program, University of Lower Silesia, Wroclaw, Poland (2015-2022)

- Visiting Professor: Polish Digital History and Culture
 - April 2021: VR Documentaries: Truth in the Telling
 - April 2022: Non-Fiction Narratives in Social Media
- Visiting Professor: Masters in Big Data, Digital Media, and Trendwatching
 - May 2019: Design Thinking
 - May 2018: History of Social Media
- Visiting Professor: Erasmus Program
 - May 2019: Disney Animation
 - May 2017: Physical Play and Children's Games
 - May 2016: Disney Animation, Disney Visual Communication
 - April 2015: Physical Play and Children's Games

School of Interactive Arts and Technology (SIAT), Simon Fraser University, Burnaby, BC

- SSHRC Doctoral Fellowship, New Choices for Children's Digital Literature, May 2004-2006 (\$40,000)
- Adjunct Professor (2009 2019)

Center for Digital Media, Masters Program (SFU, UBC, BCIT, ECUAD), Vancouver, BC

■ Visiting Professor

- Summer 2015, 2017
 - DMED 540 Advanced Narrative
- Fall 2014
 - DMED 501 The Visual Story: History of Narrative Structure
- Summer 2013, 2014
 - DMED 540 Advanced Narrative (co-teach)

Imaginative Education Research Group (IERG), Faculty of Education, SFU, Burnaby, BC

■ Post-Doctoral Fellow (April 2008 - August 2009)

Research topic: how people's imaginative capabilities work with their affective, cognitive, physical and social capabilities to create meaning through print and digital narrative.

- Facilitate conferences, outreach, and publications.
- Chair, 7th International Conference on Imagination & Education, Vancouver, BC, July 2009

Reviewer Academic Programs

- Non-Tenured Faculty: Literature, Media, and Communication, Georgia Tech
- Non-Tenured Faculty: College of Liberal Arts, Colorado State
- Masters Program: Emily Carr University

Review Boards

Current

- Reviewer. CSEDU, International Conference on Computer Assisted Education Past
 - Reviewer: Siggraph 2012, Addiction and Research Journal, Journal of International Communication, International Journal of Computer Games Technology, International Game Developers and Technology Workshop Conference

Professional Experience

J. Budd & Associates Ltd., Calgary, Alberta, Canada (1985 - 1999) Co-owner

Multi-disciplinary design firm with projects in corporate communications, marketing and public relations, and industrial, graphic, and exhibit design. Responsible for corporate planning, budgets, client relations and project management as well as research, design, and writing for corporate communications, marketing, public relations, design, and exhibit projects.

Clients/Projects (Selected)

Corporate and Marketing Communications

Corporate Branding, Marketing and Public Relations Programs, Exhibits and Conferences (selected)

- Alberta Gov't Telephones Cellular (AGT)
- Alberta Microelectronic Centre (AMC)
- Canadian Cancer Society/Alberta Cancer Board. Steven Fonyo Cancer Prevention Program
- Canadian Centre for Learning Systems (CCSP)
- Canada Safeway
- Canadian Council for Grocery Distributors (CCGD)
- Childspace Inc.
- Glenbow Museum
- Novatel Communications
- Petro Canada
- Town of Olds
- University Technologies International (University of Calgary)

Exhibits/ Interpretive Centers/ Museums

- Fox Creek Heritage and Tourism Foundation. Oil and Gas Interpretive Centre (1,860 sq. ft). 1994. Needs/ Resource Analysis, Interpretive Plan, Theme, Information Matrix, Storyline, Design.
- North West Mounted Police Commemorative Association. Reigning in the Wild Frontier. 1993.
 - Mobile Museum (10' x 40'). Needs and Resource Analysis, Interpretive Plan, Theme, Information Matrix, Storyline, Historical Research, Concept and Design, Production.
- Alberta Tourism. Walsh Travel Information Centre. 1992. Needs Analysis, Theme and Storyline, Concept and Design, Implementation.
- Glenbow Museum. Warriors Gallery (6,000 sq. ft). 1992. Permanent Historical Exhibit. Graphics Concept and Design, Implementation.
- Glenbow Museum. Fur Trader Gallery (1,200 sq. ft.) 1991. Permanent Historical Exhibit. Theme and Storyline, Concept and Design.
- ITT Barton. *Trade Show Exhibit* (1,500 sq. ft). 1991. Needs Analysis, Concept/ Design, Project Management.
- Alberta Culture. Frank Slide Interpretive Centre (6,000 sq. ft.). 1990-92. Needs/Resource Analysis, Interpretive Plan, Theme, Information Matrix, Storyline, Concept/Design, Implement Phase One.

Glenbow Museum, Calgary, Alberta (August 1986 - January 1987) Manager, Public Relations and Marketing

One of Canada's leading museums. Worked with curators to promote temporary and permanent exhibits. Responsibilities included:

- Develop marketing and public relations plans for shows, membership, and fundraising.
- Plan/administrate budget, manage five staff, 'Friends of Glenbow' membership (7,000). ACCESS Network, Edmonton, Alberta (May 1984 - October 1985)

Associate Director, Market Development

Recruited to plan and implement corporate communications for the launch when ACCESS Alberta, Alberta's Public Television Service, increased weekly broadcast hours from ten to seventy. ACCESS audience included the Alberta Legislature, the CRTC, the general public, educators, and the media.

Responsibilities included:

- Conduct needs and resource analysis for launch, develop launch plan and budget, implement new corporate image and public relations program, develop feed-back mechanism, review and assess programs
- Develop public information plan for legislature, media, and public; provide media training
- Review of five office field program; implement down-sizing
- Plan/administrate budget, manage seventeen staff

Government of Alberta, Public Affairs, Communications Coordinator (Sept 1980 - May 1984) Client: International Trade, Department of Economic Development (1982 - 84)

Department responsible for assisting Alberta Companies with promoting their goods and services internationally, including U.S., South America, Western Europe, Eastern Europe, Russia, Middle East, Africa, Pacific Rim, Australia. Responsibilities included:

 Plan, budget, and develop exhibits and communications and marketing for tradeshows/ missions

Major Accomplishment: Alberta government project manager for largest Chinese tradeshow outside China: The Great Tradeshow and Cultural Exhibition of China

 Plan and budget, develop and implement programs including: 5,000 sq. ft. Alberta Government exhibit, marketing, public relations, advertising, promotional print package, video, business seminars

Client: Energy Conservation Branch, Department of Energy and Natural Resources (1980 - 82)

Energy Conservation Branch established to promote energy conservation throughout Alberta. Responsibilities included:

- Access needs, plan and develop communications programs for general public, schools, industry
- Plan, manage development, and evaluate promotional materials, advertising, public relations

Major Accomplishment: The Alberta Energy Savers Public Information Program

- Develop seven information booklets on upgrading homes
- Plan and implement marketing and public relations including print advertising campaign "Catch the Spirit," newspaper campaign "Energy Clippers," and an award-winning radio campaign

List of Publications 1999-2022

Books, Chapters

- Stasienko, Jan and Agnieszka Dytman-Stasieńko, Krystina Madej, Adam Flamma, Maciej Śledź. Fragile Avatars: Representations of Disability in Video Games. Wydawnictwo Naukowe Dolnośląskiej Szkoły Wyższej, Wrocław (November 2021)
- "Serious Topics in Children's Digital Games" Serious Narratives. Ed. Artur Lugmayr. CRC, Taylor Francis: Boca Raton (Spring 2023)
- Madej, Krystina and Newton Lee. Disney Stories: Getting to Digital. Second Edition Springer Publishing: NY, NY. (November 2020.)
- Physical Play and Children's Digital Games. SpringerBriefs in Computer Science: NY, NY. 2016.
- Interactivity, Collaboration and Authoring in Social Media. Springer Publishing: NY, NY. 2016.
- Engaging Imaginations and Developing Creativity. Second Edition. Eds. Krystina Madej, Kieran Egan, and Gillian Judson. Cambridge Scholars Press: Newcastle upon Tyne, UK. 2015.
- "History of Narrative as Material Practice: Interpreting Communication Technologies." Humanistic Perspectives in a Technological World. Atlanta, GA: Georgia Institute of Technology. 2014.
- Lee, Newton and Krystina Madej. *Disney Stories: Getting to Digital*. Springer Publishing: NY, NY. 2012.
- Engaging Imaginations and Developing Creativity. Egan, Kieran, and Krystina Madej. Eds.
 Cambridge Scholars Press: Newcastle upon Tyne, UK. 2010.
- "Narrative in Early Learning: Transitions from Pre-school to Kindergarten." In Engaging Imaginations and Developing Creativity. Kieran Egan and Krystina Madej. Eds. Cambridge Scholars Press: Newcastle upon Tyne, UK. 2010
- Budd, Jim, and Krystina Madej, Jenna Stephens-Wells, Janice De Jong, Laura Mulligan, Ehren Katzur. "PageCraft: A tangible interactive storytelling platform to meet the needs of kids on the go." *MobileNation: Creating Methodologies for Mobile Platforms.* M. Ladly, R. Wakkary and P. Beesley. Eds. Canadian Design Research Network and Riverside Architectural Press: Ottawa. 2007. 97-100.

Articles, Reviews

- "Children's Games: From Turtle to Squirtle." Encyclopedia of Computer Graphics and Games. February. 2018. https://link.springer.com/referenceworkentry/ 10.1007%2F978-3-319-08234-9_103-1
- "Taking on Serious Topics in Children's Entertainment Games." *ACM Computers in Entertainment*. Online Journal. December. 2017. https://cie.acm.org
- "Logo's 50th Anniversary Learning as doing comes full circle in AR's new direction for kid's games. ACM Computers in Entertainment. Online Journal. August. 2017. https:// cie.acm.org
- "The Business of Publishing." Review of Merchants of Culture: The Publishing Business in the Twenty-First Century." TOPIA: Canadian Journal of Cultural Studies. 2012
- Egan, Kieran and Krystina Madej. "Learning In Depth: Students as Experts." *Education Canada*, 49.2 (2009): 18-23. http://www.cea-ace.ca/sites/cea-ace.ca/files/EdCan-2009-v49-n2-Egan.pdf
- "Storytelling, New Technologies, and the Learning Process." Review of *Inside Stories: A Narrative Journey*. By Judy Robertson, Lisa Gjedde, Ruth Aylett, Rose Luckin, and Paul Brna. *Education Canada*. 49.1. (2009): 59.
- Review of "Playing with Fire: How do computer games influence the player." by Simon Egenfeldt-Nielsen & Jonas Heide Smith. *Journal of International Communication*. 15:2. 2009.
- Characteristics of Early Narrative Experience: Connecting Print and Digital Game. Diss. Simon Fraser University: Burnaby, BC. December 2007.
- "Narrative: Making Meaning in Interactive Digital Environments." Simulation and Advanced Gaming Environments (SAGE) for Learning. INE Collaborative Research Initiative Project. Simon Fraser University. April 2004.
- "Educating and Entertaining Through Narrative: A Historical Perspective." *ACM Computers in Entertainment*. 1.1. 2003.

Presentations, Invited Talks, Media Interviews

- "Representation of Disability in Children's Video Games." GVU Brown Bag Seminar. Oct. 28, 2021. https://gvu.gatech.edu/event/brown-bag-archive/representation-disability-childrens-video-games
- "Social Media: New Ways to Collaborate and Author." GVU Brown Bag Seminar. February 25, 2021. https://gvu.gatech.edu/event/brown-bag-archive/bringing-narrative-authoring-social-media
- "Serious Topics in Children's Digital Games." GVU Brown Bag Seminar. January 16, 2020. https://gvu.gatech.edu/event/brown-bag-archive/gvu-center-brown-bag-seminar-krystina-madej-serious-topics-childrens-digital
- "Disney Animation: Story and Technology" GVU Brown Bag Seminar. October 24, 2019. https://gvu.gatech.edu/event/brown-bag-archive/gvu-center-brown-bag-seminar-krystina-madej-disney-animation-story-and
- "Physical Play & Children's Digital Games" GVU Brown Bag Seminar. January 19, 2017. GVU Brown Bag Seminar. Georgia Tech. GVU, January 19, 2017.
- "Interactivity, Collaboration, and Authoring in Social Media." GVU Brown Bag Seminar. GVU, Georgia Tech. October 29, 2015. http://gvu.gatech.edu/event/brown-bag-archive/gvu-center-brown-bag-seminar-series-krystina-madej-0
- "The Future of Games for Children." DM Media Futures Series. LMC, Georgia Tech. October 8, 2015
- "Physical Play in Games." Invited Talk. Cross-Institute Seminar Series, Moray House School of Education, The University of Edinburgh, April 2, 2015
- "Physical Play in Games." Invited Talk. Department of Journalism and Communication, University of Lower Silesia, Wroclaw, Poland. April 30, 2015
- "Physical Play in Games." Invited Talk. Department of Cultural Technology and Communication, University of the Aegean. May 7, 2015
- "Embodiment and visualization in children's narrative games and what they can mean and/or bring to performative arts." Invited Talk. Graduate class IAT833 Performance and Technology. SIAT, Simon Fraser University. March 17, 2015.
- "Physical Play in Games: Children's Engagement with Narrative Rhymes." *GVU Brown Bag Seminar*. GVU, Georgia Tech. November 2014. http://www.gvu.gatech.edu/event/brown-bag-archive/gvu-center-brown-bag-seminar-series-krystina-madej#sthash.3zReJQtK.dpuf
- "Imaginative Understanding and Game Narratives." GVU Brown Bag Seminar. Georgia Tech. January 2013. http://www.gvu.gatech.edu/event/brown-bag-archive/gvu-brown-bag-seminar-krystina-madej
- Disney Stories: Getting to Digital on DisneyBrit, UK podcast about all things Disney. Adam Goodger interviewed Newton Lee and Krystina Madej, on July 19, 2012, Podcast #98. http://disneybrit.com/?s=krystina+madej&x=0&y=0

Conference Presentations and Proceedings

- "Representation and interpretation of disappearing environments: authentic experience of place in picture books." ICSN Narrative 2020 International Society for the Study of Narrative, New Orleans, March 5-8, 2020
- "Making the Game Experience Socially Relevant Through Narrative." 46thAnnual International Conference of the Children's Literature Association: Activism and Empathy. Indianapolis, IN, June 13-15, 2019.
- "Interactivity, Collaboration, and Authoring in Social Media: Historical Realities,
 Contemporary Possibilities." Society for Literature, Science, and the Arts (SLSA) Conference,
 November 5, 2016
- "Children's Physical Engagement with Narrative Rhymes Across Oral, Print and Digital Media."
 Siggraph, Motion in Games 2014. Accepted as Poster.
- "Bakhtin and Disney: Dialogism, Heterglossia, and Longevity in Disney's World of Knights and Ladies Fair." 29th International Congress on Medievalism, Atlanta, GA. October 2014

- "Water Creates Space, Mood, and Story in Disney Animated Shorts and Features" Society for Literature, Science and the Arts Conference. Dallas, Tx. October 2014.
- "Narrative as Material Culture." Woodbury Media Technology Lecture Series. Woodbury University. Burbank, CA. February 2014
- "Tried and True Methods Aelfric's Colloquy." Tech Gets Medieval Symposium. Atlanta, GA. October 2012.
- "Making Mickey Mouse a Star." The 2012 Film & History Conference. Milwaukee, WI. September 2012.
- "Use of Imaginative Understanding in Developing Narrative Games." *Colloquium Series*. School of Interactive Arts and Technology, SFU, Surrey, BC. April 2010.
- Lee, Newton, and Krystina Madej. "Disney Stories and Games Making Technological Change a Reality." Colloquium Series. School of Interactive Arts and Technology, SFU, Surrey, BC. January 2010.
- ---- "Disney Stories and Games Making Technological Change a Reality." Presentation, Emily Carr University of Art and Design, Vancouver, BC. January 2010.
- "Jane Johnson's Shoebox: Literacy Ephemera and Imaginative Teaching Strategies in the 1700s." 7th International Conference on Imagination and Education, SFU, Vancouver, Canada, July 15-18, 2009.
- "Early Story Experiences from Print to Web 2.0." *Conference: Breaking the Boundaries: Radical Children's Literature*, UBC, Vancouver, Canada. April 2009.
- "Enculturation: Loss of story content and experience in the move from print to digital." Media, Communication and Humanity 5th Anniversary Conference, London School of Economics, London, England. September 2008.
- "Traditional Narrative Structure: not traditional so why the norm?" *NILE 5th International Conference on Narrative and Interactive Learning Environments*. Edinburgh, Scotland. August 2008.
- "Characteristics of early narrative education (ages 4-6)." First Summer Institute on Imaginative Education, Simon Fraser University, Richmond, BC, July 2008.
- "Social and Multimodal Interactions Inherent in Interactive Digital Environments." SIAT Research Colloquium. Simon Fraser University, School of Interactive Arts and Technology. Surrey, BC. January 2008.
- Budd, Jim, Krystina Madej, Jenna Stephens-Wells, Janice De Jong, Laura Mulligan and Ehren Katzur. "PageCraft: Learning in Context A tangible interactive storytelling platform to support early narrative development for young children." *International Conference on Interaction Design and Children/IDC'07*. Aalborg, Denmark. June 2007.
- ---- "PageCraft: A tangible interactive storytelling platform to meet the needs of kids on the go." The MobileNation Conference and Workshop. Toronto, Canada. March 2007.
- ---- "Exploring New Design Methods for Interactive Product Design." *RGD Conference on Designing the User Experience*. Ottawa, Canada. May 2007.
- "Early narrative experience creates positive segue into digital narrative play." *International Conference on Advances in Computer Entertainment Technologies (SIGCHI)*. Poster and Demo. Hollywood. California. June 2006.
- "Children and early multiple narrative experiences: a segue to digital narrative play?" The Third Annual International Conference in Computer Game Design and Technology. Liverpool, England. November 2005.
- "Technological Literacy: Effecting Change Through Policy." *Technology, Management, and Policy Graduate Consortium 4th Annual Meeting*. Poster. MIT, Cambridge, MA. June 2005.
- "Digital Narratives: Exploring interaction devices that engage/immerse and encourage the construction of meaning." Research Forum Presentation. Conference on College Composition and Communication. San Francisco, CA. February 2005.
- "Meaning Construction in Children's Narrative: Evolution within the Digital Environment." Digital Generations: Children, Young People and New Media. The Centre for the Study of Children, Youth and Media, Institute of Education, University of London. London, England. July 2004.

- "The Author-Audience Dialogue in Hypermediated Spaces." ComSpace 2003 Creating Communicational Spaces: An International Conference Exploring Interpretation, Interaction, Negotiation, and Culture in the Creation of Meaning. Edmonton, Canada. May 2003.
- "Interactivity: Engagement and Immersion with Digital Narratives Conventions and Devices." ePublishing Conference 2003: Changing Landscapes for Librarians and Authors. Atlanta, Georgia. February 2003.
- "Technology Street Smarts: We're Teaching Thinking Here, Not Formatting: Rhetoric as a significant component of web writing courses." *Conference on College Composition and Communication*. Chicago, Illinois. March 2002.
- "From Old to New: Changing Technologies What's in Store for Authors" *ePublishing* Conference 2002: Changing Landscapes for Librarians and Authors. Atlanta, Georgia. March 2002.
- "Composing Ourselves into Online Communities: Writers Contributing, Critiquing, Connecting." With Holly Dean, Carol Joy, Dawn Tolbert, Kathleen Snow. Conference on College Composition and Communication. Denver, Colorado. March 2001.
- "Digital Storytelling for Children: Exploring the Possibilities." KSU Master of Arts in Professional Writing Showcase. Kennesaw State University, Atlanta, Georgia. April 2001.
- "Z-axis: Children's Literature Moves Off the Printed Page into Electronic Space." KSU Sixth Annual Symposium of Student Scholars. Poster, PowerPoint, Computer Demonstration. March 2001.
- "Children's Literature from Hornbook to eBook." With Robert Williams. KSU Annual Conference on Literature for Children and Adolescents. Atlanta, Georgia. February 2001.
- "Towards Digital Literature for Children." *Kennesaw State University Fifth Annual Symposium for Student Scholars*. Poster, PowerPoint, Computer Demonstration. Atlanta, Georgia. April 2000.

Research Reports

- LMC 20 years: Participation by Gender. Women, Science and Technology (WST) Research Project, Georgia Tech. 2014-15
- Women as Computers: The Virginia Tucker Papers. WST Research Project, Georgia Tech. 2014
- Somatic Understanding: Young Children's Somatic Engagement with Nursery Rhymes across Media. WST Research Project, Georgia Tech. 2013-2014
- "At Home with Games." In *Characteristics of Early Narrative Experience: Connecting Print and Digital Game*. Surrey: School of Interactive Arts and Technology, Simon Fraser University. 2007.
- The Dynamic of Young Children's Emerging Narrative Process. Unpublished Report. Surrey: School of Interactive Arts and Technology, Simon Fraser University. 2006.
- Interface and Imagery in Constructed Settings. Unpublished Report. Surrey: School of Interactive Arts and Technologies, Simon Fraser University. 2003.
- Narrative and Games: Intersections. Unpublished Report. Surrey: School of Interactive Arts and Technology, Simon Fraser University. 2003.
- "Children's Digital Literature Today: A Survey." In *Digital Storytelling for Children*. Master's Thesis. Kennesaw, Georgia: Kennesaw State University. 2001.
- "Reading Stories: Books and Computers." Literacy Observation In Digital Storytelling for Children. Master's Thesis. Kennesaw, Georgia: Kennesaw State University. 2001.
- Writing in a Digital Environment: An Author Observation. Unpublished Report. Kennesaw, Georgia: Kennesaw State University. 2000.