

# william allen | educator

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[www.willaallen.com](http://www.willaallen.com)

## education

**PhD**, Digital Media: Texts and Technology Program (2021). 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 Interactive and Game Design**, Florida Southern College-(2012-present)

- Courses Taught: Web Design, User Experience Design, Principles of Game Design, Documentary Storytelling, Media Foundations, Simulation and Cinematic VR, Usability/Media Analytics.
- Develop new coursework in Film and Interactive and Game Design.
- Develop Digital integration-planned and implemented full studio renovation.
- Curriculum and Educational Technology Committee

**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

[www.willaallen.com](http://www.willaallen.com)

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## applications

### Web Design

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

### Video Design

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

### Learning Systems

- Blackboard
- Canvas
- Articulate
- Adobe Captivate

### Print Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

## professional

**Elected Official** Polk County School Board Member-District 1-Lakeland, FL. (August 2020- present)

- 7th Largest District in Florida
- 25th Largest District in the United States
- 2.2 billion dollar budget

**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 Composer 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

## professional/ 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.

## 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, United Way, Polk Sports Marketing, Platinum Financial, Artistic Homes, Hillsborough Television.

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## creative scholarship/ interactive

**Allen, W.** (2019) "Area51 Launch." Casual game. Apple Mobile and Ipad development. Launch date September 5.

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

**Allen, W.** (2017) "Unspaced: Helping Redefine Place and Space." [www.maps.fsccomm.com](http://www.maps.fsccomm.com).

**Allen, W.** (2017) "No. 2: Story of the Pencil." [www.storyofthepencil.com](http://www.storyofthepencil.com).

**Interactive Website:** (2011) "Technological Transformations." [www.mcluhan.us](http://www.mcluhan.us).

## creative scholarship/ documentary

**Writer/Director/Cinematographer:** (2019) "Sunshine Fight." Mini-doc Film. (in progress)

**Writer/Director:** (2020) "George Lowe." Mini-doc Film.

**Official Selection:** Gasparilla Int'l Film Festival, The Lower East Side Film Festival, Fort Myers Film Festival, Portland Film Festival, Fort Myers Beach International Film Festival, Oregon Short Film Festival, Rome International Film Festival, FLY Film Festival.

**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).

## creative scholarship/ narrative

**Producer:** (2019) "¡Come!." Narrative Short. (in progress)

**Official Selection:** Sunscreen Film Festival, New Haven Film Festival, Indy Shorts International Film Festival, Phoenix Film Festival, Seattle Latino Film Festival, Seattle Latino Film Festival.

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

**Official Selection:** Vero Beach Wine and Film Festival, Sunscreen Film Festival, Kansas International Film Festival, Fort Myers Beach International Film Festival.

**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.

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## scholarship/ presentation

- Allen, W.** (2019). "Pixelated Domes: Restructuring Space and Singularity Through 360 Video"; *Explorations in Media Ecology*. (revise and edit)
- Allen, W.;** Rubin, M. (2019) "Nature meets Technology: a Collaborative Project"; Otronicon: Orlando Electronic Interactive Convention; Orlando, FL; January 18.
- Allen, W.** (2018) "Undefined and Unrefined Spaces: Google Street View's Expansion of Misrepresentations"; 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.modernlightmetals.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.

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## 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.

## grants

National Science Foundation Grant Reviewer (2019)

Educational Resources for Modern Light Metals, Materials Research Society (MRS) Foundation (2014)

## 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

Media Foundations

Interactive Design

Media Production

Web Design

Print/Graphics Production

Video Short Form

Public Speaking

Writing for Communication

New Media

Perspectives in Communication

Fundamentals of Video

Media and Culture

Advertising Creative

Public Relations Strategies

Documentary Filmmaking

Political Advertising

Online Media

User Experience Design

Principles of Game Design

Cinematic VR/Simulation

Storytelling for the Screen