BRAD MOODY

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Daytona State College
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Profile

My personal work and research employs digital media, sound, emerging technologies, hybrid physical ubiquitous design, mobile media and interactive design.

Experience

Associate Professor, Daytona State College, FL USA 2019-Present

Responsibilities include but are not limited to teaching courses within the Digital and Interactive Media Production and Photography Programs, in the School of Photography at Daytona State College. Student advising, research, involvement with community organizations and participating as a member on college committees. Serve on the College Technology Advisory Board.
Organized Blackmagic Design DaVinci Resolve Trainer Training to Faculty and had the School of Photography recognized as a Blackmagic Design official Academic Training Partner.

Assistant Chair of the School of Photography, Daytona State College, FL USA 2019-Present

Responsible for assisting with administrative functions for the School of Photography under the direction of the Department Chair. Leading the Digital Interactive Media Production Program. Including curriculum review. outreach, hiring and student advisement.

Associate Professor of Digital Media, American University in Dubai, U.A.E 2010-2018

Responsibilities include but are not limited to teaching all video, sound and interactive courses in the Digital Media concentration. I was also responsible for teaching many Visual Communication foundation and senior courses within AUDs Bachelor of Fine Arts in the Visual Communication program as well as Technological Applications In The Classroom graduate course in the Master of Education (M.Ed.) program within The School of Education. Student advising, research, involvement with community organizations and participating as a member on university committees.

Digital Media Coordinator, American University in Dubai, U.A.E 2011-2017

Throughout the 6 years I was Coordinator for the Digital Media Major, I led the change to update the curriculum, computer labs, built 5 new media industry standard suites and resource room with industry standard video, sound and

interactive equipment. The Digital Media Major was nominated as a center of excellence from Apple, recognized in an initiative by Blackmagic Design of top film schools in the region and recognized as a Blackmagic Design official Academic Training Partner. Alumni were employed in the region and internationally as editors, animators, colorists, producers, art directors, film, photography, digital media faculty and a range of other digital media creative positions. Digital Media graduates were accepted in top graduate programs in the USA and Europe including but not limited to: Berklee College of Music, The University of Southern California, New York University, Northwestern University, Cranbrook Academy of Art, University of the West of Scotland. Masters Programs in Multimedia Journalism, Masters in Film, Master of Music in Music Production, Technology, and Innovation, Masters in Fine Arts in Interactive Media. Additionally, many have been awarded scholarships including the Annenberg Leadership Scholarship and Annenberg Graduate Fellow. The enrollment was the fastest and largest Major in the Visual Communications Department.

Assistant Professor of Mass Communication, McNeese State University, LA USA Fall 2010
Responsibilities include teaching 100-200-300-400 level courses in Communication Theory, Emerging Media/Web/New Media Design and beginning through advanced Media Production. Student advising, research, involvement with community organizations and participating as a member on university committees. Advise and implement updating studio space including working with vendors, quotes and implementing updates.

Applied Communications Faculty, SWC, Higher Colleges of Technology, Sharjah, UAE 2007-2010
Responsibilities include teaching Media Communication, Video, Photography and Multimedia Production courses. This includes teaching theory and basic visualizing, storyboarding, color, layout, planning, typography, design history and providing proven graphics-related work experience in print, video and electronic media. This requires a working knowledge of all current media related software, including, but not limited to, Adobe CS, and Final Cut Studio. A working knowledge of technical media production, photography, broadcasting, multimedia, digital media, editing/lighting/video and video postproduction. Knowledge surrounding media and design studies including, animation, motion graphics, style and genre, history of media, photography and video.

Associate Broadcast Producer/Art Director, Palio Communications, Saratoga Springs, NY USA 2000-2007
Responsibilities included but were not limited to shooting, produce and edit in-house productions and supervise out-of-house productions. Coordinate shoots and locations, direct crew and cast, log footage, oversee graphics and postproduction,

facilitate duplication and packaging. Handle project management, publicity, event coordination, office management, and light accounting. Utilize advanced understanding of multimedia technology and video production techniques with strong knowledge of Adobe After Effects, Adobe CS, Media100, ProTools and Quark. Projects include: Web, multimedia, CD/DVD, trade-show, broadcast, video, and radio.

Adjunct Professor, Skidmore College, Saratoga Springs, NY USA 2001-2002
Taught Communication Design I, Introduction to Elements, Process, and History of Visual Communication and Graphic Design.

Interactive Designer, TMG Corporation, Williston, VT USA 2000
Designed interface, CD, print, video and GUIs for variety of corporate clients including Siemens, Panja, Nortel, and Waters.

Adjunct Professor, Rensselaer Polytechnic Institute, Troy, NY 1998 -1999
Taught Computer Art, advanced 400-level course using Macintosh and Pentium computers. Student mediums included-projections, animation, web design, sculpture, sound and video.

Freelance Broadcast Designer, Brian Dieck Design, Inc., New York, NY USA 1994-1995
Collaborated to create presentation for Independent Film Channel Project, which later won awards at Broadcast Design Association/Promax Convention. Worked on variety of broadcast related projects.

Education
Rensselaer Polytechnic Institute, Troy, New York. — Master of Fine Arts in Electronic Arts, 2003.
Skidmore College, Saratoga Springs, New York — Bachelor of Science in Art Education, 1996

Skills
Proficient in Ableton Live Suite, Max, Adobe CC, Final Cut X, Motion, Logic Pro X, ProTools, DaVinci Resolve, iBooks Author, iWork,Tumult Hype, iTunes U Course Manager, Google Docs.

 Apple Distinguished Educator (2008-Present).
Certified Blackmagic Design, DaVinci Resolve Trainer, 2017-Present.
Accepted into Adobe Partners by Design Program for art and design faculty.

Selected Exhibitions

2016 American University in Dubai, Department of Visual Communications Faculty Fine Art photography show.

2010-Present, Online, YouTube/Vimeo Channel, Soundcloud and various other social media.

2007-2010, SWC, HCT, Sharjah, UAE, multiple photography and video exhibitions on the SWC campus.

2003 iEar, RPI, NY Thesis show "Valid-Invalid" Single channel video.

1998-2003 iEar, RPI, NY, Many different single channel video and multimedia installation shows.

1994 Photography Exhibit Uncommon Grounds, NY, Photography of Greece and Egypt.

1991 Photography Exhibit Uncommon Grounds, NY of UNESCO/d'Italia Architecture Photography project.

Lectures, Workshops

2018 Attended an invite only launch of Blackmagic Design Worldwide Advanced Training Program, Advanced Color and Editing, Train the Trainer, March, 27-30th, London, UK.

2017/18 Presenter, MUTEK MATCH, MUTEK United Arab Emirates, Dubai, UAE.

2017 Panelist, Panel: Stepping into the future: technology enabled learning environments, EduTECH Middle East, November 14, Dubai, UAE.

2015,16,17 Attended LOOP Berlin, A Summit for Music Makers, Berlin, Germany.

2017 Organized Taqsim Sound day including hosting Dubai Ableton User Group, Taqsim Panel on Electronic Sound/Music in the UAE and official screening of A Life in Waves, a documentary of electronic music pioneer, Suzanne Ciani, September 30, Dubai, UAE.

2017 Attended an invite only launch of Blackmagic Design Worldwide Training Program, Train the Trainer training, September 1-3, London, UK.

2016 Present/Co-coordinate quarterly Official Dubai Ableton User Groups (DAUG).

2016 Conference Host and Featured Speaker "Building digital capabilities at the American University of Dubai", November 16th, 2016, The Digital Education Show Middle East, Dubai, UAE.

2016 Featured Speaker "Transformation and the Students' Success" at IAT TEC 2016, April 4, 2016, Abu Dhabi, UAE.

2015 Speaker "What does the future hold for technology enhanced classrooms?" at EdTech Seminars, November 16th, 2015, Dubai, UAE.

2015 Speaker "iTunes U Case Study" at The Digital Education Show Middle East, Dubai, UAE.

2015 Accepted and participated in in Apple Distinguished Educator Institute 2015 as Alumni in Amsterdam, Netherlands.

2015 Attended the Hello-LIVE Ableton Live Producers retreat April 12th though 19th in Fuerteventura, Spain.

2014 Host and Panelist for the The Digital Education Show Middle East, Dubai, UAE.

2014 Presented at the ISEA2014 Educational Forum, Dubai, UAE.

2014 Presented at the 3rd Annual Customer Engagement Technology Conference, CPI Media Group, on "The Road Ahead, Trends in Digital Publishing" Dubai, UAE.

2013 TEDxAUD, Advisor to the first TEDx event at The American University in Dubai.

2013 Presented at the Studio 11, Adobe in Education Seminar, on "Digital Publishing in the Classroom" Dubai.

2013 Presented at the Adobe Digital Media Education Summit 2013, on "Digital Publishing in the Classroom" Barcelona, Spain.

2013 Moderator, Faculty Panel "Using New Teaching and Learning Technologies: Successes and Challenges" AUD Faculty Professional Development Workshop, Dubai, UAE.

2013 Presented at The Harvard Project for Asian and International Relations (HPAIR) 2013 conference, on "Technological Advancements in Education & How They Effect the Traditional Model", Dubai, UAE.

2012 Collaborated, co-monitored and presented a panel discussion for Harvard College in Asia Program on Technological divide, Dubai, UAE.

2011 Organized and moderator for "The Road Ahead, Digital Publishing" event, Dubai, UAE.

2011 Panelist for "The Multicultural Classroom: How Culture Affects Teaching and Learning" PD workshop, Dubai, UAE.

2011 Awarded student volunteer positions at PromaxBDA Arabia conference, Dubai, UAE.

2010 Consulted and helped secure Adobe and Apple for e-learning Conference at SHC, HCT, Sharjah, UAE.

2010 Co-Presented e-Learning conference workshop on using iPod Touch/iPhone in education and in the classroom at SHC, HCT, Sharjah, UAE.

2008 Received grant to attend Adobe Max 2008, Milan, Italy.

Juried Service

2019 International Program Committee ISEA2019

2017/18 International Program Committee ISEA2018

2017 Taqsim Panel on Electronic Sound/Music in the UAE, Moderator.

2016/17 International Program Committee ISEA2017.

2015-2019 Adobe Design Achievement Awards Pre-Selection Panel, Judge.

2015-16 Adobe Design Achievement Awards Mentorship Program collaborating with ico-D & Adobe, Judge & Mentor.

2015 International Program Committee ISEA2015.
2014-2019 Vimeo Group Blackmagic Pocket Cinema Camera, Moderator.
2014 Co-Chair Academic Conference ISEA2014.
2011-19 PromaxBDA Broadcast Design Awards, Judge for Africa, Asia, New Zealand and Arabia.
2008/9 MBC Movies in Motion, Judge.

Related Professional Service
2019-Present Daytona Ableton User Group, co-founder and co-organizer.
2016-18 Official Dubai Ableton User Group, co-founder and co-organizer.
2011 American University in Dubai Official Visual Communication YouTube and Vimeo channel, Developed and implemented.
2010 McNeese State University Mass Communication YouTube Channel, Developed and implemented.
2009/10 Young Art Directors Club, SWC, Organized.

Articles/Reviews
Daytona State In Motion 2018 "Interactive Media Production diamond in the rough".
The AUD Review, Fall/Winter 2015 "Proud AUD Faculty".
The AUD Review, Fall/Winter 2015 "A Digital Dawn".
The AUD Review, Fall/Winter 2013 "Digital Dreams".
Adobe TV, Fall/Winter 2013 "EMEA Education Summit".
Shufflegazine, Nov, 2009 "Case Study of an Apple Distinguished Educator" by Magnus Nystedt.
Shufflegazine, May 2009 "Adobe Flash Tour " by Magnus Nysted.

Associations
Broadcast Design Association, PromaxBDA.
The Society for Electro-Acoustic Music.
The International Council of Graphic Design Associations (Icograda).
AIGA, American Institute of Graphic Arts.
International Society for Technology in Education.