

Justin Ascott M.Sc.

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A British filmmaker, artist and educator. Lecturing in Digital Media Production (film, animation, graphic design) with 4 years teaching experience at undergraduate and postgraduate level in the UK, USA and Mexico. Extensive industry experience in Asia and Europe, having directed and scripted 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 hybrid media production.

EDUCATION

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|-------------------|--|
| 10/2003 - 11/2004 | M.Sc. in Digital Television Management & Production
University of Brighton, Brighton, UK <ul style="list-style-type: none">• Awarded a distinction grade• Three month industry placement with OpenTV Ltd in London - responsible for researching and writing a whitepaper on the future of interactive TV advertising• Developed and pitched an interactive TV light entertainment series proposal and prototype to BBC |
| 09/1985 - 06/1988 | BA Honours (2.1) in Fine Art Film and Video
Saint Martins College of Art & Design, London, UK <ul style="list-style-type: none">• 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 |

LECTURING

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| 08/2008 – 05/2010 | Professor for BA Digital Media Production
ITESM (Tecnológico de Monterrey), Campus Querétaro,
Mexico <ul style="list-style-type: none">• Teaching classes in Digital Film Production, Documentary Production, Experimental Animation, Digital Design, Film Theory, Scriptwriting and Previsualization, with an emphasis on integrating theory and practice within a professional context• Leading group critiques and providing individual tutorials• Providing technical demonstrations for Final Cut Studio, Adobe Creative Suite and Toon Boom Storyboard Pro. Additionally teaching studio and location based digital film production workshops• Responsible for specifying and teaching several new course offerings – Previsualization, Experimental Animation and Production for Mobile Media (Jan 2010)• Setting and grading student assignments• General administrative duties, attending staff meetings and utilising Blackboard |
| 08/2007 - 03/2008 | Sessional Lecturer for MA Digital Film & Animation |

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

Instructor 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

Professor for Motion Media Design 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

20/04/02 – 15/12/05

Creative Director for Corporate Videos (Freelance)

- Directed corporate videos in the UK and across Europe for blue chip clients: Orange, Microsoft, Walkers Crisps, Reebok, Clarks Shoes. AstraZeneca, DePuy (Johnson & Johnson)
 - Projects have ranged from quarterly video magazine segments to creatively driven conference videos
- 06/03/03 – 12/10/05** **Creative Director for Corporate Videos (Freelance)**
Reflex Communications Ltd, Manchester, UK
- Directing video productions nationally and across Europe for blue chip pharmaceutical clients: AstraZeneca and Pfizer.
- 05/03/03 – 20/05/03** **Creative Director for Global Corporate Video (Freelance)**
Rolls-Royce Aerospace, Derby, UK
- Scripted and directed studio blue screen sequences and location sequences and sourced for stock footage
 - Supervised the post-production editing and compositing
 - Liaised with senior management in London
- 13/09/02 – 25/02/03** **Creative Director for Corporate Videos (Freelance)**
Yellow Communications, Manchester, UK
- Directed CSR videos for the Cooperative Bank, including a video highlighting the dangers of landmines and requesting donations for MAG land mine clearance charity
- 12/99 – 11/01** **Creative Director for Corp Videos/TVCs (Freelance)**
Jakarta, Indonesia
- Directed for the following production companies: InvueGrafix Productions, Avigra Communications, Parkit Profile, JVP Productions, AV Lens, TakeFive Productions, Ididit Films, South Hills United Productions
 - 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
- 01/02/98 - 30/11/99** **Creative Director for Corp Videos/TVCs (Full-time)**
Petal Productions, Singapore
- 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
- 01/11/93 – 30/11/97** **Creative Director for TVCs (Full-time)**
JSP Films, Singapore
- 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
- 01/11/92 – 30/10/93** **Creative Director for Corp Videos/TVCs (Full-time)**
Box Office Productions, Singapore

- 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

2007	“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	“Lightscapes” – photo abstractions of light Artifacts Gallery, London, UK
2007	“Lucky Motel” – experimental animation Black Maria Festival, USA
2009	“Cogitus – experimental animation Exploring Consciousness with Art and Technology Exhibition, Hong Kong

REFERENCES

Higher Education Reference Mexico:

Nohemi Lugo
Head of Communications Department
ITESM Campus Querétaro
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CP. 76130
Mexico

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Higher Education Reference USA:

Dominique Mertens Elliott
Professor for Motion Media Design
Savannah College of Art & Design
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Higher Education Reference UK:

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

Email: n.maudsley@blueyonder.co.uk

Further Education Reference UK:

Ian Willcock
Head of Foundation Degree Multimedia
Westminster Kingsway College
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Adult Education Reference UK:

Video Production Reference UK:

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