Brad Moody
Educator • Digital Artist

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BRAD MOODY

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www.bradjmoody.com

ABOUT ME

Digital Media is often defined as a range of varied topics and it's rare that there is a collective opinion regarding what falls under this category. My ongoing research and educational direction is done so with this in mind to highlight the array of areas digital platforms are integrated under the greater topic.

Electronic Arts is the core of my research, interest and experience. With research into all aspects of video, sound, new and emerging technologies, mobile media and interactive design I critically and creatively explore the different possibilities in fusing the aspects of each to create multi-faceted works.

SOFTWARE SKILLS

DaVinci Resolve

Adobe CC

Ableton Live

Max

Apple Pro Apps: FCPX, Motion, Logic Pro X

AVID ProTools

Arduino

Glover

Tumult Hype

AWARDS

 Apple Distinguished Educator

(2008-Present)

DaVinci Resolve Certified Trainer

DaVinci Resolve-Color Correction-Fairlight

Adobe Partners by Design Program

Accepted into Adobe Partners by Design Program for art and design faculty

WORK EXPERIENCE

2019 - pres.

Daytona State College, FL USA
Associate Professor of Digital & Interactive Media

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 and Advising Council.

2019 - pres.

Daytona State College, FL USA
Assistant Chair, School of Photography, Digital and Interactive Media

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 College and State curriculum review and update, outreach including the creation of industry Advisory Board, hiring and student advisement. Organized Blackmagic Design DaVinci Resolve Trainer Training for Faculty and Staff and had the School of Photography recognized as a Blackmagic Design official Academic Training Partner. Integration of Professional DaVinci Resolve Certification for students. Led the update of program resources to industry standard 6K video production equipment kits. Preposed and secured funding for industry standard Mac Pro and BYOD new media suites capable of 6k video post production, sound and interactive media. Appointed lead for the School of Photography transition to online conversion during COVID-19.

2010 - 2019

American University in Dubai, UAE
Associate Professor of Digital Media

Responsibilities include but are not limited to teaching all video, sound and interactive courses in the Digital Media concentration. 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.

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WORK EXPERIENCE

2010 - 2017

American University in Dubai, UAE
Digital Media Coordinator

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 are employed in the region and internationally as editors, animators, colorists, producers, art directors, film faculty, photography faculty, 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 growing and largest Major in the Visual Communications Department.

2010

McNeese State University, LA USA
Assistant Professor of Mass Communication

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.

2007 - 2010

SWC, Higher Colleges of Technology, Sharjah, UAE
Applied Communications Faculty

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 too, 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.

2000 - 2007

Palio Communications, Saratoga Springs, NY USA
Associate Broadcast Producer/Art Director

Responsibilities included but were not limited to establishing and building up the Broadcast Department, 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 post-production, 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.

2001 - 2002

Skidmore College, Saratoga Springs, NY USA
Adjunct Professor

Taught Communication Design I, Introduction to Elements, Process, and History of Visual Communication and Graphic Design.

2001 - 2002

TMG Corporation, Williston, VT USA
Interactive Designer

Designed interface, CD, print, video and GUIs for variety of corporate clients including Siemens, Panja, Nortel, and Waters.

1998 - 1999

Rensselaer Polytechnic Institute, Troy, NY USA
Adjunct Professor

Taught Computer Art, advanced 400-level course using Macintosh and Pentium computers. Student mediums included-projections, animation, web design, sculpture, sound and video.

1994 - 1995

Freelance Broadcast Designer, Brian Dieck Design, Inc., New York, NY USA
Adjunct Professor

Co-Created presentation for Independent Film Channel Project, which later won awards at Broadcast Design Association/Promax Convention. Worked on variety of broadcast related projects.

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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.

JURIED SERVICE

2020/21 Professional Panel for the Adobe Design Achievement Awards.

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.

2015-21 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-Present Vimeo Group Blackmagic Pocket Cinema Camera, Moderator.

2014 Co-Chair Academic Conference ISEA2014.

2011-21 PromaxBDA Broadcast Design Awards, Judge for Africa, Asia, New Zealand and Arabia.

EDUCATION

2000 - 2003

Rensselaer Polytechnic Institute, Troy, New York.

Master of Fine Arts in Electronic Arts

The degree emphasizes developing creative skills in digital video, computer music, imaging, animation, interactive media, performance, and installation art.

1991 - 1996

Skidmore College, Saratoga Springs, New York

Bachelor of Science in Art Education, 1996

Focus on Graphic Design and Photography.

LECTURES & WORKSHOPS

2017 - 2018

BMD Worldwide Advanced Training Program, London, UK

Attended

Attended an invite only launch of Blackmagic Design Worldwide Advanced Training Program, Advanced Color and Editing, Train the Trainer.

2018

MUTEK MATCH, Dubai, UAE

Presenter

Breaking new ground both sonically and visually within the Middle East contemporary music scene.

2017

EduTECH Middle East, Dubai, UAE

Panelist

Panel: Stepping into the future: technology enabled learning environments.

2015 - 2017

Ableton LOOP, Berlin, DE

Attended

Loop is three days of discussions, performances, presentations, studio sessions, installations and interactive workshops aimed at exchanging ideas at the cutting edge of music, technology and creative practice.

2017

Taqsim, Dubai, UAE

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.

2016-2018

Dubai Ableton User Group, Dubai, UAE

Co-Orgnizer

Present/Co-coordinate quarterly Official Dubai Ableton User Groups.

2014-2016

The Digital Education Show Middle East, Dubai, UAE

Conference Host, Panelist & Featured Speaker

"Building digital capabilities at the American University of Dubai" "iTunes U Case Study".

2016

IAT TEC, Abu Dhabi, UAE

Featured Speaker

"Transformation and the Students' Success".

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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

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
AIGA, American Institute of Graphic Arts
International Society for Technology in Education

LECTURES & WORKSHOPS

2015 **Apple Distinguished Educator Institute Amsterdam, NL**
Attended

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

2015 **Hello-LIVE Ableton Producers Retreat, Fuerteventura, ES**
Attended

led by Ableton Certified Trainers focusing on every aspect of production and performance with Ableton Live.

2014 **ISEA2014 Educational Forum, Dubai, UAE**
Presenter

"?Location?" Location and Technology.

2014 **3rd Annual Customer Engagement Technology Conference, Dubai, UAE**
Presenter

"The Road Ahead, Trends in Digital Publishing".

2013 **TEDxAUD, Dubai, UAE**
Advisor

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

2013 **Adobe in Education Seminar, Dubai, UAE**
Presented

"Digital Publishing in the Classroom"

2013 **Adobe Digital Media Education Summit, Barcelona, ES**
Presented

"Digital Publishing in the Classroom".

2013 **AUD FPD Workshop Dubai, UAE**
Moderator

Faculty Panel "Using New Teaching and Learning Technologies: Successes and Challenges".

2013 **The Harvard Project for Asian and International Relations (HPAIR), Dubai, UAE**
Presented

"Technological Advancements in Education & How They Effect the Traditional Model".

2012 **Harvard College in Asia Program, Dubai, UAE**
Co-monitored and presented a panel discussion

"Technological Divide"

2011 **AUD FPD Workshop Dubai, UAE**
Panelist

"The Multicultural Classroom: How Culture Affects Teaching and Learning".

2010 **HCT e-Learning conference, Sharjah, UAE**
Co-Presented

Workshop on using iPod Touch/iPhone in education and in the classroom.