

## **DR. GINN BONSU ASSIBEY**

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### **CURRICULUM VITAE**

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#### **PROFILE:**

I am an academic with specialty in graphic design, advertising, design for social innovation and upcycling for sustainability. I use my practical experience in design and advertising gained over 10 years of practice to teach university students using both the theoretical and practical approaches, which give them problem-solving skills and prepare them for the field after school. I was also an examination coordinator and the website chairman of the Christian Service University College (CSUC) website. Currently, I am a lecturer, examinations officer and short courses coordinator at the Department of Communication Design at Kwame Nkrumah University of Science and Technology (KNUST), Ghana and an adjunct Lecturer at Christian Service University College, Ghana. I am also a visiting lecturer at Cape Peninsula University of Technology (CPUT), Cape Town, South Africa and De Montfort University (DMU), Leicester, UK.

#### **1. (a) Academic Degrees earned with dates.**

- Doctor of Technology in Design - March 2020
- Master of Arts: African Art and Culture - January 2010
- Bachelor of Fine Arts: Graphic Design - June 2006

#### **(b) Institution(s) attended with dates**

- Cape Peninsula University of Science and Technology - Jan. 2015 – April 2020
- Kwame Nkrumah University of Science and Technology - Aug. 2007 – Jan.2010
- Kwame Nkrumah University of Science and Technology - Aug. 2002 – June 2006

#### **2. University College Teaching / Research experience with dates:**

##### **(a) Academic Ranks held**

- Visiting Lecturer, Faculty of Art and Design, DMU, UK - November 2023
- Visiting Lecturer, Department of Applied Design, CPUT, SA – Oct. 2022
- Lecturer, Department of Communication Design (KNUST) – August 2020 to date
- Ag. Head, Department of Communication Studies (CSUC) - July – August 2013
- Lecturer, Department of Communication Studies (CSUC) – August 2013 – July 2020
- Asst. Lecturer, Department of Communication Studies (CSUC) – August 2011 – July 2013

**(b) Subjects taught as a Lecturer**

Undergraduate (2020 – 2023) (Table 1a: Subjects Taught)

<b>ACADEMIC YEAR &amp; SEMESTER</b>	<b>COURSE CODE AND TITLE</b>	<b>CREDIT HOURS</b>
<b>2020 /2021 SEMESTER 1</b>	DAD 369 Advertising Design I	3
	DAD 363 Advertising and Promotion	3
	DAD 473 Advertising Design III	3
	DAD 357 Issues in Visual Communication	2
	DAD 453 Project Work	6
<b>2020 /2021 SEMESTER 2</b>	DAD 370 Advertising Design II	3
	DAD 474 Advertising Design IV	3
	DAD 358 Issues in Professional Practice	2
	DAD Project Work	6
<b>2021 /2022 SEMESTER 1</b>	DAD 369 Advertising Design I	3
	DAD 363 Advertising and Promotion	3
	DAD 473 Advertising Design III	3
	DAD 357 Issues in Visual Communication	2
	DAD 453 Project Work	6
<b>2021 /2022 SEMESTER 2</b>	DAD 370 Advertising Design II	3
	DAD 474 Advertising Design IV	3
	DAD 358 Issues in Professional Practice	2
	DAD 454 Project Work	6
<b>2022 /2023 SEMESTER 1</b>	DAD 363 Advertising and Promotion	3
	DAD 467 Online & Social Media Marketing	2
	DAD 473 Advertising Design III	3
	COMS 467 Advertising and Digital Media	3
	DAD 357 Issues in Visual Communication	2
	DAD 543 Project Work	6
<b>2022 /2023 SEMESTER 2</b>	DAD 468 Event Management	3
	DAD 474 Advertising Design IV	3
	DAD 358 Issues in Professional Practice	2
	DAD 454 Project Work	6
	COMS 368 Advertising Design and Publishing	3

**Postgraduate (2020 – 2023) (Table 1b: Subjects Taught)**

<b>ACADEMIC YEAR &amp; SEMESTER</b>	<b>COURSE CODE AND TITLE</b>	<b>CREDIT HOURS</b>
<b>2020 /2021 SEMESTER 1</b>	DMPH 563 Design for Social Innovation I	2
	VCD 763 New Media & Society	2
<b>2020 /2021 SEMESTER 2</b>	DMPH 564 Design for Social Innovation II	2
	VCD 766 Social Network & Society	2
<b>2021 /2022 SEMESTER 1</b>	DPMH 557 Multidisciplinary Research Methods in Design	3
	VCD 763 New Media & Society	2
<b>2021 /2022 SEMESTER 2</b>	DPMH 558 Multidisciplinary Research Methods in Design II	3
	VCD 766 Social Network & Society	2
<b>2022 /2023 SEMESTER 1</b>	DPMH 557 Multidisciplinary Research Methods in Design	3
	VCD 763 New Media & Society	2
	TDT 753 History and Philosophy of Design	3
<b>2022 /2023 SEMESTER 2</b>	VCD 756 Introduction to Research in Design II	3
	DPMH 558 Multidisciplinary Research Methods in Design II	3
	VCD 766 Social Network & Society	2

**(c) Supervision of student project work/thesis/research.**

**i) Undergraduate and postgraduate supervision**

Below are the students I have supervised for the Bachelor of Arts in Communication Design at Kwame Nkrumah University of Science and Technology. The names of the students and their research topics that were undertaken under my supervision are captured below:

2021 Cann Samuel, Nana Ama Adubea Akwa-Asare, McDonald Ofori-Asamoah, Baidoo Akosua Yirenkyiwaa & Hevi Kosi Kenneth; **“Promoting awareness of Dyslexia through motion graphics”**, presented to the Department of Communication Design, Faculty of Art, College of Art and Built Environment, KNUST, Ghana for the Bachelor of Arts Communication Design degree in 2021.

2021 Priscilla Adjei-Baffour, Jenell Ansah-Frimpong & Shirley Okine; **“Package design for up-cycling: towards promoting environmental sustainability”**, presented to the Department of Communication Design, Faculty of Art, College of Art and Built Environment, KNUST, Ghana for the Bachelor of Arts Communication Design degree in 2021.

- 2021 Charles Ankomah Kofi, Petra Adjei, Frank Paa Kwesi Arhin, Elsie Ofri-Addo & Richard Agyapong; **“Reaching the marginalized: an inclusive approach for creating communication design materials for the physically challenged community”**, presented to the Department of Communication Design, Faculty of Art, College of Art and Built Environment, KNUST, Ghana for the Bachelor of Arts Communication Design degree in 2021.
- 2022 Matthew Kwame Eshun, Favour Kennedy Ekong, Elijah Amposah Arhin, Prince Amani Kwarteng & Judith Kumador; **“Changing the narrative; a speculative design approach to envisioning the effects of climate change on the environment”**, presented to the Department of Communication Design, Faculty of Art, College of Art and Built Environment, KNUST, Ghana for the Bachelor of Arts Communication Design degree in 2022.
- 2022 Asamoah Owusu Jesse, Grace-Gift Mensah Mankoe, Mary Nii-Moi Mitsui & Sabina Nana Esi Fordjour; **“Securing a better future for the youth: An advertising campaign for girl child empowerment”**, presented to the Department of Communication Design, Faculty of Art, College of Art and Built Environment, KNUST, Ghana for the Bachelor of Arts Communication Design degree in 2022.
- 2022 Michael Kwawu, Gabriel Abeswin Awinzoo, Ross Phylis Ewurama, Robert Tamekloe & Alex Asamoah; **Designing Communicate: A Pictorial Representation Manual for the Agricultural Composting”**, presented to the Department of Communication Design, Faculty of Art, College of Art and Built Environment, KNUST, Ghana for the Bachelor of Arts Communication Design degree in 2022.
- 2022 Appiah Gyamfi Rhinehold & Owusu Stephen; **“Upcycling package waste plastics into artefacts to promote environmental sustainability”**, presented to the Department of Communication Design, Faculty of Art, College of Art and Built Environment, KNUST, Ghana for the Bachelor of Arts Communication Design degree in 2022.
- 2022 Kelvin Agyei, Mary Konadu Nyarko & Enock Prempeh; **“Graphic Design and Audience Safety: Towards creating a professional code of conduct Infographic manual for graphic designers in Ghana”**, presented to the Department of Communication Design, Faculty of Art, College of Art and Built Environment, KNUST, Ghana for the Bachelor of Arts Communication Design degree in 2022.
- 2022 Reuben Christian Kporsu, Mary Nana Ama Agyei, Bridget Essien, Jasmine Doe Mawusime & Gifty Tweneboah Obeng; **“From Concept to Reality: An advertising campaign for the carbon footprint Awareness”**, presented to the Department of Communication Design, Faculty of Art, College of Art and Built Environment, KNUST, Ghana for the Bachelor of Arts Communication Design degree in 2022.

- 2022            Ansah Roselyn Ohenewaa, Kwaku Kyeremateng Ntim, Ransford, Gbadago Emmanuel, Baafi Boahemaa Grace & Ernest Selorm Agbanyo; **“Frugal Innovation for repacking Nkate Cake in Ghana”**, presented to the Department of Communication Design, Faculty of Art, College of Art and Built Environment, KNUST, Ghana for the Bachelor of Arts Communication Design degree in 2022.
- 2022            Emmanuel Yaw Akakpoh; **“The Challenges in Graphic Design Firms At Cape Coast: An Activity Theory Perspective”**, presented to the Department of Communication Design, Faculty of Art, College of Art and Built Environment, KNUST, Ghana for the Master of Philosophy in Communication Design degree in 2022.

**b) Other research supervisions undertaken at former institution (CSUC)**

- 2013            Kutana Nelly Samira, Isaac Baffour Kye & Isaac Obour; **“Advertisements Assessment of the Effects of Selected Airtel TV”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2013.
- 2013            Bonney Kwesi, Adu Nyantakyi Prince & Ayivorh Janice; **“An Assessment of the Effects of the Ideal Dairy Delight Milk Powder TV Advertisements on its Brand Loyalists: A Case of Students of Maria Montessori Junior High School, Kumasi”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2013.
- 2013            Agyemang Oteng Gladys, Osaah Appiah Danquah, Abaidoo-Mensah; **“Assessment of the Perceptions of Journalists in Kumasi About Public Relations Rebecca”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2013.
- 2014            Tony Afoakwah, Abena Dentaa, Francis Addai Frimpong, Simon Boamah; **The effects of Christian Service University Radio Advertisements. Case of L100 enrolled students”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2014.
- 2014            Twumasi-Ankrah Godsent, Michael Ampofo, Agyekum Nyarko Suzzy, Belinda Boatemaa Obeng; **“The effects of Indomie Pepper Chicken Noodles Television Advertisement on Students of Christian Service University College”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2014.

- 2016 Angelina Osei, Jerry Kwarteng Opoku, Osei Ernest Kusi, Ankobea Kokoe Williams; **“An assessment of the use of the mobile phone as a tool for advertisement”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2016.
- 2016 Ofosu Donkor Jacqueline, Agbetoglo Nicholas Agbeko, Antwi Rita Agyarko; **“The Influence of Music in Advertisement”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2016.
- 2016 Oduro Sarpong Linda, Owusu Evans Linda, Opoku Evans Snr, Amoah Sandra; **“An assessment of the effects of text and pictures of Tigo “Drop-that-yam” billboards advertisement on students of CSUC”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2016.
- 2017 Frederick Ahenkan, Loretta Timah Sarkodie, Justice Evans Osei Bonsu; **“In search of emerging advertising design strategies: mapping out gamification mechanics in online video commercials”**, presented to the Department of Communication Studies - CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2017.
- 2017 Jacqueline Winifred Portino, Edna Prempeh, Roger Brobbey; **“A “Litmus test” of medical advertisement in Ghana”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2017.
- 2018 Michael Akyere Bedy, Angela Osei Akoto, Kwame Adomako, Precious Yeboah; **“The influence of Advertising in the 21<sup>st</sup> Century: Exploring the Dynamisms in one Private University in Ghana”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2018.
- 2018 Goldie Bawuah, Augustus Akasi Adu, Obeng Nyarko Boateng, Felix Nana Aboagye; **“The influence of Digital display advertisements: Case of KFC, Kumasi, Ghana”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2018.
- 2018 Faustina Oppong, Christiana Appau, Kelvin Boateng Amponsah; **“The influence of Culture in Advertising Creative Strategies”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2018.
- 2019 Juliana Boateng, Ikwuebe Moses Chukwuwnonso, Maxwell Acheampong Boakye; **“Audience Perceptions about the use of Concepts in Video Commercials”**, presented to the Department of Communication Studies,

CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2019.

2019 Reynolds Appiah, Doreen Affainie, Alex Takyi Mensah; **“Audience Perceptions about the use of Concepts in Print Commercials”**, presented to the Department of Communication Studies, CSUC, Kumasi, for the Bachelor of Arts Communication Studies degree in 2019.

## ii). Graduate Research Proposal Assessment (International)

Aside from the undergraduate supervision I have also examined graduate (Masters and PhDs) proposals from Cape Peninsula University of Technology (CPUT), South Africa. Below are the names and the topics of graduate proposals that I have examined:

2018 **Robert Marufu**; “Zimbabwean animators’ approaches to culturally authentic narratives - an exploration of Shona cultural gestures of conflict resolution in animation”. Presented to the Department of Applied Design, CPUT, Cape Town, South Africa, to begin Master of Technology: Graphic Design in 2018.

2018 **Patience Moyo**; The role of digital design and technology in the development of Entrepreneurship in Gokwe Zimbabwe”. Presented to the Department of Applied Design, CPUT, Cape Town, South Africa, to begin Master of Technology: Graphic Design in 2018.

2019 **Nicole Lewis**; “An exploration of the design and development of a mobile platform for young children directed towards soft skills acquisition in informal contexts”. Presented to the Department of Applied Design, CPUT, Cape Town, South Africa, to begin Master of Technology: Graphic Design in 2019.

2021 Rochelle du Plessis **“Land pollution caused by the clothing retail industry: towards a proactive approach in supporting sustainable product lifecycles in fashion”**, presented to the Department of Applied Design, CPUT, Cape Town, South Africa, to begin Master of Technology: Fashion Design in 2021.

2021 Nthabeleng Monyaki **“Exploration of remanufacturing and upcycling in the Cape Town Fashion Manufacturing Industry”**, presented to the Department of Applied Design, CPUT, Cape Town, South Africa, to begin Master of Technology: Fashion Design in 2021.

2021 Mabusu Zulu **“Fashioning material culture in South Africa: the case of iziKhotane”**, presented to the Department of Applied Design, CPUT, Cape Town, South Africa, to begin Master of Technology: Fashion Design in 2021.

2021 Christiaan Vlok **“Industrial design education for sustainable manufacturing: An exploration case study of product design curricula in South Africa, China and Norway”**, presented to the Department of Applied

Design, CPUT, Cape Town, South Africa, to begin Master of Technology: Industrial Design in 2021.

2022 Siviwe Jack “**Cosmopolitan localism as a paradigm for sustainable fashion design practices in South Africa**”, presented to the Department of Applied Design, CPUT, Cape Town, South Africa, to begin Doctor of Applied Arts in Design in 2022.

2023 Mduduzi Blessing Khumalo “**Waste management in clothing and textiles: A circular economy approach in the redesign of clothing waste through small social enterprises**”, presented to the Department of Applied Design, CPUT, Cape Town, South Africa, to begin Doctor of Applied Arts in Design in 2022.

**(d) Other professionally related experience**

**Other Professionally Related Experience (Table 3: Profession Experience)**

Sn	Role	Activity	Year
1.	Guest Speaker	Workshop on qualitative research design and processes, Ghana Institute of Journalism, Ghana	2021
2.	Guest Speaker	Rethinking research from a design perspective: towards creating art and design inclined research method, Ho Technical University, Ghana.	2021
3.	Guest Speaker	Get Wisdom Conference, Logo Cathedral.	2022
4.	Guest Speaker	Emerging scenarios for advancing upcycling through cosmopolitan localism to promote sustainability	2022
5.	Participant	Online Teaching and Assessment Workshop – Qapu, KNUST	2020

**3. Details of Research or Projects undertaken since last appointed to the University College or promoted (Table 2: Details of research undertaken)**

a). Research conducted (Topics with dates)	b). Publications arising out of the Research	c). Journals in which papers are published
Social design interventions, 2020	Exploring community security Interventions using a designerly approach	Journal of Applied Security Research
Design Interventions for Reconceptualising Sustainable Graphic design Practices, 2020	Challenges to sustainability in graphic design practices of a developing nation	Design and Culture
	Cosmopolitan localism as a research framework for sustainability in graphic design practices.	International Journal of Design, Creativity and Innovation

Advancing Environmental Sustainability through Cosmopolitan Localism, 2022	Creative Approaches for Mitigating Environmental Challenges: A Cosmopolitan Localism Perspective	Springer Nature
	Integrated Science 2050: Transdisciplinarity	Springer Nature
	Advancing Unconventional Bridal Gowns Detailing Designs through Cosmopolitan Localism to Promote Environmental Sustainability	JUST, KNUST
Historical Account of Advertising in Ghana, 2021-2022	The tactical alignment: exploring gamification mechanics manifestation and execution in online video commercials in a developing nation	ADRRRI Journal Of Arts And Social Sciences
	Advertising in Ghana: A Retrospective Account of Message Execution Tactics	
Transformative Learning in Design, 2023	Transformative Learning in Design: An Experiential Account in Higher Education	International Journal of Art Culture and Design Technologies
Understanding Communication, 2023	An Introduction to Communication (book)	Vantage Solution

**b. Selected Articles and Other Publications Since last appointed at the University:**

1. **Bonsu, G. A.**, Abaitey, A.K. and Chisin, A.V., 2020. Exploring community security interventions using design thinking approach. *Journal of applied security research*, 15(1), pp.73-83.
2. **Bonsu, G.A.**, Chisin, A.V. and Cronje, J., 2020. Challenges to sustainability in the graphic design practices of a developing nation. *Design and Culture*, 12(1), pp.57-81.
3. **Assibey, G. B.**, Prempeh, B., & Dorborson, N., 2021. Advertising in Ghana: A Retrospective Account of Message Execution Tactics. *ADRRRI Journal of Arts and Social Sciences*, 18(3 (6) October-December), 137-162.
4. **Bonsu, G. A.**, Chisin, A.V. and Cronje, J., 2022. Cosmopolitan localism as a research framework for sustainability in graphic design practices. *International Journal of Design Creativity and Innovation*, 10(2), pp.123-140.

5. **Assibey, G. B.** and Chisin, A.V., 2022. Creative Approaches for Mitigating Environmental Challenges: A Cosmopolitan Localism Perspective. In *Transdisciplinarity* (pp. 385-400). Cham: Springer International Publishing.
6. **Assibey, G. B.** (2022). The tactical alignment: exploring gamification mechanics manifestation and execution in online video commercials in a developing nation. *ADRRJ Journal of Arts and Social Sciences*, Ghana: Vol. 19, No.3 (7), Pp.47-57, E-ISSN: 2343-6891, 30th September, 2022.
7. Seyedpour, S., **Bonsu, G. A.**, Rojas-garcia, C. R., Kopnina, H., Jaskulak, M., Vergara, M. N., ... & Rezaei, N. (2022). Integrated Science 2050: Transdisciplinarity. In *Transdisciplinarity* (pp. 713-736). Cham: Springer International Publishing.
8. Opoku, J., Amankwah, A., & **Assibey, G. B** (2022). Advancing Unconventional Bridal Gowns Detailing Designs through Cosmopolitan Localism to Promote Environmental Sustainability. *Journal of Science and Technology (Ghana)*, 40(3), 113-127.
9. Annadine, V., Chisin V. and **Assibey, G. B.**, 2023. Transformative Learning in Design: An Experiential Account in Higher Education. *International Journal of Art, Culture & Design Technologies*, 12(1).
10. **Assibey G.B.** & Chisin V. A. (2023). Surviving the turbulence: A retrospective account of designed policies for mitigating the spread of COVID-19 in Ghana. *African Identities*. Routledge, 21(4).

#### **Book Publication:**

11. Fortune T., **Assibey G.B.**, Marfo C. O. (2023). *An Introduction to Communication*. Vantage Solution. Accra – Ghana.

#### **4. Conferences/Seminars and Workshops at which papers were read:**

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| 2023 | Design Education Forum of South Africa, 17th International Design Education Conference 2019 on the theme: Designed Futures, 21 -22nd September 2023 at Stadio Higher Education, Johannesburg – South Africa. Paper presented: “Using ‘SLOC’ as a co-design inquiry tool into nomadic pedagogy” by <b>Ginn Bonsu Assibey</b> , Alettia V. Chisin and Bruce Snaddon. |
| 2023 | KNUST Scientific Research Conference (TEKCONFAB23) held from 29th - 31st May, 2023 at the School of Business, KNUST, Kumasi- Ghana. Paper presented “Towards Exploring Communication Design Students’ E-Learning   |

Experiences during the COVID-19 Pandemic in a University of Technology by **Ginn Bonsu Assibey** and Benjamin Prempeh.

- 2019 Design Education Forum of South Africa, 8th International Design Education Conference 2019 on the theme: Designed Futures, 9 -11th September 2019 at Vega Institute, Cape Town – South Africa. Paper presented: “Embracing ‘cosmopolitan localism’ for sustainable graphic design practices” by **Ginn Bonsu Assibey**, Alettia V. Chisin and Johannes Cronje.
- 2017 Network of Afrika Designers 4<sup>th</sup> Kumasi International Design Conference on the theme: Sustainable Development Goals in Africa: The Role of Indigenous Design Concept, 11<sup>th</sup> -13<sup>th</sup> September 2017 at KNUST. Paper presented: “Graphic design’s journey in sustainability: A discursive formation” by **Ginn Bonsu Assibey**, Appiah, Edward and Alettia Chisin.
- 2016 Colloquium and writing workshop for CPUT doctoral students, CPUT, 12<sup>th</sup> – 14<sup>th</sup> August 2017 at Cape Town. South Africa. Paper presented: “Sustainability and graphic design journey” by **Ginn Assibey Bonsu**.
- 2016 Seminar by DRAW, CPUT at Cape Town in South Africa for graduate monitoring on 12<sup>th</sup> August 2016. Paper presented: “Graphic design and environmental sustainability” by **Ginn Bonsu Assibey**.
- 2015 Design Research Activities Workgroup Seminar, CPUT, Cape Town, SA on 14<sup>th</sup> August 2015. Paper presented: “Greenwashing and its implication on graphic design practices” by **Ginn Bonsu Assibey**.
- 2013 Intercultural Dialogue Conference on the theme: Peace Building – GeCast, from 22nd– 24th October 2013. Paper presented: “Akan proverbial symbols and their significance in peacebuilding” by **Ginn Bonsu Assibey**, Debrah Ralitsa and Asante E. A.
- 2011 Workshop on Electronic Publishing and Design at CSUC on the theme: The role of typography and images in effective design using Adobe InDesign. Presentation: “Using typography and images in Adobe InDesign for effective communication” by **Ginn Bonsu Assibey**.
- 2011 Workshop on Effective PowerPoint Presentation, at CSUC on the theme: The role of typography and images in effective PowerPoint presentation. Presentation: “Using typography and images in PowerPoint” by **Ginn Bonsu Assibey**.

**5. List of all other Publications: Giving details of books and articles and stating exact references.**

**Books and Articles with References:**

1. **Assibey, G. B.**, Atakro, C., & Adade-Yeboah, A., 2019. An Assessment of Ghana's Twi Language Medical Advertisements. *Covenant Journal of Communication*, 6(1).
2. Kquofi, S. **Assibey G.B** and Bodjawah E., 2018. The Socio-Cultural and Economic Relevance of Graphic Art Hand-Printing Technique in Adinkra Cloth Production at Ntonso in Ghana, *Journal of Arts And Social Sciences*, Ghana: 15(9), 35 -59.
3. Amankwah A. S., **Assibey G. B.** and Peter W., 2017. Media exposé of judicial corruption in Ghana: the ethical and theological dimensions) - *Legon Journal of Humanities*, Vol 28(3) 1-9.
4. Amankwah, A. S., Adade-Yeboah A., **Assibey G.B.** Opoku A., 2016. An investigation into the methods of cartoonists as social communicators in Ghana, *Journal of Applied Science, Arts and Theology*, Vol 1 (1) 28-42.
5. Amankwah, A. S and **Assibey G. B.**, 2012. Gendering the Agenda: A Look at the Front Page Photographs of a National Newspaper, *International Journal of Business Management and Economic Research*, Vol 3(6), 641-645 Available online at [www.ijbmer.com/](http://www.ijbmer.com/) ISSN: 2229-6247.

**Conference Proceedings**

6. **Assibey G. B.**, Appiah, E. and Alettia C. 2017. Graphic design's journey in sustainability: A discursive formation. *A network of Afrika Designers – 4<sup>th</sup> Kumasi International Design Conference (NAD-KIDeC)* (pp.178-186) Kumasi, Ghana. 11<sup>th</sup> - 13 Sept, 2017 / ISSN: 2550-3510.
7. **Assibey G. B.** and Alettia C. 2016. Mapping the landscape of sustainable design challenges: The case of selected graphic design firms in Ghana. *Lenses Conference-Sustainable Energy for All by Design* (pp.435-442) Cape Town - South Africa. 28<sup>th</sup> – 30<sup>th</sup> September 2016.
8. **Assibey G.B**, Chisin V. A and Cronje J. C., 2019. Embracing 'cosmopolitan localism' for sustainable graphic design practices in Ghana. *Design Education Forum of South Africa 8th International Design Education Conference 2019 - Designed Futures*. Cape Town – South Africa. 9 -11<sup>th</sup> September 2019
9. Assibey G.B, Chisin V. A and Cronje J. C (2023) Using 'SLOC' as a co-design inquiry tool into nomadic pedagogy for a "Design+Ecology" project. Design Education Forum of South Africa 17th International Design Education Conference 2023 - Vulindlela - making new pathways. South Africa. 21-22nd September 2023. (Abstract Accepted).

## Research Articles under Review

1. **Assibey G.B, Chisin V. A** and Cronje J. C (2023). Disrupting the design process: towards surviving tight clients' deadlines in graphic design projects in a developing nation. *International Journal of Design Creativity & Innovation*. Routledge.
2. **Assibey G.B., Chisin V. A. & Chmela-Jones K.A.** (2023). Re-echoing Afro sustainability philosophies: establishing the purview of Ubuntu re-imagined through Adinkra symbols. *African Identities*. Routledge.
3. **Assibey G.B, Chisin V. A & Cronje J. C** (2023). Towards conceptualising Graphic Designers practices in a developing nation through Activity Theory. *Design Research Journal*.
4. **Assibey G.B, & Emmanuel Antwi** (2023). Afro-Identity Redemption: Towards Decolonizing Hairstyles of Girls In Ghanaian Senior High Schools To Promote Cultural Sustainability. *Journal of Science and Technology*.

## 6. Record of service to the community (University/National/International) (with dates).

(i) University (Table 3: Service to the community)

Role	Activity/Committee/Department	Year
<b>Member/Secretary</b>	Faculty of Arts 70th Anniversary Art Exhibition Committee, KNUST	2020
<b>Member</b>	Departmental Committee for revising Bachelor of Arts Communication Design Undergraduate Programme for Re-accreditation	2020
<b>Member</b>	Communication Department Tracer Team	2021
<b>Member</b>	Postgraduate Committee	2021
<b>Member</b>	Covid-19 Focal Person – Faculty of Art	2021
<b>Member</b>	Faculty of Art Conference Committee	2021
<b>Supervisor</b>	Undergraduate and Postgraduate, Department of Communication Design, KNUST	2021 to date
<b>Coordinator for Short Courses</b>	Short Courses in the Department of Communication Design	2022 to date
<b>Examinations Officer</b>	Department of Communication Design	2022 to date
<b>Member</b>	Faculty and Departmental Accreditation Committee	2023 to date
<b>Member/Secretary</b>	MPHIL/PhD Art Education Curriculum Review Committee	2022
<b>Tutorial Head</b>	Mentoring assigned students from	2020 to date

	Communication Design Department	
<b>Patron</b>	Department of Communication Design Christian Fellowship	2022 to date
<b>Member</b>	Proposal Review Committee for BSC and Diploma in Food Manufacturing	2023

- (i) University (Table 3b: Service to the community – Former University (Christian Service University College, Kumasi))

<b>Role</b>	<b>Activity/Committee/Department</b>	<b>Year</b>
<b>Examinations Coordinator</b>	Christian Service University College Examinations Coordinator	2017-2020
<b>Internship Coordinator</b>	Communication Studies Departmental Internship Coordinator	2016
<b>Chairman</b>	Christian Service University College Website Chairman	2016
<b>Deputy Examinations Coordinator</b>	Christian Service University College Deputy Examinations Coordinator	2017
<b>Chairman</b>	Registration Reform Committee, Christian Service University College	2017
<b>Member</b>	Academic Board Rep for Communications Studies Department	2014-2015
<b>Member</b>	Graduation and Matriculation Committee, Christian Service University College	2016

- (ii) **National And International Service** (Table 4: National And International Service)

<b>Role</b>	<b>Activity/Committee/Department</b>	<b>Year</b>
<b>Guest Speaker</b>	Workshop on qualitative research design and processes, Ghana Institute of Journalism, Ghana <a href="https://www.ghanaweb.com/GhanaHomePage/NewsArchive/Research-design-should-be-guided-by-sound-theory-variables-and-philosophy-Dr-Assibey-Bonsu-1263058">https://www.ghanaweb.com/GhanaHomePage/NewsArchive/Research-design-should-be-guided-by-sound-theory-variables-and-philosophy-Dr-Assibey-Bonsu-1263058</a>	14th May 2021
<b>Guest Speaker</b>	Rethinking research from a design perspective: towards creating art and design inclined research method, Ho Technical University, Ghana.	1st July 2021.
<b>Speaker</b>	Using Activity Theory as an analytical tool for research, DRAW, Cape Peninsula University	21st May 2021

	of Technology, Cape Town, South Africa	
<b>External Assessor</b>	Faculty of Informatics and Design, Cape Peninsula University of Technology, South Africa	2019 to date
<b>Reviewer</b>	Frontiers in Sustainable Cities/ Smart Technologies and Cities	2022 to date
<b>Reviewer</b>	International Journal of Sustainability in Higher Education – Emerald Publishing	2021
<b>Reviewer</b>	Asian Journal of Education and Social Studies	2023
<b>Visiting Lecturer</b>	Faculty of Informatics and Design, Cape Peninsula University of Technology, South Africa	2022
<b>Guest Speaker</b>	Get Wisdom Conference, Logo Cathedral	2022
<b>Reviewer</b>	African Journal of Indigenous Knowledge Systems- Indilinga	2022 to date
<b>Project Team Member</b>	DesignBRICS Project, Cape Town, South Africa,	2022

### Technical and Consultancy Works

- 1. Consultant - 2021 to date: Desert Lion International Limited;** I serve as the packaging design consultant in this company and responsible for designing labels for all their new products. Examples of their products on the market that I designed the labels and packages are Desert Lion Global 4000, Desert lion Akate Doctor, Desert Lion Motorised Spray Port 500, Port 425, Megazine 3030, Desert Lion Glyphosate, Desert Lion Selective for Rice, Millet, Maize and Broad Leaf Crops.
- 2. Consultant - 2021 to date: Kaf Publications;** I am their Book Publishing Design Consultant, thus designed all their book covers and certify the content layout of their books before they are printed from China.

### Grants/Awards

- 1. CSUC Outstanding Staff - Creativity and Innovations**  
Award given by Christian Service University College - 2018
- 2. Research Grant for Doctoral Studies (R 30,000)**  
Awarded by Cape Peninsula University of Technology Research Unit - 2017
- 3. Conference Research Grant (R 28,000)**  
Awarded by Cape Peninsula University of Technology  
Conference Research Committee - 2019
- 4. MTN Ghana Foundation Project Award (GHC 5,000)**

Project Title: Use-Cases of MTN Services By Tertiary Students: Towards A Collaborative Approach to “Edu-Service” Pack Design via Design Thinking and Artificial Intelligence) – 2021.

5. **College Of Art and Built Environment Research Grant (GHC 10,000)**  
Project Title: The Climate Action: "Towards Co-Designing A Mobile Phone Application For Awareness And Mitigation Of Environmental Challenges" – 2022.
6. **CPUT REP Visiting Lecturer Travel Grant Award (R30,000) – 2022**

### **Professional Affiliation**

Member - Australian Graphic Design Association: Halifax St, Adelaide, AU

Member - Design Education Forum of Southern Africa: Cape Town, ZA

Member – International Upcycling Research Network (IURN)

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