

Curriculum Vitae

KOFI NYAME AMOAKO-AGYEMAN

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QUALIFICATIONS

- 2011 - PHD (Health Psychology/Communication), Manchester, UK, 2011.
- 2004 - MEd. Communication, Education and Technology, Manchester, 2004.
- 2000 - Graduate Certificate, Advanced Course in Textbooks and other Learning Materials, London.
- 1993 - Bachelor of Arts, Art (Graphic Design), KNUST, Ghana

INSTITUTIONS ATTENDED WITH DATES

- 2007 – 2011 The University of Manchester, School of Education, UK.
(2005 – 2007 *The University of Manchester, UK: Research Methods*).
- 2003 – 2004 The University of Manchester, School of Education, UK.
- 2000 (Oct-Dec.) University of London, Institute of Education, UK.
- 1989 – 1993 University of Science and Technology, Kumasi, Ghana.

WORK EXPERIENCE

- 2013 - (2019 to date) *Senior Lecturer*, Kwame Nkrumah University of Science and Technology, KNUST
- 2021 - Jan. 2023 *Faculty Examinations Officer* Faculty of Art, KNUST
- 2017 - 2021 *Department Examinations Officer* Department of Communication Design, KNUST
- 2004 - 2005 *Market Researcher*, Manchester City Council, UK (Part-time).
- 2002 - 2003 *Manager*, National Health Learning Materials Centre (NHLMC, Project), Kumasi.
- 1997 - 2002 *Team Leader*, Nationwide Readability Testing: Public Health Materials & health manuals.
- 1993 - 2002 *Health Educator/Researcher/Graphic Designer*, (NHLMC/ Health Education Project).
(1995 - 2003 *Consulting services in research, material development and facilitation: Care Int., World Vision Int., Catholic Relief Service, Eli Lilly, UNICEF, WHO*).

Online Presence: Researchgate, LinkedIn, Google Scholar, Facebook

PUBLICATIONS – Journal Articles Published

Amoako-Agyeman K. N., Adinkrah, L. K. K., Eshun, E. F. (2019). The Impact of Corporate Visibility on Image and Credibility of Radio Stations in The Kumasi Metropolis. *Journal of Business Management and Economic Research (JOBMER)*, Volume 3, Issue 7, 2019. ISSN: 2602-3385.

Boamah, A, Amoako-Agyeman, K. N., Yankson deGraft, P. and Akyiaw, S. O. (2018). Ethical Policy on Advertising Effectiveness: It's implementation on Television Advertising in Ghana, *International Journal of Psychology and Education*, Vol. 1, December, Pg. 129.

Eshun, E. F. & Amoako-Agyeman, K. (2016). Measuring Creativity with Divergent Thinking Tasks: Communication Design Students' Experience. *Int. Journal of Innovation, Creativity & Change*. Vol. 2 Issue 4.

Amoako-Agyeman, K. N. (2016). Key Beliefs Underlying Students' Behaviour and Decisions towards HIV/AIDS: Implications for Educational Interventions, *Austin J HIV/AIDS, Res 2016*; 3(3):1028. ISSN: 2380-0755, US.

Amoako-Agyeman, K. N. (2012). Adolescent Religiosity and Attitudes to HIV and AIDS in Ghana, *SAHARA-J: Journal of Social Aspects of HIV/AIDS*: 9:4, 227-241, Routledge, UK.

PUBLISHED BOOKS including ISBNs

Sintim-Amankwah, C. (2017). I am Risen with Christ, ROGIM Series 1. Amoako-Agyeman, K. N. (ed). Kumasi, Ghana. ISBN 978 988 2 5429 2.

Amoako-Agyeman, K. N. (2012). The Adolescent Religiosity & Attitudes to HIV/AIDS in Ghana: Understanding the Perspective of the Ghanaian Adolescent [Paperback, 300 pages] by LAP Lambert Academic Publishing, Saarbrucken. ISBN-13: 978-384843347.

- **Editor, Writer & Producer**, *OCTIC Vision*, a Christian magazine, 2001-2003; 2013 to date.
- **Editor**: Living Waters Chapel, (Assemblies of God) Magazine, 25th Anniversary, 2018

Research Projects (Current and Past Projects)

- Stigmatisation, An Epidemic of HIV Infection; Students Perception Towards People Infected (2019).

RESEARCH & TEACHING INTERESTS

- Visual, Health and Development Communication; Design Thinking Processes
- Visual Literacy and Culture; Development of Learning Materials.
- Effect of Socio-Cultural Values on Attitude; Education Strategies to Behaviour change.
- Relationships Between Media (Technologies), Culture and Society: impact on Communication Processes.

TAUGHT COURSES

Postgraduate: PhD/MPhil/MComm.

2020 to date: PhD, New Media and Society (VCD 763); Strategic Communication (VCD 762) *Dept. of Communication Design*

2016 to date: MPhil/MComm, Communication Design (DMPH 551/552). *Dept. of Comm. Design*

2018 to 2020: MPhil, Methods in Media Practice (HEP 559): *Dept. of Health Education and Promotion, School of Public Health*

Undergraduate

2013 to date: Visual Communication I & II (DAD 155/156) *Dept. of Communication Design*

2015 to date: Visual Communication III & IV (DAD 263/264) *Dept. of Communication Design*

2016 to 2019; 2023 to date: Public Relations I & II (DAD 375/376) *Dept. of Communication Design*

2015 to date: Marketing Research (DAD 463) *Dept. of Communication Design*

2017 to 2020: Introduction to Public Relations Studies (ENGL 456), *English Department, Faculty of Social Sciences*

PRESENTATION OF CONFERENCES PAPER

Asare Apori, K., Amoako-Agyeman, K. N. and Okyere, M. (2019). An Examination of Design Thinking and Instructional Approach in The Furniture Design and Construction Section at Kumasi Technical

Institute, Ghana. *International Design Education Conference (iDEC), Feb. 7-8 2019, University of Education, Winneba, Ghana.*

Amoako-Agyeman, K. N., Boadu, F. and Adjaidoo, N. S. O. K. (2017). Corporate Visual Identity of Kwame Nkrumah University of Science and Technology: An Exploratory Study, 4TH NAD-KIDeC, Sept. 11-13, KNUST, Kumasi, Ghana.

Amoako-Agyeman, K. N. (2015). The Permeating Influence of Cultural Values on Adolescent Health and Sexual Decisions. 2nd CeCAST International Conference 2015, KNUST.

The University of Manchester Research Conference. *Fieldwork Challenges in HIV studies in Ghana; Halting HIV/AIDS, the Religious influence*, Manchester, UK. July 2008, 2009.

CONFERENCES

- International Design Education Conference (iDEC), Feb. 7-8 2019, University of Education, Winneba.
- 4TH International Conference on Infrastructure Development in Africa Sustainable Infrastructure Development, CIBE, KNUST, Mar 25-28, 2015.
- 2ND CeCAST conference, KNUST, March 18-20, 2015.
- Design, Development and Research (DDR) International Conference, KNUST, 2013.
- Researchers' conference on the implementation day of *Plus One: HIV sero-discordant relationships among black African people in England*, organised by SIGMA Research, London School of Hygiene and Tropical Medicine, University of London, Dec. 5, 2011.
- 13th Annual AHRF Seminar Day, Social Aspects of HIV Prevention Technology: Translating Research into Policy and Practice, The London Resource Centre, UK, Oct. 5, 2011.
- Pathways: International Research students' seminar, University of Manchester, June, 2008, 2009.
- 2nd Socio-cultural Theory in Educational Research and Practice International Conference: Theory, Identity and Learning, The University of Manchester, UK, Sept. 10 -1, 2007.

WORKSHOPS

- Advances in Family Health Communication Workshop, National Population Council/John Hopkins University/USAID/University of Ghana/Ministry of Health, Accra, April 26 - May 15, 1998.
- Two 5-day writers' workshops on design, development and production of Health Learning Materials at NHLM Centre, Kumasi (first, June 1997; second, June 1999).

SEMINARS & WORKSHOPS (PROJECTS)

Facilitator: list of presentations made at the various seminars and workshops

- IE&C Materials Development (Brochure & Flip Charts Design: 2023) Health Promotion & Education
- National Youth Conference: 2023, 2022, 2021 (Focus: Reliving the Ghana National Anthem). *Theme:* Serving Ghana with Gifts of Mind and Strength of Arm, T.E.A.R.S of Christ Ministry (Non/Interdenominational), Obuasi, Oct 5-9, 2022; Sept. 27-Oct. 3, 2021
- Developing an Effective Academic Poster Training Workshop, CSRI-RSA, Kumasi, 8th Sept., 2021
- National Youth Conference, 2019 *Theme:* Arising Under God to move Ghana Forward: the Role of the Christian Youth, T.E.A.R.S of Christ Ministry, Obuasi, Aug 5-11, 201
- Academic Poster Development & Design Workshop, KNUST Library Senior Staff, 29th June – 6th July, 2017 - 2018
- **Facilitator/mentor:** Research Communication Workshop, Packaging and Performing Research Messages (IE&C/Drama). A Knowledge Sharing Research Dissemination and Communication Project, PhD students and faculty, College of Health Sciences, KNUST, Sept 2014–Oct 2015.
- Communication Managers' Workshop: designing an Enter-Educate radio programme to update community health nurses on the Community Based Health Planning and Services (CHPS) programme. Ghana Health Service/John Hopkins University, Akosombo, April, 1-6, 2002

- Standardization of content for pre-service training of Community Health Project, behaviour change communication and participatory learning activities, La Vikus Hotel, Kumasi, October, 14-19, 2002.
- HIV/AIDS flipchart/material design and development workshops, Community Health Committees and Volunteers. Program for the Scaling up of Care and Support to People Living with HIV/AIDS, Koforidua (May, 2002); Sunyani, (June, 2002), sponsored by UNAIDS.

Theatre/Drama/Video Production for Development

- Scriptwriter & Director, Theatre for Development: 1. Aflatoxin and 2. Malaria, Community Outreach and Durbar (Ejisu District). Research Communicative Workshop: A Knowledge Sharing Research Dissemination and Communication Project, College of Health Sciences, KNUST, 2014- 2015.
- Scriptwriter & Director: HIV (A feature production for Catholic Relief Services) by Health Education Unit, Kumasi, 1995 - 96.
- Coordinator, BBC documentary film production: Sickle Cell Disease, HEU/MOH, Kumasi, 1996/97.

REFEREES

Prof. Edward Appiah, Director General of National Council for Curriculum and Assessment (NaCCA).
Dept. of Communication Design, KNUST.

Dr Graeme Hutcheson, University of Manchester, School of Environment, Education and Development,
Oxford Road, M13 9PL, UK.

Dr Jemima A. Dennis-Antwi (*Former Director, NHLM Centre, Kumasi*)
President and CEO, Centre for Health Development and Research (CEHDAR), Accra, Ghana