

John DiMarco, Ph.D.

Assistant Professor
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Education

Ph.D. – Information Studies

2009

Long Island University, C.W. Post Campus / Palmer School of Library & Information Science

- Research Areas: Technical communication, educational media, and communication design.
- 2005 Elizabeth Reilly Doctoral Merit Scholarship Recipient
- Dissertation Advisor: Dr. Richard Smiraglia
- Dissertation External Advisor: Dr. Frank Brady

M.A. – Communication Design

1998

Long Island University, C.W. Post Campus

B.A. – Communications / Public Relations and Advertising

1992

University at Buffalo

Faculty and Administrative Positions

Assistant Professor (tenure track)

2006-present

St. John's University, Queens Campus, NYC

Division of Mass Communication

Courses taught in the Division of Mass Communication

- COM 1000 - Intro to Mass Communication
- COM 1001 - Intro to Multimedia Communication
- COM 2280 - Intro to 2d Animation
- COM 2283 - 3d animation
- COM 2290 - Media Graphics
- COM 2401 - New Media (online and classroom)
- COM 2403 - Management in Communications (online)
- COM 2600 - Seminar in Communications Research (online and classroom)
- PRL 2100 - Principles of public relations
- PRL 2301 - Public relations writing (online and classroom)
- PRL 3400 - Public relations strategies
- PRL 4601 - Public relations portfolio seminar
- PRL 5000 - Public Relations Internship
- ADV 3200 - Advertising Production
- ADV 4600 - Seminar in advertising portfolio development

New courses written and developed for the Division of Mass Communication

- PRL 4601 - Public relations portfolio seminar
- PRL 3401 - Public relations practicum
- PRL 3402 - Special event publicity
- COM 2280 - Intro to 2d Animation
- COM 2283 - 3d animation
- ADV 3200 - Advertising production
- ADV 4600 - Seminar in advertising portfolio development.
- PRL 2301 - Public relations writing (adapted for online teaching)
- COM 2401 - New media (adapted for online teaching)
- COM 2403 - Management in communications (adapted for online teaching)
- COM 2600 - Seminar in communications research (adapted for online teaching)

- Academic Program Director, Undergraduate Public Relations Program** 2007-present
 St. John's University, Queens Campus, NYC
 Division of Mass Communication
- Director of the Undergraduate Public relations program (approx 200 majors)
 - Founded Public Relations Student Society Chapter (PRSSA) 2011
 - PRSSA Chapter Faculty Advisor
 - Advise and mentor existing and potential students
 - Develop new courses and curriculum
 - Plan and speak at student events and activities
 - Interview and coordinate adjunct faculty
 - Perform program review and assessments. Manage WEAVE online assessment tool
 - Plan and arrange public relations course schedule
- Adjunct Professor** 2005-2006
 St. John's University, Queens Campus, NYC
 Department of Mass Communication
- Courses taught**
- COM 1000 - Intro to Mass Communication
 - COM 2280 - Intro to 2d Animation
 - COM 2283 - 3d animation
 - COM 2290 - Media Graphics
- Adjunct Professor** 2005-2006
 New York Institute of Technology (NYIT), Old Westbury, NY
 Communication Arts Department
- Courses: Undergraduate advertising design, Graduate Motion Graphics, Graduate Web design.
- Assistant Professor (tenure track)** **Tenure track - 2001-2003**
 Long Island University (LIU), C.W. Post Campus, Brookville, NY **Adjunct- 1996-2001**
 Digital Arts and Design Program and Interactive Multimedia Arts Graduate Program
- Taught courses in portfolio development, graphic design, web design, digital illustration, and video editing.
 - Advised BFA and MA thesis projects and senior shows.
 - Scholarship Committee Chair, 2001-2003.
- Assistant Professor (non-tenure track)** 1998-2001
 SUNY Old Westbury, Visual Arts Dept, Electronic Media Design Program
- Taught courses in graphic design, Web design, digital illustration, and video editing.
- Adjunct Professor** 1999-2008
 Nassau Community College, Garden City, NY
 Art Dept. – Digital Technologies Program
- Instructor/Technical Coordinator** 1997-1999
 Long Island University, C.W. Post Campus, Brookville, NY
 Digital Arts and Design Program

Publications

Authored Books

DiMarco, J. 2010. Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques. Hoboken: John Wiley and Sons.

Designed 100 tutorial videos for companion Website: [www.wiley.com/go/digital design](http://www.wiley.com/go/digital%20design)

DiMarco, J. 2006. Web Portfolio Design and Applications. Hershey: Idea-Group.

DiMarco, J. (Ed) 2004. Computer Graphics and Multimedia: Applications, Problems, and Solutions. Hershey: Idea-Group.

Peer Reviewed Articles

DiMarco, J. 2010, edited by L. Tomei. Lexicon of Online and Distance Learning: Citations for the following terms: Learning management system, desktop publishing, digital literacy, digital imagery, subject matter expert, copyright, typography, typeface, web portfolio, and social constructivism. Rowan and Littlefield. (Invited work, distinguished contributing author)

DiMarco, J. 2009. Technical Communication in an Information Society. In The Encyclopedia of Information Science and Technology, Second Edition. edited by M. Khosrow-Pour. Hershey: Idea Group Reference. (Invited chapter)

DiMarco, J. 2008. Toward an Increase in Student Web Portfolios in New York Colleges and Universities. Information Communication Technologies for Enhanced Education and Learning: Advanced Applications and Developments, edited by L. Tomei (Ed). Hershey: Idea Group. (Invited chapter)

DiMarco, J. 2008. Examining Bloom's Taxonomy and Peschl's Modes of Knowing for Classification of Learning Objects on the PBS.org/teachersource Website. (ISKO) International Society of Knowledge Organization 2008 Conference Proceedings.

DiMarco, J. 2008. Teaching Computer Graphics and Multimedia: A Practical Overview. Multimedia Technologies: Concepts, Methodologies, Tools and Applications, edited by Syed Mahbubur Rahman (Ed). Hershey: Idea Group. 41-56. (Invited Chapter)

DiMarco, J. 2008. A Statewide Analysis of Student Web Portfolios in New York Colleges and Universities. Information Communication Technologies: Concepts, Methodologies, Tools and Applications, edited by Craig Van Slyke (Ed). Hershey: Idea Group. 1655-1665. (Invited Chapter)

DiMarco, J. 2007. Women, Smoking and Edward Bernays in 1929 New York: A Case Study of Torches of Freedom. Conference Program, 2007 Researching NY Conference at SUNY Albany.

DiMarco, J. 2007. Web Portfolio Design for Teachers and Professors. Proceedings of the 2007 Information resources management Association International Conference. IGI Global: Hershey.

DiMarco, J. 2007. A Statewide Analysis of Student Web Portfolios in New York Colleges and Universities. International Journal of Information and Communication Technology in Education. 3 (2).

DiMarco, J. 2004. An Overview of Teaching Computer Graphics and Multimedia. Computer Graphics and Multimedia: Applications, Problems, and Solutions, edited by J. DiMarco (Ed). Hershey: Idea-Group. 1-23.

Conference Presentations

Featured Presenter

10/2011 - Campus Technology Forum, (campus Technology Magazine), Long Beach, California.
Presentation Title: E-portfolios and Web portfolios: Advantages, Obstacles, and Solutions to Implementation.

3/2011 - Learning Solutions Conference (E-Learning Guild), Orlando, Florida.
Presentation Title: Building Andragogy into E-learning: Exploring Adult Learning Experiences.
Morning Discussion Moderator: Design and e-learning, Strategies and tips.

8/2008 - (ISKO) International Society of Knowledge Organization Conference: Montreal, Canada.
Paper Title: Examining Bloom's Taxonomy and Peschl's Modes of Knowing for Classification of Learning Objects on the PBS.org/teachersource Website

11/2007 - Researching New York Conference: SUNY Albany, Albany, NY.
Paper Title: Women, Smoking and Edward Bernays in 1929 New York: A Case Study of the Torches of Freedom campaign. Conference Theme: Power and Politics in New York State.

5/2007 - IRMA International Conference: Session Moderator. Managing Worldwide Operations and Communications with Information Technology. Vancouver, British Columbia, Canada.
Paper Title: Web Portfolio Design for Teachers and Professors.

10/2002 - Syllabus Magazine-Campus Technology Fall 2002 Conference, Boston, MA.
Presentation Title: Web Portfolios for Students and Instructors
Conference Theme: New Media and IT Choices for Higher Education

Editorial Activity

Associate Editor / Editorial Review Board Member

International Journal of Information and Communication Technology Education (IJICTE) (2011-2014)

Invited Book Reviewer

Media and Communication Research Methods by Berger (Sage 2010)

Student Research Advisement

McNair Scholars program (undergrad) - St. John's University	9/2010 - 9/2012
Ozanam Scholars program (undergrad) - St. John's University	9/2010 - 9/2012

Committee Work

Information resources committee (chair 2007-2009) - St. John's University	2007-2011
Graduate Council - St. John's University	2009-2011
Scholarship committee - Long Island University	2001-2003

Program Review, Assessment, and Reporting

Program Evaluation Report - Public Relations - St. John's University	3/2010
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Program Reviewer – Digital Arts program at Nassau Community College	3/2008
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Conducted the NYS Academic Program review for the Digital Art and Technologies Program.

University Service

Graduate Council Committee	9/2010-present, 10/2009-2010
Faculty Committee on Information Resources, Chair - 2007-2009	11/2007 -present
PRSSA Faculty Advisor	2011 - present
Faculty Advisor ALPHA PHI DELTA (APD) Italian American national fraternity	2010 - present
Faculty Affairs of the University Senate Committee	9/2008-present
Program advisor (advise approx 75-110 students per semester)	2007 - present
Internship Advisor: Public Relations Program	2007 - present

Professional Projects

Instructional Design, Web Design, Consulting, Training and Continuing Studies

Instructional designer and producer, E-learning Videos - John Wiley and Sons

Designed and produced 100 tutorial videos for companion Website: [www.wiley.com/go/digital design](http://www.wiley.com/go/digital%20design)

E-learning Developer - Kez Consulting/Glaxo Smith Klein E-Learning Project

2010

Developed three modules with 65+ screens for pharmaceutical sales training rollout.
Created navigation, animations, quizzes, and setup LMS specs for final files.

Seminar Developer and Leader - SBDC at SUNY Farmingdale

2009/2010

Presented two seminars on Web Portfolios for Business for the
New York State Small Business Development Center

Design Consultant and Web designer - T3 DOE Grant website

2007-2010

St. John's University Title III Dept of Education Grant: www.T3portal.org
Designed and developed the Website to fulfill the education grant requirements.

Founder and President - Portfolio Village (www.portfoliovillage.com)

2005-present

Massapequa, NY

Instructor - Continuing Education

2006

Molly College, Rockville Centre, NY

Courses taught: Instructional design, digital imaging.

Instructor - Continuing Education

1997-2006

Long Island University, C.W. Post Campus, Brookville, NY

Courses taught: Digital imaging, graphic design, digital illustration, page layout, Web design.

Design Consultant and Trainer

1993-Present

DiMarco Associates, LLC., NY

Corporate Experience

Curriculum Development Specialist

2003-2005

Canon USA, Inc., Lake Success, NY.

Developed e-learning and instructor -led training modules for the imaging systems group.

Courses developed: Canon and the Imaging Industries, Color in the Office,
C3200 product training, and C6800 product training.

Computer Trainer & Consultant

1997-2001

Mac & PC Central - Lloyd Creative Staffing, Melville, NY

Designer / Editor SUNY Farmingdale Alumni Association Newspaper, Farmingdale, NY.	1997-2001
Director of Advertising Super-Nutrition Distributors, Inc., Island Park, NY	1996-1997
Marketing and Public Relations Manager Flexographic Technical Association, Inc., Ronkonkoma, NY	1994-1996
Communications Coordinator Liuski International Inc., Melville, NY	1992-1993

Memberships

Association for Education in Journalism and Mass Communication (AEJMC)	2006-present
Public Relations Society of America (PRSA)	2007-present
Society for Technical Communication (STC)	2005-2009
American Society of Information Science and Technology (ASIST)	2004-2008

Certifications

CDIA+ Certification

IT Industry Exam focusing on digital imaging, document management, and networking October 2004

NYS Technology Teacher Specialization Certification

Passed - Technology Teacher Specialization Certification Exam October 2003

Certificate in Instructional Design

Friesen Kaye Associates October 2003

Technology and Applications

Operating Systems — Mac and Windows XP

Proficient in application and teaching of:

Graphic Design: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and QuarkXpress

Web Multimedia: Adobe Flash, Adobe Dreamweaver, and Adobe Fireworks

Instructional Design: Adobe RoboHelp, Adobe Captivate, Camtasia Studio, WebCT & Blackboard

Video, Motion, and 3d : Apple Final Cut Pro Suite and Adobe Premiere, Adobe After Effects and Maya

Business Apps: Adobe Acrobat, MS Word, and MS PowerPoint