# Philip Charles Snyder, MFA
## Instructional Associate Professor of Digital Media

**TECHNOLOGY**

## *5 - Curriculum Vitae*

*1/2013 - Present*
UNIVERSITY OF HOUSTON – Instructional Assistant Professor, Digital Media Production in the College of Technology.
Duties: Teach and develop undergraduate, graduate, and online courses in digital video, transmedia, animation, photography, and graphics. Promote the betterment of the university, college, and department through strategic alliances with business and industry.

*2000 - Present*
KAZAP COMPANY. -- SELF-EMPLOYED –- Traditional and New Media Marketing and Sales, full-service multi-media production company, and agency. Position:  President, Co-Owner.
Duties: Oversee business strategy, sales, service, write, produce, direct and perform in projects.
Projects include web design, promotions, 3D modeling and animation, interactive game production, video & DVD production, online, radio and TV ads, motion and still graphics. Free-lance camera operator and stagehand with Local 33 in Burbank. Free-lance as voice-over talent for animation 2 and advertising (The voice of Disney's Jiminy Cricket from 2010 to 2014).

*2010 - 2012*
CAL STATE UNIVERSITY LOS ANGELES -- Position: Adjunct Professor (TA) & GA Thesis Reviewer.
Duties: Teach Multi-cam Television Studio Production; assign project work, grade projects, reports, and final grades; Write & produce instructional videos on thesis preparation and IRB application procedures; advise, teach, and evaluate Graduate Students completing their Master's theses in conformity to University standards.

*1987 - 1997*
HOLYWOOD MEDIA, INC.. --  Position: Entertainer/Actor
Duties:  Performed stand-up comedy in various venues, i.e.:  The Comedy Store, Laugh Factory, and traveling shows.  Also did voice-overs for animation and advertising.

*1995 - 2000*
SALEM LOS ANGELES/KKLA/KGER RADIO -- Position:  Senior Account Manager.
Duties:  Oversee servicing and prospecting of advertising clients.  Also produced TV and radio ads and voice-overs.

*1993  - 1994*
CRAWFORD BROADCASTING/KBRT RADIO  --  Position:  Producer.
Duties:  Write and produce ads for broadcast on the station.  Assist Account Executives in servicing clients.

*1990  - 1993*
E! ENTERTAINMENT TELEVISION - Cable TV Channel  --  Position:  Technical Director.
Duties:  Supervise technical studio personnel in television production.  Operated video switcher.

*1980  - 1987*
LOCKHEED AIRCRAFT - Aircraft manufacturer  --  Position:  Junior R&D Engineer.
Duties: Was accepted into, and completed a highly selective 4-year electronics apprenticeship program. Top Secret security clearance. Worked on F117 Stealth Fighter. Trained in Film Production in Motion Picture Dept.

# Teaching and Student Learning

## Evaluation of Teaching

Professor Snyder is a highly effective teacher and consistently receives above-average teaching evaluations. He won the College of Technology's Teaching Excellence Award for 2014-2015, and was a finalist in the university-wide Teaching Excellence Awards for 2015-2016.

The College of Technology employs a 12-item survey that is used each semester by students to rate faculty performance. Since 2013, Professor Snyder has scored above the College mean in all sections taught.

Detailed reports can be found in the "Materials in Support of Teaching" section of this dossier.

## Course and Program Development

Professor Snyder was hired as Instructional Assistant Professor of Digital Media in January of 2013. He was informed by the Program Coordinator, Dr. Jerry J. Waite, that it would be up to him to develop what would eventually come to be called the Motion Media emphasis. Up to that point, only two video courses had been taught, DIGM 3354 and DIGM 3374 (Video 1 & Video 2, respectively). But they had not been developed by the Lecturer to Dr. Waite's satisfaction, and students' outcomes did not reflect the level of excellence to which the program aspired.

Professor Snyder began recreating these two courses from the ground up, with the goal of developing world-class curricula that would rival even the best offered in media hub schools like UCLA and NYU. Therefore, he began to create real-world tutorials on how to operate the video equipment, along with step-by-step hands-on training in using the post-production software. The results have been outstanding, with student enrollment climbing in double digits and consistently high course evaluation scores. Professor Snyder has since recorded his tutorials, and posted them on his YouTube channel, with links in the Blackboard assignments. Students are able to work through them at their own pace, and this makes it easier for the adjunct lab professors to run the classes.

Dr. Waite then requested Professor Snyder to create a 2D Animation course for the Fall of 2013. It was about that time the program transitioned to using Adobe Creative Cloud software. Professor Snyder chose to teach the class primarily in Adobe Flash (now Animate), while also providing a cursory survey of other animation platforms. The course, DIGM 3370, is now in its fourth year, with forty students enrolled.

In Spring of 2014 Professor Snyder began teaching Transmedia as a way for our students to truly "Get the right message to the right person at the right time with the right media," to quote Dr. Waite's of-stated mantra. Professor Snyder's wife, Karen, and he had already been producing Transmedia work in Los Angeles with her Elements Club narrative fiction series, so this was a very organic next step for them.

In Spring of 2014 Professor Snyder began introducing his Video 2 class to Maya 3D modeling and animation. The student response was so positive, that it was decided to add a full course in the discipline to the Motion Media emphasis. DIGM 4371 is offered for the fourth year in Spring 2018, and has been very popular with students.

As a result of Dr. Waite's and and Professor Snyder's research into jobs in what might be considered "non-traditional" disciplines, Professor Snyder created the course, "Venue Transmedia," in which students are taught live event production, such as is done in concerts, plays, conventions, and larger churches, using an array of digital media technology. Since the College does not have a venue of their own in which to hold classes and provide

hands-on training, Professor Snyder reached out to leadership at a nearby church, First Colony Church of Christ in Sugar Land, who have availed us of both their facilities and staff to help teach the course at no charge to the University.

# Research, Scholarship, and Other Creative Activity

## Papers and Articles

1. Snyder, P., and Snyder, K. (2017, April). Enhancing Transmedia Storytelling. *The Magazine (*Printing Industries of America*).*

2. Snyder, P, and Waite, J. (2014, Spring). Using Transmedia Storytelling Techniques To Invigorate Graphic Communications Programs. *Visual Communications Journal.*

## Articles Published by Students under the Direction of Professor Snyder

1. McMichael, S. (2014, Fall). *Rendering the Truth: Comparing the Graphics Rendering Speeds of Computers. Visual Communications Journal.*

## Presentations

1. Snyder, P., and Snyder, K. (2017, April). How Technology Enhances Transmedia Storytelling. Paper presented at the annual Technology Association of the Graphic Arts (TAGA) Conference in Houston, TX

2. Snyder, P. (2016, May). Using Transmedia Storytelling Techniques to Promote Products and Services. Paper presented at the annual EPICOMM Conference, The Woodlands, TX

3. ---. (2016, July). Transmedia Church Presentations: How Are They Done? Paper presented at the annual National Association of Pastoral Musicians Conference, Houston, TX.

4. Snyder, P. (2014, July). Integrating Live Action Video With 3D CGI Animation. Paper presented at the annual GCEA Conference, University of Wisconsin, Stout, WI.

5. Waite, J., and Snyder, P. (2013, July). Using Transmedia Storytelling Techniques To Invigorate Graphic Communications Programs. Paper presented at the annual IGAEA Conference, Menomonee Falls, OH.

# Professional Service

## Awards

2014-2015 Teaching Excellence Award, University of Houston, College of Technology

# Service to the Department, College, University, and Students

## Committees and Professional Memberships
- ILT Academic Services Committee Chair, 2013 - present Digital Media Faculty Committee, 2013 - present
- Member, IGAEA
- Member, GCEA
- Keynote speaker for Fall 2014 HPMA meeting
- ILT Faculty Search Committee - New Tenure Track Line - 2015

## 2013
- Created the Red VidFest, an innovative an exciting way to exhibit students' video projects. Designed an event poster for print, including a customized version of the Digital Media globe, featuring stills from students' works. The poster also included the students' names and titles of their final projects.
- Created a project for students in DIGM 3354 to shoot video for the updated DIGM 1000 video. Scheduled professors for presentations on green-screen, directed professors and students in the production, and competed the project, which included keying, editing, and special animation.
- Made arrangements for, and directed select students to participate in Space City Comic Con 2013 as social media press in exchange for free admission to the event.
- To improve the quality of video projects and upgrade student experience, I was granted my request for two sets of LitePanels lighting kits, which are state-of-the-art for video. Was able to secure a 25% discount on the purchase due to my ongoing relationship with the OEM.

## 2014
- For my Video 2 class, I realized the need for a riding camera dolly to give my students a professional understanding and experience in this area. This would add professional aesthetic movement to projects. I requested and ordered a heavy-duty utility cart that will serve well as a riding camera dolly. Yet it is about 1/20th the price of what would be the industry standard. I also purchased and made available a Snap-On pneumatic stool for use with our new riding camera dolly. I assembled the cart at home over Christmas holiday. I have used this in classes to great effectiveness, and students are able to check it out for projects as well.
- Secured guest lecturers from the industry, including Jim Mousner, founder of Origin Action; Jackson Lau, co-founder of Bouncing Pixel, and Karen Snyder, co-founder of KAZAP Company.
- As a member of the campus PALS community, I sent emails regularly to assigned FTIC students to help them "make it" through their freshman years.
- Participated in UH Sugar Land Open House, setting up and operating an innovative and attention-getting "booth" promotion. Attendees were invited to stand in front of the green-screen, and pretend to be growled at by a 3D CGI animated "Shasta" I created. They were then emailed a completed video of their memorable experience, sharing the screen with our cougar. The reactions were overwhelmingly positive from attendees as well as staff and faculty (see appreciation letter in Appendix C).
- Participated in UH Sugar Land faculty and staff Christmas party, setting up and operating an innovative "photo booth." Attendees were invited to pose in front of the green-screen. Their photo was then composited over a photo of the campus on a snowy day, along with holiday greetings and art work. A copy of the card was printed out for them as a gift. The reactions were overwhelmingly positive UH "PALS" volunteer two consecutive years.
- Researched and secured internship opportunities for several of my students, including Derek Stokely, Michelle Law, and Raveena Lad.
- Worked with Dr. Waite in researching, listing and describing equipment and facilities needed for future DIGM studios, classrooms, and labs.

## 2015

- Created five lesson plan folders for ACCGC Accreditation.
- Developing new DIGM course, "Venue Presentation," which will teach integration of various technolo gies including video, audio, projection, motion graphics, and more in live events.
- Travelled to Louisiana with Dr. Jerry Waite to conduct research for "Venue Presentation" course.
- Coordinated bidding for upgrade of BH 180 auditorium for "Venue Presentation" course in development
- Set up research meeting with principle of First Colony Church Event Presentation Director.
- I have continued teaching, developing and upgrading DIGM 3374 Video 2, adding new advanced tutorials and requesting and acquiring ten new Canon 5D Mark III DSLR cameras, along with shoulder mounts and microphones as self-contained kits. The students' response has been overwhelmingly positive, and the quality of their work is much improved as well.
- To improve the quality of video projects and upgrade student experience, I ordered two more LED lighting kits.
- Continuing in teaching and improving DIGM 3354 Video 1 with upgraded course materials.
- Set up Motion Capture class and demonstration for my DIGM 4371 3D class with Prof. Natalie Pittman at WCJC Tech Center.
- Produced and hosted the 3rd Annual RedVidFest, an innovative an exciting way to exhibit students' video projects. Directed the design of the event poster for print. Ordered trophies for winners. Managed the faculty judging of the event.
- Recruited students to work on video projects for CoT Marketing and Communications and other UH course presentations.
- Secured guest lecturers from the industry, including Eric SanInocencio of the Houston Texans Digital Media Dept., Chuck Crockite, a professional 3D modeler-animator, and Karen Snyder, co-founder of KAZAP Company.

## 2016

- Established relationships with First Colony Church of Christ (FCCC) for location of Venue Transmedia course.
- Trained at FCCC Wednesday nights to lay foundation for teaching Venue Transmedia course.
- Continuing in teaching and improving DIGM 3354 Video 1 with new and upgraded course materials, including original video lectures and step-by step video tutorials. These allow students to learn and work at their own paces.
- Added Michael Dawson as professor to teach one of my Video 1 Labs. I mentored him in the process. My new Lab tutorials were invaluable as a resource for him, since he was new to the course.
- Set up Motion Capture class and demonstration for my DIGM 4371 3D class with Prof. Natalie Pittman at WCJC Tech Center.
- Produced and hosted the 4th Annual RedVidFest, an innovative an exciting way to exhibit students' video projects. Directed the design of the event poster for print. Ordered trophies for winners. Managed the faculty judging of the event.
- Created new course for Online Certificate, "Visual Storytelling," recording lectures and step-by-step tutorials, along with assignments and quizzes.
- Recruited students to work on video projects for CoT Marketing and Communications and other UH course presentations.
- Secured guest lecturers from the industry, including Eric SanInocencio of the Houston Texans Digital Media Dept., and Karen Snyder, co-founder of KAZAP Company.
- In my fourth year as a member of the campus PALS community, I sent emails regularly to assigned FTIC students to help them "make it" through their freshman years. Because of a shortage of PALS, I took on extra (double) the usual service load.

- UH "PALS" volunteer four consecutive years.
- Researched and secured work/internship opportunities for several of my students, including Taunie Reddington, Samantha Velasquez, Vanessa Roman, and others.
- Mentored Michael Dawson in preparation for teaching my DIGM 3354 Lab.
- Interviewed and mentored Mayela Gonzales for Lecturer position in DIGM 2352 and 3354.
- Interviewed and mentored Karen Snyder for Lecturer position in DIGM 4379 Transmedia.

## *2017*
- Secured guest speakers for classes:
    1. Guest Lecturer, Richard Bowling, FCCC, for 3374
    2. Guest Lecturer, Peter Baxter, of VisCo for 4371, March 8.
    3. Guest Lecturer, Jeff Vacek, for 3354 June 14th
- Mentored Mayela Gonzalez to teach Fall 3354 Lab.
- Mentored Herbert Toler to teach Fall 3354 Lab.
- Secured an internship for student, Samantha Velaquez, with Bill Young Productions in Sugar Land.
- Participated in the DIGM Student Showcase, 2/28.
- Produced Red VidFest 2017, scheduled auditorium, judging, ordered trophies, hosted event, etc.
- Taught High Schoolers in "Take a Chance on Me" of United Way.
- Helped develop DIGM/Transmedia Initiative Public-Private-Partnership proposal.
- Work with Jerry Waite on T.I.P. for online courses.
- Reached out to, and set up meeting with Gary Becker, President of Smart Financial Centre, to develop partnership for student internships and other training. Meeting 10/16/17.
- Reached out to, and set up a field trip and student tour event with Bill Fitch, Founder and owner of Staging Solutions, to develop partnership for student internships and other training. Meeting 10/18/17.

## *Service to the Community in the Name of the University*

Keynote Speaker at The Printing Museum Gala and Silent Auction - 2013
Produced updated version of "Harvest of Wisdom," shot at California Polytechnic - 2014
Judge for Blue Plum Animation Festival, Eastern Tennessee State University - 2014

## *Recruitment for the University*
### *2014*
- *Created and presented program to visiting students visiting from Dubiski High School.*
### *2015*
- *Created and presented program to visiting students visiting from Dubiski High School and Digital Media Academy.*
### *2016*
- *Participated with Dr. Jerry Waite in presentations of Digital Media program at Career Day at First Colony Middle School.*
### *2017*
- *Spoke at Fort Bend Sienna Branch Library "Careers In Focus" Event 10/14/17.*