

## Justin Ascott M.Sc.

<b>Overseas Address:</b>	Calle Epigmenio González #511 Departamento Parques S-104 Fracc. San Pablo Santiago de Querétaro, Qro C.P. 76158 Mexico	<ul style="list-style-type: none"><li>• Work tel: +52 442 2383100 (ext. 3730)</li><li>• Home tel: +52 442 2175550</li><li>• Skype: ascottjustin64</li><li>• Work e-mail: jtascott@itesm.mx</li><li>• Personal e-mail: justin_ascott@yahoo.co.uk</li><li>• Website: www.justinascott.com</li></ul>
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A (British national) lecturer in digital media production - video, motion graphics, graphic design and photography - with four years teaching experience at undergraduate and postgraduate level in the UK, USA and currently Mexico. Extensive industry experience in Asia and Europe, having directed over 50 special effects TV commercials, as well as numerous brand image, information and training films for multinational corporations, government agencies and charities. Practice based research interest in experimental hybrid media.

### EDUCATION

10/2003 - 10/2004	<b>M.Sc. in Digital Television Management &amp; Production University of Brighton, Brighton, UK</b> <ul style="list-style-type: none"><li>• Awarded a distinction grade</li><li>• Three month industry placement with OpenTV Ltd in London - responsible for researching and writing a whitepaper on the future of interactive TV advertising</li><li>• Developed and pitched an interactive TV light entertainment series proposal and prototype to BBC</li></ul>
09/1985 - 06/1988	<b>BA Honours (2.1) in Film and Video Arts Saint Martins College of Art &amp; Design, London, UK</b> <ul style="list-style-type: none"><li>• Graduation 16mm film Proper Seasons, a short docu-drama about a “gentleman of the road”, screened commercially at Watershed Media Centre, Bristol, UK in 1989</li></ul>

### LECTURING

08/2008 - Present	<b>Asst. Professor for BFA Digital Media Production ITESM (Instituto Tecnológico y de Estudios Superiores de Monterrey), Querétaro, Mexico</b> <ul style="list-style-type: none"><li>• Teaching classes in Video Production, Design for Digital Media and Film Theory at undergraduate level, with an emphasis on integrating theory and practice within a professional context</li><li>• Leading group critiques and providing individual tutorials</li><li>• Providing technical demonstrations for Final Cut Pro, Premiere, After Effects, Photoshop, Illustrator, InDesign, Sound Track Pro. Additionally offering studio and location based video production skills</li><li>• Introduced two new courses in New Media Theory, and Hybrid Media Production</li><li>• Setting and grading student assignments</li><li>• General administrative duties using Blackboard</li></ul>
08/2007 - 12/2007	<b>Sessional Lecturer for MA Digital Film &amp; Animation</b>

**London Metropolitan University, London, UK**

- Lecturing on motion graphics and video production methodology and integration
- Leading group critiques and providing individual tutorials for course assignments
- Providing software technical demonstrations for After Effects , Photoshop and Illustrator

**10/2007 - 02/2008**

**Sessional Lecturer for Foundation Degree Multimedia  
Westminster Kingsway College, London, UK**

- Teaching the Audiovisual Module - covering the history and theory of digital media, and video production skills
- Developing critical evaluative abilities through student presentations and critiques
- Providing technical demonstrations for Final Cut Pro, Soundtrack Pro and After Effects software, video cameras, sound equipment and studio lighting
- Setting and grading student assignments
- General administrative duties using Blackboard

**09/2007 - 07/2008**

**Sessional Lecturer for Adult Ed Classes in Digital Media  
City Literary Institute, London, UK**

- Teaching classes in Motion Graphics, using After Effects, Photoshop, and Illustrator software, with a focus on asset generation
- General administrative duties

**01/2006 - 05/2007**

**Asst. Professor for Broadcast Design & Motion  
Graphics**

**Savannah College of Art & Design, Savannah, USA**

- Teaching introductory, intermediate, and advanced level classes in Storyboarding, Motion Graphics and Video Production at BFA and MFA level
- Focusing on experimental, hybrid media strategies and alternative methods of production
- Responsible for developing and delivering course content covering theory, history, graphic design principles, conceptual and production skills
- Providing technical demonstrations for After Effects, Photoshop, Illustrator, InDesign, Final Cut Pro, video cameras, and studio lighting techniques
- Leading discussions and group critiques
- Setting and grading student assignments using Blackboard
- General administrative duties, including participating in portfolio reviews, committees, conferences and open days
- Contributed to developing an e-learning course in storyboarding and pre-visualization

**09/2003 – 12/2003**

**Sessional Lecturer for BA Hons Video Arts Production  
University College for the Creative Arts, Maidstone, UK**

- Teaching creative studio lighting and production workshops
- Setting and grading group projects
- Leading discussions, and group critiques

**INDUSTRY EXPERIENCE**

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<b>20/04/02 – 15/12/05</b>	<p><b>Creative Director for Corporate Videos (Freelance) With™, Manchester, UK</b></p> <ul style="list-style-type: none"> <li>• Directed corporate videos in the UK and across Europe for blue chip clients: Orange, Microsoft, Walkers Crisps, Reebok, Clarks Shoes. AstraZeneca, DePuy (Johnson &amp; Johnson)</li> <li>• Projects have ranged from quarterly video magazine segments to creatively driven conference videos</li> </ul>
<b>06/03/03 – 12/10/05</b>	<p><b>Creative Director for Corporate Videos (Freelance) Reflex Communications Ltd, Manchester, UK</b></p> <ul style="list-style-type: none"> <li>• Directing major conference videos nationally and across Europe for blue chip pharmaceutical clients: AstraZeneca and Pfizer.</li> </ul>
<b>05/03/03 – 20/05/03</b>	<p><b>Creative Director for Global Corporate Video (Freelance) Rolls-Royce Aerospace, Derby, UK</b></p> <ul style="list-style-type: none"> <li>• Scripted and directed studio blue screen sequences and location sequences and sourced for stock footage</li> <li>• Supervised the post-production editing and compositing</li> <li>• Liaised with senior management in London</li> </ul>
<b>13/09/02 – 25/02/03</b>	<p><b>Creative Director for Corporate Videos (Freelance) Yellow Communications, Manchester, UK</b></p> <ul style="list-style-type: none"> <li>• Directed CSR videos for the Cooperative Bank, including a video highlighting the dangers of landmines and requesting donations for MAG land mine clearance charity</li> </ul>
<b>12/99 – 11/01</b>	<p><b>Creative Director for Corp Videos/TVCs (Freelance) Jakarta, Indonesia</b></p> <ul style="list-style-type: none"> <li>• Directed for the following production companies: InvueGrafix Productions, Avigra Communications, Parkit Profile, JVP Productions, AV Lens, TakeFive Productions, Ididit Films, South Hills United Productions</li> <li>• Clients: Tupperware, Ciptadent toothpaste, Marquisa Juice, Volare Wet Wipes, Linknet ISP, Balsem Geliga, California Fried Chicken, TOTALFINAELF, Indofood, P.T. Tel, Bank Universal, Bank Mega, Trimegah Securities, Pec-Tech, Murad, Jakarta Cybercity</li> </ul>
<b>01/02/98 - 30/11/99</b>	<p><b>Creative Director for Corp Videos/TVCs (Full-time) Petal Productions, Singapore</b></p> <ul style="list-style-type: none"> <li>• Clients: Singapore Airlines/SATS, Jurong Town Corp, Philips PCC, CityCab, Data Storage Institute, Holiday Inn Parkview, Gintic Institute of Technology, Defence Technology Group, Ministry of Manpower, Singapore Police Force, Lixin Industries, Eagle Brand Ceramics, Sharp Mita Notebook, Red Bull Drink, Tastyfoods 3-in-1 coffee, Poh Kong Chye Jewellery, Jack's Steak House</li> </ul>
<b>01/11/93 – 30/11/97</b>	<p><b>Creative Director for TVCs (Full-time) JSP Films, Singapore</b></p> <ul style="list-style-type: none"> <li>• Clients: IKEA, Sony, Audio, Fibogel, Burger King, ICI Paint, KFC, SingTel, Vim Soap Bar, Calbee Prawn Crackers, Isetan Department Store, PosBank, Sun Pokka Worl Juice, Tiger</li> <li>• Clients: IKEA, Sony, Audio, Fibogel, Burger King, ICI Paint, KFC, SingTel, Vim Soap Bar, Calbee Prawn Crackers, Isetan Department Store, PosBank, Sun Pokka Worl Juice, Tiger Mosquito Coil, Mary Chia Beauty Centre, Risis Jewellery</li> </ul>
<b>01/11/02 – 30/10/03</b>	<p><b>Creative Director for Corp Videos/TVCs (Full-time)</b></p>

- Clients: Ovaltine, Western Digital, National Kidney Foundation, Hong Leong Bank, Public Utilities Board, ABN AMRO Bank, Regal Hotels Group, Kao Shampoo, Sogo Dept. Store

20/02/90 – 30/10/91

**Junior Director for Corporate Videos (Freelance)  
Take Two Film & Video, Hong Kong**

- Scripted and directed a comedic driven narrative video for ABN-AMRO bank to launch an internal software system globally

## EXHIBITIONS

2008

**“Mindscapes” – montage photos of Savannah, USA.**  
Arcola Theatre Gallery, London, UK

2007

**“Beach Studies” – B/W photos of Tybee Beach**  
Zed Gallery, London, UK

2005

**“Signs & Structures” – abstract prints**  
White Space Gallery, London, UK

2005

**“Lightsapes” – photo abstractions of light**  
Artifacts Gallery, London, UK

## REFERENCES

**Higher Education Reference, Mexico:**

Noami Lugar  
Head of Communications Department  
Departamento de Comunicación  
ITESM Campus Querétaro  
Av. Epigmenio Gonzalez No. 500  
Fracc. San Pablo  
CP. 76130  
Mexico

Tel: +52 442 2383100  
E-mail: nlugar@itesm.mx

**Higher Education Reference, UK:**

Nigel Maudsley  
Post Graduate Coordinator  
Course Leader, MA Digital Film &  
Animation (now retired)  
Sir John Cass Department of Art and Design  
London Metropolitan University  
41-71 Commercial Road  
London  
E1 1LA  
United Kingdom

Tel:  
E-mail: n.maudsley@blueyonder.co.uk

**Adult Education Reference, UK:**

**Higher Education Reference, USA:**

Dominique Mertens Elliott  
Professor for Broadcast Design & Motion  
Graphics  
Savannah College of Art & Design  
PO Box 346  
Savannah, GA 31402-2072  
United States

Tel: +1 912 5962625  
E-mail: dmertens@scad.edu

**Further Education Reference, UK:**

Ian Willcock  
Head of Foundation Degree Multimedia  
Westminster Kingsway College  
The Soho Centre  
Peter Street  
London  
W1F 0HS  
United Kingdom

Tel: +44 (0)7966 513 340  
E-mail: ian.willcock@westking.ac.uk

**Video Production Reference, UK:**

Janet Truman  
Head of Computing Department  
City Literary Institute  
Keeley Street  
Covent Garden  
London  
WC2B 4BA

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