



Jorge Mora Fernández

Date of document: 03/02/2014

v 1.3.0

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**Jorge Mora Fernández**

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 Name: **Jorge**
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Current professional situation

Name of institution: SENESCYT, Ministry of Higher Education, Science, Innovation and Technology
Type of institution: State agency
Department, service, etc.: University of the Arts and University of Cuenca, Ecuador
Category/position or post: Senior Researcher and Professor in Media Arts, Interactive Cinema & Interactive Narratives
Start date: 23/01/2014

Type of contract: Project Prometheus
Type of dedication: Full time
Primary (UNESCO code): 620000 - SCIENCES OF ARTS & LETTERS
Secondary (UNESCO code): 550602 - History of art
Tertiary (UNESCO code): 630107 - Sociology of art.
Current professional activity: - Co-Director of the Media Lab of the School of Cinema and Audiovisual Arts. - Director of the "Applied Research in Visual Arts, Fiction and Documentary Film Interactive, Narrative Innovation and Communication Hypermedia applied to Playful and educational products of Cinematographic Art, Video Games, Museums, Augmented Reality Systems Mobiles and Websites." - Professor of the courses "History and Languages Film" and "Film Production Jobs Art Graduation." - Advisor R & D and curriculum of courses for Bachelor, Master and Doctoral.

Name of institution: University and Technological Institute of Monterrey
Category/position or post: Researcher, Teacher and Advisor Media Arts and Interactive Narratives
Teaching staff (yes/no): Yes
City of job: Monterrey, Mexico
Phone: (52) 3336693000 - 2504
Email: multiculturalvideos@gmail.com
Start date: 01/07/2012

Type of contract: Permanent employment contract
Type of dedication: Full time
Primary (UNESCO code): 620000 - SCIENCES OF ARTS & LETTERS
Secondary (UNESCO code): 620301 - Cinematography
Tertiary (UNESCO code): 610609 - Perception processes
Current professional activity: -Professor / Researcher full time in the Department of Communication UCM, Spain, and Digital Art Technological University of Monterrey, Mexico. As a teacher I teach the following subjects: - Design and Interactive Media - Integrating Art and Technology Project - Aesthetics of Digital Media and Interaction - Design of Virtual Environments As a researcher I develop research articles and book chapters related to my research line and innovation and Interactive Communication Interfaces applied to Health-Art-Science-Technology-Education and Society "such as: - An article in the Journal "Comunicar", indexed in the ISI database, JCR, etc. Q3. "Interactive media and digital culture:



Literacy hypermedia in Peru and Bolivia." - The Book Research Award "Hypermedia interface: the paradigm of interactive communication models to implement youth cultural immersion in interactive multimedia (video games, movies, augmented reality, museums and sites)..." Dataator Collection. Author Science Foundation. - Article published and indexed in ISI, ACM Digital Library Multimedia communicability "Multicultural Videos: An Interactive Online Museum Based On An International Artistic Video Database", Vancouver, Canada. - Chapter of the book "ArTecnología" with scientific evaluation committee and entitled "Artecnología in interactive cinema: some categories, interfaces, narrative structures, emotions and research" published by the Universidade do Estado do Rio de Janeiro, Brazil. - Scientific article published by Springer Publishing in ISI indexed and ACM Library "Innovative Techniques & Studies in Neurocine Neurogame for finding meaningful hypermedia elements to include in media behavior change" for the Panel Designing Experiences for Facilitating Positive Behavior to present at the HCI 2013, International Conference on Human-Computer Interaction, Las Vegas, USA. I'm moving forward in projects Integrating Interactive Cinema: Neurocine, Video Analysis Software, Social Media, Technology Trends and Cultural Uses, Edutainment. And I think it is the most generic and colloquial way that they can understand the different aplicaciones might have)

Activity keywords: Neurophysiology; Experimental neuropsychology; Cognitive proceedings; Information technology; Film production; Audiovisual industry; Audiovisual equipment; Means of communication; Data collection; Education; Ethics in social sciences; Sociology; Cinema; Contemporary art; Cultural pluralism; Fiction; Poetry

Type of management activity: University

Appl. in teaching and/or research: Teaching: Interactive Communication, Multimedia, Video and Interactive Kinetic Art Research: Online Research and Innovation and Interactive Communication Interfaces applied to Health-Art-Science-Technology-Education and Society

Name of institution: Museum of America and Laboratory for Digital Culture and Museum Hypermedia

Category/position or post: Expert Consultant Accessibility Art Multisensory and Interactive Communication

Start date: 01/07/2012

Type of contract: Consultant / Advisor for Proyecto

Name of institution: SENESCYT Prometeo



Official training received

University education

University degrees, engineering degrees or master's degrees

- 1 Official qualification:** Higher degree
Name of qualification: Bachelor of Social and Cultural Anthropology
institution issuing the qualification: National University of Distance Education
Date of qualification: 01/07/2013
- 2 Official qualification:** specialization
Name of qualification: Rights of Persons with Disabilities
institution issuing the qualification: University Carlos III of Madrid
Date of qualification: 06/05/2013
- 3 Official qualification:** MASTER
Name of qualification: M.F.A. in Interactive Media (Master of 3 years)
City of qualification: Los Ángeles, United States of America
institution issuing the qualification: UNIVERSITY OF SOUTHERN CALIFORNIA, SCHOOL OF CINEMATIC ARTS
Type of institution: University
Date of qualification: 12/08/2008
Average mark: Outstanding
Prize: SCHOLARSHIP FOUNDATION LA CAIXA USA
Standardised degree: Yes
Foreign qualification: M.F.A. in Interactive Media (Master of 3 years)
- 4 Official qualification:** Middle degree
Name of qualification: Web & Interactive Media Certificate
institution issuing the qualification: UNIVERSITY OF SOUTHERN CALIFORNIA
Date of qualification: 02/12/2006
- 5 Official qualification:** specialization
Name of qualification: Advanced Training in Public Diplomacy
City of qualification: Los Ángeles, United States of America
institution issuing the qualification: UNITED NATIONS & ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF SOUTHERN CALIFORNIA
Date of qualification: 21/07/2006
Average mark: Outstanding
Prize: FUNDACIÓN LA CAIXA BECAS USA
Standardised degree: Yes
Foreign qualification: Advanced Training in Public Diplomacy
- 6 Official qualification:** PH.D. GRADUATE RESEARCH STUDIES
Name of qualification: EAP EDUCATIONAL ABROAD PROGRAM UC-UCM
City of qualification: San Diego, United States of America



institution issuing the qualification: UCSD UNIVERSITY OF CALIFORNIA SAN DIEGO
Date of qualification: 25/06/2005
Prize: EAP UCM-UNIVERSITY OF CALIFORNIA
Standardised degree: Yes
Foreign qualification: EAP EDUCATIONAL ABROAD PROGRAM UC-UCM - DOCTORATE STUDIES VISITING SCHOLAR

7 Official qualification: M.A.S.
Name of qualification: M.A.S. Master of Advanced Study
City of qualification: Madrid, Community of Madrid, Spain
institution issuing the qualification: Complutense University of Madrid
Date of qualification: 22/09/2003
Average mark: Excellent
Prize: F.P.I. CAM/European Union

8 Official qualification: specialization
Name of qualification: Management Science and Technology
institution issuing the qualification: Community of Madrid and Carlos III University
Date of qualification: 02/09/2002

9 Official qualification: Higher degree
Name of qualification: Degree in Audiovisual Communication Sciences Information
City of qualification: Madrid, Community of Madrid, Spain
institution issuing the qualification: Complutense University of Madrid
Date of qualification: 25/10/2001
Average mark: Excellent
Standardised degree: Yes

Doctorates

Doctorate programme: Official PhD Program in Technical and Image Creation Processes: Social and Aesthetic Applications
University issuing the qualification: Complutense University of Madrid
City of qualification: Madrid, Community of Madrid, Spain
Date of qualification: 24/04/2006
University where DEA was obtained: Complutense University of Madrid
DEA, date: 22/09/2003
European doctorate: No
Thesis title: "The Hypermedia Interface: the Paradigm of the Interactive Communication. Models of Implementing the Inmersion of Young Generations in Cultural Interactive Media."
Thesis director: ISIDRO MORENO SÁNCHEZ
Mark: Excellent Cum Laude
Recognition of quality: Yes
Special doctorate award: No
Standardised degree: Yes



Language skills

Language	Speaking	Reading	Writing
French	Elementary	Intermediate	Elementary
Spanish	Advanced	Advanced	Advanced
English	Advanced	Advanced	Advanced
Portuguese	Advanced	Advanced	Advanced

Teaching activity

Subjects given

- 1 Name of subject/course:** Film History and Language
Qualification: Bachelor of Arts Film and Audiovisual
Start date: 23/01/2014 **End date:** 27/07/2014
Date of the last time: 27/07/2014
institution: School of Visual Arts and Film, University of Cuenca, Ecuador
- 2 Name of subject/course:** Media Art & Interactive Cinema
Qualification: Bachelor of Arts Film and Audiovisual
Start date: 23/01/2014 **End date:** 27/07/2014
Date of the last time: 27/07/2014
institution: School of Visual Arts and Film, UNIVERSITY OF THE ARTS, Ecuador
Faculty, institute or centre: Faculty of Arts
- 3 Name of subject/course:** Production Jobs Film Art to qualify
Qualification: Bachelor of Visual Arts and Film
Start date: 23/01/2014 **End date:** 27/07/2014
Date of the last time: 27/07/2014
institution: School of Film and Visual Arts, University of Cuenca, Ecuador
- 4 Type of teaching:** Official teaching
Name of subject/course: Design and Production of Virtual Environments
Related skills: Interactive Narrative and Augmented Reality
Type of programme: Bachelor's degree
Type of subject: Core
Qualification: Bachelor in Digital Arts and Animation
Course given: Design and Production of Virtual Environments
Start date: 07/01/2013 **End date:** 15/06/2013
Date of the last time: 14/06/2013 **Type of hours/credits:** Hours
Number of hours/credits: 51
institution: UNIVERSITY OF MONTERREY TECHNOLOGY
Department: DE COMUNICACIÓN Y ARTE DIGITAL
City: Guadalajara, Mexico
Professional category: Professor / Researcher Full Time
Type of teaching: Practical work (classroom-problems)
Number of times: 2



Assessing institution: STUDENTS

Funding institution: UNIVERSITY OF MONTERREY TECHNOLOGY

Subject language: Spanish

- 5** **Type of teaching:** Official teaching
Name of subject/course: Integrative Project Art and Technology I
Related skills: Film, Video and Animation **Professional category:** Full Time Professor
Type of programme: Bachelor's degree **Type of teaching:** Practical work (classroom-problems)
Type of subject: Core
Qualification: Bachelor in Digital Arts and Animation
Course given: Integrative Project Art and Technology I **Number of times:** 2
Start date: 07/01/2013 **End date:** 15/06/2013
Date of the last time: 14/06/2013 **Type of hours/credits:** Hours
Number of hours/credits: 51
institution: UNIVERSITY OF MONTERREY TECHNOLOGY
Faculty, institute or centre: SCHOOL OF BUSINESS & HUMANITIES DEPARTMENT. DIGITAL MEDIA AND ART
Department: DIGITAL MEDIA AND ART
City: Guadalajara, Mexico
Assessing institution: STUDENTS
Funding institution: UNIVERSITY OF MONTERREY TECHNOLOGY
Mark obtained: 1.92 **Top mark possible:** 1
Subject language: Spanish
- 6** **Type of teaching:** Official teaching
Name of subject/course: Project Integrating Art and Technology II
Related skills: Design, Direction & Production Film, Video and Animation **Professional category:** Full Time Professor
Type of programme: Bachelor's degree **Type of teaching:** Practical work (classroom-problems)
Type of subject: Core
Qualification: Bachelor in Digital Arts and Animation
Course given: Proyecto Integrador de Arte y Tecnología II **Number of times:** 2
Start date: 01/07/2012 **End date:** 15/06/2013
Date of the last time: 14/06/2013 **Type of hours/credits:** Hours
Number of hours/credits: 51
institution: UNIVERSITY OF MONTERREY TECHNOLOGY
Department: DE COMUNICACIÓN Y ARTE DIGITAL
City: Guadalajara, Mexico
Assessing institution: STUDENTS
Funding institution: UNIVERSITY OF MONTERREY TECHNOLOGY
Mark obtained: 1.92 **Top mark possible:** 1
Subject language: Spanish
- 7** **Type of teaching:** Official teaching
Name of subject/course: Aesthetics and Interactive Digital Media
Related skills: Communication and Interactive Art **Professional category:** Full-time professor
Type of programme: Bachelor's degree **Type of teaching:** In person theory
Type of subject: Obligatory
Qualification: Bachelor of Communication and Digital Media
Course given: Aesthetics and Interactive Digital Media **Number of times:** 1

**Start date:** 07/01/2013**End date:** 14/06/2013**Date of the last time:** 14/06/2013**Type of hours/credits:** Hours**Number of hours/credits:** 51**institution:** UNIVERSITY OF MONTERREY TECHNOLOGY**Faculty, institute or centre:** SCHOOL OF BUSINESS & HUMANITIES DEPARTMENT. COMMUNICATION AND DIGITAL ART**Department:** COMMUNICATION AND DIGITAL ART DEPARTMENT**City:** Guadalajara, Mexico**Funding institution:** UNIVERSITY OF MONTERREY TECHNOLOGY**Subject language:** Spanish**8 Type of teaching:** Official teaching**Name of subject/course:** Design and Interactive Media**Related skills:** Interactive Communication Interface Design**Professional category:** Professor / Researcher Full Time**Type of programme:** Bachelor's degree**Type of teaching:** Practical work (classroom-problems)**Type of subject:** Core**Qualification:** Bachelor of Communication and Digital Media**Course given:** Design and Production of Interactive Media**Number of times:** 2**Start date:** 01/07/2012**End date:** 14/06/2013**Date of the last time:** 15/06/2013**Type of hours/credits:** Hours**Number of hours/credits:** 51**institution:** UNIVERSITY OF MONTERREY TECHNOLOGY**Department:** Design and Production of Interactive Media**City:** Guadalajara, Mexico**Funding institution:** UNIVERSITY OF MONTERREY TECHNOLOGY**Mark obtained:** 1.95**Top mark possible:** 1**Subject language:** Spanish**9 Type of teaching:** International teaching**Name of subject/course:** POST PRODUCTION AUDIOVISUAL CC429**Professional category:** Visiting Professor**Type of programme:** Bachelor's degree**Type of teaching:** Practical work (classroom-problems)**Type of subject:** Optional**Type of call:** Competitive**Assessment type:** Survey**Qualification:** ASSOCIATE DEGREE IN COMMUNICATION**Field of the programme:** Development aid**Course given:** AUDIOVISUAL POSTPRODUCTION CC429**Number of times:** 1**Start date:** 01/10/2008**End date:** 30/09/2010**Date of the last time:** 30/09/2010**Type of hours/credits:** Hours**Number of hours/credits:** 160**institution:** UNSAAC, UNIVERSITY OF SAN ANTONIO ABAD CUSCO**Faculty, institute or centre:** FAC. SOCIAL COMMUNICATION AND LANGUAGE**Department:** SOCIAL COMMUNICATION**City:** CUSCO, Peru**Assessing institution:** STUDENTS ASSOCIATION UNSAAC**City:** CUSCO, Peru**Assessment type:** Survey**Funding institution:** UNSAAC



Mark obtained: 9
Subject language: Spanish

Top mark possible: 10

10 **Type of teaching:** Official teaching

Name of subject/course: COMMUNICATION AND MEDIA CREATIVE CC429

Professional category: visiting Professor

Type of programme: Bachelor's degree

Type of subject: Optional

Assessment type: Survey

Qualification: BA IN COMMUNICATION

Field of the programme: Development aid

Course given: COMMUNICATION AND MEDIA CREATIVE CC429

Start date: 01/10/2008

Date of the last time: 30/09/2010

Number of hours/credits: 160

institution: UNSAAC, UNIVERSITY OF SAN ANTONIO ABAD CUSCO

Faculty, institute or centre: FAC. SOCIAL SCIENCES AND LANGUAGES

Department: SOCIAL COMMUNICATION

City: CUSCO, Peru

Assessing institution: STUDENTS ASSOCIATION UNSAAC

City: Cusco, Peru

Assessment type: Survey

Mark obtained: 9

Subject language: Spanish

Type of teaching: Teórico/Práctico

Type of call: Competitive

Number of times: 4

End date: 30/09/2010

Type of hours/credits: Hours

Top mark possible: 10

11 **Type of teaching:** International teaching

Name of subject/course: NEW MEDIA ART & INTERACTIVE FILM

Related skills: Interactive Media

Type of programme: Bachelor's degree

Type of subject: Optional

Assessment type: Internal assessment

Qualification: ART & NEW MEDIA TECHNOLOGIES

Field of the programme: Other international bodies

Number of times: 1

Start date: 20/11/2006

Date of the last time: 15/12/2006

Number of hours/credits: 20

institution: BEIHANG UNIVERSITY

Faculty, institute or centre: NEW MEDIA ART & DESIGN

Department: NEW MEDIA ART & DESIGN

City: BEIJING, China

Assessing institution: UNIVERSITY OF BEIHANG STUDENT EVALUATION

City: BEIJING, China

Assessment type: Internal assessment

Funding institution: BEIHANG UNIVERSITY

Mark obtained: excellent

Subject language: English

Professional category: Visiting Professor

Type of teaching: In person theory

Type of call: Competitive

End date: 15/12/2006

Type of hours/credits: Hours

Type of institution: University

Top mark possible: excellent



- 12** **Type of teaching:** International teaching
Name of subject/course: GREEK ART VIS 120A
Related skills: History of Greek Art
Type of programme: Bachelor's degree
Type of subject: Obligatory
Assessment type: Survey
Qualification: B.A. IN VISUAL ARTS MAJOR IN ART HISTORY
Field of the programme: Other international bodies
Course given: GREEK ART
Start date: 01/09/2004
Date of the last time: 15/06/2005
Number of hours/credits: 75
institution: UNIVERSITY OF CALIFORNIA SAN DIEGO
Faculty, institute or centre: VISUAL ARTS DEPARTMENT
Department: VISUAL ARTS DEPARTMENT
City: SAN DIEGO, United States of America
Assessing institution: U.C. DEPARTMENT OF COURSE & PROFESSOR EVALUATIONS THROUGH B.A. STUDENTS
City: SAN DIEGO, United States of America
Assessment type: Survey
Funding institution: UNIVERSITY OF CALIFORNIA SAN DIEGO
City: SAN DIEGO, United States of America
Mark obtained: A+
Subject language: English
- Professional category:** Teacher Assistant
Type of teaching: In person theory
Type of call: Competitive
Number of times: 1
End date: 15/06/2005
Type of hours/credits: Hours
Type of institution: University
Top mark possible: A+
- 13** **Type of teaching:** International teaching
Name of subject/course: HISTORY OF FILM
Related skills: Film Aesthetics and Historical Analysis
Type of programme: Bachelor's degree
Type of subject: Obligatory
Assessment type: External assessment
Qualification: B.A. IN VISUAL ARTS MAJOR IN MEDIA
Field of the programme: EAP EDUCATIONAL ABROAD PROGRAM UCM-UC
Course given: VISUAL ARTS DEPARTMENT VIS84
Start date: 01/09/2004
Date of the last time: 15/06/2005
Number of hours/credits: 100
institution: UNIVERSITY OF CALIFORNIA SAN DIEGO
Faculty, institute or centre: VISUAL ARTS DEPARTMENT VIS84
Department: Visual Arts
Assessing institution: U.C. DEPARTMENT OF COURSE & PROFESSOR EVALUATIONS THROUGH B.A. STUDENTS
City: SAN DIEGO, United States of America
Assessment type: External assessment
Funding institution: UNIVERSITY OF CALIFORNIA SAN DIEGO
City: SAN DIEGO, United States of America
Mark obtained: A+
Subject language: English
- Professional category:** Teacher Assistant
Type of teaching: Theoretical / Practical
Type of call: Competitive
Number of times: 1
End date: 15/06/2005
Type of hours/credits: Hours
Type of institution: University
Top mark possible: A+



- 14 Name of subject/course:** NON-LINEAR EDITING SYSTEM-AVID
Related skills: Digital Editing **Professional category:** Professional hired
Type of programme: Master's degree **Type of teaching:** Practical work (classroom-problems)
Qualification: MASTER IN TECHNICAL COMMUNICATION AND SOCIAL SERVICES-UCM MINISTRY OF LABOUR AND SOCIAL AFFAIRS-INSERSO
Start date: 15/01/2001 **End date:** 02/12/2001
Date of the last time: 02/12/2001 **Type of hours/credits:** Hours
Number of hours/credits: 50
institution: Complutense University of Madrid
Faculty, institute or centre: Faculty of Information Sciences
Funding institution: UCM-MINISTRY OF LABOUR AND SOCIAL AFFAIRS-INSERSO
Subject language: Spanish
- 15 Name of subject/course:** AUDIOVISUAL INSTALLATION AND VIDEO EDITING IN NON-LINEAR DIGITAL PLATFORM, AVID
Related skills: Production and Digital Editing AVID **Professional category:** professional Contract
Type of programme: Master's degree **Type of teaching:** Practical work (classroom-problems)
Qualification: MASTER IN TECHNICAL COMMUNICATION AND SOCIAL SERVICES-UCM MINISTRY OF LABOUR AND SOCIAL AFFAIRS-INSERSO
Start date: 01/01/2000 **End date:** 20/10/2000
Date of the last time: 20/10/2000 **Type of hours/credits:** Hours
Number of hours/credits: 50
institution: Complutense University of Madrid
Faculty, institute or centre: Faculty of Information Sciences
Funding institution: UCM-MINISTRY OF LABOUR AND SOCIAL AFFAIRS-INSERSO
Subject language: Spanish

Supervision of dissertations and/or final projects

- 1 Project title:** USE OF AUDIO-VISUAL STRATEGIES IN PUBLIC RELATIONS PROVINCIAL GOVERNMENT OF THE CITY OF CUSCO
Type of project: Minor thesis
University issuing the qualification: UNSAAC, UNIVERSITY OF SAN ANTONIO ABAD CUSCO
City: CUSCO, Peru
Doctorate student: FLAVIO EMERSON USCAMAYTA AYVAR
Mark: Sobresaliente
Keywords of title: Learning strategies; Audiovisual communication; Public relations
Date of reading: 01/09/2009
- 2 Project title:** The Video Game as a meeting place and participation
Type of project: Work leading to an ASD
Co-director of thesis: Francisco García García
University issuing the qualification: Complutense University of Madrid
City: Madrid, Community of Madrid, Spain
Doctorate student: Javier Rivero Díaz
Mark: Sobresaliente
Date of reading: 05/06/2005



Academic tuition of students

- 1 Programme:** Educational aid
institution: UNIVERSITY OF MONTERREY TECHNOLOGY, CAMPUS GUADALAJARA
City: Guadalajara, Mexico
Number of recognised credits: 3 **Frequency of the activity:** 150
Number of tutored students: 50
- 2 Programme:** Mobility programme
institution: UNSAAC, University of San Antonio Abad of Cusco
Frequency of the activity: 175

Courses and seminars given oriented to university teaching training

- 1 Type of event:** Workshop
Name of the event: DIGITAL LABORATORY CULTURE AND HYPERMEDIA MUSEOLOGY. MUSEUM GROUP R&D
City: Madrid, Community of Madrid, Spain
Organising institution: TERRITORIES OF TOMORROW FOUNDATION Y ETSIT-UPM ESC. SUPERIOR INGENIEROS DE TELECOMUNICACIONES **Type of institution:** Innovation and Technology Centres
Aims of the course: MOSTRAR TECNICAS DE INNOVACION EN INSTALACIONES INTERACTIVAS EN MUSEOS
Target group profile: Investigadores, Profesores y Artistas
Hours of teaching: 1 **Teaching language:** Spanish
Training date: 03/03/2012
Type of participation: Invited speaker
- 2 Type of event:** Seminar
Name of the event: WORKSHOPS AUDIOVISUAL AND MULTIMEDIA TRAINING IN PERU AND BOLIVIA
City: Cusco, Peru
Organising institution: AECID-MAEC Y UCM **Type of institution:** State agency
Aims of the course: CAPACITAR EN LA GUIONIZACION, PRODUCCION, EDICION AUDIOVISUAL Y DISTRIBUCION POR INTERNET
Target group profile: Profesores Universitarios y Profesionales
Hours of teaching: 120 **Teaching language:** Spanish
Training date: 01/06/2010
Type of participation: Organising committee
Publication ISBN: ISSN 1134-3478
- 3 Type of event:** Seminar
Name of the event: CURATOR'S CULTURAL AND ARTISTIC
City: madrid, Community of Madrid, Spain
Organising institution: CULTURAL CENTER CONDE DUQUE MediaLabMadrid
Aims of the course: CAPACITAR EN LABORES DE COMISARIADO CULTURAL Y ARTISTICO
Target group profile: Profesores, profesionales y Artistas
Hours of teaching: 40 **Teaching language:** Spanish
Training date: 09/03/2003



Type of participation: Invited speaker
Publication ISBN: ISBN 978-84-96933-31-6

4 Type of event: Workshop

Name of the event: JURY MEMBER OF THE VIDEO FESTIVAL CONTEST, CUSCO

City: Cusco, Peru

Organising institution: UNSAAC, SOCIAL COMMUNICATION AND LANGUAGE UNIVERSITY

Aims of the course: MOTIVAR A LOS PROFESORES Y ESTUDIANTES A LA PRODUCCION AUDIOVISUAL CULTURAL

Target group profile: Profesores, profesionales y estudiantes

Hours of teaching: 40

Teaching language: Spanish

Training date: 20/07/2002

Type of participation: Organising committee

Teaching or pedagogic publications, books, articles, etc.

UNSAAC, SCIENTIFIC JOURNAL, NATIONAL UNIVERSITY OF SAN ANTONIO ABAD, FACULTY OF SOCIAL COMMUNICATION AND LANGUAGE. *UNSAAC, SCIENTIFIC JOURNAL*. pp. 9 - 25.

Material title: CREATIVE AUDIOVISUAL COMMUNICATION AND INTERNET

Date of creation: 01/10/2009

Format: syllabus

Participation in teaching innovation projects

Project title: HYPERMEDIA INTERFACE: THE PARADIGM OF COMMUNICATION INTERACTIVE. MODELS TO IMPLEMENT THE YOUTH CULTURAL IMMERSION IN INTERACTIVE MULTIMEDIA (VIDEO, MUSEUMS, MOVIES, WEB AND AUGMENTED REALITY)

City: Madrid, Los Angeles y San Diego, United States of America

Type of participation: Project Leader

Contribution to the project: INVESTIGADOR PRINCIPAL EN EL USO DE LAS TICS PARA LA EDUCACION Y LA CULTURA

Dedication: Full time

Type of duration: For a limited time

Head researcher: Jorge Mora Fernández

Funding institution: U.E./CAM y AUTHOR FOUNDATION

Participating bodies:

DPTO. COMUNICACION AUDIOVISUAL Y PUBLICIDAD II, UCM

Type of participating institution: University Department

Field of the project: Non EU International

Start date: 01/10/2002

Participation end date: 30/09/2008, 5 years - 2 months



Participation in conferences oriented to teaching training

- 1 Name of the event:** EDULEARN Audiovisual & Multimedia Capacitation for the Conservation & Promotion of Local Cultures & Arts in Perú & Bolivia. Video-Experience about the Festival & Workshop of Multicultural Videos:
Type of event: Conference
City: Barcelona, Catalonia, Spain
Date of the presentation: 03/07/2012
Organising institution: IATED, International Conference on Education & New Learning Technologies
Start date: 02/07/2012
Number of hours: 4 hours
EDULEARN, International Conference on Education & New Learning Technologies.
Type of institution: IATED
End date: 04/07/2012
- 2 Name of the event:** ECREA New Technologies Applied to Education, included on the section Digital Culture and Communication
Type of event: Conference
City: Hamburgo, Hamburg, Germany
Date of the presentation: 14/10/2010
Organising institution: ECREA 3rd European Communication Conference
City: Hamburgo, Hamburg, Germany
Start date: 12/10/2010
Number of hours: 1 hour
ECREA, 3rd European Communication Conference, Transcultural Communication and Intercultural Comparisons".
Type of institution: Public Research Body
End date: 15/10/2010

Awards received for innovation in teaching

Name: SGAE Award- Research Foundation Author
Conferring institution: Foundation Author
City: Madrid, Community of Madrid, Spain
Proposed by: Dr. Isidro Moreno Sánchez
Conferral date: 18/03/2004

Other activities/achievements not included above

Description of the activity: Founder and Director of the International Festival "Videobabel" and the Multicultural Audiovisual and Multimedia Training Workshops
Organising institution: MAEC-AECID y UCM
Activity end date: 10/09/2012
Type of institution: State agency



Most relevant aspects from teaching experience

Description: Motion Picture Arts and Media Literacy Training Workshops and Theoretical Practice

Organising institution: MAEC-AECID, UCM, PROMETEO, UNSAAC Y TECNOLÓGICO DE MONTERREY

Activity end date: 25/07/2014

Experience in the healthcare field

Healthcare experience in other international bodies

Most relevant results: ACTIVE ADDICTION RECOVERY

institution: NARCOTICS ANONYMOUS WORLD SERVICE

Department: RANGE RESOURCES AND SERVICES FOR NEWCOMERS, NARCOTICS ANONYMOUS

Start date: 04/07/2003,

Experience in science and technology

Scientific or technological activity

Participation in R&D&I projects funded in competitive calls by public or private bodies

- 1** **Name of the project:** APPLIED RESEARCH IN CINEMA ARTS INTERACTIVE FICTION AND DOCUMENTARY NARRATIVE OF INNOVATION AND COMMUNICATION HYPERMEDIA APPLIED EDUCATIONAL PRODUCTS LEISURE ARTS-FILM, VIDEO, MUSEUMS, AUGMENTED REALITY MOBILE SYSTEMS AND WEBSITES

Institution where project took place: SENESCYT, DEPARTMENT OF INNOVATION, SCIENCE, TECHNOLOGY AND HIGHER EDUCATION

City: Cuenca, Ecuador

Head(s) researcher(s): Jorge Ignacio Mora Fernández

Number of researchers: 7

Start date: 23/01/2014

End date: 23/01/2015

Total amount: 78.000

- 2** **Name of the project:** INCREASED AWARENESS AND ACCESS: THE REPRESENTATION OF CONTENTS MUSEUMS CULTURAL COMPLEX

Project type: Demonstration, pilot projects, conceptual formulations and design of processes and services

Project area: European Union

Role: Researcher

Institution where project took place: UCM, MUSEUM OF AMERICA AND DIGITAL LABORATORY CULTURE AND HYPERMEDIA MUSEOLOGY. MUSEUM GROUP R&D

City: MADRID, Community of Madrid, Spain

Head(s) researcher(s): ISIDRO MORENO SÁNCHEZ; ARTURO COLORADO CASTELLARY



Number of researchers: 14

Funding institution or bodies:

MINISTRY OF ECONOMY AND COMPETITIVENESS

Museum of Convento de Santo Domingo-Qorikancha

Museum of de América

TELEFONICA SOLUTIONS TIC

OPTIMEDIA

Type of institution: Business

City: Madrid, Community of Madrid, Spain

Museo de América

Type of institution: Museo Estatal

City: Madrid, Community of Madrid, Spain

Museo Convento de Santo Domingo-Qorikancha

Type of institution: Museo Perú

City: Cusco, Peru

Performing Arts Group "The Tinglao" (Integrator
People with Diversity)

Type of institution: ONG

Type of participation: Collaborator

Start date: 01/01/2012

End date: 31/12/2014

Participating bodies: UNICAJA Y FUNDACION UCM ARTICULO 83

Total amount: 9.570

Dedication: Part time

Applicant's contribution: INTERNATIONAL MUSEUM OF COLLABORATIVE RESEARCH GROUP R&D
EXPERT IN INTERACTIVE COMMUNICATION AND INTERACTIVE INSTALLATIONS.

3 **Name of the project:** IINNOVATION AND MEDIA CONVERGENCE

Project type: Demonstration, pilot projects,
conceptual formulations and design of processes and
services

Project area: Non EU International

Role: Researcher

Institution where project took place:

Type of institution: University

TECNOLÓGICO DE MONTERREY CAMPUS
GUADALAJARA

City: GUADALAJARA, Mexico

Head(s) researcher(s): DIEGO ZAVALA; JORGE MORA; SALVADOR LEETOY; JUAN PEDRO
DELGADO; JAIME FIGUEROA

Number of researchers: 5

Number of people/year: 5

Type of participation: RELACIONES INTERNACIONALES

Name of the programme: COMMUNICATION AND DIGITAL ART DEPARTMENT

Code acc. to the funding institution: TECNOLÓGICO DE MONTERREY

Start date: 01/07/2012

End date: 30/06/2013

Total amount: 14.000

Most relevant results: DEVELOPMENT PROJECT R&D TRANSMEDIA FILM AND INTERACTIVE
EDUTAINMENT

Dedication: Part time

4 **Name of the project:** INTERNATIONAL COOPERATION: REALIZATION OF THE MULTICULTURAL FESTIVAL VIDEOS TRAINING WORKSHOPS FOR AUDIOVISUAL AND MULTIMEDIA COMMUNICATION FOR ARTISTS AND ARTISANS IN PERU AND BOLIVIA



Project type: Research and development, including transfer **Project area:** Non EU International

Role: Coordinator of total project, network or consortium

Institution where project took place: UNESCO & QORIKANCHA MUSEUM

City: Cusco, Peru

Head(s) researcher(s): JORGE IGNACIO MORA FERNANDEZ; ISIDRO MORENO SÁNCHEZ

Number of researchers: 7

Funding institution or bodies:

SANTO DOMINGO MUSEUM-QORIKANCHA

FRENCH ALLIANCE

GRUPO CHASKI AUDIOVISUAL COMMUNICATION

UNESCO, USA EMBASSY Y FULBRIGHT COMMISSION EN PERU

VII UCM CALL OF DEVELOPMENT COOPERATION 2010

MAEC-AECID

Type of institution: State agency

City: Madrid, Community of Madrid, Spain

Type of participation: Coordinator

Start date: 01/06/2010

End date: 30/06/2012

Participating bodies: UNESCO, EMBAJADA DE USA Y FULBRIGHT COMMISSION EN PERU, AECID-MAEC, ALIANZA FRANCESA, MUSEO DE SANTO DOMINGO-QORIKANCHA, UNSAAC UNIVERSIDAD DE SAN ANTONIO ABAD DEL CUZCO, GRUPO CHASKI, OINDE PERU

Total amount: 30.000

Dedication: Full time

Applicant's contribution: ACTIVE MUSEUM RESEARCH GROUP I + D + C, EXPERT AND INTERACTIVE COMMUNICATION INTERFACES HYPERMEDIA. CO-DIRECTOR PROJECT IN PERU AND BOLIVIA, FOUNDER OF THE INTERNATIONAL FESTIVAL WORKSHOPS VIDEOBABEL MULTICULTURAL AND VIDEOS.

5 Name of the project: ONLINE & REMIX INTERACTIVE CINEMA USC LABYRINTH PROJECTS

Project type: Demonstration, pilot projects, conceptual formulations and design of processes and services **Project area:** Non EU International

Role: Scientific coordinator

Institution where project took place: UNIVERSITY OF SOUTHERN CALIFORNIA **Type of institution:** University

City: LOS ÁNGELES, United States of America

Number of researchers: 3

Type of participation: Coordinator

Name of the programme: LABIRYNTH PROJECT

Code acc. to the funding institution: UNIVERSITY OF SOUTHERN CALIFORNIA Y GRUPO MUSEUM I+D+C

Start date: 01/11/2011

End date: 01/05/2012

Total amount: 9.000

Dedication: Part time

6 Name of the project: MUSEUM D&R DIGITAL LABORATORY CULTURE AND HYPERMEDIA MUSEOGRAPHY

Institution where project took place: MUSEUM R&D DIGITAL LABORATORY CULTURE AND HYPERMEDIA MUSEOGRAPHY



City: MADRID, Community of Madrid, Spain

Head(s) researcher(s): ISIDRO MORENO SÁNCHEZ; ARTURO COLORADO CASTELLARY

Number of researchers: 7

Funding institution or bodies:

BANK OF SANTANDER CH GR58/08 MODALITY B

UCM GROUP NUMBER 941603

Start date: 01/01/2009

End date: 31/12/2010

Total amount: 9.000

7 Name of the project: VIDEOS MULTICULTURALES EN PERU: EDUCACION EN COMUNICACION AUDIOVISUAL Y EN INTERNET PARA EL INTERCAMBIO Y DIFUSION DE LA CULTURA Y EL ARTE PERUANOS

Project area: Non EU International

Role: Coordinator of total project, network or consortium

Institution where project took place: UNSAAC, **Type of institution:** University
UNIVERSIDAD DE SAN ANTONIO ABAD DEL CUSCO

City: CUSCO, Peru

Head(s) researcher(s): JORGE IGNACIO MORA FERNANDEZ

Number of researchers: 6

Funding institution or bodies:

MAEC-AECID

Type of institution: State agency

City: MADRID, Community of Madrid, Spain

Type of participation: Coordinator

Start date: 01/10/2008

End date: 30/09/2010

Participating bodies: UNIVERSIDAD DE SAN ANTONIO ABAD DEL CUSCO, PERU, MUSEO DE SANTO DOMINGO-QORIKANCHA (TEMPLO DEL SOL), MINISTERIO DE ASUNTOS EXTERIORES Y COOPERACION Y LA AGENCIA ESPAÑOLA DE COOPERACION INTERNACIONAL.

Total amount: 29.000

Dedication: Full time

Applicant's contribution: INVESTIGADOR PRINCIPAL Y PROFESOR VISITANTE COORDINADOR DE LOS TALLERES DE ENSEÑANZA SUPERIOR UNIVERSITARIA "VIDEOS MULTICULTURALES" PARA LA CAPACITACION EN PRODUCCION AUDIOVISUAL Y MULTIMEDIA EN LA FAC. DE COMUNICACION SOCIAL E IDIOMAS DE LA UNSAAC, UNIVERSIDAD DE SAN ANTONIO ABAD DEL CUSCO, Y EL MUSEO DEL CONVENTO DE SANTO DOMINGO-QORIKANCHA

8 Name of the project: 125 UNICAJA ANNIVERSARY: RESEARCH, CREATION, DEVELOPMENT, IMPLEMENTATION AND SUPERVISION OF CONTENTS OF THEIR MEMORIAL EXHIBITION AND OTHER CULTURAL EVENTS

Project type: Industrial research

Project area: National

Role: Researcher

Institution where project took place: UNICAJA

City: MÁLAGA, Andalusia, Spain

Head(s) researcher(s): ISIDRO MORENO SÁNCHEZ; JORGE IGNACIO MORA FERNÁNDEZ

Number of researchers: 5

Funding institution or bodies:

FUNDACION UCM ARTICULO 83

Type of institution: University

City: MADRID, Community of Madrid, Spain



UNICAJA

City: MÁLAGA, Andalusia, Spain

Type of institution: Business

Type of participation: Collaborator

Start date: 01/06/2008

End date: 01/06/2010

Participating bodies: UNICAJA Y FUNDACION UCM ARTICULO 83

Total amount: 68,4

Dedication: Part time

Applicant's contribution: INTERNATIONAL MUSEUM OF COLLABORATIVE RESEARCH GROUP R&D EXPERT IN INTERACTIVE INSTALLATIONS.

9 Name of the project: MEDIALAB DIGITAL ART AND CULTURE FILE ON INTERNET

Project type: Demonstration, pilot projects, conceptual formulations and design of processes and services

Project area: INTERNACIONAL

Role: Researcher

Institution where project took place: UCM, TELEFÓNICA Y MEDIALABMADRID

City: MADRID, Community of Madrid, Spain

Head(s) researcher(s): ISIDRO MORENO SÁNCHEZ; ARTURO COLORADO CASTELLARY; JORGE IGNACIO MORA FERNÁNDEZ

Number of researchers: 10

Funding institution or bodies:

MINISTRY OF INDUSTRY, ENERGY AND TOURISM

Type of participation: Collaborator

Start date: 01/01/2008

End date: 01/01/2010

Participating bodies: MUSEO ARTE REINA SOFIA, CCHS-CSIC, FAC.CC.INFORMACION, BELLAS ARTES Y PSICOLOGIA UCM, UNIV. GRANADA, SANTIAGO COMPOSTELA, UNIV. COLOMBIA Y CHILE, POLIT. MONTERREY (MEXICO), UNIV. CORDOBA (ARGENTINA)

Total amount: 45.000

Dedication: Part time

Applicant's contribution: RESEARCHER, NETWORK EXPERT IN MUSEUMS, MUSEUM OF GROUP R&D

10 Name of the project: ADVICE AND SUPERVISION PROCESS CREATION AND DEVELOPMENT OF THE MUSEUM OF MEMORY OF ANDALUCIA AND THE NEW CULTURAL CENTER, CAJA OF GRANADA

Project type: Industrial research

Project area: Regional

Role: Researcher

Institution where project took place: CAJA GRANADA Y PI GESTARC, S.A.

City: GRANADA, Community of Madrid, Spain

Head(s) researcher(s): ISIDRO MORENO SÁNCHEZ

Number of researchers: 7

Funding institution or bodies:

PI GESTARC, S.A. Y CAJA GRANADA

Type of institution: Business

City: GRANADA, Community of Madrid, Spain

Type of participation: Collaborator

Start date: 01/09/2004

End date: 01/08/2009

Total amount: 38,88

Dedication: Part time



Applicant's contribution: INTERNATIONAL & COLLABORATIVE RESEARCHER OF THE GROUP MUSEUM OF R & D, EXPERT AND INTERACTIVE COMMUNICATION INTERFACES HYPERMEDIA.

11 Name of the project: MOBILE INTERACTIVE MULTIMEDIA SYSTEMS AND INTERFACES: STRUCTURES INFORMATICAS INCLUSIVE OF VIDEO GAMES, INTERFACE, DATABASES AND NARRATIVE IN PORTABLE TECHNOLOGIES

Project type: Demonstration, pilot projects, conceptual formulations and design of processes and services
Project area: Non EU International

Role: Coordinator of total project, network or consortium

Institution where project took place: UNIVERSITY OF SOUTHERN CALIFORNIA
Type of institution: University

City: LOS ANGELES, United States of America

Head(s) researcher(s): JORGE IGNACIO MORA FERNANDEZ

Number of researchers: 5

Funding institution or bodies:

MEC & FULBRIGHT COMMISSION & FECYT, FUNDACION ESPAÑOLA PARA LA CIENCIA Y LA TECNOLOGIA
Type of institution: State agency

City: MADRID, Community of Madrid, Spain

Type of participation: Coordinator

Start date: 01/12/2006

End date: 31/10/2008

Total amount: 54.000

Dedication: Full time

Applicant's contribution: PROJECT DIRECTOR POSTDOCTORAL RESEARCH ON UNIVERSITY OF SOUTHERN CALIFORNIA, ITP (INFORMATION TECHNOLOGY) PROGRAM, VITERBI ENGINEERING AND SCHOOL OF CINEMATIC ARTS SCHOOL OF, AND INTERACTIVE MEDIA DIVISION COORDINATOR ASSOCIATE RESEARCHERS

12 Name of the project: INSTITUTE FOR NETWORK CULTURE, CENTER ON PUBLIC DIPLOMACY

Project type: Demonstration, pilot projects, conceptual formulations and design of processes and services
Project area: Non EU International

Institution where project took place: UNIVERSITY OF SOUTHERN CALIFORNIA
Type of institution: University

City: LOS ANGELES, United States of America

Head(s) researcher(s): JOSHUA FOTS

Number of researchers: 12

Funding institution or bodies:

MACARTHUR FOUNDATION
Type of institution: Foundation

City: NEW YORK, United States of America

Start date: 01/07/2007

End date: 12/12/2007

Participating bodies: MACARTHUR FOUNDATION, DIGITAL MEDIA & LEARNING, Y CENTER ON PUBLIC DIPLOMACY, ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF SOUTHERN CALIFORNIA

Total amount: 450.000

Applicant's contribution: RESEARCHER EXPERT IN VIRTUAL WORLDS



13 Name of the project: HYPERMEDIA INTERFACES: INTERDISCIPLINARY ANALYSIS OF THE MOST IMMERSIVE AND ATTRACTIVE AESTHETICS, NARRATIVE, EMOTIONAL AND ETHICAL ELEMENTS INTERACTED BY YOUNG ADULTS IN VIDEOGAMES

Project type: Basic research (including archaeological digs, etc)

Project area: UNION EUROPEA Y USA

Role: Coordinator of total project, network or consortium

Institution where project took place: UNIVERSITY OF CALIFORNIA UCSD Y V EUROPEAN UNION FRAMEWORK PROGRAMME 5TH DIMENSION PROJECT

City: SAN DIEGO, United States of America

Head(s) researcher(s): JORGE IGNACIO MORA FERNÁNDEZ

Number of researchers: 7

Number of people/year: 7

Funding institution or bodies:

5TH DIMENSION PROJECT, V EUROPEAN UNION FRAMEWORK PROGRAMME

CAM AND EUROPEAN SOCIAL FUND PROGRAM F.P.I

EDUCATIONAL ABROAD PROGRAM UCM & UNIVERSIT OF CALIFORNIA

LCHC, LAB COMPARATIVE HUMAN COGNITION

Type of institution: R&D Centre

City: SAN DIEGO, United States of America

CRCA, CENTER FOR RESEARCH IN COMPUTING AND THE ARTS

Type of institution: Innovation and Technology Centres

City: SAN DIEGO, United States of America

Type of participation: Coordinator

Start date: 01/06/2002

End date: 30/07/2006

Participating bodies: CRCA, CENTER RESEARCH IN COMPUTING & ARTS, VISUAL ARTS DEPARTMENT Y LCHC, LAB COMPARATIVE HUMAN COGNITION, UNIVERSITY OF CALIFORNIA SAN DIEGO Y DPTO. DE COMUNICACION AUDIOVISUAL Y PUBLICIDAD II, UCM

Total amount: 57.700

Most relevant results: PUBLISHED THE BOOK AWARDED BY AUTHOR FOUNDATION RESEARCH "HYPERMEDIA INTERFACE: THE PARADIGM OF INTERACTIVE COMMUNICATION"

Dedication: Full time

Applicant's contribution: PROJECT DIRECTOR AND DOCTORAL RESEARCH COORDINATOR RESPONSIBLE FOR THE RESULTS AND RESEARCHERS PARTNERSHIP FOR EXPERIMENTS.

14 Name of the project: ECULTURENET. EUROPEAN NETWORK OF CENTRES OF EXCELLENCE FOR DIGITAL CULTURE RESEARCH AND EDUCATION

Project type: Basic research (including archaeological digs, etc)

Project area: European Union

Institution where project took place: V FRAMEWORK PROGRAMME OF THE EUROPEAN UNION

City: MADRID Y BRUSELAS, Belgium

Head(s) researcher(s): ARTURO COLORADO CASTELLARY; ISIDRO MORENO SÁNCHEZ; FRANCISCO DE BORJA BARRINAGA LÓPEZ; JORGE MORA FERNÁNDEZ

Number of researchers: 12

Name of the programme: V FRAMEWORK PROGRAMME OF THE EUROPEAN UNION

Start date: 01/01/2002

End date: 31/12/2003

Total amount: 70.000

Participation in R&D&I non-competitive projects, contracts or agreements with administrations or public or private bodies

- 1** **Name of the project:** R & D APPLIED TO THE MUSEALIZATION OF CONVENT OF MOTHER OF GOD OF UNICAJA FOUNDATION AND OTHER CULTURAL STUDY CENTER FOR SUCH USES
Role: Researcher
Head researcher: ISIDRO MORENO SÁNCHEZ; JORGE MORA FERNÁNDEZ
Number of researchers: 7
Funding institution or bodies:
ARTICLE 83 OF THE LOU, UCM
UNICAJA FOUNDATION
Start date: 31/01/2010, 1 year - 2 months
- 2** **Name of the project:** INVESTIGACION APLICADA A LA REDACCION DE LA PROPUESTA MUSEOLOGICA Y LA COORDINACION MUSEOLOGICA DE LA EJECUCION DEL NUEVO CENTRO DE INFORMACION, RECEPCION Y ATENCION A VISITANTES DE JEREZ
Role: Researcher
Head researcher: ISIDRO MORENO S'ANCHEZ; JORGE MORA FERNANDEZ
Number of researchers: 10
Funding institution or bodies:
JUNTA DE ANDALUCIA
City: JEREZ DE LA FRONTERA, Andalusia, Spain
Type of institution: State agency

Results

Intellectual and industrial property. Know-how and industrial secrets

- 1** **Name:** CROSS CULTURAL VIDEOS (AN INTERACTIVE MUSEUM DATABASE)
Description of qualities: THE PROTOTYPE CROSS CULTURAL VIDEOS (AN INTERACTIVE MUSEUM DATABASE) DEVELOPED IN INTERACTIVE MEDIA DIVISION OF THE UNIVERSITY OF SOUTHERN CALIFORNIA WAS REGISTERED AT THE U.S. COPYRIGHT OFFICE OF THE LIBRARY OF CONGRESS USA WITH THE NUMBER FOLLOWING THE CIRCULAR 31 1-22465477 , 34, 61. TEXT AND COMPILATION OF A COMPREHENSIVE DATA BASE AND ITS ARCHITECTURE, INCLUDING ALL TEXTS FOR DEVELOPMENT. INTERNATIONAL LIFE AND HAS BEEN CREATED TO SUPPORT YOU USA SCHOLARSHIP FOUNDATION LA CAIXA, with an investment of \$ 40,000, SUMMER 2005 FALL 2007 AND THAT THE THESIS DEVELOPMENT PROJECT "MULTICULTURAL VIDEOS AN ONLINE MUSEUM"
Type of industrial property: Patent of invention
Author's rights: Yes
Related rights: Yes
Business secret: No
Know-how: Yes
Inventors/authors/obtainers: JORGE IGNACIO MORA FERNÁNDEZ
Reference/registry code: 1-22465477
Application number: 1-22465477
Priority country: United States of America
Conferral date: 04/09/2006
Patent number: 1-22465477
Autonomous community/region: United States of America
Most relevant results: IT HAS BEEN USED AS A TECHNOLOGY TRANSFER AND IS INSPIRED BY THE ABOVE RESEARCH PROJECT "MULTICULTURAL VIDEOS: AN ONLINE INTERACTIVE



MUSEUM" O "MULTICULTURAL VIDEOS FESTIVAL & WORKSHOPS FOR THE CONSERVATION AND PROMOTION OF PERUVIAN AND BOLIVIAN ARTS" THANKS TO CONTRACTS AND INTERNATIONAL COLLABORATION OF THANKS TO THE PRINCIPAL INVESTIGATOR FECYT, THE ELECTRONIC ARTS FOUNDATION, THE UNIVERSITY OF SOUTHERN CALIFORNIA, THE MAE-AECID, UCM, ETC.

- 2 Name:** ANALYSIS MODELS HYPERMEDIA EXPRESSIONS USED TO ENCOURAGE MORE MULTI-COMMUNICATION APPLICATION TO BUILDING SMOKE & MIRRORS. SCIENTIFIC RESEARCH RESULTS.

Description of qualities: THE BOOK MODELS OF ANALYSIS FOR THE IMPLEMENTATION OF YOUTH IMMERSION ON CULTURAL CONTENTS. (MUSEUMS, WEBS, AUGMENTED REALITY AND VIDEOGAMES) WRITTEN IN SPANISH AND PUBLISH ON THE COLLECTION DATA AUTOR OF THE FUNDACION AUTOR, SGAE, IS BEING CONSIDERED AND USED AS ONE OF THE BOOK OF MAIN REFERENCES TO TRANSFER TECHNOLOGICAL KNOWLEDGE ON INTERACTIVE MEDIA COURSES, IN THE SCHOOLS OF COMMUNICATION IN SPAIN AND LATIN AMERICA, SUCH AS THE UCM, THE UNIVERSIDAD CAMILO JOSE CELA, THE UNIVERSIDAD DE SAN ANTONIO ABAD DEL CUSCO, O LA UNIVERSIDAD CATOLICA DE LISBOA EN PERU, ENTRE OTRAS.

Type of industrial property: Utility model

Author's rights: Yes

Business secret: No

Know-how: Yes

Inventors/authors/obtainers: JORGE IGNACIO MORA FERNÁNDEZ

Reference/registry code: M-007311-2003

Application number: M-007311-2003

Priority country: Spain, Community of Madrid

Conferral date: 23/09/2003

Patent number: M-007311-2003

Autonomous community/region: Community of Madrid, Spain

Most relevant results: THE DEVELOPMENT OF THESE MODELS INSPIRED THE PUBLICATION OF A BOOK THAT RECEIVED THE RESEARCH AWARD OF THE FUNDACION AUTOR, FORM THE SGAE, SOCIEDAD GENERAL DE AUTORES Y EDITORES. IN TERMS OF THE TECHNOLOGICAL TRANSFER ACTIVITIES THE APPLICATION OF THESE MODELS WERE PRESENTED ON PRESTIGIOUS INTERNATIONAL CONFERENCES SUCH AS THE ACM MULTIMEDIA 2008, ASSOCIATION OF COMPUTING MACHINERY, IN VANCOUVER, CANADA, OR AT PANEL OF NEW TECHNOLOGIES APPLIED TO EDUCATION INCLUDED ON THE SECTION DIGITAL CULTURE AND COMMUNICATION, AT ECREA 3RD EUROPEAN COMMUNICATION CONFERENCE, HAMBURG OCT. 2010, ¿TRANSCULTURAL COMMUNICATION AND INTERCULTURAL COMPARISONS¿.



Scientific and technological activities

Scientific production

Publications, scientific and technical documents

- 1** Jorge Ignacio Mora Fernández; Gildardo Sánchez Ante; Victor García Navarro. STUDIES IN NEUROSCIENCE, NEUROART AND NEUROGAMES Innovative Technologies for Finding Meaningful Hypermedia Elements to Include in Positive Behavior Change Media Products. HCI COMMUNICATIONS IN COMPUTER AND INFORMATION SCIENCE (CCIS) Y LECTURE NOTES IN COMPUTER SCIENCE (LNCS). New York(United States of America): Springer, 26/06/2013. Available online at: <<http://www.springer.com/lncs>>. ISSN 1865-0929

Collection: Lecture Notes in Computer Science (LNCS)

Type of production: Article **Format:** Scientific and technical document or report

Acting as: Author or co-author of scientific or technical document for the general public

Relevant publication: Yes

Translations: English

- 2** JORGE IGNACIO MORA FERNÁNDEZ. INTERACTIVE DIGITAL MEDIA AND CULTURE: HYPERMEDIA LITERACY IN PERU AND BOLIVIA. COMUNICAR, SCIENTIFIC JOURNAL OF MEDIA EDUCATION. XX - 39, pp. 139 - 149. GRUPO COMUNICAR, 01/10/2012. Available online at: <<http://www.revistacomunicar.com/index.php?contenido=detalles&numero=39&articulo=39-2012-16>>. ISSN 1134-3478

Type of production: Article **Format:** Journal

Acting as: Author or co-author of scientific or technical document for the general public

Impact source: SCOPUS **Category:** Communication

Impact index: 0,191 **Journal in the top 25%:** Yes

Relevant results: DOI: 10.3916/C39-2012-03-04

Relevant publication: Yes

Reviews in journals: 180

- 3** Jorge Ignacio Mora Fernández. THE HYPERMEDIA INTERFACE: MODELS TO ANALYZE AND IMPLEMENT CULTURAL AND EDUCATIONAL INTERACTIVE MEDIA PRODUCTS: VIDEOGAMES, WEBS, AUGMENTED REALITY AND INTERACTIVE MUSEUMS. ECREA EUROPEAN TRANSCULTURAL COMMUNICATION AND INTERCULTURAL COMPARISONS. 6-4, pp. 123 - 125. Hamburg(Germany): Intellect, 10/10/2010. ISSN 1836-5132

Type of production: Article **Format:** Journal

Acting as: Author or co-author of article in journal with external admissions assessment committee

Impact source: ISI **Category:** Experimental and Cognitive Psychology

Impact index: 1,270 **Journal in the top 25%:** Yes

Relevant results: NUMBER ONE CONFERENCE AS A REFERENCE IN EUROPE ON CULTURE AND DIGITAL COMMUNICATIONS

Relevant publication: Yes

- 4** Jorge Ignacio Mora Fernández. "The Hypermedia Interface: the Paradigm of the Interactive Communication. Models of Implementing the Immersion of Young Generations in Cultural Interactive Media. AUTHOR DATA. AWARDED BY THE AUTHOR FOUNDATION, SGAE. pp. 1 - 535. Madrid, Community of Madrid(Spain): DATA AUTOR. FUNDACION AUTOR SGAE, 14/11/2009. ISBN 978-84-8048-807-5

Type of production: Book **Format:** Book



Acting as: Author or co-author of article in journal with external admissions assessment committee

Relevant results: - AWARD RESEARCH AUTHOR, AUTHOR FOUNDATION SGAE, GENERAL SOCIETY OF AUTHORS AND EDITORS. -INCLUDES 8 YEARS OF RESEARCH IN HYPERMEDIA INTERFACE DEVELOPED ALSO THANKS TO: - MADRID FPI SCHOLARSHIPS AND EUROPEAN UNION. - FULBRIGHT SCHOLARSHIPS POSTDOCTORAL MEC-

Relevant publication: Yes

Reviews in journals: 27

- 5** Jorge Ignacio Mora Fernández. Multicultural Videos: An Interactive Online Museum Based on an International Artistic Video Database. ACM, ASSOCIATION OF COMPUTING MACHINERY, ACM MULTIMEDIA 2008 UNDER THE SECTION WS-COMMUNICABILITY MS2008. pp. 1 - 17. ACM DIGITAL LIBRARY, ASSOCIATION FOR COMPUTING MACHINERY, ACM T GRAPHIC, 10/10/2008. ISBN 978-1-60558-303-7

Type of production: Article

Format: Journal

Acting as: Author or co-author of article in journal with external admissions assessment committee

Impact source: SCOPUS

Category: COMPUTER SYSTEMS

Impact index: 3,413

Journal in the top 25%: Yes

Position: 3

Relevant results: PRESENCIA EN LA ISI WEB OF KNOWLEDGE BAJO LA BUSQUEDA DE CONFERENCIA "ACM MULTIMEDIA". LA ACM, ASSOCIATION OF COMPUTING MACHINERY ES UNA DE LAS MAS IMPORTANTES ASOCIACIONES EN EL IEEE, EN EL AVANCE DE LA TECNOLOGIA PARA LA HUMANIDAD, ADVANCING TECHNOLOGY FOR HUMANITY, Y LA ASOCIACION MAS GRANDE INTERNACIONALMENTE PARA EL AVANCE DE LA TECNOLOGIA.

Relevant publication: Yes

Reviews in journals: 3.102

- 6** Jorge Mora Fernández. ARTECHNOLOGY & ACCESIBILITY IN MUSEUMS. ARTECHNOLOGY, AUGMENTED KNOWLEDGE & ACCESIBILITY IN MUSEUMS. COMPLUTENSE, 14/03/2014.

Type of production: Chapters of books

Format: Book

Translations: Spanish, Portuguese, English

- 7** Jorge Mora Fernandez. ART & TECNOLOGY INTERACTIVE CINEMA: CERTAIN CATEGORIES, INTERFACES, narrative structures, EMOTIONS AND RESEARCH. ARTECNOLOGÍA: INTERCONNECTION BETWEEN ART AND TECHNOLOGY IN DIGITAL CULTURE. PUBLISHED BY THE UNIVERSITY UERJ-UCM DO DO RIO DE JANEIRO STATE UNIVERSITY OF MADRID COMPLUTENSE. Rio de Janeiro(Brazil): Sulina, 10/02/2013. ISBN 978-85-8338-038-2

Type of production: Chapters of books

Format: Book

Acting as: Author or co-author of chapter in book

Translations: Spanish, Portuguese, English

- 8** Jorge Mora Fernández. HYPERMEDIA INTERACTIONS: IMMERSIVE COMMUNICATIONS THROUGH THE INTERFACE DESIGN AND NARRATIVE. ICON 14. SCIENTIFIC JOURNAL OF COMMUNICATION AND NEW TECHNOLOGIES. XII, pp. 218 - 241. Madrid, Community of Madrid(Spain): ICONO 14, 27/03/2009. Available online at: <WWW.ICONO14.NET>. ISSN 1697-8293

Type of production: Article

Format: Journal

Acting as: Author or co-author of article in journal with external admissions assessment committee

Impact source: IN-RECS

Impact index: 0,040

Relevant results: WWW.ICONO14.NET ESTA POSICIONADA EN EL AREA DE COMUNICACION EN LA BASE DE DATOS IN-RESIT CON DIFUSION (ICDS) 2500, EN LA BASE DE DATOS MIAR. ADEMAS APARECE EN LA BASE DE DATOS DEL CSIC ICE Y EN LATINDEX CON 34 CRITERIOS COMPLETOS TALES COMO: EVALUACION EXTERNA, RECIPROCIDAD, APERTURA AL CONSEJO DE EDICION Y A AUTORES ENTRE OTROS.



- 9** Jorge Ignacio Mora Fernández. Expresiones Hipermedia: Relaciones Comunicativas Eficientes entre Interfaz, Narrativa Interactiva, Emociones y Valores en Productos Lúdico-Educativos. COMUNICACION. REVISTA INTERDISCIPLINAR DE CIENCIAS DE LA COMUNICACION AUDIOVISUAL, PUBLICIDAD Y ESTUDIOS CULTURALES.pp. 149 - 179. UNIVERSIDAD DE SEVILLA, 17/06/2007. ISSN 1695-6206
Type of production: Article **Format:** Journal
Impact source: IN-RES **Category:** Communication
Impact index: 0,032
Position: 14
Relevant results: POSICIONADA EN EL AREA DE COMUNICACION EN LA BASE DE DATOS INRES EN LA POSICION 17 EN SU AREA EN EL 4TO CUARTIL. APARECE EN LA BASE DE DATOS DEL CSIC ICE Y EN LATINDEX CON 28 CRITERIOS COMPLETOS Y CON EVALUADORES EXTERNOS Y APERTURA EXTERNA A AUTORES.
Reviews in journals: 47
- 10** Jorge Ignacio Mora Fernández. Efficiency of Interactivity in the Videogames Interfaces. CRCA Newsletter "A Global Perspective". WINTER/SPRING, pp. 3 - 3. San Diego(United States of America): University of, 10/12/2005.
Type of production: Article **Format:** Journal
Acting as: Author or co-author of scientific or technical document for the general public
Impact source: University of California **Category:** Visual Arts and Performing Arts
Impact index: 1,6000
- 11** Jorge Ignacio Mora Fernández; Neus Miró; Ruth Contreras; Fco. de Borja Barrinaga; Gaspar Diez; Diego Díaz. VIA INTIMA: CINE INTERACTIVO DE DAKTYL 4.CERTAMEN AUDIOVISUAL INJUVE 2002. pp. 32 - 35. Madrid(Spain): CPAGE. INJUVE MINISTERIO DE ASUNTOS SOCIALES, 20/02/2003. ISBN 84-89582-10-6
Type of production: Chapters of books **Format:** Catalogue of artworks
Relevant results: DISTRIBUIDO EN CALIFORNIA, ESPAÑA, MEXICO, URUGUAY, PERU, ETC.
Reviews in journals: 12
Translations: English
- 12** Jorge Ignacio Mora Fernández. VIA INTIMA: PROYECTO EXPERIMENTAL DE CINE INTERACTIVO. EL MUNDO, LA2 TVE, LA LUNA, 20 MINUTOS, INJUVE. MINISTERIO DE TRABAJO Y ASUNTOS SOCIALES. pp. 91 - 92. INJUVE, 01/02/2003. Available online at: <[HTTP://WWW.INJUVE.ES/CONTENIDOS.TYPE.ACTION?TYPE=2066762329&MENUID=2066762329](http://www.injuve.es/contenidos.type.action?type=2066762329&menuid=2066762329)>. ISBN 84-89582-10-6
Type of production: Articles in the press **Format:** Journal
Acting as: Author or co-author of work of art
Relevant results: -
[HTTP://WWW.INJUVE.ES/CONTENIDOS.TYPE.ACTION?TYPE=2066762329&MENUID=2066762329](http://www.injuve.es/contenidos.type.action?type=2066762329&menuid=2066762329) TVE: -
[HTTP://WWW.RTVE.ES/TELEVISION/20100323/AUDIOVISUAL-INJUVE-2002/324903.SHTML](http://www.rtve.es/television/20100323/audiovisual-injuve-2002/324903.shtml) -PRESENCIA EN PERIODICOS DE GRAN TIRADA COMO EL MUNDO, LA LUNA, 20 MINUTOS, ETC

Work presented in conferences at the national or international level

- 1** **Title:** ARTECNOLOGÍA Y ACCESIBILIDAD EN MUSEOS
Name of the conference: ARTECNOLOGÍA, CONOCIMIENTO AUMENTADO Y ACCESIBILIDAD
City: MADRID, Community of Madrid, Spain
Date: 07/11/2013
End date: 08/02/2014
Organising institution: UNIVERSIDAD COMPLUTENSE DE MADRID-UNIVERSIDADE ESTATAL DO RIO DE JANEIRO



- 2** **Title:** DESIGN, USER EXPERIENCE, AND USABILITY IN NEUROGINE AND NEUROGAMES
Name of the conference: HUMAN COMPUTER INTERFACE
City: Las Vegas, United States of America
Date: 25/07/2013
End date: 27/07/2013
Organising institution: IEEE **Type of institution:** Innovation and Technology Centres
City: Las Vegas, United States of America
 Jorge Mora Fernandez.
- 3** **Title:** LA INTERFAZ HIPERMEDIA: LA COMUNICACIÓN INTERACTIVA EN EL ARTE, SALUD, VIDEOJUEGOS, REALIDAD AUMENTADA, WEB Y CINE.
Name of the conference: XXIII CONGRESO DE TECNOLOGÍA Y SOCIEDAD
City: Monterrey, Mexico
Date: 29/03/2013
Organising institution: TECNOLOGICO DE MONTERREY **Type of institution:** University
City: Monterrey, Mexico
- 4** **Title:** VIDEO ART ANNOTATION AND VIDEO ANALYSIS RESEARCH
Name of the conference: VCIP 2012 VISUAL COMMUNICATIONS AND IMAGE PROCESSING
City: San Diego, United States of America
Date: 27/11/2012
End date: 30/11/2012
Organising institution: IEEE Explore, UNIVERSITY OF CALIFORNIA SAN DIEGO Y UNIVERSITY OF SOUTHERN CALIFORNIA **Type of institution:** University
 Jorge Mora Fernández.
- 5** **Title:** Audiovisual & Multimedia Capacitation for the Conservation & Promotion of Local Cultures
Name of the conference: EDULEARN
City: Barcelona, Catalonia, Spain
Date: 02/06/2012
End date: 04/06/2012
Organising institution: IATED, INTERNATIONAL CONFERENCE ON EDUCATION AND NEW LEARNING TECHNOLOGIES
 Jorge Mora Fernandez; Isidro Moreno Sánchez.
- 6** **Title:** THE HYPERMEDIA INTERFACE
Name of the conference: 3RD EUROPEAN COMMUNICATION CONFERENCE
City: Hamburg, Germany
Date: 10/10/2010
End date: 12/10/2010
Organising institution: ECREA 2011 **Type of institution:** Innovation and Technology Centres
 Jorge Mora Fernández.
- 7** **Title:** PRESENTACION DEL PROTOTIPO DE INTERFAZ DE EDICION DE BASES DE DATOS AUDIOVISUALES EN DIRECTO
Name of the conference: REAL TIME LIVE/ USC ARTS & HUMANITIES INICIATIVE
City: Los Ángeles, United States of America



Date: 09/10/2010

End date: 10/10/2010

Organising institution: USC, VISIONS AND VOICES THE USC ARTS & HUMANITIES INICIATIVE

Type of institution: University

City: Los Ángeles, United States of America

Jorge Mora Fernandez. "PRESENTACION DEL PROTOTIPO DE INTERFAZ DE EDICION DE BASES DE DATOS AUDIOVISUALES EN DIRECTO".

- 8** **Title:** STRATEGIES FOR A CREATIVE FUTURE WITH COMPUTER SCIENCE, QUALITY DESIGN AND COMMUNICABILITY
Name of the conference: HUMAN-COMPUTER INTERACTION, TOURISM AND CULTURAL HERITAGE (HCITTOCH 2010):
City: BRESCELLO (RE) EMILIA ROMAGNA REGION, Italy
Date: 04/09/2010
End date: 07/09/2010
Organising institution: HCITTOCH 201
City: BRESCELLO (RE) EMILIA ROMAGNA REGION, Italy
Jorge Mora Fernández.

- 9** **Title:** VIRTUAL CLASSROOM AND COMMUNICABILITY: EMPATHY AND INTERACTION FOR ALL
Name of the conference: HUMAN COMPUTER INTERFACE INTERNATIONAL 09
City: San Diego, United States of America
Date: 17/06/2009
End date: 19/06/2009
Organising institution: HCI
Type of institution: Innovation and Technology Centres
Jorge Mora Fernandez. "VIRTUAL CLASSROOM AND COMMUNICABILITY: EMPATHY AND INTERACTION FOR ALL".

- 10** **Title:** PRESENTACION COMUNICACION "VIDEOS MULTICULTURALES: UN MUSEO INTERACTIVO BASADO EN UNA BASE DE DATOS ARTISTICA AUDIOVISUAL."
Name of the conference: I CONGRESO INTERNACIONAL SOCIEDAD DIGITAL
Type of event: Conference
Field of the conference: European Union
Type of participation: Invited speaker
Reasons for participation: Upon invitation
City: Madrid, Community of Madrid, Spain
Date: 24/04/2009
End date: 24/04/2009
Organising institution: UCM, PLAN AVANZA 2, MINISTERIO DE INDUSTRIA, TURISMO Y COMERCIO, SECRETARIA DE ESTADO DE TELECOMUNICACIONES
Type of institution: State agency
City: Madrid, Community of Madrid, Spain
Type: Scientific and technical document or report
Jorge Ignacio Mora Fernández. "PRESENTACION COMUNICACION "VIDEOS MULTICULTURALES: UN MUSEO INTERACTIVO BASADO EN UNA BASE DE DATOS ARTISTICA AUDIOVISUAL."". pp. 672 - 681. 24/04/2009. ISSN 1697-8293

- 11** **Title:** PRESENTACION DE LA INVESTIGACION Y ARTICULO MULTICULTURAL VIDEOS: AN INTERACTIVE ONLINE MUSEUM BASED ON AN ARTISTIC VIDEO DATABASE ¿ Y MODERADOR COORDINADOR DE LAS CONCLUSIONES DEL WORKSHOP MULTIMEDIA COMMUNICABILITY FOR CULTURAL AND NATURAL HERITAGE
Name of the conference: ACM MULTIMEDIA 2008, ASSOCIATION FOR COMPUTING MACHINERY
Type of event: Conference



City: Vancouver, Canada

Date: 24/10/2008

End date: 26/10/2008

Organising institution: ASSOCIATION FOR COMPUTING MACHINERY, MICROSOFT, IBM, HP, USC, GOOGLE... **Type of institution:** Innovation and Technology Centres

City: Vancouver, Canada

Type: Article

"ACM MULTIMEDIA 2008 COMMUNICATION". ACM Digital Library ISSN 978-1-60558-319-8, 26/10/2008.

- 12** **Title:** INTERACTIVE MEDIA PRODUCTION FOR MIGRATION, HUMAN DIGNITY AND INTERDEPENDENCE
Name of the conference: INTERDEPENDENCE DAY V MIGRATION, HUMAN DIGNITY AND INTERDEPENDENCE
City: Mexico D.F., Mexico
Date: 08/09/2007
End date: 10/09/2007
Organising institution: UNIVERSITY OF SOUTHERN CALIFORNIA Y TECNOLÓGICO DE MONTERREY
Jorge Mora Fernández.
- 13** **Title:** PRESENTACION DEL PROYECTO DE INNOVACION EN CINE VISIONS WITHOUT BORDERS
Name of the conference: EUROPEAN FILMS CROSSING BORDERS
City: Cannes, France
Date: 10/05/2007
End date: 14/05/2007
Organising institution: FESTIVAL DE CANNES 60 EDICION. MEDIA PROGRAM OF THE EUROPEAN UNION, EUROIMAGES, FUNDACION AUTO
Type of institution: State agency
City: Bruselas, Belgium
Jorge Mora Fernández.
- 14** **Title:** PREMIO Y PRESENTACION DEL PROTOTIPO "EXCHANGING CULTURES EC GAME"
Name of the conference: REINVENTING PUBLIC DIPLOMACY THROUGH VIDEOGAMES
City: Los Ángeles, United States of America
Date: 01/05/2006
End date: 08/05/2006
Organising institution: ANNENBERG SCHOOL FOR COMMUNICATIONS, CENTER ON PUBLIC DIPLOMACY
Type of institution: University
City: Los Ángeles, United States of America
Jorge Mora Fernández.
- 15** **Title:** REALIZACION AUDIOVISUAL DE ENTREVISTAS A EXPERTOS EN EMPLEO Y PATRIMONIO CULTURAL, PROMOCION ECONOMICA Y NUEVAS TECNOLOGIAS
Name of the conference: CULTURTEC 2002
City: Madrid, Community of Madrid, Spain
Date: 19/05/2002
End date: 22/05/2002
Organising institution: PROGRAMA MEDICI DENTRO DEL 70 PROGRAMA MARCO UE Y EL INSTITUTO MACLUHAN
Type of institution: State agency
Jorge Mora Fernández.



- 16** **Title:** LUIS BUÑUEL Y LOS NUEVOS REALIZADORES
Name of the conference: I CONGRESO INTERNACIONAL LUIS BUÑUEL
City: Madrid, Community of Madrid, Spain
Date: 20/10/2000
End date: 23/10/2000
Organising institution: FUNDACION GENERAL DE LA UNIVERSIDAD COMPLUTENSE DE MADRID
Jorge Mora Fernández. "OBSESIÓN: LUIS BUÑUEL".
- 17** **Title:** TALLER FICCIONES DE LA REALIDAD: EL AUDIOVISUAL ENTRE LA CREACION Y LA MANIPULACION DE LA VIDA COTIDIANA"
Name of the conference: III CONGRESO DE INVESTIGADORES AUDIOVISUALES
City: Madrid, Community of Madrid, Spain
Date: 09/10/1999
End date: 10/10/1999
Organising institution: UNIVERSIDAD COMPLUTENSE DE MADRID
ISBN 84-8483-063-2
- 18** **Title:** HUMAN-COMPUTER INTERACTION, TOURISM AND CULTURAL HERITAGE
Name of the conference: HCIToch 2010
City: BRESCELLO, EMILIA REGION, Italy
Organising institution: AIHCiy ALAIPO
Type of institution: Innovation and Technology Centres
Jorge Mora Fernandez.

Experience in R&D&I management and participation in scientific committees

Scientific advisory committees, scientific societies

- 1** **Committee title:** Comunicar, ISI Scientific Journal in Communication and Education, Comité Científico Evaluador
Primary (UNESCO code): 580200 - Organization and planning of education; 630800 - Social communicationa
Institution which it depends on: Grupo Comunicar- **Type of institution:** University
Universidad de Huelva
City: Huelva, Spain
Start date: 10/10/2012 - 10/10/2013
- 2** **Committee title:** HCI 2013, Human Computer Interface, Panel of Designing Experiences for Facilitating Positive Behavior Change
Area of the activity: Non EU International
Primary (UNESCO code): 580101 - Audio-visual methods; 610400 - Educational psychology; 620301 - Cinematography; 630800 - Social communicationa
Institution which it depends on: IEEE / Human **Type of institution:** Innovation and Technology Centres
Computer Interface International Conference
City: Las Vegas, United States of America
Start date: 09/10/2012 - 26/09/2013



- 3** **Committee title:** ICOM, Consejo Internacional de Museos
Primary (UNESCO code): 510106 - Museology; 580204 - Levels and subjects of education; 610402 - Educational methods; 630607 - Sociology of the media to masses
Institution which it depends on: UNESCO **Type of institution:** Public Research Body
City: Paris, France
Start date: 04/09/2012 - 04/09/2013
- 4** **Committee title:** RED 2 Congreso de Transmedia
Institution which it depends on: Tecnológico de Monterrey **Type of institution:** University
City: Guadalajara, Mexico
Start date: 17/10/2012

Experience organising R&D&I activities

- 1** **Title:** FESTIVAL Y TALLERES DE CAPACITACIÓN AUDIOVISUAL Y MULTIMEDIA
Type of activity: CAPACITACIÓN EN TIC Y COOPERACIÓN INTERNACIONAL **Area of the activity:** Non EU International
City: CUSCO Y PUNO, LA PAZ Y ORURO (BOLIVIA), Peru
Convening institution: MAEC/AECID Y UCM **Type of institution:** State agency
City: CUSCO, Peru
Type of participation: Organiser
Number of attendees: 150
Start date: 01/12/2008, 2 years
End date: 10/12/2010
- 2** **Title:** INTERDEPENDENCE DAY: CENTRES OF I+D IN NORTH AMERICA AND SOUTH AMERICA
Type of activity: ENCUENTRO DE CENTROS DE I+D+I USA, MÉXICO Y BRASIL **Area of the activity:** Non EU International
Convening institution: UNIVERSITY OF SOUTHERN CALIFORNIA, CENTER ON PUBLIC DIPLOMACY **Type of institution:** Innovation and Technology Centres
City: MEXICO D.F., Mexico
Type of participation: Organiser
Number of attendees: 120
Start date: 05/05/2007
End date: 08/05/2007

R&D&I management experience

- 1** **Title/name of the activity:** INSITUTE FOR NETWORK CULTURE
Type of management: Management of R&D&I actions and projects
Responsibility held: RESEARCH COORDINATOR OF VIRTUAL SOCIAL STUDIES
institution: ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF SOUTHERN CALIFORNIA **Type of institution:** University
Start date: 01/05/2077, 7 months
Access system: With express recognition of the credits concerned



- 2 Title/name of the activity:** CRCA, CENTER OF RESEARCH IN COMPUTING AND THE ARTS
Type of management: Management of R&D&I actions and projects
Responsibility held: RESEARCH COORDINATOR IN HYPERMEDIA INTERFACES
institution: UNIVERSITY OF CALIFORNIA SAN DIEGO **Type of institution:** University
Start date: 15/06/2003, 2 years
Access system: By competition
- 3 Title/name of the activity:** GESTIÓN DE LA CIENCIA Y LA TECNOLOGÍA MEDIALABMADRID
Type of management: Management of R&D&I actions and projects
Responsibility held: PROFESOR TÉCNICO DE EDICIÓN AUDIOVISUAL
institution: Ayuntamiento de Madrid **Type of institution:** MEDIALABMADRID, CENTRO CULTURAL CONDE DUQUE
Start date: 01/05/2002, 1 year
Access system: By competition
- 4 Title/name of the activity:** AULA MULTIMEDIA PROYECTO CAM Y UCM
Type of management: GESTIÓN DEL AULA MULTIMEDIA Y SISTEMAS
Responsibility held: RESPONSABLE TÉCNICO DEL AULA MULTIMEDIA
City: MADRID, Community of Madrid, Spain
institution: UCM DEPARTAMENTO DE COMUNICACIÓN AUDIOVISUAL Y PUBLICIDAD II **Type of institution:** University
Start date: 01/01/2001, 1 year
Access system: By competition

Representation in national and international forums and committees

- 1 Name of forum:** UNITED NATIONS & USC SUMMER INSTITUTE IN PUBLIC DIPLOMACY
Position: SPANISH DIPLOMATIC REPRESENTANT
Organising institution: UNITED NATIONS & CENTER IN PUBLIC DIPLOMACY **Type of institution:** NACIONES UNIDAS
City: Los Angeles, United States of America
Start date: 01/07/2006 - 01/08/2006
- 2 Name of forum:** LA EXPERIENCIA ERASMUS
Position: REPRESENTANTE DE LA UNIVERSIDAD COMPLUTENSE DE MADRID
Organising institution: AGENCIA NACIONAL ERASMUS **Type of institution:** State agency
City: EL Escorial, Community of Madrid, Spain
Start date: 01/04/2001

Experience in assessment and review of R&D&I projects and articles

- 1 Name of the activity:** CONGRESO INTERNACIONAL
Responsibility held: REVISOR DE ARTÍCULOS
Organising institution: HCI HUMAN COMPUTER INTERFACE INTERNATIONAL **Type of institution:** Innovation and Technology Centres
City: Las Vegas, United States of America
Start date: 01/11/2012



- 2** **Name of the activity:** Revisor
Responsibility held: REVISOR DE ARTÍCULOS CIENTÍFICOS POR PARES
Organising institution: REVISTA COMUNICAR **Type of institution:** REVISTA CIENTÍFICA JCR
City: Huelva, Spain
Start date: 01/10/2012
- 3** **Name of the activity:** ACM COMMUNICABILITY
Responsibility held: COMITÉ CIENTÍFICO
Organising institution: ASSOCIATION OF COMPUTING MACHINERY **Type of institution:** Innovation and Technology Centres
City: VANCOUVER, Canada
Start date: 01/05/2008

Other achievements

Stays in public or private R&D&I centres

- 1** **institution:** SENESCYT, SECRETARIA DE INNOVACIÓN, CIENCIA, EDUCACIÓN SUPERIOR Y TECNOLOGÍA **Type of institution:** State agency
Faculty, institute or centre: ESCUELA DE ARTES CINEMATOGRAFICAS Y AUDIOVISUALES
City: CUENCA, Ecuador
Start date: 23/01/2014
End date: 27/07/2014
Aims of the stay: Contracted
- 2** **institution:** TECNOLÓGICO DE MONTERREY **Type of institution:** University
 CAMPUS GUADALAJARA
Faculty, institute or centre: DEPARTAMENTO DE COMUNICACIÓN Y ARTE DIGITAL
City: GUADALAJARA, Mexico
Primary (UNESCO code): 620301 - Cinematography; 629900 - Other artistic specialities; 630800 - Social communicationa
Secondary (UNESCO code): 510106 - Museology; 510107 - Myths; 510109 - Poems, stories
Start date: 01/07/2012, 1 year
End date: 30/06/2013
Aims of the stay: Contracted
Provable tasks: Profesor/Investigador en Innovación, Comunicación, Arte Digital y Convergencia Mediática
- 3** **institution:** UNIVERSITY OF SOUTHERN CALIFORNIA **Type of institution:** University
Faculty, institute or centre: INTERACTIVE MEDIA ARTS AN LABYRINT PROJECT
City: Los Angeles, United States of America
Primary (UNESCO code): 510106 - Museology; 620301 - Cinematography; 630800 - Social communicationa
Start date: 01/10/2011, 4 months
End date: 01/02/2012
Aims of the stay: Post-doctoral
Provable tasks: Investigador



- 4** **institution:** UNIVERSIDAD DE SAN ANTONIO ABAD DEL CUSCO, PERU **Type of institution:** University
Faculty, institute or centre: FACULTAD DE COMUNICACION SOCIAL E IDIOMAS
City: Cusco, Peru
Primary (UNESCO code): 630800 - Social communicationa
Secondary (UNESCO code): 620301 - Cinematography; 629900 - Other artistic specialities
Tertiary (UNESCO code): 510100 - Cultural anthropology
Start date: 01/12/2008, 1 year - 11 months
End date: 30/09/2010
Funding institution: MAEC-AECID **Type of institution:** State agency
City: Cusco, Peru
Name of programme: MAEC-AECID ESTANCIAS Y PASANTIAS COMO PROFESOR INVESTIGADOR VISITANTE
Aims of the stay: Post-doctoral
Provable tasks: FUNDACIÓN DEL PROYECTO DE COOPERACIÓN INTERNACIONAL "FESTIVAL VIDEOBABEL Y MULTICULTURALVIDEOS" WWW.FESTIVALVIDEOBABEL.ORG
Acquired skills developed: PROFESOR VISITANTE EN LA ASIGNATURA DE COMUNICACION CREATIVA AUDIOVISUAL Y PROYECTO DE INVESTIGACION VIDEOS MULTICULTURALES EN PERU. ESTABLECIMIENTO DE COLABORACION ENTRE LA FAC. DE CC. DE LA COMUNICACION SOCIAL E IDIOMAS DE LA UNSAAC Y EL LABORATORIO DE CULTURA DIGITAL, GRUPO MUSEUM I+D+C UCM, PARA PROYECTOS DE COOPERACION AL DESARROLLO DE LA UCM Y LA AECID
Most relevant results: FUNDACIÓN DEL PROYECTO DE COOPERACIÓN INTERNACIONAL "FESTIVAL VIDEOBABEL Y MULTICULTURALVIDEOS" WWW.FESTIVALVIDEOBABEL.ORG
- 5** **institution:** UNIVERSITY OF SOUTHERN CALIFORNIA **Type of institution:** University
Faculty, institute or centre: INTERACTIVE MEDIA DIVISION,SCHOOL CINEMA, & ITP, VITERBI SCHOOL FOR ENGINEERING
City: Los Ángeles, United States of America
Start date: 01/12/2006, 2 years
End date: 30/11/2008
Funding institution: PROGRAMA POSTDOCTORAL MEC/FULBRIGHT
Name of programme: PROGRAMA POSTDOCTORAL MEC/FULBRIGHT
Aims of the stay: Post-doctoral
Provable tasks: PROYECTO DE INVESTIGACION: SISTEMAS MOVILES E INTERFACES MULTIMEDIA INTERACTIVAS: ESTRUCTURAS INFORMATICAS INTEGRADORAS DE VIDEO JUEGOS, INTERFACES, BASES DE DATOS Y NARRATIVA HIPERMEDIA EN TECNOLOGIAS PORTATILES.
Acquired skills developed: PROGRAMA POSTDOCTORAL MEC/FULBRIGHT
- 6** **institution:** UNIVERSIDAD COMPLUTENSE DE MADRID
Faculty, institute or centre: DEPARTAMENTO DE COMUNICACIÓN AUDIOVISUAL Y PUBLICIDAD II
Start date: 12/12/2007, 1 month
End date: 11/01/2008
Funding institution: Ministerio de Educación, Política Social y Deporte **Type of institution:** State agency
City: Madrid, Spain
Name of programme: GESTION Y DIFUSION DE LA EXPERIENCIA CIENTIFICA Y DE INVESTIGACION DESARROLLADA EN LA UNIVERSITY OF SOUTHERN CALIFORNIA
Aims of the stay: Post-doctoral
Most relevant results: SE DESARROLLARA UNA PEQUEÑA CONFERENCIA CON ALUMNOS Y PROFESORES INTERESADOS EN LA MATERIA DE DIFUNDIR LA MULTICULTURAL Y LOS DISTINTOS PROCESOS CREATIVOS Y ARTISTICOS POR VIDEOS EN RED. SE EXPONDRÁ EL FUNCIONAMIENTO DEL SISTEMA SOCIOCULTURAL DE VIDEOS MULTICULTURALES EN RED



ASI COMO LA ORGANIZACION DE LA BASE DE DATOS AUDIOVISUAL Y DE LOS SISTEMAS DE EDICION EN RED QUE SE HAN DESARROLLADO HASTA LA FECHA CON LA COLABORACION DE LA INTERACTIVE MEDIA DIVISION DE LA UNIVERSITY OF SOUTHERN CALIFORNIA Y EL COLABORADOR DE SERVICIO WEB WWW.EYESPOT.COM. SE INVITARA A LA PARTICIPACION POR INTERNET VIA «VIDEO- BLOGGING» DE LOS MIEMBROS DEL PROFESORADO Y ALUMNOS INTERESADOS, ASI COMO A LA DIFUSION MAS AMPLIA DEL PROYECTO EN OTROS CENTROS Y A ALUMNOS DE LAS UNIVERSIDADES ESPAÑOLAS.

- 7** **institution:** UNIVERSITY OF SOUTHERN CALIFORNIA **Type of institution:** University
Faculty, institute or centre: INTERACTIVE MEDIA DIVISION, SCHOOL CINEMATIC ARTS
City: Los Ángeles, United States of America
Start date: 01/07/2005, 2 years
End date: 30/06/2007
Name of programme: BECA LA CAIXA USA
Aims of the stay: MASTER IN FINE ARTS IN INTERACTIVE MEDIA, SCHOOL OF CINEMATIC ARTS.
Provable tasks: DESARROLLO DEL PROYECTO WWW.MULTICULTURALVIDEOS.ORG
Acquired skills developed: EXPERTISE Y REALIZACION DEL MASTER IN FINE ARTS IN INTERACTIVE MEDIA, SCHOOL OF CINEMATIC ARTS.
- 8** **institution:** BEIHANG UNIVERSITY **Type of institution:** University
Faculty, institute or centre: NEW MEDIA ART AND DESIGN INSTITUTE
City: Pekin, China
Start date: 15/09/2006, 4 months
End date: 15/12/2006
Funding institution: BEIHANG UNIVERSITY
Name of programme: COLABORACION ENTRE USC Y BEIHANG UNIVERSITY
Aims of the stay: Guest
Acquired skills developed: PROFESOR VISITANTE E INVESTIGADOR EN NEW MEDIA ART Y INTERACTIVE FILM
- 9** **institution:** UNIVERSITY OF CALIFORNIA SAN DIEGO **Type of institution:** University
Faculty, institute or centre: VISUAL ARTS DEPARTMENT Y LABORATORY OF COMPARATIVE HUMAN COGNITION
City: San Diego, United States of America
Start date: 01/09/2004, 9 months
End date: 30/06/2005
Funding institution: UNIVERSITY OF CALIFORNIA Y UCM **Type of institution:** University
City: San Diego, United States of America
Name of programme: EAP (EDUCATIONAL ABROAD PROGRAM) UNIVERSITY OF CALIFORNIA-UCM
Aims of the stay: Doctorate
Provable tasks: PRACTICAS E INTERCAMBIO INVESTIGADOR Y PROFESOR
Most relevant results: PRACTICAS E INTERCAMBIO INVESTIGADOR Y PROFESOR
- 10** **institution:** UNIVERSITY OF CALIFORNIA SAN DIEGO **Type of institution:** University
Faculty, institute or centre: CRCA CENTER FOR RESEARCH IN COMPUTING AND THE ARTS
City: San Diego, United States of America
Start date: 14/05/2004, 3 months
End date: 06/08/2004



Name of programme: AYUDA A LA MOVILIDAD PERSONAL EN FORMACION INVESTIGADORA

Aims of the stay: Doctorate

Provable tasks: INVESTIGACIÓN I+D+i PUBLICADA EN LIBRO "LA INTERFAZ HIPERMEDIA. EL PARADIGMA DE LA COMUNICACIÓN INTERACTIVA"

Acquired skills developed: INVESTIGAR SOBRE INTERFACES MULTIMEDIA INTERACTIVAS APLICADAS A LA REALIDAD VIRTUAL Y A CONTENIDOS EDUCATIVOS DESARROLLADOS POR SHELDON BROWN, DIRECTOR DEL CRCA, EN SU CREACION ANTITABACO "SMOKE & MIRROR"

11 institution: INSTITUTO POLITECNICO DE LISBOA, **Type of institution:** University PORTUGAL

Faculty, institute or centre: ESTC ESCOLA SUPERIOR DE TEATRO E CINEMA

City: Lisboa, Portugal

Start date: 01/10/1999, 10 months

End date: 10/07/2000

Funding institution: PROGRAMA SOCRATES ERASMUS, FONDO SOCIAL EUROPEO

Name of programme: PROGRAMA SOCRATES ERASMUS, FONDO SOCIAL EUROPEO

Aims of the stay: PROGRAMA SOCRATES ERASMUS:

Most relevant results: PERFECCIONAMIENTO TECNICO EN LAS AREAS DE COMUNICACION CINEMATOGRAFICA Y NUEVAS TECNOLOGIAS Y DESARROLLO DE LA COPRODUCCION AUDIOVISUAL "O PURGATORIO" FINALMENTE DENOMINADA "NOBODY" GANADORA DE VARIOS PREMIOS.

Grants and scholarships obtained

1 Name of the grant: AYUDA A LA COOPERACIÓN INTERNACIONAL

City: CUSCO, Peru

Aims: Post-doctoral

Conferring institution: UCM

Type of institution: University

Amount of the grant: 27.000

Conferral date: 01/05/2010

Duration of the grant: 1 year

End date: 01/05/2011

Name of institution: UNSAAC Y MUSEO DEL CONVENTO DE SANTO DOMINGO QORIKANCHA

Faculty, institute or centre: CIENCIAS DE COMUNICACIÓN SOCIAL E IDIOMAS

2 Name of the grant: ESTANCIAS Y PASANTIA COMO PROFESOR VISITANTE E INVESTIGADOR

Aims: Post-doctoral

Conferring institution: MAEC-AECID

Conferral date: 01/10/2008

Duration of the grant: 2 years

End date: 30/09/2010

Name of institution: UNIVERSIDAD DE SAN ANTONIO ABAD DEL CUSCO, PERU

Faculty, institute or centre: FACULTAD DE COMUNICACION SOCIAL E IDIOMAS

3 Name of the grant: MEC/FULLBRIGHT INVESTIGACION POSTDOCTORAL EN MULTICULTURAL VIDEOS EN INTERNET EN LA UNIVERSITY OF SOUTHERN CALIFORNIA

Aims: Post-doctoral

Conferring institution: FULBRIGHT / MEC MINISTERIO DE EDUCACIÓN Y CIENCIA

Conferral date: 01/12/2006

Duration of the grant: 2 years

End date: 30/11/2008

Name of institution: INTERACTIVE MEDIA DIVISION Y ITP PROGRAM

Faculty, institute or centre: VITERBI SCHOOL OF ENGINEERING & SCHOOL OF CINEMATIC ARTS



- 4** **Name of the grant:** REALIZACION DEL PROYECTO DE INVESTIGACION E INSTALACION INTERACTIVA MUSEISTICA "MULTICULTURAL VIDEOS"
Aims: Post-doctoral
Conferring institution: ELECTRONIC ARTS & HAROLD LLOYD FOUNDATION
Conferral date: 01/09/2007 **Duration of the grant:** 9 months
End date: 30/08/2008
Name of institution: UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES, USA
Faculty, institute or centre: SCHOOL OF CINEMATIC ARTS
- 5** **Name of the grant:** DESARROLLO DEL PROTOTIPO EN INTERNET DEL MUSEO INTERACTIVO "MULTICULTURAL VIDEOS" WWW.MULTICULTURALVIDEOS.ORG
Aims: Post-doctoral
Conferring institution: UNIVERSITY OF SOUTHERN CALIFORNIA **Type of institution:** University
Conferral date: 01/09/2007 **Duration of the grant:** 9 months
End date: 30/06/2008
Name of institution: UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES, USA
Faculty, institute or centre: INTERACTIVE MEDIA DIVISION, SCHOOL OF CINEMATIC ARTS
- 6** **Name of the grant:** TRANSFERENCIA DE RESULTADOS DE INVESTIGACION EN ESPAÑA
Aims: Post-doctoral
Conferring institution: MINISTERIO DE EDUCACION Y CIENCIA **Type of institution:** State agency
Conferral date: 12/12/2007 **Duration of the grant:** 1 year
End date: 11/01/2008
Name of institution: UNIVERSIDAD COMPLUTENSE DE MADRID, ESPAÑA
Faculty, institute or centre: DETO. SOCIOLOGIA IV, FAC. CC. DE LA INFORMACION
- 7** **Name of the grant:** REALIZACION DE MASTER EN USA IN FINE ARTS IN INTERACTIVE MEDIA, SCHOOL OF CINEMATIC ARTS
Aims: MASTER EN USA, UNIVERSITY OF SOUTHERN CALIFORNIA
Conferring institution: FUNDACION LA CAIXA BECAS USA
Conferral date: 01/07/2005 **Duration of the grant:** 2 years
End date: 30/06/2007
Name of institution: UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES, USA
Faculty, institute or centre: INTERACTIVE MEDIA DIVISION, SCHOOL OF CINEMATIC ARTS,
- 8** **Name of the grant:** DEVELOPMENT OF THE EDUCATIONAL VIDEOGAME PROTOTYPE EXCHANGING CULTURES
Aims: Post-doctoral
Conferring institution: CENTER ON PUBLIC DIPLOMACY, ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF SOUTHERN CALIFORNIA **Type of institution:** University
Conferral date: 09/09/2006 **Duration of the grant:** 3 months
End date: 21/11/2006
Name of institution: CENTER ON PUBLIC DIPLOMACY, ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF SOUTHERN CALIFORNIA
Faculty, institute or centre: CENTER ON PUBLIC DIPLOMACY, ANNENBERG SCHOOL FOR COMMUNICATION,



- 9** **Name of the grant:** F.P.I. FORMACION DE PERSONAL INVESTIGADOR DEL FONDO SOCIAL EUROPEO Y LA COMUNIDAD AUTONOMA DE MADRID, DIRECCION GENERAL DE UNIVERSIDADES
Aims: Pre-doctoral
Conferring institution: F.P.I FONDO SOCIAL EUROPEO Y LA COMUNIDAD AUTONOMA DE MADRID, DIRECCION GENERAL DE UNIVERSIDADES
Conferral date: 01/10/2002 **Duration of the grant:** 4 years
End date: 20/09/2006
Name of institution: F.P.I FONDO SOCIAL EUROPEO Y LA COMUNIDAD AUTONOMA DE MADRID, DIRECCION GENERAL DE UNIVERSIDADES
Faculty, institute or centre: DEPARTAMENTO DE COMUNICACION AUDIOVISUAL Y PUBLICIDAD II, FAC CC. DE LA INFORMACION, UNIVERSIDAD COMPLUTENSE DE MADRID
- 10** **Name of the grant:** PREMIO SGAE-FUNDACION AUTOR DE INVESTIGACION PARA DESARROLLO Y PUBLICACION DE LA TESIS DOCTORAL " RECURSOS EXPRESIVOS MULTIMEDIA INTERACTIVOS QUE SIRVEN A LA COMUNICACION MULTIDIRECCIONAL EN LA TRANSMISION DE VALORES EN LOS ADOLESCENTES
Aims: Premio Investigación Publicación
Conferring institution: SGAE-FUNDACION AUTOR **Type of institution:** Foundation DE INVESTIGACION
Conferral date: 18/03/2004 **Duration of the grant:** 2 years - 1 month
End date: 26/04/2006
Name of institution: UNIVERSITY OF CALIFORNIA SAN DIEGO, USA, Y UNIVERSIDAD COMPLUTENSE DE MADRID, ESPAÑA,
- 11** **Name of the grant:** AYUDA A EXTANCIA EN CENTROS EXTRANJEROS
Aims: Pre-doctoral
Conferring institution: FONDO SOCIAL EUROPEO Y COMUNIDAD DE MADRID, DIRECCION GENERAL DE UNIVERSIDADES E INVESTIGACION
Conferral date: 01/06/2005 **Duration of the grant:** 3 months
End date: 24/09/2005
Name of institution: UNIVERSITY OF CALIFORNIA SAN DIEGO, USA
Faculty, institute or centre: CRCA, CENTER FOR RESEARCH IN COMPUTING AND THE ARTS
- 12** **Name of the grant:** VISITING Ph.D. GRADUATE RESEARCHER
Aims: Pre-doctoral
Conferring institution: UNIVERSIDAD DE CALIFORNIA **Type of institution:** University
Conferral date: 01/09/2004 **Duration of the grant:** 9 months
End date: 15/06/2005
Name of institution: VISUAL ARTS DEPARTMENT
Faculty, institute or centre: UNIVERSITY OF CALIFORNIA SAN DIEGO, USA
- 13** **Name of the grant:** BECARIO RESPONSABLE DEL AULA MULTIMEDIA REALIZANDO TRABAJOS DE DISEÑO GRAFICO, EDICION CAPTURA DIGITAL DE VIDEO, RETOQUE FOTOGRAFICO Y ACTUALIZACION DE PAGINA WEB.
Aims: Pre-doctoral
Conferring institution: Universidad Complutense de Madrid **Type of institution:** University
Conferral date: 12/01/2001 **Duration of the grant:** 1 year
End date: 23/12/2001
Name of institution: UNIVERSIDAD COMPLUTENSE DE MADRID, ESPAÑA
Faculty, institute or centre: DEPARTAMENTO DE COMUNICACION AUDIOVISUAL Y PUBLICIDAD II, FAC CC. DE LA INFORMACION



- 14** **Name of the grant:** ERASMUS ESTUDIOS 4 AÑO DE LICENCIATURA EN EL INSTITUTO POLITECNICO DE LISBOA
Aims: Licenciatura
Conferring institution: PROGRAMA U.E. SOCRATES ERASMUS
Conferral date: 10/10/1999
End date: 21/07/2000
Name of institution: INSTITUTO POLITECNICO DE LISBOA, PORTUGAL
Faculty, institute or centre: ESCOLA SUPERIOR DE COMUNICACIO SOCIAL E ESCOLA SUPERIOR DE TEATRO E CINEMA
- Type of institution:** State agency
Duration of the grant: 10 months

Membership of scientific societies and professional associations

- 1** **Name:** ICOM, INTERNATIONAL COUNCIL OF MUSEUMS
Institution: UNESCO
City: PARIS, France
Start date: 01/09/2012
Type of institution: NACIONES UNIDAS
- 2** **Name:** AMERICAN ASSOCIATION OF MUSEUMS
Institution: AMERICAN ASSOCIATION OF MUSEUMS
City: Los Angeles, United States of America
Start date: 01/08/2008

Membership of thematic networks

- 1** **Name:** ICA
Identification of the network: INTERNATIONAL COMMUNICATION ASSOCIATION
Start date: 01/10/2012
- 2** **Name:** INTERNATIONAL LIVING LABS
Identification of the network: TERRITORIES OF TOMORROW
Start date: 01/12/2011
- 3** **Name:** ACM ASSOCIATION OF COMPUTING MACHINERY
Identification of the network: IEEE
Start date: 05/05/2008
- 4** **Name:** ECULTURENET EUROPEAN UNION NETWORK OF CENTERS OF EXCELLENCE IN DIGITAL CULTURE
Identification of the network: ECULTURENET
Start date: 01/07/2002



Recognitions, distinctions and awards received throughout the career

- 1** **Description:** IBEROAMERICAN FILMS CROSSING BORDERS
Conferring institution: FESTIVAL DE CINE INTERNACIONAL DE GUADALAJARA Y FUNDACIÓN AUTOR
City: Guadalajara, Mexico
Conferral date: 2012
Type of institution: FESTIVAL INTERNACIONAL
- 2** **Description:** ACADEMIC INTERNATIONAL EXCELLENCE UNIVERSITY OF SOUTHERN CALIFORNIA CON UNA G.PA ENTRE 3.80 Y 3.99 (EQUIVALENTE A UNA MATRICULA DE HONOR EN ESPAÑA)
Conferring institution: UNVIERSITY OF SOUTHERN CALIFORNIA
City: Los Angeles, United States of America
Conferral date: 2007
Type of institution: State agency
- 3** **Description:** EUROPEAN FILMS CROSSING BORDERS
Conferring institution: FESTIVAL DE CANNES, EUROPEAN UNION MEDIA PROGRAM, FUNDACIÓN AUTOR
City: CANNES, France
Conferral date: 2007
- 4** **Description:** PREMIOS DE ELECTRONIC ARTS Y HAROLD LLOYD FOUNDATION por el proyecto “Multicultural Vídeos: An Online Interactive Museum Based On An Audiovisual Database”
Conferring institution: ELECTRONIC ARTS Y HAROLD LLOYD FOUNDATION
City: Los Angeles, United States of America
Conferral date: 2007
Type of institution: Foundation
- 5** **Description:** 3er PREMIO REINVENTING PUBLIC DIPLOMACY THROUGH VIDEOGAMES
Conferring institution: ANNENBERG SCHOOL FOR COMMUNICATION, UNIVERSITY OF SOUTHERN CALIFORNIA
City: Los ANgeles, United States of America
Conferral date: 2006
Type of institution: University
- 6** **Description:** 1er PREMIO AVANT GARDE IMPERIAL BEACH INTERNATIONAL FILM FESTIVAL
Conferring institution: IMPERIAL BEACH INTERNATIONAL FILM FESTIVAL
City: SAN DIEGO, United States of America
Conferral date: 2004
Type of institution: FESTIVAL INTERNACIONAL DE CINE
- 7** **Description:** PREMIO DEL CERTAMEN AUDIOVISUAL INJUVE 2003, Instituto de la Juventud del Ministerio de Trabajo y Asuntos Sociales, a la Producción del proyecto multimedia “Vía Íntima”.
Conferring institution: INJUVE MINISTERIO DE TRABAJO Y ASUNTOS SOCIALES
City: MADRID, Community of Madrid, Spain
Conferral date: 2003
Type of institution: State agency



- 8** **Description:** Premio Fundación Autor 2003-2004, a Desarrollo y Publicación Tesis Doctoral, SGAE Interfaces y Expresiones Hipermedia: Análisis de las más interactuadas por los adolescentes para su aplicación en la comunicación sobre contenidos éticos. Colección Data Autor.
Conferring institution: FUNDACIÓN AUTOR **Type of institution:** Foundation
City: Madrid, Community of Madrid, Spain
Conferral date: 2003
- 9** **Description:** PREMIO COPRODUCCIÓN MEDIALABMADRID POR LA OBRA DE CINE INTERACTIVO VIA INTIMA
Conferring institution: MEDIALABMADRID, CENTRO CULTURAL CONDE DUQUE, AYUNTAMIENTO DE MADRID **Type of institution:** State agency
City: Madrid, Community of Madrid, Spain
Conferral date: 2002
- 10** **Description:** 1er PREMIO MEJOR CORTO
Conferring institution: FESTIVAL SANTA MAR'IA DE EUROPA **Type of institution:** FESTIVAL DE CINE
City: MAdrid, Community of Madrid, Spain
Conferral date: 2001

Professional and/or entrepreneurial career

- 1** **Description:** PROFESOR E INVESTIGADOR CATEDRA DE INNOVACION Y CONVERGENCIA MEDIATICA. DPTO. COMUNICACION Y ARTE DIGITAL
Conferring institution: TECNOLOGICO DE MONTERREY **Type of institution:** University
City: Guadalajara, Mexico
Conferral date: 01/07/2012
- 2** **Description:** INVESTIGADOR COLABORADOR Y COORDINADOR EDE PROYECTOS DE COOPERACION INTERNACIONAL
Conferring institution: LABORATORIO DE CULTURA DIGITAL Y MUSEOGRAFIA HIPERMEDIA, GRUPO MUSEUM I+D+C **Type of institution:** R&D Centre
City: Madrid, Community of Madrid, Spain
Conferral date: 01/11/2010
- 3** **Description:** DIRECTOR Y PRODUCTOR ASISTENTE DE VARIOS DOCUMENTALES, CORTOS E INSTALACIONES INTERACTIVAS: THE CHOSEN, BEYOND THE DANCE, POLYHEDRIC TRIP, ETC [HTTP://WWW.VIDDLER.COM/V/71C495F2](http://www.viddler.com/v/71c495f2)
Conferring institution: MULTICULTURAL VIDEOS **Type of institution:** PRODUCTORA AUDIOVISUAL YASOCIACIÓN CULTURAL
City: Varias,
Conferral date: 2009
- 4** **Description:** INVESTIGADOR POSTDOCTORAL Y PROFESOR VISITANTE EN ESTANCIA Y PASANTIAS EN EL EXTRANJERO
Conferring institution: MAEC-AECID AGENCIA ESPAÑOLA DE COOPERACION INTERNACIONAL **Type of institution:** State agency
City: Cusco, Peru
Conferral date: 01/12/2008



- 5** **Description:** ASESOR Y DIRECTOR OF VIDEO/FILM AND INTERACTIVE MEDIA PRESENTATIONS AND AUDIOVISUAL DOCUMENTATIONS
Conferring institution: MEDALL, ARAGON GEOTECHNICAL, INC
City: TIJUANA, Mexico
Conferral date: 27/10/2008
Type of institution: EMPRESA DE INGENIERÍA
- 6** **Description:** INVESTIGADOR POSTDOCTORAL MEC/FULBRIGHT
Conferring institution: FECYT FUNDACION ESPAÑOLA PARA LA CIENCIA Y LA TECNOLOGIA
City: Los Angeles, United States of America
Conferral date: 01/03/2008
Type of institution: State agency
- 7** **Description:** FUNDADOR Y COORDINADOR INTERNACIONAL FESTIVAL VIDEOBABEL Y TALLERES DE VIDEOS MULTICULTURALES
Conferring institution: FESTIVALVIDEOBABEL.ORG
City: CUSCO, Peru
Conferral date: 2008
Type of institution: FESTIVAL INTERNACIONAL
- 8** **Description:** RESEARCHER AT THE INSTITUTE FOR NETWORK CULTURE
Conferring institution: UNIVERSITY OF SOUTHERN CALIFORNIA, ANNENBERG SCHOOL FOR COMMUNICATION, CENTER ON PUBLIC DIPLOMACY,
City: Los Angeles, United States of America
Conferral date: 06/09/2007
Type of institution: University
- 9** **Description:** RESEARCHER AT THE INSTITUTE FOR NETWORK CULTURE
Conferring institution: UNIVERSITY OF SOUTHERN CALIFORNIA, ANNENBERG SCHOOL FOR COMMUNICATION, CENTER ON PUBLIC DIPLOMACY,
City: Los Angeles, United States of America
Conferral date: 06/09/2007
Type of institution: University
- 10** **Description:** DIRECTOR DEL PROYECTO VIDEOS MULTICULTURALES
Conferring institution: MUSEO QORIKANCHA
City: CUSCO, Peru
Conferral date: 2007
Type of institution: Foundation
- 11** **Description:** DIRECTOR OF THE INTERACTIVE ARTWORK "MULTICULTURAL VIDEOS AN INTERACTIVE MUSEUM ONLINE". (PROTOTIPO DESPUES DE LA MUESTRA SE PUEDE VER EN WWW.MULTICULTURALVIDEOS.ORG)
Conferring institution: PRESS START - ANNUAL UNVIVERSITY OF SOUTHERN CALIFORNIA IMD MFA THESIS EXHIBIT.
City: Los Angeles, United States of America
Conferral date: 2007
Type of institution: University



- 12** **Description:** INVESTIGADOR POSTDOCTORAL MEC/FULBRIGHT
Conferring institution: SECRETARIA DE ESTADO DE UNIVERSIDADES E INVESTIGACION, MINISTERIO DE EDUCACION Y CIENCIA
Type of institution: State agency
City: Los Angeles, United States of America
Conferral date: 01/12/2006
- 13** **Description:** DIRECTOR DEL PROECTO EXCHANGING CULTURES VIDEOGAME
Conferring institution: CENTER ON PUBLIC DIPLOMACY Y MULTICULTURAL VIDEOS
City: Los Angeles, United States of America
Conferral date: 2006
- 14** **Description:** DIRECTOR OF THE ARTWORK SHADOWS AROUND THE WORLD. NEW MEDIA INSTALLATION WITH TRADITIONAL CHINESE PUPPETS, USING THE SOFTWARE MAX/MSP/JITTLER. THE MALE PUPPET IS LIBERATED FROM HIS BOX AND JAIL AND THE VISITOR WILL MOVE HIM TO TRAVEL THROUGH DIFFERENT CITIES AROUND THE WORLD UNTIL HE FINDS HIS FIANCE.
Conferring institution: ROBERT ZEMECKIS BUILDING UNIVEERSITY OF SOUTHERN CALIFORNIA
Type of institution: COPRODUCTORA MULTICULTURALVIDEOS
City: LOS ANGELES, United States of America
Conferral date: 2006
- 15** **Description:** PROFESSOR ASSISTANT
Conferring institution: UNIVERSITY OF CALIFORNIA SAN DIEGO, UCSD, VISUAL ARTS DEPARTMENT
Type of institution: University
City: San Diego, United States of America
Conferral date: 10/09/2004
- 16** **Description:** AYUDANTE DE DIRECCIÓN Y PRODUCCIÓN EN PELICULAS CINEMATOGRAFICAS Y CORTOMETRAJES COMO "EL PORTERO", "LA MIRADA DEL OTRO", "AGUJETAS EN EL ALMA", "CASTING", "EL DERECHO DE LAS PATATAS" DE DIRECTORES PREMIADOS INTERNACIONALMENTE , EN LOS QUE EL DR. JORGE IGNACIO MORA FERNANDEZ HA TRABAJADO EN EL EQUIPO DE DIRECCION Y PRODUCCION.
Conferring institution: LOLA FILMS, SHANGRIA FILMS, EL MECANISMO ENCANTADO
Type of institution: PRODUCTORAS AUDIOVISUALES
City: Madrid, Community of Madrid, Spain
Conferral date: 2003
- 17** **Description:** DIRECTOR DE VIA INTIMA, VERSION AUDIOVISUAL EN METROPOLIS LA2 DE RTVE , DEL GRUPO DAKTYL 4, UN COLECTIVO DE OCHO ARTISTAS, ES UNA EXPERIENCIA HYPERMEDIA DE ESTRUCTURA ABIERTA QUE INTEGRA VIDEO, ANIMACION, FOTOGRAFIA Y DIBUJO, Y QUE SE PRESENTA COMO INSTALACION CD-ROM. EL ESPECTADOR SE CONVIERTE EN
Conferring institution: TVE LA2 PROGRAMA METRÓPOLIS
Type of institution: State agency
City: Madrid, Community of Madrid, Spain
Conferral date: 2003
- 18** **Description:** DISEÑADOR EXPOSICION INTERACTIVA PREMIOS INJUVE POR LA OBRA VIA INTIMA; VERSION
Conferring institution: INJUVE
Type of institution: State agency
City: MAdrid, Community of Madrid, Spain
Conferral date: 2003

- 19** **Description:** INVESTIGADOR F.P.I. PREDOCTORAL
Conferring institution: DIRECCION GENERAL DE UNIVERSIDADES E INVESTIGACION, CONSEJERIA DE EDUCACION DE LA CAM
Type of institution: State agency
City: Madrid, Community of Madrid, Spain
Conferral date: 01/10/2002
- 20** **Description:** DIRECTOR DE LA OBRA "VIA INTIMA", VERSION CINE INTERACTIVO EN RED WWW.MEDIALABMADRID.ORG/VIINTIMA EL PROYECTO VIA INTIMA ES UN AUDIOVISUAL ABIERTO (WORK IN PROGRESS), EN LENGUAJE HIPERMEDIA (COMIC, ANIMACION, VIDEOCREACION, MUSICA, ETC...) QUE CUENTA LA HISTORIA DE COMO UN CIUDADANO ACEPTABLE LLEGA A SER UN SIN-TECHO Y COMO DEJAR DE SERLO. LA PRIMERA FASE DEL PROYECTO ES UN DESARROLLO NARRATIVO EXPERIMENTAL Y LA SEGUNDA PRETENDE CREAR UNA HERRAMIENTA DE COMUNICACION PARA HACER CREACIONES VIVAS. DAKTYL 4 ES UN COLECTIVO DE ARTISTAS FORMADOS EN DISTINTAS ESPECIALIDADES, LICENCIADOS EN HISTORIA DEL ARTE, COMUNICACION AUDIOVISUAL, BELLAS ARTES, LITERATURA, DISEÑO GRAFICO Y WEB, ETC.. ESTE COLECTIVO OBTIENE EL PREMIO CERTAMEN AUDIOVISUAL 2002 INJUVE, DEL MEDIALABMADRID , UCM, CEV Y RENFE
Conferring institution: MEDIALABMADRID , UCM, **Type of institution:** R&D Centre CEV Y RENFE
City: MAdrid, Community of Madrid, Spain
Conferral date: 2002
- 21** **Description:** COORDINADOR AUDIOVISUAL E INVESTIGADOR JUVENIL EN LAS JORNADAS DE ORIENTACION PREUNIVERSITARIA 2002
Conferring institution: VICERRECTORADO DE ALUMNOS DE LA UNIVERSIDAD COMPLUTENSE DE MADRID
Type of institution: University
City: Madrid, Community of Madrid, Spain
Conferral date: 01/07/2001
- 22** **Description:** CODIRECTOR "SOS- DEBAIXO DA MINHA PELE" PROYECTO DE NUEVAS ARTES DIGITALES PRESENTADO AL INSTITUTO PORTUGUES DEL AUDIOVISUAL Y MULTIMEDIA DEL MINISTERIO DE CULTURA PORTUGUES
Conferring institution: INSTITUTO PORTUGUES DEL AUDIOVISUAL Y MULTIMEDIA DEL MINISTERIO DE CULTURA PORTUGUES
Type of institution: State agency
City: LISBOA, Portugal
Conferral date: 2001
- 23** **Description:** DIRECTOR CORTOMETRAJE EXPERIMENTAL "NOBODY". PREMIO AL MEJOR CORTO EN EL FESTIVAL DE SANTA MARIA DE EUROPA, ENTREGADO POR JUANMA BAJO ULLOA Y EN EL I CONGRESO DE INVESTIGADORES AUDIOVISUALES Y PROYECTADO EN EL FESTIVAL DE CINE EXPERIMENTAL DE MADRID Y III CERTAMEN AUDIOVISUAL UNICAJA: EUROVIDEO 2001 ENTRE OTROS.
Conferring institution: ESCOLA SUPERIOR DE TEATRO E CINEMA DE LISBORA
Type of institution: University
City: LISBOA, Portugal
Conferral date: 2001
- 24** **Description:** 1ER AYUDANTE DE DIRECCIÓN
Conferring institution: SHANGRIA FILMS MERCEDES GASPAR SALVO
City: Madrid, Community of Madrid, Spain



Conferral date: 2000

25 Description: AUXILIAR DE DIRECCION
Conferring institution: LOLA FILMS
City: Madrid, Community of Madrid, Spain
Conferral date: 1999

Type of institution: PRODUCTORA DE CINE

26 Description: SCRIPT AYUDANTE DE DIRECCION
Conferring institution: LUCINDA TORRE PRODUCCIONES
City: Llanes, Principality of Asturias, Spain
Conferral date: 1999

Type of institution: PRODUCTORA DE CINE

27 Description: PRODUCCION DE CINE. CONTRATACION EN REGIMEN DE EQUIPO TECNICO, AYUDANTE DE DIRECCION, EN LA PRODUCCION CASTING Y AGUJETAS EN EL ALMA, PREMIO DEL PUBLICO DEL FESTIVAL DE ALCALA DE HENARES

Conferring institution: EL MECANISMO ENCANTADO
City: MADRID, Community of Madrid, Spain
Conferral date: 1997

Type of institution: PRODUCTORA DE CINE

Summary of other achievements

Description of the achievement: ACKNOWLEDGED TO CARRY THE BANNER OF THE SCHOOL OF CINEMATIC ARTS IN GRADUATION AND RECEIVE THE MASTER DEGREE IN FINE ARTS BY ROBERT IGER, PRESIDENT AND CHIEF EXECUTIVE OF WALT DISNEY COMPANY, producer Brian Grazer, AN OSCAR WINNER FOR "A WONDERFUL MIND "AND DEAN OF THE SCHOOL OF CINEMATIC ARTS ELIZABETH DALEY.

Accrediting institution: UNIVERSITY OF SOUTHERN CALIFORNIA
City: Los Angeles, United States of America
Conferral date: 2007

Type of institution: University