
BPEKY.COM

BRUCE PARSONS

Ideas with an
Appalachian accent.

EDUCATION

DOCTOR OF EDUCATION (Ed.D.)

Educational Leadership & Technology

Morehead State University

Graduated in 2016

*Dissertation: The Head of the Holler: Guided Place-Based
Digital Education in Rural Appalachia*

Chair: Dr. John Curry

MASTER OF FINE ARTS (M.F.A.)

Film - Writing and Directing

Ohio University

Graduated in 2008

Thesis: Narrative short / Screenplay / Directing / Editing

Chair: Rajko Grlić

BACHELOR OF ARTS (B.A.)

Fine Arts and Graphic Design

Morehead State University

Graduated in 2005

HUMAN-CENTERED DESIGN TRAINING

2020 - AI IN HEALTHCARE SPECIALIZATION -
INCLUDING FUNDAMENTALS OF MACHINE LEARNING
FOR HEALTHCARE, CLINICAL DATA, AI AND
APPLICATIONS

**STANFORD UNIVERSITY, COURSERA
CERTIFIED CONCENTRATION**

2020 - INNOVATION THROUGH DESIGN: THINK, MAKE,
BREAK, REPEAT - COURSERA

**THE UNIVERSITY OF SYDNEY, COURSERA
CERTIFIED COURSE**

BRUCE.PARSONS@GMAIL.COM

2019 - DESIGN THINKING WORKSHOP

Harvard Extension School, Cambridge, MA

2019 - ADVANCING INNOVATION THROUGH HUMAN-
CENTERED DESIGN

LUMA Institute, Washington D.C.

2018 - FUNDAMENTALS OF INNOVATION THROUGH HUMAN-CENTERED
DESIGN

LUMA Institute, Pittsburgh, PA

TEACHING EXPERIENCE

AUG 2018 - PRESENT | RADFORD UNIVERSITY | RADFORD, VA

Assistant Professor - Design Thinking

- Master of Fine Arts in Design Thinking - Online terminal degree program
- Courses taught: Design Thinking Studio, Collaboration Studio, Design Management, Multimedia Storytelling Design, Design Thinking for Educators, Advanced Design Studio IV, Readings, Thesis Committee Chair and Committee Member.

JUL 2013 - MAY 2018 | UNIVERSITY OF PIKEVILLE | PIKEVILLE, KY

Adjunct Professor - Film and Media Arts

- Courses taught: History of Electronic Media, Digital Storytelling, Scriptwriting, Web Design and Development.

AUG 2017 - MAY 2017 | MOREHEAD STATE UNIVERSITY | MOREHEAD, KY

Adjunct Professor - College of Education

- Courses taught: EDTC 644 - Multimedia Design, EDTC 645 - Advanced Multimedia Design.

AUG 2011 - JUL 2013 | UNIVERSITY OF PIKEVILLE | PIKEVILLE, KY

Assistant Professor - Film and Media Arts

- Program founder and SACS accreditation prospectus author.
- Courses taught: History of Electronic Media, Digital Media, Digital Storytelling, Documentary Film, Intermediate Broadcasting, Scriptwriting, Advanced Documentary Production, Broadcast News, Sports Broadcasting, Web Design.

AUG 2009 - DEC 2010 | SOUTHEAST COMMUNITY & TECHNICAL
COLLEGE | WHITESBURG, KY

Adjunct Professor - Visual Communication

- Courses taught: Visual Communications 151, Visual Communications 240 and English 207; Creative Writing with a focus on Screenwriting.

BPEKY.COM

BRUCE PARSONS

TEACHING EXPERIENCE CONTINUED

AUG 2008 - JAN 2009 | APPALSHOP & THE ASIA SOCIETY | WHITESBURG, KY - CHARLOTTE, NC - MATHIS, TX, YOYAKARTA, INDONESIA

Creative Voices Educator

- Educated high school students in both the United States and Indonesia in community-based media production and curriculum development to provoke social and cultural critique through the arts. The students entered a global dialogue by recognizing, learning about, and documenting their own communities.

JUN 2008 - AUG 2010 | APPALSHOP | WHITESBURG, KY

Youth Media Educator

- The Appalachian Media Institute (AMI), supported by the NEH and NEA, developed the critical and creative skills of young people in central Appalachia by involving them in their communities and the world by producing and sharing media. AMI offered an intensive summer institute and year-round media production training with youth, teachers and community groups throughout Appalachia.

PROFESSIONAL EXPERIENCE

MAY 2013 - AUG 2018 | THE HOLLER | HAZARD, KY

Founder - Developer - Programmer

- Founder, lead programmer, and designer of a multifaceted website combining social networking with free and open coursework through a personalized LMS system. The project is part of the Appalachian Renaissance Initiative and the Kentucky Valley Educational Cooperative. Grown to over 5,000 users with an annual readership of over 100,000 in four years with two multimedia production studios and a motion capture and virtual reality suite for digital creation. Funded by the US Department of Education and Appalachian Regional Commission.

BRUCE.PARSONS@GMAIL.COM

AUG 2010 - OCT 2016 | UNIVERSITY OF PIKEVILLE | PIKEVILLE, KY

Director of New Media and Instructional Design

- Guided the online presence and digital strategy of the University of Pikeville. Worked closely with the VP of Enrollment Management as an integral part of increasing enrollment by 128% in a five year period. Created the second official varsity Esports program in the United States and crafted an international media message involving the Huffington Post, USA Today and dozens of media companies with millions of daily views.

DEC 2013 - DEC 2016 | CORNET MARKETING | LEXINGTON, KY

Corporate Video Editing and Animation

- Video editing for A&W Foot Beer national commercial spots on a freelance and contract basis. Commercial spots have screened online and to national television audiences.

OCT 2012 - DEC 2014 | STATE OF KENTUCKY | FRANKFORT, KY

Kentucky Film Educators Task Force

- College and University professors advancing the cause of film, television and new media education in Kentucky.

MAY 2008 - MAY 2011 | THE APPALSHOP | WHITESBURG, KY

Filmmaker and Project Director

- Developed projects with the Appalshop to produce documentary films about the Central Appalachian region. Duties included film production as well as fundraising and graphic design. I also served as a guest lecturer and mentor for the Appalachian Media Institute at the Appalshop

RESEARCH, AWARDS AND PRESENTATIONS

2019-2020 (ONGOING)

Radford University

Ongoing research: Glocal Podcast Project -Student Experiences. Primary researcher: Dr. Sandra Schneider

DECEMBER, 2019

Creative Activities and Research - Radford University

Faculty mentor for iterative design research centered on skateboard design through multiple systems and student presentation of completed work.

BPEKY.COM

BRUCE PARSONS

RESEARCH AND PRESENTATIONS CONTINUED

JUNE 27, 2019

Appalachian Media Institute

Design Thinking session to work through pragmatic details surrounding short documentary production centering on mental health issues, women's reproductive health, and helping addicts through recovery in Central Appalachia.

DECEMBER 6, 2018

Bowling Green State University

Design Thinking and Film Education - Using design thinking to transition from film student to working creative

OCTOBER 24, 2018

Finding Innovation in Rural Education Summit (FIRE)

Designing place-based multimedia education through podcasting and storytelling.

OCTOBER, 2018

AECT Division of Emerging Learning Technologies - Immersive Learning Award

International Award for online instructional design, multimedia design, and immersive learning through non-linear media.

APRIL 26, 2017

East Kentucky Leadership Association

2017 East Kentucky Leadership Media and Technology Award for The Holler, an Appalachian multimedia publishing platform

MARCH 10, 2017

Kentucky Society for Technology in Education

Presentation: The Holler - Place-based Makerspace and Social Learning Network

BRUCE.PARSONS@GMAIL.COM

DECEMBER 1, 2016

Association of Educational Service Agencies

Presentation: 6 innovations in 60 minutes - place-based multimedia learning strategies

OCTOBER 13, 2016

Next Generation Rural Creative Place-making Summit

Presentation: The Role of Rural Education and Knowledge Systems

SEPTEMBER 21-23, 2016

Digital Promise #EdCluster2016

Collaborative participation for digital education and development

JULY 29, 2016

North American Collegiate Esports Association

Presentation: Creating varsity collegiate esports programs with corporate sponsorship and media development

NOVEMBER 5, 2015

Association for Educational Communications and Technology

Round-table: Head of the Holler, a guided multimedia digital learning magazine for Eastern Kentucky teachers

NOVEMBER 5, 2014

Association for Educational Communications and Technology

Round-table: The Holler - a social learning network designed for Central Appalachia

MARCH 22, 2013

Appalachian Studies Association

Panel: Appalshop's Appalachian Media Institute's influence on transformative educators in Appalachia

DECEMBER 7, 2011

The Council for Advancement and Support of Education - Kentucky Chapter

Presenter on the transformation process from Pikeville College to the University of Pikeville

FEBRUARY 20, 2010

The Museum of Modern Art (MoMA)

Documentary Fortnight: The Appalachian region, youth media, and the future of filmmaking at the Appalshop.

BPEKY.COM

BRUCE PARSONS

CREATIVE WORK

MARCH 2020 - PRESENT

Mockingbirds: A Graphic Novel

Comic series set in 1920s rural America dealing with PTSD and small-town life. Published twice per week to Instagram as an online comic.

[HTTPS://WWW.INSTAGRAM.COM/MOCKINGBIRDS_COMIC/](https://www.instagram.com/mockingbirds_comic/)

JANUARY 2019 - PRESENT

PAX Appalachia Podcast Series

Six-part podcast series examining the generational and economic turnover taking place in Central Appalachian from the perspective of creatives and educators.

Awarded CVPA Faculty Research Grant from Radford University to complete the project.

JUNE 2013 - JULY 2018

The Holler Social Learning Website and Publishing Platform

A network of websites with more than 5,000 registered users and an annual readership of 100,000 people discussing education, creativity, and the economy of Central Appalachia. Custom built learning management system, user and talent database, social network, help desk and support system, podcast stream, video production workflow, social engineering, and marketing platform, live video streaming and production server, and a media and document repository.

JUNE 2017

The Holler: Motion Capture and Virtual Reality

Designed and built a twelve camera motion capture studio featuring Optitrak sensors and capture area for three actors, integrated with virtual reality headsets from HTC Vive, Oculus Rift, and Razer Open Source VR. Developed workflow to connect motion capture actors and directors with students and production houses nationwide through a centralized publishing point for real-time collaboration.

BRUCE.PARSONS@GMAIL.COM

Game development integration through UNITY and 3D modeling and rendering through the Autodesk suite.

JULY 2014 - OCTOBER 2016

The Holler: Multimedia Production Studio

Designed and built a production studio consisting of multi-camera live event production, video game streaming and recording, and multimedia product development. Seven camera mobile and studio workstation, Adobe post-production workflow, podcast, and audio studio, Wacom graphics studio, and a searchable media server housing more than 1,000 hours of original programming created in a three year period by students, administrators, and creative professionals.

DECEMBER 2014 - JUNE 2015

A&W Root Beer - Cornett Advertising Agency - Animated Television Commercials

Post production animation - 15 second national television advertisements and online video. Created with Adobe After Effects, Adobe Photoshop, and Adobe Audition.1

MAY 2011

The World of Life with Mr. Dangerous

Directed and filmed a promotional video for Paul Hornschemeier's graphic novel depicting the daydreams and realities of a young woman searching for definition. Published by Random House.

AUGUST 2009

Drawing Between the Lines - DVD Distribution Top Shelf Productions

DVD distribution of short documentary film by cartoonist Jeffrey Brown. Premiered as a selected screening at Comic-Con International in San Diego, CA.

JANUARY 2008

Dirt: Appalachian Profiles - The Appalshop

Digital profiles around the theme of dirt in Eastern Kentucky. Produced in partnership with Appalshop creator Natasha Watts, the piece profiled lifelong gardener and quilter Ella Preston, juxtaposed with dirt track racer Oscar Profit.

Short film / Digital / 10 minutes

BRUCE PARSONS

CREATIVE WORK CONTINUED

2006 - 2008

The Bad Old Days - The Appalshop

Camera Operator / Camera Assistant / Sound Recordist / Co-Editor for feature-length documentary about local politics and elections. Directed by Robert Salyer.
Feature / Digital & Film / 72 minutes

MAY 2008

Varroa - Narrative Short Film

Writer and Director: A film paralleling the collapse of the traditional American family with the collapse of honeybees across the world.

- *Broadcast Summer/Fall 2009 on the Kentucky Educational Television Network (PBS Affiliate)
- *Official Selection - Dixie Film Festival, Athens, GA
- *Official Selection - 36th Athens International Film Festival, Athens, OH
- *Official Selection - Maryland Film Festival, Baltimore, MD
- *Official Selection - Indie Memphis Film Festival, Memphis TN

MAY 2007

I Know You - Documentary Short

A short documentary film about a father, son, and grandfather connecting for the first time after twenty seven years.

- *Broadcast Summer/Fall 2009 on the Kentucky Educational Television Network (PBS Affiliate)
- *Short Documentary Award - Indie Memphis Film Festival, Memphis, TN
- *Official Selection- 35th Athens International Film & Video Festival, Athens, OH
- *Official Selection- Maryland Film Festival, Baltimore, MD
- *Official Selection- Southern Winds Film Festival, Tecumseh, OK

MAY 2006

Drawing Between the Lines - Documentary Short

A short documentary film Chicago cartoonist Jeffrey Brown
*Broadcast Summer/Fall 2009 on the Kentucky Educational Television Network (PBS Affiliate)

*Audience Award - 3rd Austin Underground Film Festival, Austin, TX

*Fourth Place - 12th Twin Rivers Multimedia Festival, Asheville, NC

Official Selection - 7th First Look Film Festival, Denver, CO

Official Selection - 34th Athens International Film & Video Festival, Athens, OH

Official Selection - Maryland Film Festival, Baltimore, MD

Official Selection - Seattle True Independent Film Festival, Seattle, WA

Official Selection - The Twin Cities Underground Film Festival, Minneapolis, MN

Official Selection - One Reel Bumbershoot, Seattle, WA

Official Selection - 21st Leeds International Film Festival

TECHNOLOGY

Virtual and Augmented Reality

Motion Capture: Optitrak motion capture hardware and software suite for virtual and mixed reality application
Virtual Reality: HTC Vive, Oculus Rift, Open Source VR from Razer Software: Fusion 360, Optitrack Capture and Edit suite, UNITY

Video Production

Writing, Directing, Editing: Software: Adobe Premiere, Adobe After Effects, Final Cut Pro, Open Broadcaster, Storyist, Final Draft, Celtx

Programming

Web Development: Languages: HTML, CSS, JS, PHP
Software: Dreamweaver, Brackets, Coda Libraries: iOS and Android app development via Phonegap and progressive web apps

3-D Printing, Laser, and CNC

3-D Printers: Ultimaker, Printrbot, Makerbot, DIY builds
Modeling Software: Fusion 360
Shopbot CNC machines
Gantry-based laser cutting systems

BRUCE PARSONS

*Sample Videos and
Instructional Multimedia*

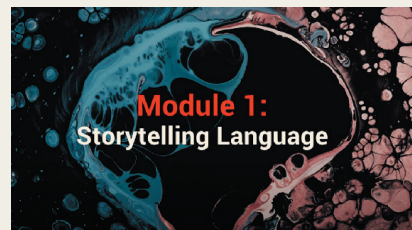
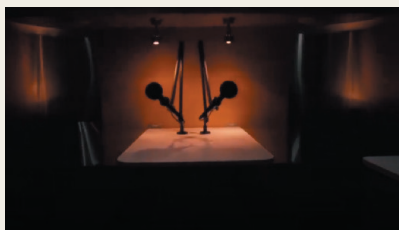
PERSONAL AND PROFESSIONAL INTRODUCTION

<https://youtu.be/f8jJesV3lI4>



STORYTELLING COURSE INTRODUCTION

<https://youtu.be/KcTpiDWjnBk>



ADOBE ILLUSTRATOR AND LOGO DESIGN TUTORIAL

<https://youtu.be/4TDv5fz84lg>

