

Art Jones

3341 Parc Lane
Atlanta, GA 30311
404-334-0577
arturoart2002@yahoo.com

Education

- Doctoral studies in Instructional Technology, University of Maryland, College Park, Md. 1999
- Dissertation: New Media, New Messages: The cultural impact of digital and social media
- Master of Arts, Bank Street College of Education, New York, 1975
- Bachelor of Arts, School of Visual Arts, New York NY, 1974

Key Qualifications

Capstone Project Coordinator: Master level and undergraduate seniors from diverse disciplines collaborate on year-long studio assignment

Lecture experience: Scriptwriting, Directing, Producing, Journalism, Studio Photography, Video/film Production, Graphic Design, Editing

Curriculum Writer: Departmental Visual Communications program, Arts and Technology curriculum for Academy in architectural history: ancient; medieval; renaissance; modern

Professional writer, director, and producer of television programs and documentary films

Studio Designer: Designed and built new hi definition media production center for Ahlia University

Teaching Experience

Art Jones first taught media courses in 1973, then from 1979 to 1996, and from 2004-2010 taught regularly. Taught in the US and internationally, including Korea, Japan, Thailand, Saudi Arabia, Dubai, and Bahrain. Teaching experience includes introductory and advance communication classes, in studio and on-location at Ahlia University, Bahrain. Teaching also includes communications history and theory at the the University of Bahrain, Howard University, and the University of Maryland's Asian Division. Throughout his career, Mr. Jones has kept a keen eye on new developments in media technology, observing closely how it has served to shape our perceptions of ourselves and the world that surrounds. An avid student of media scholar Marshall McLuhan, he clearly sees the medium as the conveyor of the message-but not the message itself. What media manipulators chose to funnel through that medium has tremendous impact on how we see, hear, and come to feel about ourselves, our neighbors, and the outside world.

For Mr. Jones the media equipment and studio serve as tools to facilitate supporting his students to tell stories that will enlighten and inspire. He encourages students to experiment and explore the boundaries of their imaginations. Mr. Jones focus is to enable each student to individually maximize the potential of their ideas and visual approach, while ensuring that the work is endowed with attributes of aesthetic form and substantive content . Mr. Jones designed and built the the first HD broadcast studio in the country of Bahrain. Designed its four-year program in Visual Communications, and launched the first capstone project with the web broadcast the freshmen orientation production.

Courses Taught

Capstone Project-Yearlong media project assembled teams of student majors in Mass Comm. Journalism, IT, Marketing, Interior and Graphic Design to conceive and produce a media project

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TV or Film) and create a media campaign with measurable results. First semester was devoted to assembling teams, establishing the project, setting goals, research, and preparing to execute project. Second semester students produce program, related website, implement marketing strategy, and measure results. 2009-2010.

Digital Photography- Introduction to photography covering composition, line, form, color, History of photography, studio lighting for portrait, small and large groups; product photography, and still life, creating a portfolio. 2007-2010

Intro to Video Production- Introductory course covering video camera functions and basic features, use of tripods, dollies, tilts; pans, zooms, rack focus, Dutch tilt composition, lighting and reflectors, natural vs artificial lighting; sound sources; on camera, boom and lavalier, and basics of news coverage and story telling. 2006-2010

Television Production- Introduction to broadcast production covering studio equipment; building sets, working with risers and flats, cyclorama, grid lights, floor cameras and set monitors, control room operations, graphic design, traffic, timing, use of green screen. Produce a 3-minute feature segment. 2009-2010.

Graphic Design-Intro to PhotShop and Dreamweaver. Study color spectrum/palette, hue modification, line form, and color manipulation. Placement of shapes on canvas, creating perspective and dimension, logo design, building and modifying a website, search engine optimization (SEO) 2002-2004

Introduction to Mass Comm.-Introductory freshmen course covering the history of mass communications and the various forms of content delivery: art, design, paper, print, speech, radio, film, television, Internet. Write research paper on the influence of new media technology in shaping content, 2000-2002

Fade to Black-History/Literature/Film course used structure of traditional literary analysis applied to deciphering film content. Understanding foreshadowing, context and subtext, narrative arc, the role of sound and FX in visual storytelling, examining the social impact of film in shaping perceptions, studying the early trail blazers, innovators in film. Write research paper on social impact of film. Junior/senior level undergraduates. 1989-1993 and 1999-2003

Guest Lecturer

Guest Lecturer, Film Screening of 13%, Q and A, Howard University Medical School, Dec.2012

Guest Lecturer, The Haitian Revolution, Trinity College, Washington, DC, 2004

Guest Lecturer, Pearl of the Antilles, University of Florida, 2003

Adjunct Lecturer, Intro to Mass Comm, Howard University, Washington DC, fall 2000

Guest Lecturer, Fade to Black, Smithsonian Institution, Washington, DC, 1994

Lecturer, Special Topics Course, Fade to Black, University of Maryland, 1990

English Lecturer, Communications, Composition, Literature, Technical Writing, University of Maryland, 1989-1993

Curriculum Design

Visual Communications, 4-year university undergraduate curriculum, Ahlia University, Bahrain, 2009

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Orientation Program: Audiovisual-based curriculum framework for systematic induction via comprehensive pre-testing, and content related instruction specifically aimed at addressing the English language needs of Engineering majors, University of Bahrain, 2005.

Intro to Mass Comm: Designed upper level course focused on mass media's past history as well as the explosion of technologies in the 21st Century, and its implications for journalist and news media broadcasters, University of Bahrain, 2005.

Career 2000: Computer-based multimedia pilot literacy training program designed for adults seeking to transition into more technologically oriented careers, Urban Family Institute, Washington, DC, 2000.

Arts and Technology: An integrated arts and technology curriculum intended for intermediate and advanced level students, 1999, Arts and Technology Academy, WDC.

Systemic Reform Curriculum Framework: A K-12 framework new curriculum designed for the District of Columbia Public Schools, 1996.

Minor Institute: Curriculum designed to train professional educators in the art of team building, computer usage, and technology integration into pre-existing curriculum, 1994, Minor School, WDC.

Fade to Black: A junior and senior (3rd and 4th year) level undergraduate course aimed at surveying the film industry and analyze its role in shaping perceptions about race and culture, 1989. Designed while lecturing with the University of Maryland's Asian Division.

Publications

Conscious Ignorance, Reflections on human insights following the production of the documentary

film, Thirteen percent, Global Post (<http://www.globalpost.com/dispatches/globalpost-blogs/commentary/HIV/AIDS-black-Americans-African-Americans>), 2012

New Media and HIV, Blade Newspaper, 5th issue, 2011

Now that they're are Gone, Op-ed, Circle Conference, state of social media, Gulf New, United Arab Emirates, 2009

The Crossing: A comparative analysis of the American Colonization Society of the 19th century, and the Marcus Garvey Movement of the 20th Century. George Mason University Press, 2001

The State of Urban Education: An analysis of urban education in America along with prescriptions

for improvements via progressive techniques and technology integration, 1997, DC Arts Commission. Won second place prize in the **Larry Neil Writing Contest** of same year.

Where Are We Going?: An analysis of growth of youth violence and media (TV and Film) impact, The Journal, George Mason University Press, 1992,

Freedom, Justice, Equality: An analysis of American democracy and its role within US culture, Korean Herald newspaper, 1990

Presentations

Intro to Video Production, 2-day workshop given to public relations staff of BMMI Corporation, August 2010

Intro to Video Production, 2-day workshop given to instructional staff of Bahrain Polytechnic, July, 2010

The Fourth Wave, The convergence of audiovisual media, social media and the Internet in shifting the paradigm for marketing to a mass audience, Manama Rotary Club, Bahrain, June, 2010

Demystifying Film, Multimedia interactive presentation focused on cinema as contemporary literature as well as the various phases involved with organizing, budgeting, and creating film and television programs, Bahrain Rotary Club, Manama, Bahrain, (Sept. 2005).

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Spirit, The Power of a People's Will to be Free. Featured presenter along with Martin Ros (author of Night of Fire) addressing events leading to the first success slave revolt in the Western Hemisphere. Ninsee Institution, Amsterdam, Holland, April 15h, 2005

Haiti: Pearl of the Antilles, University of Miami, School of Communications: Presented overview of video documentary project scheduled to air over PBS in fall of 2004, in commemoration of the 200th anniversary of Haitian independence.

Careers 2000, Presented to executive board of the Urban Family Institute on the success of pilot program for transitioning adults to the world of computer literacy, 2000, Urban Family Institute, WDC

Orientation to Arts and Technology: A week-long presentation given to classroom teachers and specialists on the integration of art and technology into classroom curriculum.

Fade to Black: Presentation covering the new role of media in shaping culture and suggestions on how it will influence the learning process in the 21st Century, 1998, Smithsonian Institution, WDC.

Brain Research and its Implications for Teaching Urban Students II: Second consecutive year presenting research findings to and applied studies to university administrators and faculty from over 40 traditionally black colleges throughout the United States. 1996-97

Brain Research and teaching Urban Learners: Paper exploring the human brain's natural process of information acquisition and its implications for how to enhance instructional practices. Presented at annual conference hosted by the National Association for Equal Opportunities in Higher Education (NAFEO) 1995-96

Minor Institute: Designed intensive 3-week training program for 22 faculty members and staff geared towards team building, computer training, and technology curriculum integration, 1994, WDC.

Fade to Black: Presentation given to English teachers from the Department of Defense in use of media to facilitate instruction in the classroom, 1990, Seoul, Korea.

Writing Across the Curriculum: A series of professional workshops geared to offer classroom teachers new techniques for integrating writing into their curriculum, 1982-85.

Critical Television Viewing: An activity workshop aimed at taking young minds behind the camera in the TV studio and exposing them to the process of television production, 1980.

Honors

Film Selection, 13%, San Diego Film Festival, February, 2013

Juror, Human Rights Section, Dubai International Film Festival, December 2009

Project Coordinator, Bahrain Human Rights Film Festival, April 4-9, 2008

Film Selection, Models of Success, Berlin Film Festival, 2007

Second Place, Larry Neil Writing Contest, 1997

Web Development Research, National Institute of Health, summer 1996

Researcher/Writer Fellowship, Carter G. Woodson Institute, University of Virginia, 1984

Northern Virginia Writing Fellowship, George Mason University, 1981

Professional Media Experience

Producer/Writer/Director, 13% [Thirteen Percent], Documentary feature film licensed to ASPIRE TV, 2012, RT TV, 2013

Producer/Director, One in the Spirit Symposium, DC HIV Virtual Resource Center, November, 2010 (<http://vrcdev.dyndns.org/node/5>)

Write/Producer/Director, Ahlia University Freshmen Orientation Web Broadcast, May, 2010 (www.ahliafo.com)

Producer/Director, Stand Up/Step Up, A 1-hour multicultural youth oriented TV show (<http://dfmc1.com/Standup1.html>), 2009

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Producer/Director, Gaza, 30 second PSA, (February 2009
Co-Director, Everybody Wants to Rule the World, Music Video, Colours TV, Denver, Colorado, 2008
Producer/Writer/Director, Models of Success, of 30-minute documentary film, profiling three Arab women coming from modest beginnings who achieved great success (<http://dfmc1.com/MOS.html>), 2006
Produce/Writer/Director, **Spirit**, The Power of a People's will to be Free, 119 minute feature documentary film (Excerpt:
Writer/Director, **RMOA**, 3-minute promotional video for Retired Military Officers Association, 2003
Writer/Director, **Slow down... Buckle Up**, a series of five 30-second TV and radio spots aimed at promoting safer driving, Saudi Aramco, 2003
Producer/Writer/Director, **Engineering Systems Consultants**, 6-minute promotional corporate profile, 2003
Director/Editor, **Facts of Life** 4-Minute Music video, demo video for RMOA, 2002
Writer/Videographer/Editor, Luray Resort Lodge, 4-minute promotional video for Virginia country resort, 2002
Writer/Videographer/Editor, **Washington Very Special Arts**, 5-minute profile of arts project for handicapped high school aged students, WDC, 2001
Writer/Director, **Slow down... Buckle Up**, a series of five 30-second TV and radio spots aimed at safer driving, Saudi Aramco, 2003
Writer/Producer, **Career 2000**, 10 –minute promotional video on Innovative technology training project, Urban Family Institution, 2000
Executive Producer/Director, **Sharp, Children's Television Game Show**, 30-minute Saturday morning production piloted on Channel 28 and DC Cable, 1996
Writer/Producer, **Minor Institute**, promotional video for innovative teacher technology training Edunetics Corporation, 1993
Writer/Director, **Education Technology Brain Trust**, Congressional Black Caucus, 1992
Producer, **Just Do it-Write!** 10 part half-hour university level video writing program, 1990
Scriptwriter/Production Coordinator, **Where Eagles Fly**, Northern Virginia Minority Business and Professional Association. Designed multimedia production for association's annual award ceremony attended by then Virginia Governor Wilder, 1988
Production Assistant, **Multiplication Rock**, Educational cartoon series, ABC Network, NYC, Channel 7, 1975
Radio DJ, Breezy Afternoon, Jazz music, WSVN, NYC, 1973-4

Skills

Project Management
TV Production
Video Camera
Final Cut Pro Studio 2
Sony Vegas Pro 12

Proposal Writing
Field Production
Lighting & Audio
Photoshop
University Teaching

Curriculum Writing
Script Writing
Graphic Design
In-Design
Corporate Training

References upon Request