

# Jacob Greene

Department of English • University of Florida • 4008 Turlington Hall • Gainesville, FL 32611  
(904) 303-7677 • jacobwgreene@ufl.edu • jacobwesgreene.com

---

## Education

### University of Florida

Ph.D. in English

Degree expected 2018

Dissertation: "Mobilizing Digital Rhetorics: An Articulated Approach to Augmented Reality as a Location-Based Writing Technology"

### Clemson University

M.A. in English, 2013

### University of North Florida

B.A. in English, 2010

---

## Publications

### Articles

"Augmented Vélorationaries: Digital Rhetoric, Memorials, and Public Discourse," with Madison Jones. Forthcoming in *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, fall 2017 (Topoi section).

"From Augmentation to Articulation: (Hyper)linking the Locations of Public Writing." *Enculturation: A Journal of Rhetoric, Writing, and Culture*, vol. 24 (2017).

"Premediating Ecological Crisis: A Visual Rhetoric of Florida Sinkholes." *The Journal of Florida Studies*. 1.4 (2015).

"Designing Augmented Reality Experiences for Historical and Genealogical Research." *The Florida Genealogist*. 38.2 (2015).

"The Media's Dirty War on Occupy." *Against the Current*. (July/August 2012).

### **Book Chapters**

“Remixing Visual Culture with Mobile Augmented Reality.” Forthcoming in *Doing Visual Studies*. Ed. Laurie Gries and Aaron Beveridge.

“Teaching Media Critique Through *The Colbert Report*: Toward a Parodic Pedagogy.” In *Through a Distorted Lens: Media as Curricula and Pedagogy in the 21st Century*. Ed. Goldstein, Rebecca and Laura Nicosia. Sense Publishers, 2017. (In press.)

### **Peer-Reviewed Tutorials**

“Introduction to Mobile Augmented Reality Development in Unity.” *Programming Historian*. (2016).

### **Book Reviews**

*Augmented Reality: Innovative Perspectives across Art, Industry, and Academia*. Ed. Sean Morey and John Tinnell. *Computers and Composition Online*, spring 2017.

---

### **Grants & Awards**

(\$3,100.00) “EcoTour: Using Mobile Technologies to Promote Local Environmental Engagement.” Healthy Civic Campus & Community Grant. 2017.  
Roles: Grant writer, Lead mobile app developer  
Applicants: Jacob Greene, Shannon Butts, Madison Jones, Jason Crider, Kenny Anderson

(\$2,000.00) “Articulated Detroit: Visualizing Environments.” ASLE Subvention Grant. 2016.  
Roles: Grant writer, mobile app development, content writer  
Applicants: Jacob Greene and Madison Jones

(\$2,000.00) Digital Humanities New Scholar Award.  
Digital Humanities Conference 2016

(\$500.00) Graduate Teaching Award.  
University of Florida College of Liberal Arts & Sciences. 2017.

Difference Maker Teaching Award.  
Clemson University. 2013.

---

## Fellowships & Assistantships

Grinter Fellowship, University of Florida (2013-2017)

Graduate Teaching Assistantship, University of Florida (2013-present)

Teaching Mentor Fellow, University of Florida Writing Program (2016)

Graduate Teaching Assistantship, Clemson University (2012-2013)

Editorial Assistantship, Clemson University Digital Press (2011-2012)

---

## Digital Projects

“Articulating Detroit: Visualizing Environments.” Mobile augmented reality tour. [www.articulatedetroit.com](http://www.articulatedetroit.com). (2017).

“SeeWorld: Look Beyond the Glass.” Mobile augmented reality application. Google Play Store. (2017)

“Super PAC Scramble.” Mobile augmented reality game. Google Play Store. (2016).

---

## Invited Speaker

“Introduction to Augmented Reality.” Faculty and Student Workshop. Marston Science Library, University of Florida. (2016).

“Mobilizing the Humanities with Augmented Reality.” Faculty and Graduate Student Workshop. Department of Religion, University of Florida. (2015).

“What is Augmented Reality Criticism?” with Sidney I. Dobrin. Marston Science Library iSTEAM Speaker Series, University of Florida. (2015).

“Augmented Reality.” Faculty Workshop. Department of English, University of North Florida. (2015).

---

## Conferences

“From Augmentation to Articulation.” Paper presented at Conference on College Composition and Communication. Portland, OR. (2017).

“Your Story is Ready to View: Autorhetorics.” Paper presented at Rhetoric Society of America. Atlanta, GA. (2016).

“Digital Counter-Publics: Writing Action through Augmented Reality Criticisms.” Poster presented at Conference on College Composition and Communication. Houston, TX. (2016).

“Writing Through Augmented Reality.” Paper presented at Conference on College Composition and Communication. Tampa, FL. (2015).

“Beyond Gimmick: Augmenting Technical Writing Pedagogy.” Paper presented at Association of Teachers of Technical Writing. Tampa, FL. (2015).

“Gestural Rhetorics and the Natural User Interface.” Paper presented at Cultural Rhetorics Conference. East Lansing, MI. (2014).

“Would Walter Benjamin Play the Xbox Kinect?” Paper presented at Critiquing Culture Conference. Fairfax, VA. (2012).

“Designing Waste in Media Representations of the Occupy Movement.” Paper presented at Indiana University Graduate Student Conference. Bloomington, IN. (2012).

---

**Courses Taught University of Florida, Upper-Division**

ENC 3310 Advanced Exposition: Writing with Sound (spring & summer 2017)

ENC 3312 Advanced Argumentative Writing: Digital Rhetoric (summer 2016)

ENC 3254 Writing in the Disciplines (summer 2014)

**University of Florida**

ENG 1131 Writing through Media: Augmented Reality (fall 2014, spring 2016)

ENC 2210 Technical Writing (summer 2015)

ENC 1145 Writing about Screens (spring 2015)

ENC 1102 Rhetoric and Academic Research (fall 2013, spring 2014)

ENC 1101 Introduction to College Writing (fall 2016)

AML 2070 Survey of American Literature (fall 2015)

**Clemson University**

ENG 103 Accelerated Composition (fall 2012, spring 2013)

---

**Positions**

Augmented Reality Coordinator, Trace Innovation Initiative (2014-Present)

Copy Editor, *Enculturation* (2016-Present)

President (2016-2017), Treasurer (2014-2016), Digital Assembly Symposium

Curriculum Planning Chair, University of Florida Writing Program (spring 2014)

Writing Tutor, Clemson University Student Athlete Center (summer 2012)

---

**Technical Skills** **Augmented Reality Development**

Vuforia SDK, Unity Game Engine, Aurasma

**Web design**

HTML, CSS, Foundation

**Multimedia Production**

InDesign, Photoshop, Premiere, Audacity

---

**References**

Sidney I. Dobrin

Professor and Chair

Department of English

University of Florida

sdobrin@ufl.edu

(352) 392-6650

Laurie Gries

Assistant Professor

Joint appointment in Departments of Communication, Rhetoric and Culture

University of Colorado-Boulder

legries@colorado.edu

(303)-492-0270

Gregory L. Ulmer

Professor

Department of English

University of Florida

glue@ufl.edu

(352) 392-6650