

# JOHN DELACRUZ

2 Higher Woodcroft, Leek, Staffs, ST13 5QF  
+441538371609 / +447747031856  
j.p.delacruz@staffs.ac.uk / @johndelacruz /  
www.advertisingatstaffs.blogspot.com

D.O.B. 11.04.1968

## CURRENT ROLE

Award Leader: BA(Hons) Advertising & Brand Management  
International Programme Adviser: Advertising and Graphics

## CURRENT EMPLOYER

Staffordshire University, Faculty of Arts, Media & Design,  
College Road, Stoke-on-Trent, ST4 2XN

## PROFILE

I joined Staffordshire University as Lecturer in Graphic Design History in the School of Art and Design in 1999, with extensive experience of Art and Design Education at Secondary Level, Further and Higher Education. Specialist areas include brand communications, interactive communications, social and interactive media, popular culture and graphic design.

I have been involved in extensive course development and building links with industry – Fallon, DDB London, LBi London, BBH, Pentagram, VCCP, Tequila, Crayon, Dare and other London-based Advertising and Design Agencies; Strawberry Frog and Bandujo Advertising and Design in New York; and The One-Off, Big Communications, Propeller, Tamba Digital and Yes Agency in the North West and West Midlands. These links have resulted in visits, live briefs, student placements, internships and jobs. I have also developed links with business that have resulted in live briefs for students.

Research projects have included recent collaborative work with Yes Agency on Community Marketing; published work in the sector of men's magazines and notions of masculinity, particularly within the Lad's Mags sector; home-style magazines and notions of gender and modernity. I am currently engaged in developing the use of social media within a creative, studio-based educational context.

My role as International Programme Adviser has enabled me to develop links across European Institutions and I have successfully engineered a franchise arrangement between Werbeakademie, Vienna and Staffordshire University. I have been actively involved in the promotion and marketing of the Faculty and the University as a whole, new product development in both Undergraduate Awards and Foundation Degrees as well as working with overseas partners on course delivery.

I was awarded a BA(Hons) in Fine Art at Hull School of Art and Design, Humberside Polytechnic. This was followed by a PGCE in Art and Design Education at Leicester Polytechnic (De Montfort University); a BA(Hons) in Design History and Material Culture at the University of Central Lancashire and an MA in History of Art and Design at Manchester Metropolitan University.

I have previously held a number of full and part time teaching posts at Schools, Colleges and Universities throughout the North-West and Midlands and am the current president of Edcom, the education wing of the European Association of Communications Agencies.

## **EDUCATION**

1997-1999	MA History of Art and Design Manchester Metropolitan University
1995 -1997	BA(Hons) Design History and Material Culture 2:1 University of Central Lancashire
1991-1992	PGCE Art and Design Education Leicester Polytechnic
1987-1990	BA(Hons) Fine Art 2:1 Humberside Polytechnic
1986-1990	Foundation Studies in Art and Design Watford College of Art and Graphic Design

## **CURRENT JOB**

Award Leader, BA(Hons) Advertising and Brand Management  
International Programme Adviser, Advertising and Graphics

## **RESPONSIBILITIES**

- Award leadership
- Industry liaison
- Course development including new products
- Module development, liaison with Design and other courses
- Management of staff on a range of cross-discipline modules
- Student support
- Teaching, assessment and management of modules
- Developing online teaching material and courses for overseas delivery
- Quality assessment and enhancement at overseas partners
- Building international partnerships
- Keeping up to date with academic and industrial developments
- A member of various University Boards
- Recruitment talks/workshops in colleges/schools
- Attendance at recruitment fairs nationally
- Developing recruitment material and liaising with Programme Area staff and students re recruitment activities
- Conducting Admissions interviews

## **SPECIALISMS**

- Social and Interactive Media
- Brand Communications
- Advertising Planning and Strategy
- Creative Direction and Copywriting
- Advertising and Brand Management
- Design Studies
- Graphic Design
- Photography
- Community Marketing

## **OTHER ROLES**

2011-2013 President of Edcom, EACA

## TEACHING EXPERIENCE

- 1999 - **Staffordshire University**  
Faculty of Arts, Media & Design  
Award Leader BA(Hons) Advertising and Brand Management  
Senior Lecturer / Personal Tutor  
Recruitment, Marketing and Widening Participation
- 2010-  
2005 - 2009 International Programmes Adviser: Advertising and Graphics  
2005 - 2008 Foundation Degree Link Tutor  
International Programmes Adviser: BA Mass Communications,  
Shelton College, Singapore
- 1999 - 2007 Senior Lecturer: Design Management, Graphic Design
- 1997 - 1999 **University of Central Lancashire**  
Part time Lecturer Design History / Advertising (Fashion Promotion)
- 1997 - 1999 **Manchester Metropolitan University**  
Part time Lecturer Design Studies
- 1997 - 1999 **Lancaster and Morecambe College**  
Part time Lecturer Design Studies:  
BTEC Graphic Design  
GNVQ Art and Design
- 1997 - 1998 **Liverpool Hope University College**  
Part time Lecturer Art History & Design History
- 1992 - 1993 **Queen Katherine School, Kendal**  
Teacher in Art and Design  
Form Teacher
- 1991 - 1992 **Rawlings School and Community College**  
Teacher in Art and Design

## INDUSTRIAL EXPERIENCE AND PUBLICATIONS

- 2011 **Conference Paper on Ubiquitous Learning: Using Social Media to Enhance Studio-Based Learning**  
University of California, Berkeley, California, USA
- 2011 **Workshop on Social Media Spaces**  
Staffordshire University, Stoke-on-Trent, UK
- 1998 - 2000 **Conference Papers on Identity and Print Media:**  
Turku, Finland; Loughborough, Nottingham, and Stoke-on-Trent, UK
- 1993 - 1995 **Freelance Graphic Artist**  
Creation and construction of Artworks and Brand Identities
- 1991 - 1992 **Rawlings School and Community College**  
**Artist in Residence**  
Creation and construction of Artworks  
Leading workshops with students  
Exhibition of work (held permanently)
- 1990 **Humberside Education Authority**  
**Artist Recorder**  
Creation of artworks accompanying schools visits to Venice  
Touring exhibition of artworks  
Leading workshops with students
- 1990 **University of Hull**  
**Freelance Artist**
- 1989 **Hull City Council**  
Screen-printing workshops with disadvantaged teenagers
- 1989 - 1990 **Hull School of Art and Design**  
**Artist**  
Miniature Print Exhibition  
Group Exhibition

## EXTERNAL EXPERIENCE

- 2011-2015      **External Examiner:** University of East London,  
BA(Hons) Advertising
- 2009-2013      **External Examiner:** University of Salford  
BA(Hons) Design Futures and BA(Hons) Design Management
- 2011            **External Adviser:** Leeds Met University at Newcastle College  
Revalidation FD Graphics and FD Advertising
- 2011            **International Programme Adviser:** Werbe Akademie, Vienna  
Validation BA(Hons) Advertising and Brand Management and  
BA(Hons) Graphic Design
- 2010            **Internal Adviser:** Staffordshire University  
Validation BA(Hons) Cartoon and Comic Arts
- 2009            **External Adviser:** University of Chester  
BA(Hons) Advertising and BA(Hons) Graphic Design
- 2009            **External Adviser:** Stafford College  
FD Fashion Design

## MEMBERSHIP OF PROFESSIONAL BODIES

- 2011-2013      Edcom (European Association of Communications Agencies Educa  
tional Foundation ) - President
- 2007-2011      Edcom (European Association of Communications Agencies Educa  
tional Foundation ) - Academic Board
- 2005 -            IDM
- 2002 -            D&AD
- 1999 - 2006      Design Management Institute
- 1995 - 2003      Design History Society
- 1997 -            NATFHE/UCU

## REFERENCES

### **Barbara Ridley**

Awards Manager  
Faculty of Arts, Media and Design / Staffordshire University  
College Road / Stoke-on-Trent / ST42XN  
b.m.ridley@staffs.ac.uk / +441782294415

### **Shawn Kelly**

Vice President, Creative Director/Copy  
Bandujo Advertising and Design  
22w 21st Street, 8th Floor / New York / NY 10010  
skelly@bandujo.com / 212.332.4106

### **Amanda McDonald**

Director  
Yes Agency  
12 Brookside Business Park / Uttoxeter / ST14 8AU  
amanda.mcdonald@yesagency.co.uk / +441889564931