

CHRISTOPHER S. POTTER, MFA

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EDUCATION

MFA, Motion Pictures and Television, Academy of Art University, San Francisco, 2004. Thesis: first stereoscopic (3-D) film produced at the Academy; festival screenings.

AS, Computer Software and Media Applications, and Certificate, Web Application Programming, City College of San Francisco, 2020.

BA, English (minor, Communications), University of Missouri, Columbia, 1998.

Certifications: Avid Certified Instructor; Bubble Certified Developer (2024).

ACADEMIC APPOINTMENTS

Assistant Professor and Course Director, Digital Filmmaking and Motion Graphic Design, SAE Expression College (Ex'pression College for Digital Arts), Emeryville, CA, August 2013 to September 2018 (full-time); **Adjunct Instructor**, February 2011 to August 2013.

- Courses taught (all designed or redesigned for the program): Production 1 (DF301); Production 3 (DF403); Camera, Grip and Lighting (DF205); Production Sound; Directing; Post Production 1 and 3; Media Sound and Visual 1; Motion Graphics 1 and 2; Music Video 1; Project Planning and Management (DF211); Film History and Storytelling; Shooting for Visual Effects (DF302); Video Mastering (DF414); Advertising Concepts 1 and 2; Current Industry Techniques; Documentary; Producing (FLM210); Final Project.
- Wrote syllabi, curricula and course outcomes for 8 of the 16 courses in the new Digital Film degree as part of the program launch committee; taught the first offering of four of them.
- Directly supervised more than 100 student productions, music videos, documentaries, experimental shorts and narrative films, from pitch through delivery; former students have won festival awards, including the Social Justice Award at the Oakland International Film Festival, and work across the industry.
- 2014 Digital Filmmaking Instructor of the Year. Technology committee; equipment evaluation and purchasing; Sony and RED camera demonstrations; San Francisco Film Society filmmaker visits; open-house and summer-camp workshops; independent-study supervision; Program Advisory Committee presentations; software tutorials for the marketing department; image testing and troubleshooting for IT.

Adjunct Instructor, Art Digital Media, Diablo Valley College, Contra Costa Community College District, Pleasant Hill, CA, August 2016 to 2017.

- Fundamentals of Digital Video for art students; student films from the class won top prizes at the 2017 Student Art Showcase.

Bubble Bootcamp Instructor and Immerse Mentor, Bubble.io, 2023 to 2025 (remote). Taught cohort-based application development; mentored developers through capstone projects.

Media Services Manager and Academic Labs Manager, Collegis / Notre Dame de Namur University, Belmont, CA, June 2000 to March 2003.

- Taught faculty and student workshops in video production and Final Cut Pro; supervised the Final Cut Pro lab and seven academic computer labs; produced instructional video for the curriculum; administered the campus streaming server.

PROFESSIONAL PRODUCTION EXPERIENCE

Freelance Producer, Director, Cinematographer, Editor and Sound Mixer, San Francisco Bay Area and Los Angeles, 1997 to present.

- Producer, director, shooter and editor: Meyer Sound Training Series; Reuben Margolin kinetic-art documentary series (Helix, Nebula, Nimbus, Triple Helix, Murmuration Wave, Reuben Margolin at TED); Broken Radio Live 3-D (ten-camera live stereoscopic music program); Mandala: The Music of Keith Jarrett; I-CARE International: Costa Rica; Sephora, Honda Civic and Ford Focus spots; STARtec: The Three Year Journey; Pollux EPK; Metallica at Rasputin's; 24 Hours of Lemons; corporate training and promotional work.
- Short films One and February (Grand Prize, 2007 PetStyle/Gen Art Pet-Centric Film Competition); Spectator 3-D; festival screenings and awards in the United States and Canada.
- Crew: 1st AD (Garage Clowns, Down From Three, Ford Focus); 2nd AD (Sunny and Share Love You, Money Fight, Art of Submission, Red Canvas); production coordinator; assistant production manager; director of photography (California, Summoning the Phoenix, Wet); sound mixing and ADR (Andante Cantabile, Ruby Sunrise, Clorox, Red and White); sound design (Spectator 3-D, Man in a White Linen Suit, Ruby Sunrise); 1st AC (A Finger or an Ear); DIT (The Assassin); key PA (Kissing Cousins).
- Stereoscopic and VR specialty: designed and built beam-splitter and side-by-side rigs; stereoscopic and VR productions; founder of Stereoscopolis.com (2010 to 2015), a stereoscopic production community site.

Technical Director and Production Assistant, KMIZ-TV (ABC 17), Columbia, MO, 1998 to 1999; **Editor and Production Assistant**, KOMU-TV (NBC 8), 1994 to 1996. Newscast technical and floor directing, camera, Chyron, closed captioning, editing.

Videographer and Case Director, University of Missouri School of Education, Digital Literacy Portfolio Series, 1998 to 1999. Eight-month classroom documentary; editing, compression and CD-ROM/web delivery.

CURRENT CREATIVE PRACTICE: VIRTUAL AND AI-ASSISTED PRODUCTION

Backstory, animated feature film (writer, director, producer), in production since 2025.

- A gouache-styled animated feature about two cats, their owner and an earthquake in a San Francisco Edwardian flat, produced through a virtual-production pipeline I designed and built: locked story canon and shot lists, characters defined as data, generative image and video models directed from that canon, a continuity gate that rejects shots on objective checks (character scale, design authority, seam rules), a taste rubric that records directorial judgments so the system learns them, daily review tooling, and finishing, editorial and stereo in DaVinci Resolve.
- Treats generative tools the way a director treats a crew: the pipeline proposes, the director rules, and every ruling is written down as a production rule. Roughly 1,500 revisions logged since July 2026.

Related work. Civil War stereograph remaster: a GPU pipeline that re-renders Library of Congress stereo pairs with corrected interaxial distance for theatrical 3-D projection. A commercially clean local image-

generation and relighting pipeline built as an on-screen prop for the feature Animal Heart (dir. Sahra Bhimji). RawLocker, an archival vault for filmmakers' and musicians' media libraries, with an AI-built finding aid for archive contents.

SOFTWARE AND INDUSTRY EXPERIENCE

Founder, Setwerks.com (film production scheduling and call-sheet software, 2017 to 2025); Founder, AskEveryone.io (audience-feedback analysis platform, 2026); Senior Developer, Syllabus (2022 to 2024); contract developer, No Code Minute (2025 to present); Producer and Project Manager, FilmClick.com, and Operations Manager, ADrive.com (2008 to 2010).

TECHNICAL PROFICIENCIES

Cameras: RED, Sony, Canon cinema and ENG, 16mm, stereoscopic rigs. Post: Adobe Premiere Pro, After Effects, Photoshop; Avid Media Composer; DaVinci Resolve; Final Cut Pro; Cinema 4D. Sound: Pro Tools, Sound Forge, location mixing. Streaming and captioning: streaming server administration, YouTube, Zoom, open and closed captioning. Instruction: Canvas LMS; curriculum and outcomes design; equipment inventory and checkout systems. Development: TypeScript, Python, SQL, React, Google Cloud, AWS.

SERVICE, AWARDS AND AFFILIATIONS

2014 Digital Filmmaking Instructor of the Year, SAE Expression College. Technology committee and Digital Film program launch committee, 2011 to 2018. Grand Prize, PetStyle/Gen Art Pet-Centric Film Competition, 2007. Guest workshops and camera demonstrations for prospective students and community groups. Avid Certified Instructor.