

Professor **Paschalis Paschalis**

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**Education**

Graduate work:

MA. (2-year) Multimedia Design and Animation. Indiana State  
University, Terre Haute, IN, U.S.A. 1997

Undergraduate work:

BFA. (5-year Integrated Masters) degree in Graphic Design and  
Fine Arts. Indiana State University, Terre Haute, IN, U.S.A. 1995

HND (2-year) Applied Arts. Frederic University, Nicosia, 1991

Professional Education:

Professional certificate in Interactive Media Project Management  
British Interactive Media Association / Elaine England, Andy  
Finney. London, UK. 2006

**Positions Held:**

University of Nicosia (Oct 2007 – present) / Intercollege (Sept 1998 – Sept 2007)

2022-pr.	Professor
2014-pr.	Head of the Department of Design and Multimedia
2008-pr.	Coordinator of the Interactive Media and Animation BA degree
2021-pr.	Member of the University of Nicosia Internal Quality Assurance Committee (UNIQAC)
2009-2013	Associate head of the Department of Design and Multimedia.
2008-2022	Associate professor
2002-2008	Senior lecturer and program coordinator of the BSC degree in multimedia computing
2001-2002	Lecturer
1998-2000	Lecturer (P/T)

### **Other positions and affiliations:**

- 2022 Visiting Professor. UNATC - National University of Theatre and Film, Bucharest, Romania. Lectures on interactive media project management and stop motion animation and a full day workshop on puppet making for stop motion animation. Within the framework of the ERASMUS program.
- 2018 Founding member and president of the board (2018-21) of CAA (Cyprus Animation Association) and ASIFA (Association Internationale du Film d'Animation) Cyprus Chapter. *ASIFA is affiliated with UNESCO, which encourages international peace and universal respect by promoting collaboration among nations.*
- 2018 Visiting Professor. Accademia de Belle Arti, Macerata, Italy. Three-day workshop on puppet making for stop motion animation. Within the framework of the ERASMUS program.
- 2013 Visiting Professor. Haute Ecole de la Province de Liege, Liege, Belgium. One-week intensive course on Multimedia Project Management. Within the framework of the ERASMUS program.

### **Professional experience:**

- 1999-2015 Barcode x design station. Managing Director. Consultation, art direction, project management and design of selected graphic communication, packaging and multimedia commercial projects.
- 1997-1999 Gnomi Advertising, Nicosia. Graphic designer. Part of the creative design team.
- 1996-1997 Alpha Omega Informatics, Nicosia. Multimedia designer. Involved in all the stages of multimedia design, development and production.
- 1993-1996 Office of University Publications, Indiana State University, Terre Haute, U.S.A. Graphic designer. Part-time. Part of the creative design team.
- 5-9/1994 Logotypo Ltd., Nicosia. Graphic designer. Part the creative design team.

1992-1993 The Little House on the Prairie, design agency, Nicosia. Junior Designer. Part-time.

### **Areas of Concentration / Research Interests:**

User interface analysis and design, graphic design evaluation with eye tracking, interactive media project management, stop motion animation and visual communication.

### **Professional Associations:**

CAA Cyprus Animation Association  
ASIFA International (International Animated Film Association)  
Academy of Interactive Arts & Sciences, Los Angeles. CA, USA.  
British Interactive Media Association (bima)  
EUROPRIX - ICNM - International Centre for New Media

### **Funded Projects:**

- 2020 Phygital. Catalyzing Innovation and Entrepreneurship, unlocking the potential of emerging production and business models. Greece, Cyprus, Albania INTERREG Balkan Mediterranean 2014-2020. Funded by the European Union. Creation and delivery of workshops.
- 2018 Media Literacy for all. Media literacy for Living Together – MILT. Portugal, Denmark, Ireland, Greece, Cyprus. Funded by the European Union. Creation of educational content and delivering presentations.
- 2017 H2020-WIDESPREAD-2016-2017: Spreading Excellence and Widening Participation. Teaming Phase 1. “Center for STEAM Education Research, Science Communication and Innovation - Establish in Cyprus a Science and Research Centre”. Sept. 2017-Sept.2018. Coordinator: Professor Catherine Demoliou, €50,000, (total budget €399,750), 15 partners, Participant in thematic areas, design and promotion.
- 2006 Paschalis, P, “a vision video and interactive electronic brochure about the AMI project and technologies”, Jan 2006-Nov 2006. €20,000, The University of Edinburgh on behalf of the AMI project, Project manager.

2005 Paschalis, P, "Multimedia Interactive application for the Hala Sultan Tekke Mosque", Feb 2005-Dec 2005. €30,000, UNOPS, Multimedia application design and development.

### **Awards / Distinctions:**

- Countryside Animafest Cyprus - Views of the World - 17th edition. "Duma: A stop motion animation film." Awarded for Best Film in National Competition. Salamiou, Paphos, 2018
- Indiana State University, USA. Scholarship, 1993-96
- Indiana State University, USA. Best Graduating Student of Major of 1995
- Frederick University, Cyprus. Best Graduating Student of 1992

### **Languages:**

Greek: Fluent  
English: Fluent

### **Research & Publications:**

#### **Refereed Conference Proceedings Publications:**

- 2022 Paschalis, P., Adonis, M. Sunny Side Up: A "lockdown" stop motion animation film and its psychological perspective. 8th International Conference on Typography and Visual Communication (ICTVC), Thessaloniki, Greece. July 2022. (Abstracts book p.56) [www.ictvc.org](http://www.ictvc.org)
- 2016 Paschalis, P. CGI system error. Designa 2016 / ERRO(R). International Conference on Design Research, Universidade da Beira Interior, Covilha, Portugal. ISBN 978-989-654-359-4 (paper), 978-989-654-361-7 (pdf), 978-989-654-360-0 (ePub). November 2016. (pp.149-145)
- 2016 Paschalis, P. Lost in digital media and special effects: the case of stop motion model animation. 6th International Conference on Typography and Visual Communication (ICTVC), Thessaloniki, Greece. 5-9 July 2016. [www.ictvc.org/2016/](http://www.ictvc.org/2016/)
- 2014 Paschalis, P. Commercial package design evaluation formula with the use of eye tracking equipment. Designa 2014/ Desire,

Conference on Design Research, UBI, Covilha, Portugal. ISBN 978-989-654-181-1 (paper), 978-989-654-183-5 (pdf), 978-989-654-182-8 (epub). November 2014 (pp.233-241)

- 2013 Paschalis, P., Christou, C. Design analysis and evaluation of a baby product packaging design; Comparison with its predecessor and the competition with the use of eye tracking. 5th International Conference on Typography and Visual Communication (ICTVC) 4-5 June 2013 | Department of Design & Multimedia, University of Nicosia, Cyprus. <http://www.ictvc.org>
- 2012 Paschali, P. (2012). Challenges facing digital immigrants in designing user interfaces for digital natives. In T. Amiel & B. Wilson (Eds.), Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2012 (pp. 1148-1152). Chesapeake, VA: AACE.
- 2011 Paschalis, P. Visual Identity and User interface design of the virtual museum of food and nutrition of the island of Cyprus. In T. Bastiaens & M. Ebner (Eds.), Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2011 (pp. 1439-1444). Chesapeake, VA: AACE.
- 2009 Paschalis, P., Aristidou, P. The importance of web content metaphorical pre-loaders. In G. Siemens & C. Fulford (Eds.), Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2009 (pp. 947-953). Chesapeake, VA: AACE.
- 2008 Pouyioutas, P., Paschali, P. & Laghos, A. Design and Evaluation of the User Interface of the Hala Sultan Tekke Multimedia Application. In J. Luca & E. Weippl (Eds.), Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2008(pp.1478-1483).Chesapeake, VA: AACE
- 2006 Pouyioutas, P, Christou, C, Solomou, E, Paschali, P, Poveda, P. "Identifying New Historical Information using a Methodology for Developing a Multimedia Application – The Case of the Hala Sultan Tekke Application", 4th International Symposium on Interactive Media Design, (pp.27-30) April 2006, Istanbul, Turkey.

### **Refereed Journal Publications:**

- 2012 Paschalis, P. "In fight against poverty; a poster analysis" in Hyphen typographic forum. Volume 9/15, 2012. Published by the Institute of the Study of Typography and Visual Communication, Thessaloniki, Greece. (pp.71-72)

### **Keynote Speaker:**

- 2014 Paschalis, P. The fish rots from the head down. Designa 2014/ Desire, Conference on Design Research UBI, Covilha, Portugal. ISBN 978-989-654-181-1 (paper), 978-989-654-183-5 (pdf), 978-989-654-182-8 (epub). November 2014 (pp.17-21)

### **Invited Speaker:**

- 2019 Paschalis, P. "Creativity vs Technical Knowledge" 10' Design Talk, Frederic University. November 2019.
- 2017 Paschalis, P. "Design Management." Graphic Stories. Bank of Cyprus Cultural Foundation. March 2017.  
<http://graphicstoriescyprus.com/paschalis-paschali>

### **Round Table Discussions:**

- 2015 Paschalis, P. "Doing away with the main man." Should educators be rethinking the structure of courses to accommodate for a diversity of learning appropriate to changing market conditions? A discussion with art & design professors from all major Universities in Cyprus. Department of Design and Multimedia. University of Nicosia. 28/02/2015.

### **Conference Presentations:**

- 2007 Paschalis, P. "Building a product's corporate identity, product labels, promotion and e-commerce. The case of Anemoessa fine food products" Intercollege Design Department Conference 2007. Intercollege, Nicosia, Cyprus.

## Accomplishments:

### Film Festivals: Official selections and other screenings

- 2022 Paschaslis, P. Sunny Side Up: A “lockdown” stop motion animation film. 12<sup>th</sup> International Short Film Festival of Cyprus. (ISFFC) 8-14/10/2022. Official Selection.
- 2022 Paschaslis, P. Sunny Side Up: A “lockdown” stop motion animation film. The Animattikon Project 2022. 25-30/10/2022. Official Selection.
- 2022 Paschalis, P. Duma: A stop motion animation film. Selected for the Curated Animations for celebrating the International Animation Day by the Cyprus Animation Association (CAA) as a Chapter of ASIFA. 29/10/2022. Screenings in all cities of Cyprus.
- 2019 Paschalis, P. Duma: A stop motion animation film. Animasyros 2019. 16-22/09/2019. Official Selection. Screening and Director’s presentation. <http://animasyros.gr/pr/friday.html>
- 2019 Paschalis, P. Duma: A stop motion animation film. International Motion Festival, Cyprus. 6-9/5/2019. Official Selection and Nomination for best film in its category.
- 2018 Paschalis, P. Duma: A stop motion animation film. The Animattikon Project 2018. 28/10-11/11/2018. Paphos. Official Selection. <http://animattikon.com/the-directors/4594093004>
- 2018 Paschalis, P. Duma: A stop motion animation film. Countryside Animafest Cyprus - Views of the World - 17th edition. Salamiou, 19-21/07/2018. Awarded for Best Film in National Competition. <http://www.animafest.com.cy/gr/past-editions-2/jury-winners.html>
- 2015 Paschalis, P. Zen Morning: A stop motion animation film. Countryside Animafest Cyprus - Views of the World - 14th edition. Pafos, 13-18/07/2015. Official Selection.

### **Multimedia Collaboration Projects:**

- 2014 Paschalis, P, "Pascal Education website." Through collaboration with Evenzia Technologies ltd, user interface design.
- 2011 Paschalis, P, "The Open University of Cyprus website". Through collaboration with Gnomon informatics, Greece, user interface design.
- 2010 Paschalis, P, "Virtual Museum of Cypriot food & Nutrition". Funded by the Cyprus Research Promotion Foundation and the European Union. Through collaboration with researchers from the University of Cyprus, the University of Athens and private companies, visual identity and user interface design.
- 2009 Paschalis, P, "Virtual Macedonian Museum of Modern Art." Through collaboration with researchers from the University of Cyprus, user interface design.
- 2007 Paschalis, P, "The Cypriot Chamber of Fine Arts website." Through collaboration with EKATE (Cypriot Chamber of Fine Arts), user interface design and development.
- 2005 Paschalis, P, "E-Ledra - Reuniting Ledra Street online." Through collaboration with Virtual IT Information Technology Solutions and Services. Funded by UNOPS and the European Union, art direction, website user interface design and development.
- 2001 Paschalis, P, "Intercollege Intranet." Through collaboration with the Intercollege computer center, user interface design.

### **Graphic Design Projects:**

- 2021 Paschalis, P., Book cover photo and design. " 'Άλλα τινά, Ντίνα Κατσούρη", poetry collection, ANEY publications.
- 2019 Paschalis, P., Cyprus Animation Association, Corporate Identity / Logotype design.
- 2018 Paschalis, P., Book cover photo and design. " Το Διήγημα των έξι" ANEY publications.



- 2015 Paschalis, P., Kuntz, E. Book cover and layout design. "Coffee House Embellishments" by Nicos Philippou. University of Nicosia Press, 2007. Selected for "The photo book exhibition". Athens Photo Festival 2015. [www.photofestival.gr/photobooks](http://www.photofestival.gr/photobooks)
- 2010 Paschalis, P., "The Cyprus Research Institute of Social Sciences." Corporate/visual identity design.
- 2007 Paschalis, P., "Changing Nicosia – the old GSP Stadium". Published in Omicron Magazine, April issue. Invited artist. Concept, CGI visualization and multiple image manipulation.
- 2002 Paschalis, P., Kuntz, E. "Cyprus postal services annual report". Cover and back cover design.

#### **Art Exhibitions:**

- 2017 Paschalis, P. "Dolly" (sculpture) Small Treasures – Chapter 2. Cyprus Chamber of Fine Arts (E.KA.TE.) Member of the International Association of Art (IAA). July 14-31, 2017.
- 2017 Paschalis, P., "Lisbon" Micro-cinema of Attractions | GIF art imageries and creative techniques. Within the framework of CONTEMPORARY URBANITY. ARTos Foundation, Nicosia, ISBN 978-9963-8703-8-7, 2017, (p.47)
- 2015 Paschalis, P., "Fragments: Thoughts and expressions of art education processes - a research Installation". Point Centre for Contemporary Art. Nicosia, Cyprus. 22/05/2015-28/06/2015. Miniature film set and puppet character for stop motion animation education. <http://artedupractices.org/fragments/>
- 2011 Paschalis, P., "Melting pot" - two digital-collage artworks. Contribution to the Cancer Society of Cyprus charity art exhibition.
- 2011 Paschalis, P., Invited artist. "32 posters against poverty and social isolation" organized by the NGO culture in action and the Cyprus University of Technology, Kastelliotissa Hall, Nicosia, Cyprus
- 1996 Paschalis, P., Digital art entry selected for the Annual Wabash Valley Juried Exhibition. Sheldon Swope Art Museum, Terre Haute, U.S.A.

1996 Paschalis, P., "Solo exhibition – Video art /animation /digital art"  
Turman Gallery, Terre Haute, U.S.A.

**Curator and Juror:**

2019 "The Animattikon Project 2019, International Animation Festival.  
Member of the Jury for the best international animated short.  
October 2019, Paphos.

2019 "Animasyros 2019" International Animation Festival. President of  
the Jury for the student film competition. 16-22/09/2019, Syros,  
Greece.

2019 CORTO IN ACADEMIA, ACCADEMIA DE BELLE ARTI MACERATA.  
International short film competition. Member of the international  
jury, 05/05/2019 - 09/05/2019, Macerata, Italy.

2019 "Graphic Design, Challenging the Perception"  
3rd International Poster Contest by Graphic Stories Cyprus.  
15-17/03/2019. Member of the Jury.  
<http://graphicstoriescyprus.com/jury>

2017 Countryside Animafest Cyprus - Views of the World - 16th edition.  
Nicosia, 24-30/06/2017. Member of the Cyprus Competition Film  
Program Curators.  
<http://www.animafest.com.cy/images/editions/pdf/web-catalogue2017.pdf>

2017 CORTO IN ACADEMIA, ACCADEMIA DE BELLE ARTI MACERATA.  
International short film competition. Member of the international  
jury, 02/05/2017 - 05/05/2017, Macerata, Italy.

2017 Innovation in Culture Education and Youth, Friends of the Earth  
Cyprus, Photography Competition. Member of the Jury.  
April 2017. <https://photoiskey.wixsite.com/competition>

2017 Nicosia Tourism Board. "Uncover Nicosia" photography  
competition. Member of the Jury. 01/09/2016-31/01/2017.  
<http://www.visitnicosia.com.cy/uploadfiles/Photo-Comp-Terms-and-Conditions.pdf>

2016 Countryside Animafest Cyprus - Views of the World - 15th edition.  
Pafos, 21-23/07/2016. Member of the Cyprus Competition Film

Program Curators.

[http://www.animafest.com.cy/images/editions/pdf/WEB\\_%20Cat\\_2016.pdf](http://www.animafest.com.cy/images/editions/pdf/WEB_%20Cat_2016.pdf)

### **Other Scholarly Activities:**

#### **Conference organizing:**

- 2022 8th International Conference on Typography and Visual Communication (ICTVC), Thessaloniki, Greece. 5-9 July 2022. Member of the scientific committee  
<https://ictvc.org/2022/en/general/scientific-committee/>
- 2019 7th International Conference on Typography and Visual Communication (ICTVC), Patras, Greece. 19-21 June 2019. Member of the scientific committee  
<https://ictvc.org/2019/en/general/scientific-committee/>
- 2016 6th International Conference on Typography and Visual Communication (ICTVC), Thessaloniki, Greece. 5-9 July 2016. Member of the scientific committee  
<http://www.ictvc.org/2016/en/scientific-committee>
- 2015 Round Table Discussion | “Doing away with the main man.” Should educators be rethinking the structure of courses to accommodate for a diversity of learning appropriate to changing market conditions? A discussion with art & design professors from all major Universities in Cyprus. Department of Design and Multimedia. University of Nicosia. 28/02/2015. Member of the organizing committee
- 2014 TEDx University of Nicosia. 15/11/2014. Member of the organizing committee, Corporate Identity and User Interface Designer.  
<http://www.tedxunic.com>
- 2013 5th International Conference on Typography and Visual Communication (ICTVC) 4-5 June 2013 | Department of Design & Multimedia, University of Nicosia, Cyprus. <http://www.ictvc.org>  
Member of the organizing committee
- 2013 2nd Interaction Design and Human Computer Interaction Workshop within the framework of the 5th International

Conference on Typography and Visual Communication (ICTVC) 4-5 June 2013 | Department of Design & Multimedia, University of Nicosia, Cyprus. <https://sites.google.com/site/idhciworkshop/>  
Program committee member

2010 4th International Conference on Typography and Visual Communication (ICTVC) 17-19 June 2010 | Department of Design & Multimedia, University of Nicosia, Cyprus.  
<http://www.ictvc.org/ictvc2010/>  
Member of the organizing committee

### **Art Collaborations:**

2001 Paschalis, P., "Music Video for "1974" an original soundtrack of Dr. Michael Hajimichael.

### **Academic Consultancies:**

2021 Hellenic Authority for Higher Education (HAHE). Appointed by HAHE as a member of the team for the external evaluation and accreditation of:

The undergraduate program on Cultural Technology and Communication of the Aegean University, 01/02 to 06/02/2021 (Chair of the committee)

The undergraduate program on Fine Arts (integrated master) of the Athens School of Fine Arts, 29/03 to 03/04/2021.  
(Chair of the committee)

The undergraduate program on Journalism & Mass Communications of the Aristotle University of Thessaloniki, 22/03 to 27/03/2021

The undergraduate program on Communication and Media Studies of the National and Kapodistrian University of Athens, 05/04 to 10/04/2021.

The undergraduate program on Fine Arts and Art Sciences (integrated master) of the University of Ioannina 10/05-15/05/2021

The undergraduate program on Visual and Applied Arts (integrated master) of the Aristotle University of Thessaloniki, 18/05 to 23/05/2021 (Chair of the committee)

2018 Hellenic Quality Assurance & Accreditation Agency (HQA)  
Appointed by the HQA as a member of the team for the external evaluation of the Department of Cultural Heritage Management & New Technologies undergraduate study program of the University of Patras (11 to 17 December, 2018)

2014 Hellenic Quality Assurance & Accreditation Agency (HQA)  
Appointed by the HQA as a member of the team for the external evaluation of the Department of Photography and Audiovisual Arts, TEI, Athens (24 to 28 February, 2014)

#### **Professional Consultancies:**

2014 Cyprus Theatre Organization  
Appointed by ΘΟΚ as a member of the evaluation committee for the design of comprehensive signage for the organization's new premises (offices and theatres). 16/12/2014

1999-2015 Barcode x design station ltd.  
Consultation, art direction, project management and design of selected graphic communication, packaging and multimedia commercial projects.

#### **Academic experience:**

##### **Administrative / University of Nicosia**

2021-pr. Member of the University of Nicosia Internal Quality Assurance Committee (UNIQAC)

2014-pr. Head of the Department of Design and Multimedia.  
Led the department and its programs successfully through reaccreditation by the Cyprus Agency of Quality Assurance (CYQAA) 2021

2009-2013 Associate head of the Department of Design and Multimedia.

2001-pr. Founder and coordinator of the BA program in Interactive Media and Animation. Designed and taught several major courses. Created several self-study and accreditation applications and led it successfully through accreditations by ECTS, SEKAP, ECPU and CYQAA.

**Student Advisory:**

Student advising for degree final projects and dissertations.  
Supervision for the BA final project / dissertation in applied multimedia.  
Student advising on academic and career matters as head of department.

**Competition Advisory:**

2010 Design Advisor. Logipaignion game design and development competition initiated by the University of Cyprus. Entry actualized through collaboration of Multimedia and Computer Science students and won the 2<sup>nd</sup> price.

**Teaching – Courses Designed and Taught - University of Nicosia**

Postgraduate Level

MCOM 574 Interactive Multimedia Development

MDAD 523 Stop Motion Animation

Undergraduate Level

MULT 260 Multimedia Art and Aesthetics

MULT 261 Multimedia Design and Development

DES 316 Interface and Web Design

MULT 360 Interface design and development

MULT 362 Stop Motion Animation

MULT 460 Multimedia Project Management

MULT 484 Applied Multimedia Final Project

**Extra Curricular Activities and other interests:**

Volunteered in Africa on more than one occasion to help care for endangered animal species. Other interests include tai chi, yoga, photography, gardening and cooking.