

Paschalis Paschalis

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Education

Undergraduate work:

HND. 2-year diploma in Graphic Design.

Frederick University, Nicosia, Cyprus. 1992

BFA. 5-year degree in Graphic Design and Fine Arts. Indiana

State University, Terre Haute, IN, U.S.A. 1995

Graduate work:

MA. 2-year degree in Multimedia Design and Animation. Indiana

State University, Terre Haute, IN, U.S.A. 1996

Professional Education:

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)

2014-pr.	Head of the department of design and multimedia
2009-2013	Associate head of the department of design and multimedia.
2008-2014	Associate professor and program coordinator of the applied multimedia BA degree
2002-2008	Senior lecturer and program coordinator of the multimedia computing 2-year diploma and 4-year BSC degree
2001-2002	Lecturer and program coordinator of the multimedia computing 2-year diploma
1998-2001	Lecturer

Other positions and affiliations:

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:

Academy of Interactive Arts & Sciences, Los Angeles. CA, USA.

British Interactive Media Association (bima)

EUROPRIX - ICNM - International Centre for New Media

Funding Obtained:

- 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.

Participation in other applications for Funding:

- 2006 UNOPS, Cultural Heritage Digital Atlas (CHDA) 2006, £99000 Interface designer, Collection or/and creation of all art related media elements.
- 2005 Cyprus Research Promotion Foundation, A Digital Library for Cultural Heritage (Grant for Infrastructure), 2005-2006, £30000. Participant (Multimedia lab hardware & software investigation)
- 2004 UNOPS, "Greek Cypriot and Turkish Cypriot folk stories: An animated interactive website."

Awards/Distinctions:

University Awards

- Frederick University, Cyprus. Best Graduating Student, 1992
- Indiana State University, USA. Scholarship, 1993-96
- Indiana State University, USA. Best Graduating Student of Major, 1995

Lyceum Awards

- Best Graduating Student in Technical Drawing, Pallouriotissa Lyceum, Nicosia, Cyprus. 1988

Art Awards

- Entry selected for the Annual Wabash Valley Juried Exhibition Sheldon Swope Art Museum, Terre Haute, U.S.A, 1996

Languages:

Greek: Fluent
English: Fluent

Research & Publications:

Multimedia Collaboration Projects:

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| 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.

Refereed Journal Publications:

- 2012 Paschalis, P
"In fight against poverty; a poster analysis" in Hyphen typographic forum. March 2012 (pp.71-72)

Refereed Conference Proceedings Publications:

- 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. <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.

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:

- 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:

Animation Film Festivals:

- 2015 Paschalis, P. Zen Morning: A stop motion animation film. Countryside Animafest Cyprus - Views of the World - 14th edition. Pafos, 13-18/07/2015. <http://www.animafest.com.cy> <https://www.youtube.com/watch?v=lcq9kfvZS2M&feature=youtu.be>

Design:

- 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

- 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.

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 CON-TEMPORARY 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:

- 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, 02/05/17-05/05/17, Macerata, Italy.
<http://cortoinaccademia.abamc.it/en/corto-in-accademia-en/the-juries.html>
- 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

Other Scholarly Activities:

Conference organizing:

- 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 I "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

Reviewer:

2015 Member of the reviewing committee (invited external reviewer) Anastasia Filimonova (2015) MA thesis and practicum report. Master of Arts in Digital Media and Communications. University of Nicosia. February 2015.

2012 Member of the reviewing committee (invited external reviewer) Φωτεινή Θεοδούλου (2012) "Η ενσωμάτωση ενός ηλεκτρονικού παιχνιδιού στη διδασκαλία: Μια μελέτη περίπτωσης"
Μεταπτυχιακή Εργασία στο Πρόγραμμα "Θεωρία, Πρακτική και Αξιολόγηση Διδασκαλίας" για απόκτηση μεταπτυχιακού διπλώματος (Master). Πανεπιστήμιο Λευκωσίας. Σχολή Επιστημών της Αγωγής, Οκτώβριος 2012

Art Collaborations:

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

Academic Consultancies:

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

2014-pr. Head of the department of design and multimedia.

2009-2013 Associate head of the department of design and multimedia.

2001-2016 Founder and coordinator of the multimedia computing and applied multimedia programs. Designed and taught a number of major courses. Created several self-study and accreditation reports (SEKAP and ECPU) for the 2-year diploma and 4-year BA degree in Multimedia.

- 2013 Coordination and contribution in the creation of a Masters program in Multimedia Interactive Design and Animation.
- 2012 Contribution in the creation of a Masters program in Communications.
- 2009-2011 ECTS procedure preparation and coordination for the applied multimedia program.

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 2nd price.

Teaching – Courses Designed and Taught

University of Nicosia

Postgraduate Level

- MCOM 574 Interactive Multimedia Development
- MULT 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 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.