

william allen | educator

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education

PhD, Digital Media: Texts and Technology Program (expected Fall 2020) University of Central Florida.

M.F.A., Web Design + New Media (May 2011) Academy of Art University.

M.A., Media Communication (May 2005) Pensacola Christian College.

B.S., Communication (May 2000) Pensacola Christian College.

academic appointments

Associate Professor of Digital Media, Florida Southern College-Lakeland, FL. (Fall 2012-present)

- Courses Taught: Online Media, PR Strategies, Documentary Storytelling, Mass Media and Society, Web Design, Advertising Creative, Video Short Form, Political Advertising, Usability/Media Analytics.
- Curriculum and Educational Technology Committee
- Develop Digital integration-planned and implemented full studio renovation.
- Develop new coursework in Film and Digital Media.

Assistant Professor of Communication, Crown College-St. Bonifacius, MN. (Fall 2005-Spring 2012)

- Courses Taught: Interactive Design, Digital Design, Video Short Form, Media Foundations, Perspectives in Communication, Media and Culture, Writing for Communication, Advertising Design, and Public Speaking.
- Supervise co-curricular campus radio and educational access television venues
- Supervise campus newspaper
- Direct the Reelie Film Festival
- Coordinate all departmental purchases
- Developed Digital Arts curriculum/Program grew over 500 percent
- Produce creative work in Digital Arts

Assistant Professor of Strategic Communication, Crown College-St. Bonifacius, MN.

(Spring 2006-Spring 2010)

- Courses Taught: Advanced Writing for Communication, Perspectives in Communication, Media Production, and Media and Culture
- Chair the Adult/Graduate Studies Communication Program
- Develop and Implement online Strategic Communication Program
- Develop coursework for online Strategic Communication Program

Broadcasting Instructor, Pensacola Christian College-Pensacola, FL. (Fall 2003-Spring 2005)

- Taught Fundamentals of Video Production
- Video Editor for ABeka Distant Education
- Video Lab advisor
- Digital Compositor for Planetarium

portfolio

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creative scholarship/ documentary

Writer/Director: (2018) "George Lowe." Mini-doc Film.

Writer/Director/Cinematography/Editor: (2015) "No. 2: Story of the Pencil", 2015 Documentary Feature, 65 minutes.

Awards: Third Place, Knoxville Film Festival. Best Documentary, Raintree International Film Festival. Best Director, Flagler Film Festival. Best Documentary, George Lindsey Film Festival.

Official Selection: Knoxville Film Festival, Louisville International Film Festival, Raintree International Film Festival, New Haven International Film Festival, Flagler Film Festival, Richmond International Film Festival, Texas Independent Film Festival, George Lindsey Film Festival, Star Doc Festival Bronx Film Festival, Cinema on the Bayou.

Digital Distribution: No. 2 has streamed well over 1 million minutes on Amazon Prime in the US alone. Other distribution platforms such as Xfinity, Microsoft Store, Google Play, and iTunes and continue to garner international interest and impact.

Director/Editor: (2014) "Signs of the Times." Mini-doc Film. November 2014. (Best Cinematography).

Co-Editor: (2010) "Shalom on the Rio Grande." Feature-length documentary, University of Northwestern, St. Paul, MN, August 5.

creative scholarship/ narrative

Producer: (2018) "My Florida Home." Narrative Short.

Associate Producer: (2015) "Grown Men on Swings", Narrative Short, 11 minutes, 2015.

Official Selection: Twin Cities Film Festival, Revolution Film Festival (Best of Fest).

Asst. Director (Second Unit): (2013) "Cross Point." Short Film. NFocus Pictures. September.

Asst. Director: (2012) "Break." Shortie Narrative Film. NFocus Pictures. August.

creative scholarship/ interactive

Allen, W. (2018) "Tree of Life Tour." Guidigo Augmented Reality Experience. Orlando Science Center.

Allen, W. (2017) "Unspaced: Helping Redefine Place and Space." ww.maps.fscomm.com.

Allen, W. (2017) "No. 2: Story of the Pencil." www.storyofthepencil.com.

Interactive Website: (2011) "Technological Transformations." www.mcluhan.us.

creative scholarship/ misc.

Creative Director: (2014) Alcoa Foundation: Lite Metal Framework. Mini-doc Film. Grant. January.

Sound Design: (2013) Publix Berries. Integrated Marketing Campaign. NFocus Pictures. June.

Video Technical Director: (2013) W.S. Badcock. Corporate Communication. NFocus Pictures. August.

Cinematographer: (2013) Gridiron Dreams. Television Pilot. NFocus Pictures. January.

Cinematographer: (2012) Eric Myers: Dopeless Romantic. NFocus Pictures. September.

Digital Distribution: Amazon, Hulu, Vudu, Google Play, and iTunes.

Official Selection: Gasparilla Film Festival.

Sound Design: (2012) Hippie Cowboys. Television Episode for NFocus Pictures. August.

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scholarship/ presentation

- Allen, W.** (2018) "Undefined and Unrefined Spaces: Google Street View's Expansion of Mispresentations"; Media Ecology Association; Orono, ME, June 22.
- Allen, W.** (2018) "Handheld and Shaky: Insta360 Pro Users Grapple with Medium Constraints"; University Film and Video Association; Las Cruces, NM; July 23.
- Allen, W.** (2017) "Pixelated Domes: Restructuring Space and Singularity Through 360 Video"; Media Ecology Association; Moraga, CA, June 17.
- Allen, W.** (2017) "Augmenting Singularity through 360 Video"; Southern States Communication Association; Greenville, SC; April 08.
- Allen, W.** (2017) "Teaching Entrepreneurship to Media Students"; Broadcast Educational Association; Las Vegas, NV; April 22.
- Allen, W.** (2017) "Changing the Lens of Frank Lloyd Wright Through 360 Video"; Broadcast Educational Association; Las Vegas, NV; April 21.
- Allen, W. ;** Trice, M. (2015) "Stranger Than Non-Fiction: Producing Satire in a Traditional Newsroom"; Florida Communication Association; Austin, TX; November 01.
- Allen, W.** (2015) "Retrieving the Scroll: Codifying Parallax Motion in Long-form Storytelling"; Florida Communication Association; Orlando, FL; October 16.
- Allen, W.** (2015) "No. 2: Story of the Pencil"; Media Ecology Association, Denver, CO, June 11.
- Allen, W.;** Beck, V.; Dunn, M.; Harwood, B.; Powers, S. (2015) "Advancing Engineering through Effective Communication with the Media"; AIAA Propulsion and Energy 2015; Orlando, FL; July 28.
- Allen, W.;** Eubanks, J. (2014) "Energy and Biomedical Nanostructures" (poster); Florida Annual Meeting and Exposition of the American Chemical Society (FAME); Innisbrook, FL; May 8.
- Allen, W.;** Eubanks, J. (2014) "Energy and Biomedical Nanostructures" (video); Educational Resources for Modern Light Metals, Materials Research Society (MRS) Foundation; <http://www.modern-lightmetals.com/>.
- Allen, W.;** Trice, M. (2014) "Platform Diving: Springboarding Students Towards a Multi-media Model"; Broadcast Educators Association, Las Vegas, NV, April 09.
- Allen, W.;**Trice, M. (2013) "Failure to Launch"; ACP/CMA National College Media Convention, New Orleans, LA, October 26.
- Allen, W.;** Trice, M. (2013) "Getting Your Ducks in Order. The requisite to integrate more reality-based production technique in core courses"; Florida Communication Association, Orlando, FL, October 13.
- Allen, W.** (2011) "Imagined Realities"; Crown College Academic Symposium, Crown College, Waconia, MN, April 5, 2011.
- Paper:** Plato's Field of View Applied to "Lapith and Centaur"; Crown College Research, Crown College, Waconia, MN, August 5, 2009.
- Presenter:** "Influential Interface Interaction"; Crown College Academic Symposium, Crown College, Waconia, MN, May 5, 2008.

scholarship/ film forum

- Allen, W.;** Herbertz, M. (2018) "The City of Lost Children"; The Art of Film Series. Polk Museum of Art at Florida Southern College, February 10.
- Allen, W.;** Herbertz, M. (2018) "Old Joy"; The Art of Film Series. Polk Museum of Art at Florida Southern College, April 28.

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awards

Miller Distinguished Faculty Award-Florida Southern College, 2015-16
ODK Teacher of the Year-Florida Southern College, 2013-14
Distinguished Faculty Award, Outstanding Teaching-Fall 2008
Distinguished Faculty Award, Service to Department-Fall 2007
Distinguished Faculty Award, Connectiveness with Students-Fall 2006

research interests

- Cinematic VR
- New Media
- Human-Computer Interaction
- Usability
- Media Ecology
- Technological Determinism
- Instructional Technologies
- Information Systems
- Digital Ethnography

associations

Media Ecology Association
University Film and Video Association
National Association of Broadcasters
National College Media Association
Florida Communication Association

courses taught

Digital Design	Perspectives in Communication
Media Foundations	Fundamentals of Video
Interactive Design	Media and Culture
Media Production	Advertising Design
Web Design	Public Relations Strategies
Print/Graphics Production	Intro to Documentary Filmmaking
Video Short Form	Political Advertising
Public Speaking	Online Media
Writing for Communication	

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applications

Web Design

- Wordpress (Content Management System)
- HTML/CSS
- SEO/Google Adwords/Google Analytics (Certified)
- Social Networking

Print Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

Video Design

- Adobe After Effects
- Adobe Premiere Pro
- Final Cut Pro

Learning Management Systems

- Blackboard
- Canvas

professional

Director/Editor

 NFocus Visual Communication-Lakeland, FL. (May 2001- present)

- Write/Produce/Edit film content for major corporations
- Multi-camera director for large corporate venues
- Develop creative concepts for implementation

Creative Services Producer

, Advance Publications. (August 2001-December 2002)

- AVID Media Compositor editing
- Implement Creative Strategies for high level clients
- Write/Propose effective television ad campaigns
- After Effects compositing

Advertising Account Executive

, Advance Publications. (January 2003-September 2003)

- Develop marketing strategies for large client base
- Major network airtime scheduling
- Utilize market research tools to effectively present convincing ad plans

consulting

Clients: Toys for Tots, Ridgeview Hospital, Florida Southern College, University of St. Thomas Law School, The Body Shop, NFocus Visual Communication, Tropicana, Bright House Networks, Publix Supermarkets, MSNBC, W.S. Badcock, White Horse Productions, Crown College, Polk County Government Agency, Laugh Out Loud, United Way, Polk Sports Marketing, Platinum Financial, Artistic Homes, Hillsborough Television.