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Center for **IMAGING** SCIENCE

**Seminar Series**

# Cellflix: The Annual Cellphone Film Festival

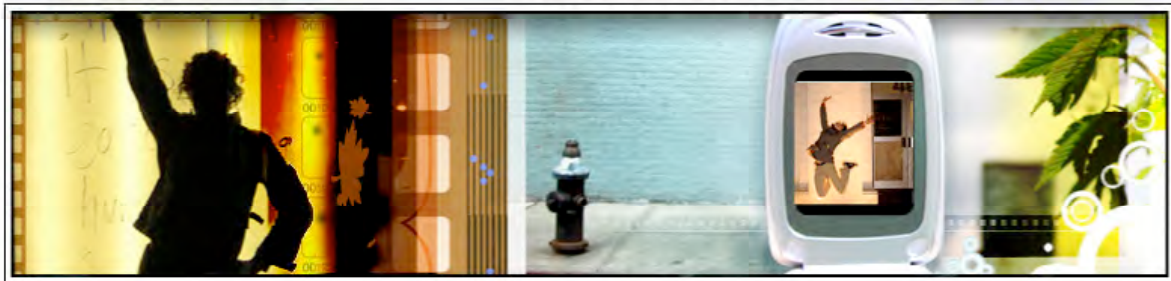
**Dianne Lynch**

*Dean, Roy H. Park School of Communications  
Ithaca College*

ITHACA College  
The Park School of Communications

TEXAS  
INSTRUMENTS

**CellFlix Festival** for cellular short films



**4pm, Wed., Jan. 16, 2008**

**Auditorium of the Center for Imaging Science**

Two years after The Park School at Ithaca College launched Cellflix, the first student film festival for films shot on cellphone, the Web is crowded with competitions seeking mobile content. Cellflix was among the first to acknowledge we are both consumers and producers of media messages, and the best storytelling arises in the creative chaos of digital culture. This year, we're expanding the competition to include all types of digital content -- from video to lolcat images to audio narratives and gaming -- because what's next is usually more interesting than what was. Dr. Lynch will talk about the evolution of Cellflix and the new Imagination Award.

**[www.cis.rit.edu/seminar](http://www.cis.rit.edu/seminar)**

**for up-to-date seminar schedule, video archives and abstracts.**

## **Abstract**

In 2005, The Park School at Ithaca College launched Cellflix, the first student film festival for films shot on cellphone. The competition, which rewarded the winner a \$5,000 cash prize, drew international media attention: it was astonishing to audiences that a handheld device could serve as a tool for the production AND the presentation of video content. Today, just over two years later, mobile video is as much a part of our media toolkit as cellphones themselves; the Web is crowded with competitions seeking mobile content, each of them grounded in the assumption that we are all both consumers and producers of media messages, and that the best such storytelling arises not in professional studios and newsrooms, but in the creative chaos of digital culture. Cellflix was among the first explicit acknowledgements of that premise, and it served its purpose well. This year, we're expanding the competition to include all types of digital content -- from video to lolcat images to audio narratives and gaming -- because what's next is usually more interesting than what was. Dr. Lynch will talk about the evolution of Cellflix and the new Imagination Award as icons of our participatory media culture, and that culture's impacts on everything from professional media to higher education and the authority of knowledge.

## **Speaker Bio**

Dianne Lynch is dean of the Roy H. Park School of Communications at Ithaca [N.Y.] College. Lynch was the founding executive director of the national Online News Association. In that capacity, she was the editorial director of the first national study of the credibility of online news, and co-producer of a series of digital training modules for online newsrooms, available through the Poynter Institute's News University. She is the founder of the Park Center for Independent Media and in 1993 was the founding director of the New England Center for Computer-Assisted Reporting.

Lynch is a former Fulbright Senior Specialist in new media technologies and learning; a member of the national accrediting council for schools of journalism and mass communication; and a member of the national journalism advisory board for the John S. and James L. Knight Foundation. She wrote a biweekly column about women and technology, "Wired Women," for ABCNews.com from 2000 to 2003, and a weekly column on technology and culture for the Christian Science Monitor from 1998 to 2001.

Lynch earned her master's degree from the University of Wisconsin-Madison and her PhD in Art History and Communications from McGill University in Montreal.

Cellflix is the first student film festival for work shot on cell phone. Launched in 2005, Cellflix was designed to challenge students to produce work for the 'third screen'.