

## **Ryan Watson, MFA**

[www.ryanawatson.net](http://www.ryanawatson.net)

[www.watstowerfilms.com](http://www.watstowerfilms.com)

### **PROFESSIONAL PROFILE**

- Award winning film/video director who has a passion for learning and educating students about the multiple genres and technique in the TV/Film industry.
- Well-versed background in producing and directing narrative & documentary style productions, covering sports and news stories, as well as producing promotional videos for entertainment venues and professional musicians.
- Proficient in multiple-camera shooting styles, lighting techniques, audio recording and non-linear editing software.
- Advanced knowledge of cinematography and post-production for cinema.
- Retains professional qualifications as a freelance, director/videographer/editor to keep students up-to-speed on the latest trends and technical innovations of the industry.

### **ACADEMIC/TEACHING EXPERIENCE**

#### **Associate Professor of Instruction**

University of South Florida

School of Mass Communications

Fall 2021 – Present

#### **Vū Studio at USF Teaching Fellow**

University of South Florida

School of Mass Communications

Fall 2021 – Present

#### **Instructor I**

University of South Florida

School of Mass Communications

Fall 2019 – 2021

#### **Visiting Instructor**

University of South Florida

School of Mass Communications

Fall 2016 – Spring 2019

## **ACADEMIC/TEACHING EXPERIENCE (CONTINUED)**

### **Adjunct Instructor**

University of South Florida  
School of Mass Communications  
Spring 2014 – Spring 2016

### **Adjunct Instructor**

University of Tampa  
School of Communications  
Fall 2014 – Spring 2016

### **Freelance Instructor**

Connecticut School of Broadcasting  
Spring 2012 – Spring 2016

### **Lead Instructor**

Seminole Media Productions Workshop  
Summer 2009 – Summer 2014

## **EDUCATION**

Master of Fine Arts    **National University**, Los Angeles, CA,    **2012-2015**  
Digital Cinema Production and Direction  
**Thesis:** Florida State's 1<sup>st</sup> Seminole

Bachelor of Arts    **University of South Florida**, Tampa, FL, **2001-2006**  
Mass Communication with emphasis in telecommunications/broadcast news

## **COURSES TAUGHT**

### **University of South Florida**

#### **MMC 4936-003 – Vu Studio at USF (10-12 students per section)**

<https://www.instagram.com/vuatusf/>

- Fall 2021-Present
- Instruct on the basic principles of shooting video inside an LED virtual studio
- Oversee the completion of UnReal Engine virtual environment modules
- Train students to operate the Sony fx6 cinema camera and Aputure LED lights

## **COURSES TAUGHT (CONTINUED)**

### **RTV 4320 – Electronic Field Production – 2-3 sections (12-18 students per section)**

- Spring 2014 - Present
- Emphasize continuity in shooting & editing.
- Highlight appropriate technique & safety precautions when handling field production equipment (lights).
- Train students to execute proper framing in documentary style interviews.
- Instruct on the importance of quality sound recording in field production.

### **MMC 4936-001 – Promotional Video Production – 2 sections (12 - 16 students per section)**

<https://www.youtube.com/watch?v=1TNPRHGsvFY>

- Spring 2017 – Present
- Train students to research target audiences for advertisements/promotions/PSA's.
- Instruct on the development of organized creative plans for video production.
- Supervise the execution of filming and editing based on the creative plan within strict deadlines.
- Supervise the creation of student owned video production brands.
- Instruct on the importance of managing client expectations & feedback.

### **MMC 4936 – Drone Videography – 1 section (16 students per section) -**

<https://www.youtube.com/watch?v=qMIej1NB4M>

- Spring 2018 – Present
- Emphasize all safety and FAA laws associated with the operation of a drone
- Instruct on the many ethical issues associated with aerial photography
- Supervised organized class fly days
- Teach the importance of proper framing and composition in aerial photography
- Ensure students understand the job descriptions of a drone flight crew

### **RTV 2100 – Writing for TV and Radio – 1-2 sections (12-18 students per section)**

- Fall 2016, Fall 2017
- Emphasize technical esthetics of writing for television, radio and film.
- Instruct on the technical aspects of writing for cinema
- Teach the importance of storyboarding.

### **RTV 3301 – Broadcast News - 2 sections (13 students per section)**

- Spring 2015, Spring 2020
- Introduce students to basic camera functions, framing, and composition.
- Train students in the fundamentals of storytelling for TV.
- Emphasize proper broadcast news writing and non-linear editing

## **COURSES TAUGHT (CONTINUED)**

### **MMC 4936.011 – Advanced Drone Videography - 1 section (5 students)**

- Spring 2020
- Train students on advanced drone videography techniques.
- Supervise various drone operations around the Tampa Bay Community.

### **University of Tampa**

#### **COM - 241 – Sound, Image and Motion – 2 sections (14- 18 students per section)**

- Fall 2014, Spring 2015, Fall 2015, Spring 2016
- Emphasize continuity in shooting & editing.
- Highlight appropriate technique & safety precautions when handling field production equipment (lights).
- Train students to execute proper framing in documentary style interviews.
- Train students in the basic principles of cinematography.
- Instruct on the importance of quality sound recording in field production

### **Connecticut School of Broadcasting**

#### **Final Cut Pro/Premiere Pro Editing – (Spring 2012 – Spring 2016)**

- Emphasize the importance of file organization when editing.
- Highlight fundamental concepts of non-linear editing.
- Discuss troubleshooting techniques of Final Cut Pro software.
- Discuss how to use Final Cut Pro in collaboration with other media applications

#### **Videography/Editing for Commercials (Fall 2012 – Spring 2016)**

- Emphasize fundamental camera moves & techniques
- Discuss the importance of maintaining continuity in editing choices
- Highlight the relationship between music and the commercial's pacing
- Instruct students on implementing client feedback into final product

#### **Newscast Studio Production (Fall 2012 – Spring 2016)**

- Examine the importance of accurate communication during the production of a newscast
- Discuss troubleshooting techniques during a live broadcast
- Instruct students on the basic jobs of a newscast: director, technical director, teleprompter operator, graphics operator, camera operator, floor director.
- Proctor Final skills exam during a live news broadcast.

## **PROFESSIONAL MEMBERSHIPS**

- University Film & Video Association (UFVA) 2014 to Present
- National Association of Black Journalists – 2017 to Present

## ACADEMIC SERVICE COMMITTEES

- College of Arts and Sciences Technology Committee, **August 2021 - Present**
- Zimmerman School of Advertising and Mass Comm Strategic Planning Committee, **August 2022 - Present**
- Zimmerman School of Advertising and Mass Comm Diversity Committee, **2019-2020**
- Zimmerman School of Advertising and Mass Comm Faculty Evaluation Committee **August 2020 – Present**

## ACADEMIC HIRING SEARCH COMMITTEES

- Instructor I of Integrated Public Relations and Advertising, **2019**
- Instructor I of Integrated Public Relations and Advertising, **2020**
- Visiting Assistant Professor of Integrated Public Relations and Advertising, **2021**
- Assistant Instructor of Digital Media, **2021**
- Teaching Laboratory Specialist, **2021**
- Visiting Instructor of Video Production, **2021**

## FILM PROJECTS

Producer/Director/Editor –*PAPER LINE*, 2022

### **MEDIA**

- <https://www.wtsp.com/article/features/great-day-live/paper-line-big-on-martial-arts-action-and-brotherhood-paperlinemovie-great-day-live-tampa/67-20c9c066-44ee-4ef4-84af-810df52caca5>
- [https://www.wfla.com/daytime/local-short-film-with-all-black-cast-slated-for-juneteenth-weekend-screening/?fbclid=IwAR3b5fbcnNLXEsDCEc-jqH07wBxwN\\_bvSCvGutVDzEYFZaJmQZExImCfn1I](https://www.wfla.com/daytime/local-short-film-with-all-black-cast-slated-for-juneteenth-weekend-screening/?fbclid=IwAR3b5fbcnNLXEsDCEc-jqH07wBxwN_bvSCvGutVDzEYFZaJmQZExImCfn1I)
- <https://www.youtube.com/watch?v=Wm1PXa4sAuk>

### **FESTIVALS – *PAPER LINE*, 2022**

- **Baltimore International Black Film Festival 2022 (Winner Best Film & Oscar Micheaux Award)**
- **AfroComicCon International 2022**
- **Black Feedback Film Festival 2022**

### **AWARDS**

- **Best Narrative Film - Baltimore International Black Film Festival 2022**
- **Oscar Micheaux Award - Baltimore International Black Film Festival 2022**
- **Best Director – Black Feedback Film Festival 2022**

Producer/Director/Editor – *THE IVORY LEAGUE: CONFESSIONS OF A BLACK FACULTY, 2021*

#### **MEDIA**

- <https://www.wfla.com/news/for-the-culture/usf-professor-tackles-issues-minority-teachers-and-students-face-in-new-film/>

#### **FESTIVALS**

- Sunscreen Film Festival - 2021
- Gasparilla International Film Festival - 2021
- Dunedin International Film Festival - 2021
- The Micheaux Film Festival - 2021
- Urban Film Festival – 2021
- Short Film Slam – 2021
- Sunscreen Film Fest West - 2021 (Semi-finalist)
- Independent Shorts Awards – 2021

#### **AWARDS**

- Best Florida Film 2021 Sunscreen Film Festival
- Silver Award First Time Director Independent Shorts Awards February 2021

Director/Producer – *UNWILFUL TRUTH, 2020*

#### **FESTIVAL**

- Tampa 48 Hour Film Project

#### **AWARDS – UNWILFUL TRUTH, 2020**

- Best Film
- Best Director
- Best Editing
- Best Sound Design

Director/Editor – *REAL HOUSE HUSBANDS OF QUARANTINE - 2020,*

#### **FESTIVAL**

- Stay Home 60 Second Film Festival -  
[https://www.youtube.com/watch?v=X3eXt\\_JqSIE](https://www.youtube.com/watch?v=X3eXt_JqSIE)

Drone Videographer – *ST. PETE UNFILTERED*, 2018

**FESTIVALS**

- Gasparilla International Film Festival 2018
- Sunscreen Film Festival 2018

**AWARDS**

- Audience Selection Best Florida Production

Associate Producer/Photographer – *THE TAMPA TECHNIQUE: RISE, DEMISE & REMEMBRANCE OF CENTRAL AVENUE, 2018* [Collaboration with Travis Bell PhD].

<https://www.youtube.com/watch?v=vHZyTGGI3QA>

Photographer – *T'S UP: BRANDING TEAM TAMPA, 2017* [Collaboration with Travis Bell, PhD]

**FESTIVALS**

- Screened at Sunscreen Film Festival 2017 -  
<https://www.youtube.com/watch?v=BmpicPL0jgY>

Director/Editor – *FLORIDA STATE'S 1ST SEMINOLE, 2015*

**FESTIVALS**

- Gasparilla International Film Festival 2015

**AWARDS**

- Audience Choice Award

Director of Photography – Short Film - *HOW ABOUT LIFE? 2013 (MFA RESIDENCY)*

<https://vimeo.com/293830491>

Executive Producer/Videographer - *Tampa Bay Black Heritage Festival 2019 - Present Video Catalog*

Drone Videographer – *2019 – Present, Gasparilla Pirate Festival*

## **TECHNICAL SKILLS & LICENSE**

### **Camera Proficiency**

- Sony fx6 Cinema Camera
- Sony Mirrorless A7 Series
- Canon DSLR EOS Series
- RED Digital Cinema Camera (One & Scarlet series)

### **Lighting Proficiency**

- LED Aputure illumination
- Cinematography illumination
- Studio/Green Screen illumination

### **Post Production Proficiency**

- Adobe Premiere CC – Expert Level
- AVID Media Composer – Intermediate Level
- Final Cut Studio - Expert Level

### **Aerial Photography/Videography**

- DJI Quadcopter series
- FAA licensed Unmanned Aircraft Pilot

### **Virtual Production Proficiency**

- Unreal Engine

## **PROFESSIONAL EXPERIENCE**

### **Owner/Executive Producer,**

January 2019 – Present

**WatsTower Films/Agent of Video Inc.** Tampa, FL

- Freelance director, videographer and drone videographer.

### **Freelancer Director,**

December 2014 – Present

**Motlow Production, Inc.** Tampa, FL

- Responsible for the invoicing, scheduling, creative planning and execution of all video production projects for Seminole Hard Rock Tampa and other Seminole Gaming clients.

### **Production Coordinator,**

March 2009 - Present

**Seminole Tribe of Florida** Tampa, FL

- Responsible for the scheduling, creative planning and execution of all video production projects for Seminole Tribe of Florida culture events and department seminars located on the Tampa reservation.
- Producer of segments for the Native Driven Network as well as writing feature stories for the Seminole Tribune.
- Responsible for the training and supervision of department interns as well as maintaining detailed equipment and activity logs.
- Coordinator/Videographer/Editor of promotional videos for the Seminole Hard Rock Hotel and Casino Tampa.



## **PROFESSIONAL EXPERIENCE (CONTINUED)**

### **Creative Services Producer**

March 2008 to March 2009;           **WTTA Tampa Bay** - Tampa, FL

- Responsible for the production of daily promotional spots and news topical
- Aided production manager in the scheduling, writing, shooting and editing of local ad commercials/infomercials;
- Responsible for the censoring of obscene material as well as training creative services interns.

### **Master Control Operator**

August 2006 to March 2008;           **WTTA Tampa Bay** – Tampa, FL

- Responsible for the playback of programming and commercial / promotional material as reflected by the operating log;
- Entered taped material and playback information into the master control system
- Recorded satellite feeds as scheduled.