

ANTHONY KOFI BADU

Senior Lecturer

Department of Communication Design
Faculty of Art
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BIO DATA

Date of Birth - 15th May, 1970
Marital Status - Married
Nationality - Ghanaian

ACADEMIC DEGREES EARNED WITH DATES:

2017 – Date PhD Art Education (Pending)
2007 Master of Business Administration (Marketing)
1997 BA (Hons) Art

INSTITUTIONS ATTENDED WITH DATES:

2017- Date Kwame Nkrumah University of Science and Technology, Kumasi-Ghana
2005- 2007 Kwame Nkrumah University of Science and Technology, Kumasi-Ghana
1992 – 1997 Kwame Nkrumah University of Science and Technology, Kumasi-
Ghana

1997 – 1999: Department of Communication Design - *Teaching Assistant*,
❖ Assistant Manager (Production) Design Press

Professional experience

2007 – 2011: MMR SOGILVY (Head of Department)

Accra Ghana

- Managed a staff strength of six and ensured active participation of everyone in the production processes.
- Controlled production processes from procurement through quality output and prompt delivery.
- Estimation for bookwork (offset printing) and other printing works.
- Prospecting for new clients

2000 – 2005: MMRAOGILVY (Hotshop, Production Manager)

- Overseeing the day-to-day production processes.
- Handling of printing machines and assisting Technicians to achieve quality output
- Procurement of printing materials and promotional items.
- Liaise with sub-contractors in the industry on behalf of MMR SOGILVY.

1997 – 1999 DESIGN PRESS, KNUST

- Pre-press – Layout and imposition
- Film and Plate making
- Job Estimating
- Receiving orders and filing of job cards
- Procurement of printing materials.

Professional membership

Advertising Association of Ghana (AAG)
Ghana Institute of Graphic Artists (GhiGa)
Pan Afrikan Design Institute
DesignGhana

CONFERENCES/ SEMINARS AND WORKSHOPS

- 2013 - Participant, International conference organized by Centre for Cultural and African Studies, College of Art and Social Studies on the theme “Intercultural Dialogue – Harnessing cultural values for social stability and democracy.”
- 2013 - Participated in the Oil and Gas Conference on the theme; “The Emerging Oil and Gas industry in Ghana: Social Dimensions” Organized by College of Art and Social Sciences, KNUST.
- 2013 - Participant, seminar organized by The institute of Packaging Ghana in collaboration with the Department of Communication Design, KNUST on the theme “Capacity Building for the food Packaging Industry in Ghana – The role of Packaging Design”
- 2013 - Participated in the 3rd KNUST Summer School on the theme; “Repositioning KNUST as a Global Institution: Effective Research Management as a tool”. Organized by the Quality Assurance and planning Unit/Office of Grant and Research, KNUST.
- 2013 - Participated in a training workshop organized by Office of Grant and Research, KNUST.
- 2013 - Participated in the Design, Development and Research Conference on the theme; “Design Complexities for Development”. Organized by College of Art and Social Sciences, KNUST.
- 2012 - Participated in the 2nd KNUST Summer School on the theme; “Raising the Standard for the 21st century University Education”. Organized by the Quality Assurance and planning Unit/ Human Resource Division, KNUST.
- 2012 - Photography workshop on the theme “A thousand words” organized by Department of Communication Design.
- 2007 - Participant in International Leadership Foundation –Transforming Leadership Seminar – Part one organized by KNUST Business School.
- 2004 - Foundation For Future Leaders - Participant on the theme “Cash Flow Management”

RECORDS OF SERVICE TO THE COMMUNITY UNIVERSITY

- 2019 - Facilitator of a seminar organized by THE DESIGN RESUME, on the theme “Design, Art and everything in-between.
- 2019 - Appointed as Mentor/Counselor at Independence Hall.
- 2017\ - Appointed member of 8th Summer School Committee.
- 2017 - Appointed member of Basic Statistics Committee.

- 2017 – Date - Appointed Coordinator of Design Press, KNUST.
- 2016 - Appointed member of inauguration committee (Tek TV).
- 2016 - Member of Faculty of Art Outreach Committee.
- 2015 - Guest Speaker at the Graduation Ceremony of KNUST Day Care.
- 2015 - Appointed internship coordinator for Department of Communication Design.
- 2014 - Appointed by the Dean as member of Projects and Fund Raising Committee of Faculty of Art.
- 2014- Appointed by the Head of Department to serve on Department Curriculum Review Committee.
- 2014 - Member of committee to formulate a proposal to serve as a guide to move Faculty of Art to the new site.
- 2013 - Member of the exhibition committee to plan, organize and co-ordinate exhibitions in the faculty.
- 2013- Appointed Coordinator of the Advertising and Media Management Program under Communication Design Department.
- 2013 - Appointed member of M. Tech curricula Development Task Force by the Vice Chancellor.
- 2013- Chairman, committee to prepare a proposal to Skills and Development fund (SDF/COTVERT)
- 2013- 2017 Appointed as Patron for Opoku Ware old Boys and St. Louis Past Students Association (AKATASLOPSA, KNUST)

NATIONAL

- 2017- Guest Speaker at the 11th Graduation and Ordination Ceremony at Divine Touch Theological College.
- 2013- Member of a committee in the Evaluation and Selection of Manuscript submitted by publishers for consideration.

Publication of Articles and Exhibitions - Quantitative Assessments

Adjei, F.A., Ayee M. and **Badu, A.K.** (2019). Developing Interactive Game to Educate Senior High School Students on Teenage Pregnancy: Case study of Yaa Asantewaa Senior High School, Scholars Journal of Arts, Humanities and Social Science, Vol. 7, No. 7 ISSN 2347-5374

Eshun, E. F.; **Badu, A. K.** and Korwu, P. (2018). Impact of Service Quality on Students' Satisfaction in a Ghanaian Public Tertiary Institution International Journal of Learning and Development ISSN 2164-4063, Vol. 8, No. 3

Badu A. K., Appiah E. and Eshun E. F. (2016). Service Quality practices and students satisfaction towards the Department of Communication Design, Journal of Science and Technology, Vol. 36, No. 3, pp 86-95

Owusu, A; **Badu, A.K.** and Musa A.M. (2016). Green Marketing impact on Ghanaian customer satisfaction and environmental safety European Journal of Business, Economics and Accountancy Vol. 4, No. 2, ISSN 2056-6018

Owusu A., Mensah N.O. and **Badu, A.K.** (2016). Positive contributions of globalization on developing countries. A focus on Ghanaian employees. International Journal of Information, Business and Management, Vol. 8, No.3

Owusu, A., **Badu, A.K.** and Mensah N.O. (2015). Factors Influencing Real Estate Agents Selection: A Survey of Real Estate Customers in Kumasi Metropolis, Ghana. Journal of Investment and Management. Vol. 4, No2,pp. 68-72. doi: 10.11648/j.jim.20150402.1

