

## R Scott Cherba

photography  
illustration  
writing  
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### *Education*

**Bachelor of Science, Geological Engineering.** University of Arizona College of Engineering and Mines, Tucson, Arizona; 1986; 3.1 GPA in degree studies. Completed full geology curriculum in addition to degree work in exploration, economic, mining, structural and engineering geology, petrology, and hydrology. Active as photographer, graphic designer, and instructor for Department of Geosciences. Received 1986 *Evans B. Mayo Award for Outstanding Achievement in Field Geology* from UA Department of Geosciences. Volunteer instructor for kids' summer geology field camp co-sponsored by Exxon and UA Geosciences.

### *Professional Experience*

1977-present **Photographer, illustrator, video producer, writer, instructor.** Large-format landscape, architectural, and historical photography; landscape animation and illustration, historical reconstructions, and cartography; independent production of documentary and instructional media. Specializing in the geology and natural history of the American Southwest, Mexico, and Gulf of California.

### ***Current Independent Projects***

- *Istanbul to Pamplona: A Young Man's Discovery* (book in progress). Photography, travel, and history as a boy and his grandfather travel for five weeks through Turkey, Greece, Italy, and Spain. Web version produced during trip: [www.cherba.com/i2p](http://www.cherba.com/i2p).

### ***Recent Training Courses***

- *College of Architecture and Planning, Ball State University* (Feb 2006). 5-day accelerated VNS 2 training course for Department of Landscape Architecture.
- *ZPE Europe, Aberdeen, Scotland* (July 2005). Co-founder and co-instructor for 5-day VNS 2 training course for advanced European users. First and only course of its kind offered in Europe. Previous session: September 2004.

### ***Training Videos, Tutorials & Presentations***

- *The Grand Canyon in 3D: Recreating the Natural World* (April 2003). Presentation by invitation at the BLM National Resource Tools Conference.
  - *Wukoki AD 1150: Ruin Reconstruction with WCS 6 and LightWave 3D* (March 2003). 2-part 8,000-word tutorial for *Keyframe* magazine. Wupatki National Monument area of the 12<sup>th</sup> century with a reconstructed Wukoki pueblo.
  - *Getting to Know VNS 2: GIS Applications* (Feb 2003). Advanced tutorial DVD showing VNS users how to create lakes, streams, roads, and ecosystems with GIS data from Yellowstone National Park. The hybrid DVD includes DVD-Video tutorials, data, and HTML versions of the tutorials. Independently produced.
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**Photography**

- Complete 8x10, 4x5, and 35mm systems
- Full darkroom facilities; 35mm, medium format, 4x5, and 8x10 black & white processing and fine art printing.
- Digital imaging facilities for scanning and editing 35mm, medium format, 4x5, and 8x10 images using Adobe Photoshop.

**Illustration, Animation, Video, & DVD**

- 2D: Adobe Illustrator, Photoshop, Aura
- 3D: LightWave 3D, World Construction Set, Visual Nature Studio
- Video: Final Cut Pro (Macintosh); Aura
- DVD: Final Cut Pro and DVD Studio Pro (Macintosh)
- Original music soundtracks

1987-2000

**Training Director, Tracer Research Corporation.** Started as field geologist for small Tucson-based environmental consulting firm specializing in environmental sampling, analysis, and leak detection technologies. Progressed and promoted through analytical chemist, technical writer, technical support, and training director.

**Responsibilities:**

- Originated and produced all training materials. Full responsibility for concept, content, and creation of training program, manuals, CD-ROM libraries, and videos.
- Trained company personnel in sampling, analysis, advanced methods, and quality procedures.
- Photography, video, animation, and illustration as independent contractor. Created media for procedures, training, presentations, and marketing.

**Accomplishments:**

- Developed CD-ROM library of company procedures and training in Adobe Acrobat.
  - Created and developed quality system, Quality Manual of Standard Operating Procedures, and Quality Assurance Program Plan.
  - Designed and produced video and lecture-based training programs in environmental sampling, analysis, and *Tracer Tight*<sup>®</sup> technology. Program included more than 3 weeks of training in company technology, environmental science, sampling methods, general chemistry and mathematics, organic chemistry, gas chromatography, and analytical methods.
  - Created images for advertising, brochures, presentations, trade show booths, and corporate use.
  - Produced *Advanced Training* videotape series for continuing education of company employees.
  - Created *Video Flyer* series of videotapes describing service technologies as follow-up to initial marketing.
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