

# Curriculum Vitae

## 2011

**Franklin Oros**

Associate Professor

College of Art

Sam Fox School of Design & Visual Arts

Washington University in St. Louis

## **Franklin Oros**

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### **CURRICULUM VITAE**

#### *Education*

##### **WESTERN MICHIGAN UNIVERSITY**

Bachelor of Science 1975  
*Major:* Communication Arts & Sciences  
Emphasis on filmmaking and broadcast media  
*Minor:* Music  
Emphasis on performance and composition

#### *Academic Experience*

##### **ASSOCIATE PROFESSOR 2005-PRESENT**

##### **AREA COORDINATOR 2005-2007**

Communication Design  
Undergraduate and Graduate Studies  
College of Art  
Sam Fox School of Design & Visual Arts  
Washington University in St. Louis

##### **PROJECT DEVELOPMENT/GRADUATE SEMINAR**

##### **COLLABORATIVE TECHNOLOGY CENTER**

##### **COLLEGE OF ART**

##### **GRADUATE PROGRAM**

##### **2009-PRESENT**

Video and sound narrative seminar instructor and one of three faculty assisting in the development of a graduate emerging media center.

##### **VISUAL COMMUNICATIONS RESEARCH STUDIO (VCRS)**

##### **LEAD FACULTY FOR PROJECT DEVELOPMENT**

##### **2005-2008**

Assisting in acquiring, planning and implementing various projects involving faculty and student collaborative research.

##### **ASSISTANT PROFESSOR 1999-2004**

Visual Communications-Undergraduate Studies  
College of Art  
Washington University in St. Louis

##### **ADJUNCT INSTRUCTOR 1995-1999**

Visual Communications-Undergraduate Studies  
College of Art  
Washington University in St. Louis  
and  
Communication Department  
Undergraduate Studies-Advertising  
Saint Louis University

## *Courses Taught/Developed*

### **MAJOR COURSES**

Senior Advertising Studio 1&2

*Advanced art direction, copy writing, print and broadcast production, and message strategy*

Senior Thesis Studio, all concentrations

*Capstone independent research project*

Junior Advertising Studio 1&2

*Introduction to art direction, copy writing, and message strategy*

Visual Communications “Boot Camp”

*Junior experiential seminar on visual form*

### **CORE COURSES**

Durational Systems

*An introduction to basic concepts of art and design in space and time studied through sound, motion, and performance.*

### **ELECTIVES**

Video Documentary

*Interdisciplinary course that provides students in various areas of study with an introduction to visual documentation, narrative development, and video production within a communication context.*

The Madagascar Project: Community Development Initiative  
Courtesy Assignment

*Assisting lead business and law school faculty and Missouri Botanical Garden Community Conservation staff in Madagascar in managing course that addresses the complexity and challenges of balancing social, cultural, environmental, economic, legal, and political factors in rural subsistence agriculture communities of developing countries. Continuing video documentation of conservation and economic development in rural Madagascar.*

History of Advertising

*An introduction to 400 years of brand advertising, its evolution, and its makers, via multi-media presentations and discussions.*

Visual Communications Research Studio (VCRS)

*Lead faculty in this experiential learning environment for visual communications undergraduates and post-baccalaureate fellows that is directly enriched by projects involving faculty research in graphic design, messaging, image-making and/or strategic planning.*

Visual Communications & Business

*Cross-disciplinary introduction to message strategy and communication design for presentations and marketing*

The Art of Advertising  
*Cross-disciplinary introduction to advertising design,  
copy writing, and message strategy*

Sound Design  
*Cross-disciplinary introduction to sound design  
and audio production for film and broadcast*

Create Studio  
*Applied learning through client-driven projects for  
Visual Communications majors*

The Art of Persuasion  
*Introduction to message strategy through the  
exploration of audience insights*

New Product Introduction  
*Collaborative elective for Visual Communications  
and Business students and faculty in applied learning  
through a semester-long, client-driven branding project*

### **VCRS Research Projects**

**The Skandalaris Center for Entrepreneurial Studies  
Branding Project 2008-09**  
*Managed and creative directed project and collaborated  
with the Washington University Marketing Association  
and the area of Communication Design to create a  
branding strategy and visual system for the Skandalaris  
Center, a catalyst for entrepreneurial activity.*

**“The Value of Design” Video 2008**  
*Collaborated with VCRS fellow, faculty and undergraduates  
to produce video on the history of design, its global value,  
and the role which the VCRS plays in the world of design.*

**Prosperity Exchange Project 2008**  
*Co-managed and collaborated with VCRS fellow and  
undergraduates to brand organization that certifies economic  
transactions involving fair trade products.*

**St. Louis Continuum of Care Branding and Homeless Summit  
2007**  
*Collaborated with VCRS fellow and undergraduates to  
brand regional human service organization and produce  
promotional materials for the organization’s summit on  
the “10-Year Plan to End Homelessness”.*

**Healthy Youth Partnership (HYP) Project 2007**  
*Managed undergraduates in developing broadcast  
communications and hands-on exhibits to promote  
healthy lifestyles among elementary school age  
urban youth for HYP human service organization.*

**Nestle Purina Petcentric Project 2006**  
*Co-managed undergraduates in developing concepts to  
evolve the Purina pet product brand’s online experience.*

**National Park Foundation Branding Project 2005**  
*Managed VCRS fellows and MBA students in branding  
line of apparel offered by American National Parks system.*

**Washington University School of Art Graduate Program 2005**  
*Managed development of promotional materials by VCRS  
Fellows*

**VCRS Branding 2005**  
Managed VCRS brand development by VCRS fellows

## ***Non-Mandatory Service***

### **"A LONG STORY SHORT" EDUCATIONAL VIDEO 2011**

Working with the Community Service Office at Washington University to produce a short video that introduces new students to the greater St. Louis metropolitan area.

### **GERIATRIC RESEARCH PROJECT VIDEO DOCUMENTATION 2011**

Collaborated with graduate students and faculty of the Washington University Department of Psychology to conduct 35 interviews of Missouri and Illinois artists over the age of 70 to help determine the impact on and importance of creative activity to the aging population.

### **MADAGASCAR COMMUNITY DEVELOPMENT INITIATIVE LEAD FACULTY MEMBER 2008-PRESENT**

Course focuses on implementing a grass roots community development program in cooperation with Missouri Botanical Garden's Community Conservation Program in Madagascar. The class integrates conservation goals and self-directed economic growth initiatives in rural subsistence communities. Includes three weeks of travel to Madagascar.

### **LECTURE: THE VALUE OF DESIGN 2009-PRESENT**

Guest Lecturer in Management Communications courses at the Olin School of Business in collaboration with Sharon Cannon, Director of the Olin Management Communications Lab.

### **MEMBER ENTREPRENEURIAL CURRICULUM SUB-COMMITTEE 2008-2011**

Committee formed by Kauffman Partnership to create interdisciplinary entrepreneurship educational programs, develop new courses, enhance existing courses, and promote cross-disciplinary student collaboration.

### **FELLOW FOR THE CENTER FOR ETHICS & HUMAN VALUES 2003-2010**

*Served in Program Development and Community Service*

for campus organization that provides open forums for discussion of ethical and moral questions and serves as a resource and support organization for faculty, students, and members of the community involved in projects that deal with essential human values.

*Branded the organization* and managed development of promotion materials through the VCRS.

*Moderated panel of advertising experts* for “Ethics in Advertising” forum, one of several “Ethics Nights”.

**GUEST SPEAKER - PRE-PRESIDENTIAL DEBATE FORUM  
EDISON THEATRE, WASHINGTON UNIVERSITY  
2008**

Spoke about political advertising on debate night.

**LECTURE: THE BUSINESS OF ELECTIONS  
2008**

Spoke to Olin School of Business students regarding the branding and marketing of presidential candidates.

**SHEARWATER SCHOOL PROJECT  
2008**

Collaborated with team of graduate social entrepreneurs and undergraduates to brand a network of schools for urban homeless and highly mobile youth.

**“A DAY”  
SAM FOX SCHOOL VIDEO OVERVIEW  
2007**

Produced short video and composed soundtrack for a compendium of student work representing Sam Fox School of Design & Visual Arts.

**CHEVY SUPERBOWL COLLEGE AD CHALLENGE  
2006**

Mentored a team of undergraduates as they competed in Detroit as finalists to win the privilege to produce a Super Bowl TV commercial for Chevrolet.

**BOSTON PORTFOLIO DAY  
2006**

Reviewed high school art and design portfolios in Boston, MA for School of Art admissions office.

**COLLEGE OF SURGEONS CURRICULUM DEVELOPMENT  
2005**

Collaborated with faculty from the Washington University School of Medicine to develop a curriculum for medical professionals on the use of broad-based media in communicating critical health information to the public.

**GUEST SPEAKER - 2004 PRE-PRESIDENTIAL DEBATE FORUM  
EDISON THEATRE, WASHINGTON UNIVERSITY  
2004**

Spoke about political advertising on debate night. Interviewed by BBC radio network and KMOV St. Louis.

**FACULTY ASSOCIATE/RESIDENTS LIFE PROGRAM  
2004**

Worked with RAs to provide faculty interaction, counsel and cultural programs for freshmen class.

## **INTERVARSITY FACULTY ADVISOR**

**2003-2004**

Collaborated with and provided counsel to leadership and students in Intersivity Christian Student Organization.

## **Professional Activity**

### **"A SHOW OF STRENGTH"**

**DOCUMENTARY 2011**

Working under a CALOP grant to produce a documentary that focuses on the activities of the Community CollabARTive, an organization that unites professional artists with residents of a transitional housing program for homeless men. The film addresses prejudices toward the homeless and demonstrates how, through shared creative processes, talents are discovered and nurtured, self-sufficiency is motivated and individuals improve not only their quality of life, but that of the community in which they reside. The project is also supported by the Regional Arts Commission and Missouri Arts Council.

### **"MATURITY AND ITS MUSE"**

**DOCUMENTARY 2011**

Collaborated with Washington University Psychology Department and the Maturity and its Muse not-for-profit corporation to produce a documentary that pays tribute to productive aging through the arts.

### **"SPIKE"**

**A RADIO DRAMA 2011**

Collaborated with graphic novelist Tim Lane to translate the illustrated short story *Spike* into audio form.

### **"THE MADAGASCAR PROJECT"**

**2008-PRESENT**

Video documentation of social entrepreneurship ventures combined With conservation initiatives between Washington University and Missouri Botanical Gardens in rural Madagascar.

### **AFRIKY LOLO**

**PROMOTIONAL TRAILER 2010**

Collaborated with artistic director Diadie Bathily to produce a promotional video for *Sundiata*, a stage production presented by the dance and drumming troupe, Afriky Lolo.

### **"THE PASSENGER"**

**SHORT EXPERIMENTAL FEATURE**

**2010**

Collaborated with graphic novelist Tim Lane to translate his Illustrated novel *The Passenger* into video form. Winner of best Screenplay at the Cinema St. Louis Filmmakers Showcase 2010.

### **"10 YEARS TO HOME"**

**DOCUMENTARY**

**2008**

Received Dean's Activity Grant from Sam Fox School to produce video documentary on the "10-Year Plan to End Homelessness" in collaboration with the regional government's Continuum of Care human service office.

**INOBT (I KNOW BETTER) PUBLIC SERVICE CAMPAIGN 2008**

Collaborated with St. Louis advertising firm to create multi-media campaign to prevent sexual exploitation of minors on the web.

**PERIO PROTECT MARKETING CAMPAIGNS 2007 - PRESENT**

Managed marketing and advertising efforts for international company that creates and manufactures breakthrough medical device for treating oral disease.

**"STARKDALE, OHIO" SOUND DESIGN 2007**

Worked with St. Louis production company to compose/arrange music and create sound design for "Starkdale, Ohio" a 10-minute experimental animated film.

**SIFE (STUDENTS IN FREE ENTERPRISE) MESSAGING 2007**

Engaged by St. Louis advertising firm to develop message strategy for not-for-profit organization that educates people on market economics, entrepreneurship, and business ethics through educational outreach.

**CUTTER RADIO CAMPAIGN 2007**

Worked with St. Louis advertising firm to create 60-second radio commercials for Cutter Insect Repellent.

**FONTBONNE TV CAMPAIGN 2006**

Contracted by St. Louis advertising firm to create 30-second television commercials for Fontbonne University.

**SLU TV CAMPAIGN 2006**

Collaborated with independent St. Louis broadcast producer to create 30-second television commercials for Saint Louis University.

**MISSOURI BAPTIST HOSPITAL HEART EXHIBIT 2006**

Collaborated with faculty, fellows and undergraduates to create an in-hospital exhibition space that educates patients and public about cardiac health and medical procedures for Missouri Baptist Hospital's cardiac unit.

**SPI BRANDING 2005**

Worked with St. Louis design firm to brand product line for Atlanta, GA company that creates natural stone surfaces for home remodeling.

**MONSANTO MYSCI PROJECT 2005**

Collaborated with faculty, fellows and undergraduates to create and brand a hands-on life science curriculum including course materials and a traveling trailer featuring interactive exhibits and life environments.

**NESTLE PURINA R&D 2004**

Contracted by Nestle Purina Company to develop concepts for gourmet style dog treats targeted to a 'high-end' pet-owning audience.

**AT&T BRANDING 2004**

Engaged by San Francisco marketing firm to develop branding plan for new AT&T digital phone service.

**SIEGEL-ROBERT, INC. MARKETING 2003-2004**

Created marketing, advertising and communications plans for diverse, automotive parts manufacturing firm with a presence in 92 countries.



**WILLERT/BOWL FRESH 2004**

Worked with St. Louis advertising firm to create 30-second television commercial for the Willert Company's Bowl Fresh Septic Tank and Toilet Bowl Cleaner.

**ST. LOUIS ZOO 2004**

Worked with St. Louis ad firm to create poster for zoo's annual animal adoption fundraising program.

**THE JONES COMPANY/CENTEX 2004**

Contracted by St. Louis Advertising firm to create newspaper and radio advertising and brochures for the Jones Company national homebuilders.

**RANKEN TECHNICAL INSTITUTE 2003**

Engaged by St. Louis ad firm to create billboard and radio recruitment advertising for St. Louis Technical Institute.

**COUNSILMAN/HUNSAKER 2003**

Engaged by the firm to generate names for a new consulting division that assists companies and organizations in recreational space allocation and planning.

**GIRLS & BOYS TOWN OF MISSOURI 2003**

Worked with St. Louis ad firm to create print campaign to inform public of housing assistance, emotional help and treatments Boys & Girls Town provides for abandoned, abused and troubled children in Missouri communities.

**FONTBONNE UNIVERSITY BRANDING/ADVERTISING 2003**

Contracted by St. Louis ad firm to script and produce newspaper and radio campaigns to increase awareness of academic programs.

**48-HOUR FILM PROJECT 2003**

Collaborated with colleagues, students and other creatives to produce eight-minute film in 48 hours for national competition.

**ST. MARY'S HEALTH CENTER FOUNDATION 2003**

Engaged St. Louis ad firm to create booklet for St. Mary's Health Center Foundation targeting private and corporate donors.

**RESURRECTION OF THE SHROUD EXHIBIT 2003**

Worked with St. Louis design firm to co-create *Resurrection of the Shroud: A Merging of Faith and Science* exhibit; environmental immersion exhibit based upon the Shroud of Turin. *Exhibit* was housed in 4000 square foot hall on grounds of The Shrine of Our Lady of the Snows, Belleville, Illinois.

**COCA-COCA GLOBAL 2002**

Engaged by St. Louis ad firm to create concepts for special events to promote Coke internationally.

**QUIZNO'S 2002**

Contracted by St. Louis ad firm to create promotional signage and printed materials to competitively reposition Quizno's in the fast food marketplace.

**GOOD MORNING SLEEP SYSTEM 2002**

Worked with St. Louis ad firm to create advertising campaign to introduce hybrid coil and air mattress system to the retail trade.

**ALCOHOLICS ANONYMOUS 2002**

Engaged by St. Louis production company to create television campaign for the not-for-profit organization.

**EXPLORERTRAVEL.COM 2002**

Engaged by St. Louis ad firm to create magazine and direct mail advertising introducing Internet business that connects high-end hunters' market to remote outfitters, sporting guides, hunting camps and resorts.

**GIRLS AND BOYS TOWN OF AMERICA 2001**

Contracted by St. Louis production company to create magazine and poster campaign for Girls and Boys Town Hotline providing physical and emotional assistance to troubled teens and parents.

**MISSOURI TOURISM 2001**

Worked with St. Louis ad firm to newspaper campaign.

**UNITED HEALTH CARE 2001**

Worked with St. Louis ad firm to create 10-minute video and series of brochures to introduce benefits of new health care system.

**ST. LOUIS ZOO 2001**

Worked with St. Louis ad firm to create print, outdoor, transit and broadcast advertising for new exhibits.

**ANHEUSER BUSCH 2000**

Engaged by St. Louis ad firm to provide research and development for new Anheuser Busch brands and products such as Lemon Brew and new lager to compete with European imports.

**BACARDI 8 2000**

Contracted by St. Louis ad firm to create Wall Street Journal campaign to introduce Bacardi 8 Rum.

**JOHN DEERE 2000**

Created 28 radio commercials representing promotions for all John Deere agricultural implements.

**TV GUIDE 1999**

Engaged by CBS affiliate to create four-minute sales film, 30-second television spot and 60-second radio spot to introduce *TV Guide* magazine's new on-air cable guide.

**AMERICAN KIDNEY FOUNDATION 1999**

Worked with St. Louis ad firm to create transit and billboard advertising to incite public to donate used cars to benefit medical research.

**CREATIVE DIRECTOR: VERITAS ADVERTISING, ST. LOUIS  
1997-1999**

*Keyclients:* Mitsubishi HVAC Division, Volvo America, Marriott Properties, Penn Racquet Sports, National General Auto Insurance, John Deere Health Care

**FREELANCE CREATIVE DIRECTOR/WRITER/PRODUCER, ST. LOUIS  
1995-1997**

*Keyagencyclients/accounts:*

**D’Arcy Advertising, St. Louis/Chicago:** Southwestern Bell

**Glennon Advertising, St. Louis:** Red Wolf Beer, BMW, Roundup Weed Killer, Popeye’s Chicken

**Jacobsen Advertising, St. Louis:** Bissinger’s Confections, Volvo America, Gared Sports

**Waylon Advertising, St. Louis:** US Healthcare, Busch Beer, Red Lobster

**Advertising Savants, St. Louis:** St. Louis Zoo, Lutheran Medical Center (St. Louis), St. Louis University

**CREATIVE DIRECTOR: CREATH/JACOBSEN ADVERTISING, ST. LOUIS  
1989 – 1994**

**Keyclients:** Big Brothers, YMCA, Pagoda Trading Company (division of Brown Shoe), Gared Sports, Volvo America, Marriott Properties

**ASSOCIATE CREATIVE DIRECTOR: GARDNER ADVERTISING, ST. LOUIS  
1986 - 1989**

**Keyclients:** Meow Mix, Puppy Chow, Dog Chow, Pets for People, Ralston Cereals, Mazzio’s Pizza, Southwestern Bell Yellow Pages, Mercury Outboard, Barnes Hospital (St. Louis)

**SENIOR WRITER/PRODUCER: THE SAVAN COMPANY, ST. LOUIS  
1983 - 1985**

**Keyclients:** Kretschmar Hams, Holten Meats flash frozen foods, Dierberg’s supermarkets, Wehrenberg Theatres, Lodge of the Four Seasons Ozark resort community and numerous retailers and savings and loans nationally

**SENIOR WRITER: KRUPNICK ADVERTISING, ST. LOUIS  
1981 - 1982**

**Keyclients:** Old El Paso Foods, Banquet Foods, Southern Comfort, Golden Dipt coating mixes

**WRITER: DOTY, PHILLIPS & LAING, INC., BATTLE CREEK MICHIGAN  
1978 - 1980**

**Keyclients:** Kellogg’s Cereals, Clark Equipment Company heavy industrial and contractor equipment, Handy Things convenience items, Aeroquip Hydraulic Hose Division

**WRITER/PRODUCER: ADVENTIVE INC. KALAMAZOO MICHIGAN  
1976 - 1978**

Co-founded this retail advertising boutique in Kalamazoo, Michigan.  
**Keyclients:** Dairy Queen regional, National Auto Brokers Association, Toyota Dealers Association (regional)

**WRITER/DIRECTOR/VOICETALENT: FIVE FINGER SALUTE  
KALAMAZOO & DETROIT 1973 to 1975**

This weekly, 30-minute satirical radio theatre began airing regionally in Michigan markets and by 1975 was syndicated throughout the Midwest.

**Awards, Honors & Grants**

**CALOP, REGIONAL ARTS COMMISSION,  
MISSOURI ARTS COUNCIL GRANT 2011  
“A SHOW OF STRENGTH”  
VIDEO DOCUMENTARY**

**DEAN'S CREATIVE ACTIVITY RESEARCH GRANT 2008**

Awarded for video documentary "10 Years to Home", a progress report on St. Louis' 10-Year Plan to End Chronic Homelessness.

**DEAN'S CREATIVE ACTIVITY RESEARCH GRANT 2008**

Awarded for video documentary "10 Years to Home", a progress report on St. Louis' 10-Year Plan to End Chronic Homelessness.

**FOUR NATIONAL ADDY AWARDS 1998-2001**

Awarded for Explorer.com, St. Louis Zoo, and Penn Racquet Sports advertising

**THIRTY-TWO REGIONAL ADDY AWARDS 1993-2001**

Awarded for work including VOLVO America, Gared Sports, Marriot Hotels, GMC Insurance, Penn Racquet Sports, Babolat, Boys Town of America, and St. Louis Zoo

**FOUR TAM AWARDS 1991, 1993, 1999**

Awarded for work on Gared Sports, Brown Footwear, and Penn Racquet Sports

**FOUR MARCONI RADIO AWARDS 1991, 1993, 1999**

Awarded for work on VOLVO America, Citizen's Bank, and Bissinger's Confections

**COMMUNICATION ARTS (CA) MAGAZINE ADVERTISING ANNUAL 1996**

Displays of advertising work for VOLVO America.

**PRINT MAGAZINE DESIGN ANNUAL 2000/1994**

Displays of advertising work for Penn Racquet Sports and VOLVO America.

**CLIO SILVER MEDAL 1994**

Awarded for VOLVO America advertising

**MOBIUS AWARD 1993**

Awarded for VOLVO America advertising

**ART DIRECTION MAGAZINE CREATIVITY CERTIFICATE OF DISTINCTION 1993**

Awarded for VOLVO America advertising

**ADDY BEST OF SHOW 1993**

Awarded for VOLVO America advertising

**NEW YORK ADVERTISING FESTIVAL CERTIFICATE OF DISTINCTION 1992**

Awarded for St. Louis Hotel Association advertising

***Skills & Interests***

Videography/Digital editing  
Digital Sound Design  
Voice-Over Acting  
On-Camera Acting  
Music Arranging/Composition  
Keyboards/Trombone  
Lyricist/Vocalist