

education & associations

MA Learning & Teaching in Higher Education (Dist), 2013, London Metropolitan University
MSc Multimedia Systems (Dist), 2006, London Metropolitan University
PGCert LTHE (Dist) 2009, London Metropolitan University
Member of the British Computer Society
Fellow of the Higher Education Academy

achievements

PhD applications 2014; MA distinction 2013;
CELTeLearning.org 2012-13; SocialMet social media project 2011-12; Developing & running Internet Profiles business seminars 2010; Presenting at L & T conference 2009

expertise

Adobe: PS, Ill, DW, Prem Pro, Flash, Acrobat
A/V: Audacity, Final Cut, iMovie, Reason, Ableton Live, QuickTime Pro, Handbrake, all major file formats
Web: Wordpress, Drupal, Expression Engine, Sugar CRM, PhpMyadmin, domains, hosting
O/S: Win (XP/Win 7) & Mac OS, Android
Code: (X)HTML/HTML5, CSS2/3, RSS/XML, AS2, jQuery libraries, Php, MySQL
Users: Exp, Req, IA, personas, journeys
Social: Connectivity, Content, Facilitation, Admin, Platforms

interests

Social web, tech-watching, vintage guitars, songwriting, ambient electronica, music composition, writing, surfing the web, street culture, semantic web, responsive design, future of digital products and IPR.

references

Digby Warren Associate Professor, Head of CELT London Metropolitan University
d.warren@londonmet.ac.uk
Dr Christopher Sarchet Director, Strategic Programme Office London Metropolitan University
c.sarchet@londonmet.ac.uk
David Lane former Director of Marketing, London Metropolitan University
dmlane1@hotmail.co.uk
Alan Stuart current director Wow-Elite, former Business Dev. Manager/ The Wow Agency London Metropolitan University, alan@wow-elite.com

current roles

Senior Blended Learning Facilitator (SL): Developing teaching and learning strategies for uses of technology. Researching case studies and best practice for university policy and guidelines development on IPR, Open Educational Resources, use of social media and online content for teaching & learning, research and academic recruitment. Development of the e-learning Matrix web resource at <http://www.celtelearning.org>.
Strategic Programme Office: Work with SPO Project Manager using social media and other technology to introduce a variety of mechanisms to engage and communicate with stakeholders in the process of change at London Met.
Lecturing: lecturing and supervision in media and communications and digital media, including ecommerce, social media, web design and development.
Academic Marketing: working with academic staff to promote courses and (faculty) school profiles for recruitment and audience engagement online, through content strategy for generation, resource development and sharing.
Freelance Web Strategies projects
SME educational and business client work involving technical development, social and content strategies. Work can also involve training client staff to effectively utilise their web CMS, planning content delivery and sharing to social channels.

recent roles and experience

Marketing: Technical and user requirements for the university website, including strategy for social media. Development and implementation of the London Met 'bridging' website solution for design, templates, CSS guidelines, Information Architecture and structural navigation guide and diagrams. Two in depth usability evaluation studies of the previous website.
Social Media: SocialMet initiative for London Met using social media informally to gather authentic student and staff feedback for development of student and staff charters and other relevant debate relating to the university.
The 'WoW' Agency: Technical Lead & Student Development, for commercial contracts with graduates. Projects include Usability/Customer Experience evaluations, social media, ExpressionEngine and Wordpress websites.

employment history

2009 - present

Senior Blended Learning Facilitator, CELT, London Metropolitan University. Development of strategic elearning online resources, working with university faculties to facilitate LMS and social media technologies for teaching & learning and academic community engagement. SEDA Accreditation.

2006 - present

Lecturer & Web Consultant, London Metropolitan University. **Teaching** theory and practical sessions in E, F, UG & PG study at Faculty of Life Sciences & Computing and Faculty of Social Sciences & Humanities, **Technical Lead** for the Wow Agency. **Technical, development, social media work** for the VC, Strategic Programme Office, Marketing, Communications and UK Recruitment.

2003 - 2006

Freelance Digital Developer, working with own clients developing a variety of digital products and services including CD Rom and DVD authoring, Video production, CMS, Websites, Print Materials.

previous

Senior Sales Executive (Shifting Gear, Camden, London UK)
Sculptors Assistant (Michael Mahoney, London UK)
Research Interviewer (Audience Selection, Pergamon Press, London UK)
Singer-songwriter (Rough Trade, Chrysalis, Blanco e Negro, London UK)

General Supporting Statement

I have worked since late summer 2006 at London Metropolitan University, having been offered employment there after gaining a distinction in MSc Multimedia Systems (2005-6). In 2009 I gained a PGCert (Dist) in Learning and Teaching in Higher Education. In 2013 I gained distinction for the MA in Learning and Teaching in Higher Education. I am also SEDA accredited for Web Based Learning and Teaching. I am a Member of the British Computer Society and a Fellow of the Higher Education Academy.

Teaching

I have lectured and led workshops in a variety of digital media areas for Year Zero, Foundation, Undergraduate including much module leading, and Post Graduate level study. Subjects include web apps and multimedia focusing on various **software and technology**. I have taught **theory** such as Writing for the Web, Usability/UX issues, Copyright and Intellectual Property, Emerging Technologies, Multimedia for the Web, Project Management, as well as Academic Skills and Employability in the field of digital media. In the past 6 years I have taught more than **3000 tutor hours** (see work history section). I have worked at the Faculty of Computing and at the Faculty of Applied Social Sciences & Humanities.

Technology

My software proficiencies include HTML5, XHTML, RSS/XML, CSS3, SASS, Git, jQuery libraries, PHP & MySQL, CMS such as Wordpress, Drupal, ExpressionEngine, video work with Adobe Premier Pro/QuickTime Pro/iMovie, some After Effects and Flash, Dreamweaver, Photoshop and Illustrator, music and audio using Reason, Soundbooth, Audacity, Ableton Live, plus other assorted software and freeware. I work with Windows and Mac OS and am fully proficient in Office suite applications.

E-learning

Since 2009 I have worked as Senior Blended Learning Facilitator at the Centre for the Enhancement of Learning and Teaching, at London Met. I have worked with many faculties and members of staff to encourage and advise on uses of technology, including **Blackboard Vista and BB9.1**. I have developed a variety of applications for use by those involved in e-learning, most recently the www.celtelearning.org resource. I have also designed and developed **social media training** and workshops for academic staff.

Other University Roles

I have worked as a **web consultant** for the former head of **Marketing** on the Online Presence project for London Met, advising and overseeing specifications and deliverables for the university new website and liaising with outside the design agency. I have worked extensively for our **Strategic Programme Office** on change management initiatives at London Met, working on the Undergraduate and Postgraduate Reviews, Student and Staff Charters, and most significantly created and ran the **SocialMet** project, utilising informal approaches to social media in university internal communications. As a consequence, our previous **Vice Chancellor** asked me to advise on strategies for social media implementation, integration and policy for the university.

I have been highly involved in the work experience agency in the Faculty of Computing, (the WoW Agency), acting as **Technical Lead & Student Development** for many **web based projects** as well as leading **user experience** and **social media** evaluation studies for the university website and clients such as Comic Relief. I led the Wow project to design and assist in the implementation of an interim front facing 'bridging' **website for London Met**, leading the approach to re-organising **information architecture** for the top levels of the university website. I have also developed and ran an all day seminar for the business community, focusing on **Internet Profile Development**.

I regularly make use of **Google chat, Facebook and Skype** to provide support to students and staff outside of workshop or lecture time. This has proved popular with many.

I have a music and media background, having enjoyed some success as an aspiring professional songwriter and performer, financed for much of the Eighties by Geoff Travis and Rough Trade, as well as various major Record Labels including Chrysalis.

Pen Lister: Digital Portfolio

A list of relevant digital projects including links where possible

NB All work here is solely created and developed by myself, or in the case of the Wow Agency, as technical or project lead, working with student teams.

Personal Web Presence

- Portfolio website <http://www.penworks.net>
- Facebook <http://fb.me/penlister>
- Twitter <http://www.twitter.com/penworks>
- LinkedIn profile <http://www.linkedin.com/in/penlister>
- Webteach Blog <http://webteach.penworks.net>
- MA Research Dissertation <http://webteach.penworks.net/maresearch>

Strategic E-learning for CELT/CAPD at London Met

- CELT E-learning Matrix <http://www.celtelearning.org>
- Proposed website hub for CELT <http://celt.studymet.co.uk/>
- Social Media in Learning and Teaching 2009 <http://www.penworks.co.uk/londonmet/l&t/l&t01.html>
- The University Blended Learning Resources Weblearn site 2010 beta, (Blackboard Vista)

Learning and Teaching

- SpeakerDeck presentation collection 2014 <https://speakerdeck.com/penworks>
- Mediabank Vimeo 2014 - authentic academic marketing videos, with student team
<https://vimeo.com/mediabank/videos>
- Prezi account 2010 – 2012 <http://prezi.com/user/penlister/>
- Archive of Tutorials 2007 – 2011 <http://archive.penworks.net/index.php?/tutorials/>
- Ustream TV account 2008 - 2010 (streaming video for learning and teaching)
<http://www.ustream.tv/channel/boshtv>

Wow Agency Projects of note

- London Met main website 'Bridging Site' solution 2011 for Marketing & Communications
- 2 Website Usability (full) Evaluations carried out for Marketing & Comms, London Met, 2009, 2011
- 'The Memory' 2010 social memory project for Peter Gabriel (NDA project, demo can be made available)
- Comic Relief user experience functionality testing
- 'Developing your Internet Profile' 2010 Seminar <http://webteach.penworks.net/2012/05/16/developing-your-internet-profile/>
- Global Moguls 2011 (Information architecture and conceptual ideas for functionality)
- Suppr 2011 for Jamie Oliver (Information architecture and conceptual ideas for functionality)

SocialMet

- Blog: <http://blog.socialmet.co.uk>
- Facebook: <http://fb.me/socialmet>
- Flickr: <http://www.flickr.com/photos/socialmet/>
- Vimeo: <http://vimeo.com/socialmet>
- LinkedIn: <http://www.linkedin.com/groups/SocialMet-4055997>
- Twitter @socialmet <http://www.twitter.com/socialmet>
- The SocialMet Feedback Book: <http://www.socialmet.co.uk/feedback>

Faculty of Computing/Digital media at London Met

- Faculty of Computing show 2008 <http://learning.londonmet.ac.uk/computing/show2008/>
- DAMTAG – Digital Media, Arts and Technology Group 2009 <http://www.damtag.co.uk>
- BSc assessed work showcase for Faculty of Computing show 2011
http://londonmet.penworks.net/cu3001_2011/the-show.html

Assorted multimedia and website work (examples)

- Netfarms – a Wordpress multi-site initiative <http://www.netfarms.eu>
- Mediabank website hub showcase <http://londonmet.penworks.net/fssh/mediabank/>
- Baby Saatchi, demo site with Facebook feed, CSS3/HTML5 <http://www.babysaatchi.com>
- Interactive Flash with audio:
http://archive.penworks.net/index.php?/work/comments/interactive_flash_with_audio
- Flash comics: http://archive.penworks.net/index.php?/work/comments/flash_comics
- Flash galleries: http://archive.penworks.net/index.php?/work/comments/flash_galleries

Resources and Reading

I use a significant amount of online resources to keep up with ideas, thinking, practice and uses of technology in industry and the higher education community. I also have a small collection of favourite academic reading in relation to future thinking and related current issues and trends.

Online

The Next Web
ReadWrite
TechCrunch
Smashing Magazine
Noupe
Specky Boy
Expression Engine
community

Abduzeedo
Vimeo videoschool
AE, PSD, Webdesign Tuts
Creative Cow
A List Apart
Wired
New Media Consortium
EdReformer/Getting Smart

Educause
Edudemic
Technology for Teachers
Inside Higher Education
University of the People
Facebook in Education
Social prof. networks & lists

Key Texts

Katz R (ed), 2008, 'The Tower and The Cloud', Berkeley CA USA, Educause
Boys J & Ford P (ed), 2008, 'The E-Revolution and Post Compulsory Education' London UK, JISC
Barnett R, 2000, 'Realizing the University in an age of supercomplexity', Philadelphia PA USA, Open University Press

Technology platforms I am currently interested in or use regularly

Backupify, Flipboard, Hootsuite, Instagram, Pinterest, Prezi, Speakerdeck, Soundcloud, Vimeo, Cacao, Evernote, Google Apps, Lanyrd, Blurb, Podio, Trello, Ustream, Scvngr. Others include Dood, Digg, StumbleUpon, ELO, Reddit, Tumblr, Divr, Paper.li, Plume, etc.

For any more information, portfolio work, policy and e-learning documentation work, teaching experience detail, or any other information, please email p.lister@londonmet.ac.uk or info@penworks.net

Pen Lister: Teaching History 2006-2014

List of all modules taught for Faculty (now school) of Computing and Faculty of Social Sciences & Humanities, London Metropolitan University. Modules are divided into levels of study.

Summary of Courses Taught 2006 – 2014

Course Taught	Period	EQF Level
MA Media and Communications	2013/14	7
MSc Multimedia	2007-2009	7
MA Digital Media	2009-2010	7
MSc ICT Consultancy	2009-2010	7
MSc Computer Animation	2006-2011	7
BSc Multimedia	2006-2011	6
BSc Technology and Multimedia Applications	2006-2010	6
BSc Games	2006-2010	6
BSc Computer Animation	2006-2010	6
BA Digital Media	2009-2012	6
BA Media Studies	2009-2012	6
BSc Media and Communications	2013/2014	6
FDS Sc Creative Technologies	2006-2009	5
Extended Degree Computer Science	2006-2010	5/6
BEd Education	2007-2008	6
HND Computing	2009-2010	5
World of Work Agency, working with students and graduates on commercial web and media projects	2009-2013	Professional level work

Levels of study

HND 2nd year Modules:

TITLE	MODULE/Semester	ROLE	NATURE OF WORK
Web Graphics and Animation	MM2X02N Spring 2009	Module Leader	Developing animated web comic using Adobe Flash. Use of Adobe Photoshop and Flash, and some web page development.

FDS Sc First year Modules:

TITLE	MODULE/Semester	ROLE	NATURE OF WORK
Asset Production	MM1F06C Spring 2007 Spring 2008	Lecturer (workshops)	Developing an interactive comic using Adobe Flash. Use of Adobe Photoshop and Illustrator, and some web page development.
Creativity in Multimedia	MM1F07C Spring 2007 Spring 2008	Seminar Lecturer Lecturer (workshops)	Developing digital promotional materials using Illustrator and Photoshop. Development of small promotional website using Adobe Dreamweaver. Html and CSS.
Developing Digital Solutions	CU1001C Autumn 2008	Lecturer (workshops)	Developing early skills in Photoshop and Illustrator.
Personal Development	CU1F15C Spring 2009	Module Leader	Academic and employability development CV development Portfolios

Enhanced Web Development	CU1F02C Spring 2010	Lecturer (workshops)	Development of module content and workshop assistance with second workshop (limited time)
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FDSc Second year Modules:

TITLE	MODULE/Semester	ROLE	NATURE OF WORK
Advanced Multimedia Web Design	MM2F03C Autumn 2006 Autumn 2007	Seminar Lecturer Lecturer (workshops)	Teaching Adobe Flash, developing a game. Using Php and MySQL databases.
Commercial Aspects of Multimedia	MM2FE1C Autumn 2008	Seminar Lecturer	Commercial Aspects including CVs, portfolio development and general presentation, self assessment of skills, job search.
Advanced Digital Imaging	CU2F02C/N Autumn 2009 Autumn 2010	Lecturer, lectures and workshops	Use of Photoshop and Premier Pro (also Final Cut) to compile video using moving image and stills. Effects, multilayered video work. Some theory of narrative and editing techniques. Compression and file formats.

Year 0 Extended Degree Modules:

TITLE	MODULE/Semester	ROLE	NATURE OF WORK
Introduction to Multimedia	MM0001N Spring 2007 Spring 2008	Module Leader (Lectures and workshops)	Website development, Images development, student web space, delivering lecture content including theory of media, copyright, media and internet, text use, usability, etc. Preparing and uploading online exam using WebCT and WebLearn. Later exam was dropped in favour of 100% CW.
Introduction to Multimedia	CU0001N Spring 2009	Module Leader (Lectures and workshops)	As above

First year Undergraduate Degree Modules:

TITLE	MODULE/Semester	ROLE	NATURE OF WORK
Time based Media	MM1005N Autumn 2007	Lecturer (workshops)	Working with video for the internet, formats, compressions, uploading to servers, using video in websites. Software used includes Adobe Premier, Adobe Flash, QuickTime, and Adobe Dreamweaver.
Time Based Media	MM1015C Spring 2008	Lecturer (workshops)	Working with video for the internet, formats, compressions, uploading to servers, using video in websites. Software used includes Adobe Premier, Adobe Flash, QuickTime, and Adobe Dreamweaver.
Time Based Media	CU1012C Spring 2009	Lecturer (workshops)	As above
Time Based Media	CU1012N Spring 2009 Spring 2010 Spring 2011	Lecturer (workshops)	As above

Image making for Computer Applications	MM1008C Spring 2007 Spring 2008	Lecturer (leading all of workshops 4 and 5)	Image creation and manipulation using Adobe Photoshop and Illustrator.
Academic Skills for Multimedia	MM1H04C Autumn 2006	Seminar Lecturer (team of 4)	Delivering lecture content and seminar briefs for academic skills including writing essays, CVs, Research Report writing, using the library etc.
Research and Writing for Digital Media	MM1H20C Autumn 2007	Seminar Lecturer (team of 4)	Delivering lecture content and seminar briefs for academic skills including writing essays, CVs, Research Report writing, using the library etc.
Designing Interactive Websites	MM1021C Spring 2008	Module Leader	Designing the module content. Developing interactive website using Adobe Flash and html. Using digital images, optimizing for use in an application using Adobe Photoshop.
New Technologies and learning	ES 1012N Autumn 2007	Lecturer (workshops)	Teaching software to introductory level to students on the B Ed Education degree, including PowerPoint, Excel, Word and Adobe Photoshop.
Personal Development	CU1015C Spring 2009	Module Leader	Academic and employability development CV development Portfolios
The Digital World	CU1016N Autumn 2009	Module Leader	An introductory module concerned with the modern digital world. Mainly written work and research, however development of a blog or other digital artifact was part of the CW spec.
The Principles of Digital Imaging	SM1004N Spring 2011 Spring 2012	Seminar Leader	Digital image making in illustration, graphic design, photography and fine art. Key techniques for developing a series of digital images for both print and the web using Photoshop.

Second year Undergraduate Degree Modules:

TITLE	MODULE/Semester	ROLE	NATURE OF WORK
Hypermedia: Principles, Design and Implementation	MM2016N Autumn 2007	Lecturer (workshops)	Teaching Macromedia Director. Making 2 separate applications, involving some animation, importing assets and creating 3D objects using Lingo (Director scripting language).
Professional Aspects and Studio Practice	MM2E25C Autumn 2008	Seminar Lecturer	Professional issues including developing bids and proposals, what makes a digital agency, job roles and teamwork, understanding how to sell your skills.
Professional Development for Multimedia	CU2010C Spring 2010	Module Leader	Report writing and proposal development. Presentation skills. Uses of social media in commercial contexts - microsites, HTML Email campaigns, Facebook, Twitter, Blogs, RSS etc.

Third year Undergraduate Degree Modules:

TITLE	MODULE/Semester	ROLE	NATURE OF WORK
Creating and Developing Sound for Multimedia Applications	MM3001C Autumn 2007 Autumn 2008 Spring 2010 Autumn 2010 (CU3001)	Seminar Lecturer Lecturer (workshops) Spring and Autumn 2010 Module Leader	Teaching Audio and music creation. Covers Propellerheads Reason, Adobe Audition (Soundbooth), Audacity, Midi, different audio formats, editing sound. Develop applications using Adobe Flash (AS2 and AS3) and audio content. Some games, some linear, some interactive 'art' based.

Advanced Multimedia Coding and Authoring for Networks	MM3004C Spring 2007 Spring 2008	Lecturer (workshops)	Adobe Flash and PHP/MySQL database interface. Either gaming or using E commerce web applications.
Interactive Digital Moving Image Production	MM3005C Spring 2008 Spring 2009 Spring 2010 Autumn 2010 (CU3003)	Lecturer (workshops) Spring 2009 Module Leader	Developing short video applications, either interactive or linear. Using Adobe Premier, QuickTime, Adobe Flash, video formats, compressions, timeline editing. Development of storyboards for narrative or application design.
Compositing; After-Fx and Post-Production Techniques	MM3025C Spring 2009 Spring 2010	Seminar Lecturer, workshops	Using Adobe After effects, motion graphics, and typography. All technical exercises and tutorial preparation.
Multimedia Project	MM3P22N Autumn 2006 Spring 2007 Autumn 2009	Supervisor	Third year final project supervision. Supervised several students developing an assortment of applications including using Adobe Flash, PHP/MySQL, Photoshop, Illustrator, Audio software, video software, RSS, web resources.
User Interface Design	BS3001C+N Autumn 2009	Module Leader	Teaching theory and best practice for user interface design – usability, feedback research techniques, principles and guidelines for design, professional bodies, also academic journal critique and evaluation in the field. This module had unseen exam preparation as well as coursework.
Marketing and Self Promotion	MM3008C Autumn 2009	Lecturer (lectures and workshops)	How to approach getting work after graduation – portfolio development (DVD and website), networking, events, social media uses, forums etc
Media and Communications Dissertations	SM6P01 Autumn 2013	Supervisor	Dissertation topics have included online commerce, social media as it influences culture and demographic behaviours, music online in relation to the industry, gender and digital gaming, etc. 5 students

Postgraduate Degree Modules:

TITLE	MODULE/Semester	ROLE	NATURE OF WORK
Multimedia Solutions	MMP012C Spring 2007 Spring 2008	Seminar Lecturer Lecturer (workshops)	Taking seminars and workshops with MSc ITC students, developing CD Rom using Adobe Flash and small website using Adobe Dreamweaver.
Multimedia Authoring	MMP014C Autumn 2007	Lecturer (workshops)	Developing applications for CD Rom and/or web using PHP/MySQL. Using Adobe Flash, Illustrator, Photoshop, audio and video software, digital photography, and web resources.
Advanced Authoring	MMP017C Spring 2007 Spring 2008	Lecturer (workshops)	Developing applications for CD Rom and/or web using PHP/MySQL. Using Adobe Flash, Illustrator, Photoshop, audio and video software, digital photography, and web resources.
Digital Stop Motion Animation Production Practise and Techniques	MMP027C Autumn 2007	Guest Lecturer	Audio seminar for the Postgraduate Animation students.
Research and Development	MMP005C Spring 2008	Guest Lecturer	Interview skills and survey design
Consultancy Skills (Technical)	CUP135N Spring 2010	Lecturer (lectures and workshops)	Covering many aspects likely to come up for ICT consultant role – use of CMS and CRM, Open

			Source, domains and hosting plans, email and RSS, social media for business, user experience, research techniques and practical workshop sessions.
Design for the Internet	CMP002N (MA Digital Media) Autumn 2010	Lecturer (Workshops)	Covering all aspects of front-end design and development for (x)html and CSS, some javascript, and use of Dreamweaver.
Mass Communications Dissertation	SM7P15 Autumn 2013	Supervisor	3 students

NB I also work at the university in other capacities, please refer to other documentation or email me for further details.

/Pen Lister Autumn 2013, p.lister@londonmet.ac.uk