

JAMES MARSHALL CV 2015

Personal details

Name: James George Marshall
Position: Deputy Chair of the Department of Communication and Digital Media Design,
Swinburne University of Technology.
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Academic qualifications

2011 PhD Candidate, Faculty of Information and Communication Technologies,
Swinburne University of Technology.
2007 Professional Certificate in Teaching and Learning (Higher Education),
Swinburne University of Technology.
2006 HEI691 Opportunity Evaluation Australian Graduate School of
Entrepreneurship, Swinburne University of Technology.
2006 Master of Design, Multimedia Design, Swinburne University.
2000 Bachelor of Design, Multimedia Design (Hons) Swinburne University.
1996 Bachelor of Technology, Industrial Design, Monash University.
1992 VCE Kingswood College Boxhill.

Employment history

2002 + Level B Academic, Faculty of Design, Swinburne University of Technology.
2000 Designer Millard Automotive.
1999 - 2002 Sessional Lecturer, Swinburne University of Technology.
1997 + Design Manager, Marshall Design Pty Ltd.
1996 - 1997 Colour Aptitude Evaluator, Australian Colour Institute.
1995 + Designer, Colour ED.
1994 - 1997 Designer, BTR Nylex Design Centre.
1994 - 1997 BTR Kennon, Maintenance Worker.
1992 Model Maker (work experience), Architectural Model Making Company.
1990 Designer (work experience), Ford Motor Company Design Centre.

Company Directorships

- 2005 + Director, Education Network Group Pty Ltd.
- 2005 + Director, eSolution Systems.
- 2001 - 2004 Director, POS Software Australia Pty Ltd.

Teaching and learning experience

I have 16 years of experience in teaching design, ranging from first year undergraduate to postgraduate in the fields of Digital Media, Communication and Industrial Design. Deputy Chair of the Department of Communication and Digital Media Design I have been responsible for full course accreditation and reaccreditation, including the development of all units in the Digital Media Design program.

Units Taught

Over the last 6 years my average student feedback has been 5.3/6 exceeding the Higher Education Division average of 5.04 and the National Field of Education average of 5.03.

- 1999 - 2006 HDMD101 Design For Multimedia 1
- 1999 - 2006 HDMD102 Design For Multimedia 1
- 1999 - 2005 HDMD201 Design For Multimedia 3
- 2005 - 2007 HDMMD111 Multimedia Technologies 1
- 2005 - 2007 HDMMD211 Multimedia Technologies 2
- 2007 - 2013 HDDMD321 Individual Research Project
- 2007 - 2013 HDDMD311 Group Research Project

Program Accreditation

- 2013 Accreditation, Bachelor of Film and Television, Animation.
- 2013 Reaccreditation, Bachelor of Design, Multimedia Design Sarawak.
- 2013 Reaccreditation, Bachelor of Design, Digital Media Design.
- 2006 Reaccreditation, Bachelor of Design, Digital Media Design.
- 2006 Reaccreditation, Master of Design, Digital Media Design.
- 2006 Accreditation, Bachelor of Design, Multimedia Design Sarawak.

Learning and Teaching Awards

- 2008 President's Award, eLearning Industry Association of Victoria.
- 2007 Vice-Chancellor's Award for Teaching Excellence.
- 2006 Carrick Institute (ALTC) Citation for Outstanding Contributions to Student Learning.
- 2005 Vice-Chancellor's Award for Teaching Excellence.
- 2005 Australian Teachers of Media (ATOM) Award – Best Tertiary Educational Resource.

Engagement and leadership activities

Program Management

- 2015 + Deputy Academic Head of the Department of Communication and Digital Media Design, Swinburne University.
- 2012 - 2014 Acting Head of Academic Group, Digital Media Design, Swinburne University.
- 2011 - 2012 Deputy Head of Academic Group, Digital Media Design, Swinburne.
- 2010 - 2013 International Moderator, City University, Hong Kong.
- 2010 - 2011 Acting Head of Academic Group, Digital Media Design.
- 2007 - 2010 Faculty of Design Website Manager.
- 2007 - 2010 Program Coordinator, Multimedia Design, Swinburne University.
- 2005 - 2011 Faculty-wide International Coordinator, Swinburne Sarawak, Malaysia.
- 2005 - 2011 International Moderator, Billy Blue School of Design, Sydney.
- 2005 - 2009 International Program Coordinator, Limkokwing University of Creative Technology, Malaysia.

University committees

- 2015 + STEM Advocacy Group.
- 2015 + School Academic Committee.
- 2012 - 2013 Faculty Executive Committee.
- 2012 + Autism Interactive Technologies Committee.
- 2011 - 2013 Faculty Heads of Academic Group Committee.
- 2011 - 2013 Faculty Academic Committee.
- 2011 - 2012 Higher Education Information Technologies Advisory Committee.
- 2008 - 2013 Swinburne Website Development Committee.
- 2008 - 2013 Australia Universities Quality Assurance Panel, Swinburne Sarawak.
- 2007 - 2012 Learning and Teaching Committee.
- 2007 - 2011 Graduate Exhibition Committee.
- 2002 + Digital Technologies Committee.

External Committees and Panels

- 2013 External assessor for academic promotions, Monash University, Art Design & Architecture.
- 2013 Course Advisory Committee, Bachelor of Digital Media, Billy Blue College of Design.
- 2012 Course Review Panel, Master of Multimedia and the Master of Multimedia Design, Monash University, Art Design & Architecture.

Leadership and Engagement Awards

- 2011 Vice-Chancellor's Award for Community Engagement.
- 2010 The Age Newspaper, Melbourne Magazine, Issue #75 January 2011. *Top 100 Influential People 2010, James Marshall. Page 56.*

Digital Media Design Program Awards

- 2015 Winner of Highly Commended Award | Tropfest and NPS Medicine Wise Short Film Competition | Sydney, AUS
- 2015 14 finalists in the Adobe Design Awards
- 2012 Adobe Game Design & Development Award – Orpheus.
- 2010 Asian Pacific Animation Competition Best Documentary.
- 2010 Asian Pacific Animation Winner, Australia.
- 2007 Vice-Chancellor's Award for Community Engagement (Dylan Davis)
- 2006 Fullbright scholarship, Natalie Ebenreuter.
- 2005 Stacks, Global Student Animation Awards \$20,000.
- 2004 Australian Interactive Multimedia Industry Association Award.
- 2004 Victorian Animation Festival, Best Film
- 2004 Victorian Animation Festival, Best Production.
- 2004 Victorian Animation Festival, Best Sound Design

Exhibitions

- 2014 Digital Media Design Graduate Exhibition.
- 2013 Digital Media Design Graduate Exhibition.
- 2012 Digital Media Design Graduate Exhibition.
- 2011 Digital Media Design Graduate Exhibition.
- 2010 Digital Media Design Graduate Exhibition.
- 2009 Multimedia Design Graduate Exhibition.
- 2008 Multimedia Design Graduate Exhibition.
- 2007 Multimedia Design Graduate Exhibition.

Research and Scholarship

PhD Candidate

My research focuses on the creation of fun software by integrating Creative Design Processes into Agent Oriented software modelling. This research bridges the gap between designers and software engineers and may be generalized from fun, to include other design goals that affect people's emotional state or wellbeing.

Sociotechnical systems are becoming ubiquitous and objectives of software are widening, from the utilitarian, to the facilitation of rich and engaging human interactions. These drivers

make the consideration of human factors fundamental to the development of successful software.

The research enables software creators to articulate, realize and evaluate emotional goals, improving the collaborative development of socio technical systems that will engage and benefit people.

Conference Proceedings

2013 Marshall, J. *Using goal models for project management in teaching*. OzCHI 2012.

Speaking Engagements

2013 Keynote Speaker, City University Graduate Exhibition, *Show Off*.

Project Funding (\$295,000)

2014 \$43,000, Faculty of Design, *Kasese Humanist Primary School Project*.
2013 \$15,000, Faculty of Design, *Kasese Humanist Primary School Project*.
2013 \$10,000, Faculty of Design, *Kasese Humanist Primary School Project*.
2013 \$15,000, Faculty of Design, *Science QandA Capstone Project*.
2012 \$10,000, Education Networks Group, *Curly Questions*.
2011 \$25,000, Faculty of Design, *Aspergion Project*.
2011 \$5,000, Swinburne Autism Bioresearch Initiative, *Aspergion*.
2011 \$5,000, Blue September, *Blue September Online Games*.
2011 \$5,000, savewater!® Alliance, *Water Awareness Online Games*.
2010 \$5,000, Swinburne Autism Bioresearch Initiative, *Aspergion*.
2011 \$5,000, Faculty of Design, *Aspergion Project*.
2010 \$50,000. Melbourne Fire Brigade, *Kids Zone (Design Factory)*.
2009 \$10,000, Faculty of Design, *Mission Co2*.
2009 \$100,000. Exxon Mobil, *Hot Rocks (Design Factory)*.
2009 \$5,000, Swinburne Autism Bioresearch Initiative, *Whizkid Games*.
2008 \$5,000, savewater!® Alliance, *Mission Co2*.
2008 \$20,000, Swinburne International Office, *Graduate Portfolio System*.
2007 \$5,000, savewater!® Alliance, *Mission H2O*.

Published (scholarly) websites.

2013 iStaySafe iPhone App: <http://www.istaysafeapp.com>
2012 Curly Questions: <http://curlyquestions.com.au>
2011 Aspergion: <http://www.aspergion.com> (Game still to be launched).
2009 Whizkid Games: <http://www.whizkidgames.com>

- 2008 Mission Co2: <http://www.missionco2.com>
 2007 Mission H2O: <http://www.missionh2o.com.au>

Awards for professional creative (scholarly) outputs

- 2010 Premier's Recognition Award (pinnacle award) – Whizkid Games.
 2010 Premier's Design Award – Whizkid Games.
 2010 Red Dot Communication Design Award – Mission H2O.
 2010 Red Dot Communication Design Award – The Carbon Tradies.
 2010 Melbourne Advertising & Design Club, Best Online Game - Whizkid Games.
 2010 Web Marketing Association Award, Education Standard of Excellence - Whizkid Games.
 2010 Web Marketing Association Award, Health Care Standard of Excellence - Whizkid Games
 2009 Communicator Awards, Silver Award of Distinction, Interactive, Children's Audience - Mission Co2.
 2009 Communicator Awards, Gold Award of Excellence, Interactive, Green/Eco Friendly - Mission Co2.
 2008 Webby Awards, Official Honouree – Mission H2O.
 2008 Victorian Premier's Design Awards, Cultural Multimedia Design – Mission H2O.
 1997 Highest Achieving Student Award (Psychology of Learning) Swinburne University.

Media statements/interviews

- 2013 The Age Newspaper, Design Matters Supplement, June 2013, *iStaySafe, Safety in Phone Numbers*. Page 7.
 2012 Swinburne Venture Magazine. Issue 3, December 2012. *Design Making a Difference*, Page 22. *Science Island?*
 2012 The Age Newspaper, Melbourne Review Magazine, December 2012. *Manufacturing Design Excellence. Science Island*,
 2010 Swinburne University of Technology Annual Report 2010. *Whizkid Games: case study 2*. Page 49.
 2010 Radio Australia, Innovations. October 9, 2010, *Whizkid Games*,
 2010 The Age Newspaper, Digital Life. July 27, 2010, *Whizkid Games*,
 2010 Swinburne Venture Magazine. Issue 1, March 2010. *Whizkid Games*. Page 5.
 2007 Swinburne University of Technology Annual Report 2007. *Mission H2O: case study 2*. Page 26.
 2008 Radio National, Bush Telegraph. November 26, 2008. *Mission H2O and Mission Co2*.
 2008 Australian Anthill business magazine, February, 2008. *Mission H2O cover and*

feature story. Page.