

# Stanford EE Computer Systems Colloquium

## October 26, 2022

*This lecture will be presented live on Campus and live streamed with possible participation using Zoom. Eventually the video will be posted to the EE380 archive on YouTube.*

**Venue for live talk.** 4:00-5:30 PM in 320-220 on the Stanford campus. This is a video classroom, which means that recording is always on. [MAP](#) The Stanford campus is a construction site these days. Travel from one point to another may involve significant detours. Please allow extra time.

**Zoom live presentation.** Use this URL to join the live talk.

<https://stanford.zoom.us/j/91451220034?pwd=VW42aFBaM2I5Tk43Nll0dEowWWJ3dz09>

**Abstract.**

**EE380**

**Updates from the Crossroad of Art and Technology**

**Richard Chuang**

Oct 26, 2022

An early pioneer in leveraging computer technology into a creative studio and a viable enterprise in the early 80's, Richard has journeyed through the inception of TV graphics, Visual Effects, Feature Animation, TV Animation, VR/AR, mobile content and real-time production. He will reflect on the recent innovations in technology from the metaverse to AI, and their impacts and challenges in the creative world.

**Speaker Biography.**



Richard was the co-founder of PDI (PDI/DreamWorks) from 1981 to 2008. He helped pioneered the studio's proprietary animation system, for which he received his first Academy Technical Achievement Award in 1998 and his second in 2016. He was a forerunner in computer animation and visual effects for both animated and live-action films. Besides co-creating PDI's animation language (script) with Glenn Entis, he created many of the initial key production tools including PDI first interactive animation tool (e\_motion), renderer (p2r), interactive lighting tool (led), compositing system (matte) and PDI first long format pipeline in the early 90's. His credits range from directing commercials to winning an Emmy Award for graphics design. He has 16 live-action film credits as visual effects supervisor. While at DreamWorks Animation, he led efforts to set up DreamWorks first TV series and production around the globe, most notably in China and India.

After PDI, Richard founded Cloudpic, a tech company focused on distributed data storage and synchronization, digital content creation and multi-channel deliveries. He consulted and served as CEO for studios worldwide for projects and business development, directed studios and startups into new markets like artificial intelligence/machine learning, augmented/virtual/mixed reality, real-time production, mobile & game development. He advised studios on capacity, quality enhancement, and talent development for mobile, film, and television. He also was the creative producer that launched Oddbods, a daily-animated CG show. His past projects included the design and development of an augmented reality application for the Petersen Automotive Museum featuring characters from Pixar's Cars animated franchise.

Richard served on the Strategic Advisory Committee for ACM SIGGRAPH, foreign adviser for the Beijing Film Academy's Advanced Innovation Center for Future Visual Entertainment, Advisor for UC Davis College of Engineering, and adjunct professor for AR/VR at University of Silicon Valley (formerly Cogswell College).

Currently he is advising multiple startups from biomedical engineering to augmented reality, leveraging creativity and innovation.

**Special visitor.** Bert CHAN Wang-Chak who spoke about his Lenia system in EE380 on January 22, 2022, expects to attend. Lenia is a system of **continuous cellular automata**, a form of artificial life, derived from Conway's Game of Life by making everything smooth, continuous and generalized. You can view his talk on YouTube at <https://www.youtube.com/watch?v=G5P8eu6gUSo>.

