

Malcolm Jones MA, a.o.c.a.

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Overview

I have worked in creative practice since 1974. My current position as lecturer and practitioner/researcher at Northumbria University is supported by thirty years of industry experience as creative consultant, freelance illustrator, design practitioner, artist and printmaker.

Education

- 2011 - Completing a PhD on the subject of design storytelling in Northumbria University's *Faculty of Arts, Design and Social Sciences* (late 2017).
- 2008 Master of Arts (with distinction). *Design: Multimedia and Graphics*.
University of Sunderland, UK.
- 1987 Associate of the Ontario College of Art (a.o.c.a.) *Communication and Design*.
Ontario College of Art (now OCADU), Toronto, Canada.

Teaching

- 2014.09 - Present Northumbria University at Newcastle. Senior Lecturer in Graphic Design (BA Hons.), faculty of Arts, Design and Social Sciences.
- 2013.03 - 2014.06 Northumbria University. Associate Lecturer (part-time) in Undergraduate programmes.
- Advertising: Principles of Visual Communication (full module).
 - Practical Magazine Journalism (short course).
 - Principles of Interaction Design (2013.03 - 05).
- 2011.11 - 2013.03 Northumbria University. Associate Lecturer (part-time, fixed terms). Undergraduate programme, VCIMD/IMD.
- 2008.03 - 2013.05 University of Sunderland. Academic Tutor (part-time, fixed terms). Graduate programme, Design: Multimedia and Graphics, and undergraduate programme, Illustration.
- 1993.09 - 2005.12 Algonquin College, Ottawa, Canada. Professor (part-time) Full-time diploma and further education programmes.
- 1996.09 - 1996.12 Centennial College, Hull. Canada. Professor (part-time). Fine art programme, 2D design.

Research

- 2013.06 - 2013.09 Research internship at RCUK Horizon Digital Economy Research Institute, Nottingham. Collaboration with Sarah Martindale (Horizon Research Fellow) and Abigail Durrant (Leverhulme Fellow at Newcastle University) to design, development and evaluate bespoke resources for 'Charting the Digital Lifespan: Research Through Design Fictions'.

- 2011.05 - 2011.07 Northumbria University. Bid Support Researcher (.5, fixed term)
Concept development of AHRC research grant proposal in collaboration with Gilbert Cockton, professor in design theory, Irini Pitsaki, senior lecturer in design management, and Chris Dorsett, professor of fine art.
- 2010.05 - 2011.07 Northumbria University. Experience Prototyping Researcher (Full-time, fixed term). Collaboration on AHRC research grant proposal bid with Gilbert Cockton, professor in design theory, and Dr. Lynne Coventry, Co-Director of PaCT lab.

Publications

Jones, M., Leitner, M. & Teinaki, V. (2012) 'Supportive Resources: Mastering the Art of Making Sense', *DIS'12*, Newcastle, UK: ACM.

Teinaki, V., Jones, M. & Leitner, M. Supportive Resources. *Interfaces Magazine*, Issue 91, pp15-17.

Jones, M. (2008) 'workPlay: A design for an Ideation Sketching Tool'. Self-published masters critical evaluation. Available at: http://www.malcolmjones.com/workplay/wPlay_selected.htm#

Jones, M. (2005) 'Gotta Draw: A complete course in drawing'. Self-published course book. Samples available at: http://www.malcolmjones.com/gottaDraw/gottaDraw_selected.htm

Creative practice

From 1975 to 2007 I lived and worked in Canada as creative consultant, freelance illustrator, design practitioner, practicing artist and printmaker. My work as creative consultant in the private, high-technology sector in Ottawa/Nepean, Canada's 'Silicon Valley North', consisted of corporate design, branding and UX design work for enterprises such as Nortel Networks and IBM/Cognos, and in the public sector for clients such as Bell Nexxia, Canadian department of Ocean's and Fisheries and Heritage Canada. Other long-standing clients included the Canadian Wildlife Federation and Legion Magazine (ongoing since 1993). In illustration, work of note includes a piece done in response to 9/11 exhibited in the United Nations building, New York (2002), and contributions to the permanent collection of the Canadian War Museum (2005).

Prior to moving to Ottawa (1990), I worked in Toronto as a freelance illustrator and designer doing editorial, advertising and packaging work. As an illustrator I made regular contributions to the Financial Post's *Moneywise Magazine*, the Globe and Mail's *Report on Business* and *Canadian Living Magazine* and worked periodically on a wide range of national and regional magazines. Design and illustration work from this period included promotions for Coca Cola Canada and packaging for Kraft Foods, Purina and Nestlé, among others.

Design projects (selected)

- 2006 IBM/Cognos, Ottawa: Corporate Performance Management Initiative.
A series of near-future storyboards for upper-management decision-making, including a storyboard management system and tutorials.
Contact: Tina Groves, Senior Product Manager.
- 2005 Nakina Systems, Ottawa: 'Network Build' storyboards.
Design of innovative, custom, in-house storyboard kit.
Contact: Amy Dillon, Project Manager.

- 2001 - 2002. National Research Council Canada. Corporate communications.
Principal designer on annual reports, posters and web graphics.
Contact: Robert Laliberté, Director, NRC Communications & Corp. Relations.
- 2000 Nortel Networks Corporation. Kanata. Preside, B2B Branding.
Principal visual design consultant and associate project manager on the branding of core network management software suite, Preside. Creation of a visual signature, designs and graphics standards for all pre-sales marketing materials (website, fact sheets, manuals, etc.) and post-sales packaging, including industrial design of packaging and shipping systems.
Contact: Louis Brunet, Multimedia Studio, Nortel Networks Corp.
- 2000 Klocwork Solutions, Ottawa: InSight Web Communicator.
Graphic/interaction design of programme GUI and technical documentation.
Contact: Djenana Campara, CTO, Klocwork.
- 1994 - 2001. Other projects at Nortel Networks Corp. Kanata.
- Corporate communications; covers and content for Telesis Magazine.
 - Internal communications; information campaigns, presentation materials, event promotions.
 - Internet Telephony, product-family Branding ('01).
 - Storyboard sets created for various projects.
'Intelligent Action Plan'('01), 'Network Development Product'('99), 'e-commerce'('99), 'The Upgrade Process ('98), 'Product Planning' ('98,),' 'Future Applications Series' ('96).
 - Network Management icons and widgets ('00, '95, '94).
- 1993 - 1995. Carp Systems International, Kanata.
Design of product architecture models and interface graphics.

Awards, Competitions and Shows

- 2008 Blueprint North East Business Planning Competition, level 1. workPlay Project.
- 2002 Invitation to exhibit illustration - United Nation's building, New York, NY.
- 1999 Award of excellence, illustration. Advertising and Design Association, Ottawa.
- 1998 Award of excellence, illustration. Advertising and Sales Association, Ottawa.
- 1996 Award - Bronze, Corporate illustration. Canadian Association of Professional Image Creators (CAPIC).
- 1994 Award - Silver, Mercury award. International Academy of Communication Arts and Sciences.
- 1985 Competition - Winner, Stratford Festival (Canada), Young Company poster.
- 1985 Award - Toronto Life Magazine Prize, OCA.
- 1982 Show - Del Bello Gallery, Toronto (oil paintings).
- 1981 Public demonstration - Stone lithography. The National Art Gallery, Ottawa.
- 1980 Public demonstration - Stone lithography. Museum of Science and Tech., Ottawa.
- 1975 Show - "au gout artistique", Ottawa (watercolours).