

# Andrew M. Phelps

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*Professor Phelps specializes in game-centric teaching and research, exploring how games and virtual worlds can be effective tools for education, expression, and wonder.*

## Professional Experience: Faculty & Administrative Positions

### University of Canterbury, Christchurch, New Zealand

**Jan 1, 2020 – present:** **Professor**, Human Interface Technology Lab NZ, College of Engineering  
Responsible for teaching, research, student supervision, and academic and professional service.

**Jan 1, 2021 – present:** **Programme Director**, Digital Screen Campus Initiative  
Responsible for leading a multidisciplinary team of planning, finance, construction, academic development, business incubator development, and other verticals in the establishment of a new university campus and academic programme (\$97.6M NZD) centered on the convergence of film, games, cross-reality, and virtual production.

### American University, Washington DC, USA

**Jul 1, 2019 – present:** **Professor**, Film & Media Arts, School of Communication  
**Professor**, Computer Science, College of Arts & Sciences  
Responsible for teaching, research, student supervision and academic service.

**Jul 1, 2019 – present:** **Director**, American University Game Center  
Responsible for leading the MA in Game Design, the MFA in Games & Interactive Media, and administration of the Center involving faculty mentorship and growth, budgeting and finance, research growth and direction, collaborative partnerships, and studio project management.

### Uppsala University, Gotland, Sweden

**Oct 1, 2021 – present:** **Visiting Professor**, Transformative Play Initiative, Department of Game Design  
Responsible for research, creative works, and graduate student mentorship.

### Rochester Institute of Technology, Rochester, New York, USA

**Sep 1, 1999 – Jul 1, 2019:** **Professor**, Art & Design, College of Imaging Arts & Sciences (2018-2019)  
**Professor**, Interactive Games & Media, College of Computing & Information Sciences (2009-2018)  
**Professor**, Information Technology, College of Computing & Information Science (1999-2009)  
Responsible for teaching, research, student supervision, and academic and professional service.  
Promoted from Assistant to Associate to (full) Professor. Awarded Academic Tenure 07/2005.

**Feb 1, 2013 – Sep 1, 2018:** **Founding Director**, RIT Center for Media, Arts, Games, Interaction & Creativity (MAGIC)  
**Founding Director & CEO**, MAGIC Spell Studios, LLC  
Appointed directly by RIT President William Destler to establish a new university-wide Research Center of Excellence in games, film, cross-reality, and digital media. Grew the effort in 5 years from an initial investment of \$1M from the RIT venture fund to a \$35M USD campus facility and first-of-its-kind public-private partnership, with recognition by the State of New York as a Gaming Center of Excellence and by the U.S. National Science Foundation I-Corps commercial innovation program.

**Sept 1, 2004 – Jul 1, 2009:** **Founding Director, Game Design & Development**

**Jul 1, 2009 – Mar 7, 2011:** **Founding Chair, Department of Interactive Games & Media**

**Mar 7, 2011 – Feb 1, 2013:** **Founding Director, School of Interactive Games & Media**  
Responsible for developing the BS and MS programs in Game Design & Development, revision of the BS in New Media Interactive Development, research direction and academic growth of the school, and the administration of IGM functions related to program development, assessment and accreditation, graduate program coordination, technology and laboratory facilities administration, registration and course scheduling, events planning, faculty and staff development, student recruitment, and other necessary operations within the school. Grew the school to a student body of over 700, from 1 laboratory to 9 integrated facilities across 3 buildings, recruited and retained both tenure-track and professional faculty, and established the industry connections and international reputation that resulted in both GDD programs being ranked in the top 10 in the USA during each year of this period.

## Selected Games & Interactive Works



Rusch, D.C. and Phelps, A. (2021) *The Witch's Way: A Transformational Story Adventure*. Itch.io, MacOS, Windows. <https://andrewphelps.itch.io/the-witches-way>.

Selected by jury for inclusion at International Communications Association (ICA 2021) in Paris, France, the International Conference on Interactive Digital Storytelling (ICIDS 2021) in Tallinn, Estonia, the Future & Reality of Games (FROG 2021) conference in Vienna, Austria, and was the winner for 2nd place in the games showcase at the Foundations of Digital Games (FDG 2021) conference in Montreal, Quebec.



Phelps, A., et al. (2019) *Fragile Equilibrium: An Action Game of Melancholic Balance*. XBOX One, Windows Store, Steam, Itch.io. <https://fragileequilibrium.net/>

Selected by jury for inclusion at the 2019 Open World Arcade at the Akron Museum of Art, the Game Studies Division pre-conference at ICA 2019, the Miami@Play 2018 interactive media festival, and was the winner for Best Visual Quality at the ICIDS 2019 Art Show in Salt Lake City (Snowbird), Utah.



Phelps, A., et al. (2016) *Hack, Slash, & Backstab*. XBOX One, Steam.

<https://andyworld.io/artwork/hsb/index.html>

Selected by invitation and winner of 3rd place for visual quality at the Intel Games Showcase held in conjunction with the 2016 Game Developer's Conference in San Francisco. The launch of the game was featured at *Inside HigherED*, *Campus Technology*, *PBS(WXXI)*, and other venues.



Phelps, A., Cloutier, A., et al. *Splattershmup: A Game of Art & Motion*. Online, MacOS, Windows. <https://splattershmup.net/>

Selected by jury for inclusion in the Smithsonian American Art Museum (SAAM) Indie Arcade 2016 in Washington, DC, the Blank Arcade at the Digital Games Research Association (DiGRA) 2015 annual conference in Hamburg, Germany, and was one of five finalists for Education Game of the Year at the Games+Learning+Society 2016 conference in Madison, Wisconsin.

## Selected Chapters, Journal Articles, and Conference Proceedings

Phelps, A., Consalvo, M., Bowman, N.D., and Smyth, S. (2022) "[Shared Spaces as Authenticity: Exploring the Connectedness of the Physical Environments of Microstreamers and their Audience](#)" The 55th Annual Hawaiian International Conference on Systems Science (HICSS55). Maui, HI. <http://hdl.handle.net/10125/79721>

Rusch, D.C. and Phelps, A. (2021) "Games of the Soul." In *A Ludic Society* by Denk, et al. (pp. 102–126). Donau-Universität Krems, Universitätsbibliothek. ISBN-13: 978-3903150720.

Phelps, A., Egert, C. & Consalvo, M. (2021) "[Hack, Slash & Backstab: A Post-Mortem of University Game Development at Scale](#)" *International Journal of Designs for Learning*, 12(1), 16–33. DOI: 10.14434/ijdl.v12i1.31263

Consalvo, M. and Phelps, A. (2021) "Game Development Live on Twitch: Observations of Practice and Educational Synergies" O. Sotamaa & J. Svelch (Eds.) *Game Production Studies: Cultural Studies of Video Game Industries*. Amsterdam, the Netherlands: Amsterdam University Press. <https://www.aup.nl/en/book/9789463725439/game-production-studies>

Rusch, D.C. and Phelps, A. (2020) "[Existential Transformational Game Design: Harnessing the "Psychomagic" of Symbolic Enactment.](#)" *Frontiers in Psychology*. 11:571522. doi: 10.3389/fpsyg.2020.571522

## Selected Grants & Funding Awards

"Applied Immersive Gaming Initiative" (Co-PI, Co-Founder). Tertiary Education Commission, New Zealand. Focused on research creation, entrepreneurship and commercialization efforts related to virtual and augmented reality experiences that engage players in education, transformation, and positive social good. Operated through collaboration at the Human Interface Technology Laboratory New Zealand (HITLabNZ) at the University of Canterbury. \$7.5M NZD (\$3.75M from TEC and required institutional match). 2019-2023 (Extended to 2025 given COVID-19 impacts).

"New York State Gaming Center of Excellence" (PI) New York State area hub funding, \$3.2M. 2015-2018. (Renewed as a 'Center of Excellence' 2018-2021, additional \$3.2M).

"MAGIC Spell Studios" (PI, Founder) New York State legislative funding initiative, \$27.6M. 2014-2015. (\$12M from NYS Funding, \$12.7M from Cisco, and \$3M from Dell in combination public/private partnership).

Additional works of art, publications, presentations, and a full academic CV is available online at [andyworld.io](http://andyworld.io)