

Jason Porter
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EDUCATION

- M.A., Media Arts — University of South Carolina, 2018
- B.S., Media Arts and Animation — Art Institute of California–San Francisco, 2005

ACADEMIC APPOINTMENTS

University of South Carolina

- Senior Instructor, Visual Communications, 2025–Present
- Instructor, Visual Communications, 2019–2025
- Adjunct Professor, Visual Communications / Media Arts, 2017–2019
- Graduate Instructor Assistant, Media Arts, 2016–2018

COURSES TAUGHT & CURRICULUM INNOVATION

Courses Taught

- JOUR203 – Principles of Visual Communication
- JOUR455 – Immersive Presence (*Course Created*)
- JOUR449 – Design of Online Content (*Redesigned: UI/UX and prototyping emphasis*)
- JOUR553 – Motion-Based Graphics for Visual Communications (*Course Created*)
- JOUR560 – Capstone Portfolio Development
- JOUR598 – Independent Studies (*UI/UX, AR Print Journalism, Adv. Motion Design, Visual Design*)

Pedagogical Innovation Highlights

- **AI Podcast Study Buddy** (2025): An AI-generated study podcast used to reinforce core concepts in a 200-level visual communication course. Developed using NotebookLM and NoteGPT, this accessible tool boosted student comprehension and engagement, with measurable test score increases. Winner of AEJMC Best Practices in Teaching Award.
- **GenAI Workshop Series** (2024–2025): A five-part teaching framework for prompt engineering, visual influence, and image-to-video pipelines. Features the GenAI Triangle of Influence model. Accepted as a peer-reviewed AEJMC conference paper, Innovations in Teaching awards, and featured in an academic book chapter.
- **AR-Enhanced Print Magazine Project** (2023): Independent study course resulting in a student-produced augmented reality magazine that combines traditional editorial design with immersive media. Awarded Student Best in Show at BEA On-Location 2023.
- **Jeopardy! Interview Question Edition** (2023): An interactive, customizable web-based classroom

game that teaches interview prep through active learning. Honorable Mention for AEJMC Best Practices in Teaching Award.

- **Let's Get a Job Podcast** (2020–2022): A student-sourced, instructor-hosted podcast featuring mid-level creative professionals discussing first jobs and industry advice. Used as a career-prep tool in capstone courses. Recognized for AEJMC Innovations in Teaching Award.

AWARDS, FELLOWSHIPS & GRANTS

Teaching Awards

- Best Practices in Teaching Award, 1st Place — AEJMC, 2025 (*Your AI Podcast Study Buddy*)
- Dr. Sandy Utt Excellence in Teaching Award – AEJMC, Visual Communications Division, 2025
- Innovations in Teaching Award – AEJMC, Visual Communications Division, 2025 (*Reverse Engineering AI to Create Better Images, & Directing AI to Create Consistent Visual Campaigns*)
- Mary Caldwell Excellence in Teaching Award — USC SJMC, 2024
- Best Practices in Teaching Award, Honorable Mention — AEJMC, 2023 (*Jeopardy! Interview Edition*)
- Innovations in Teaching Award — AEJMC, Visual Communications Division, 2022 (*Let's Get a Job Podcast & Virtual Discussion Groups*)

Research / Creative Awards

- Creative Research Award— AEJMC, Visual Communications Division, 2023 (*Piranesi's Worlds*)
- Best of Show – VR, AR & 360 Video— BEA, 2023 (*Piranesi's Worlds*)

Fellowships

- Provost's AI Teaching Fellowship — USC, 2025–2026

Grants

- Garret Lee Smith Suicide Prevention Grant — Key Personnel, SAMHSA, \$300,000, 2023–2025
- ASPIRE II Faculty Award (*The Virtual Piranesi*) — Lead PI, USC, \$99,629, 2020–2022
- Innovative Pedagogy Grant (*Immersive Presence*) — USC, 2023
- Virtual Environments Teaching Grant (*AR in the Classroom*) — USC, 2019

PUBLICATIONS

- Korani, T. (Forthcoming, 2025). "Transforming Visual Communication: The Role of Large Language Models in Media Content Creation." In [Book title forthcoming]. Taylor & Francis. (Includes contributed case study and classroom examples by **J. Porter**)
- **Porter, J.** (2025). *Your AI Podcast Study Buddy*. In AEJMC Best Practices in Teaching Pamphlet (Electronic), pp. 4-8. AEJMC Standing Committee on Teaching.
- **Porter, J.,** Meaney, E., Britton, J. (2023). *Piranesi's Worlds* [VR project]. Itch.io (self-published release).
- Britton, J., Gavin, M., Langer, Z., **Porter, J.** (2023). *The Digital Piranesi*. In *Piranesi@300*, pp. 264–271. Editorial Artemide.

- **Porter, J.** (2020–2022). *Let's Get a Job* [Podcast]. Self-produced, available on all streaming platforms.
- **Porter, J.** (2018). *Olive, It's Trash!*. Blurb Publishing (self-published).

PRESENTATIONS & INVITED TALKS (Selected)

Peer-Reviewed Conference Presentations

- *Prompt to Production: Teaching the AI Creative Pipeline*, AEJMC Annual Conference – Advertising Division, San Francisco, August 2025 (*peer-reviewed paper*)
- *Best Practices in Teaching*, AEJMC Standing Committee on Teaching, San Francisco, August 2025 (*invited panelist*)
- *Innovation in Teaching Visual Communications*, AEJMC Annual Conference, Detroit, August 2025 (*Reverse Engineering AI to Create Better Images, & Directing AI to Create Consistent Visual Campaigns*)
- *Re-Thinking the Virtual Museum Experience through Piranesi's Worlds*, International Conference on the Inclusive Museum, Vancouver, September 2023
- *Piranesi's Worlds*, AEJMC Creative Research Panel, Washington DC, August 2023 (*invited presenter*)
- *Jeopardy! Interview Question Edition*, AEJMC GIFT Poster Session, Washington DC, August 2023 (*honorable mention*)
- *Piranesi's Worlds: Art History and Historic Site Interpretation Go Virtual*, Conference of the Image, University of Texas, September 2022
- *Innovation in Teaching Visual Communications*, AEJMC Annual Conference, Detroit, August 2022 (*Let's Get a Job Podcast & Virtual Discussion Groups*)

Invited Talks, Keynotes & External Workshops

- *Threading the Future: A flexible framework for teaching GenAI workflows*, AEJMC VisCom Pre-Conference, San Francisco, August 2025 (*keynote*)
- *Shaping AI-Generated Imagery for Campaigns*, AEJMC Advertising Pre-Conference, San Francisco, August 2025 (*workshop*)
- *Shaping AI-Generated Imagery for Campaigns*, AI for Good Adobe Creative Jam, San Jose, March 2025 (*speaker*)
- *From Reality to AR: A Beginner's Guide to Creating Augmented Experiences*, BEA On-Location, Columbia, October 2023 (*invited workshop*)
- *The Virtual Piranesi: New Methods of Interactive Literacy*, Piranesi@300, Rome, Italy, May 2021
- *Teaching Virtual Worlds in Journalism and Mass Communication*, AEJMC, SF, CA, August 2020
- *The Virtual Piranesi*, Artisphere Festival, Greenville, May 2020 (*public exhibition*)
- *The Virtual Piranesi*, Seminar for American Institute of Architects, February 2020 (*invited*)

INDUSTRY EXPERIENCE & CREATIVE ROLES (PRIOR TO ACADEMIA)

- **Motion Design Director**, Deutsch, Los Angeles, CA (2013–2015)
- **Senior Motion Designer & Art Director**, Monkeyhead, Los Angeles, CA (2011–2013)
- **Animator, Composer & Motion Designer**, Mad Monkey, Columbia, SC (2007–2011)
- **Animator**, Visual Concepts Entertainment, San Rafael, CA (2005–2007)

Produced creative content for national broadcast, digital campaigns, film & AAA video games:

- 2 Super Bowl commercials
- 165+ nationally televised commercials
- 75+ film festival selections
- 5 published AAA video games

Clients include Disney, Marvel, Taco Bell, Volkswagen, Target, Dr. Pepper, Nintendo, HBO, ABC, FX, Red Bull, Toyota, Lexus, Snapple, TNT, NCAA, NBA, and 2K Sports

Work contributed to campaigns recognized by One Show, Webby, Clio, D&AD, Andy, Effies, and Cannes Lions

See jasonthewebsite.com for full project credits and portfolio reel.

UNIVERSITY & NATIONAL SERVICE (Selected)

University of South Carolina – Academic Service

- Current Committees: Ad Hoc AI Committee, Tech Committee, Petitions Committee, Faculty Grant Development Committee
- Board Member: USC Board of Student Publications (2021–Present)
- Creative Media Consultant: Garnet Media Group – ongoing collaboration with student-led media to integrate emerging media tools into traditional outputs. (2020–Present)
- Faculty Workshop Leader (SJMC): Adobe Aero AR Series (Nov 2022, Feb 2023, Mar 2023); AI Pipeline Workshop (Apr 2025)

University of South Carolina – University-Wide Workshops

- *Augmented Reality Bootcamp* – Center for Teaching Excellence, May 2019
- *Instructional Design and Production with Augmented Reality* – Center for Child and Family Studies, Sept 2019
- *Augmented Reality Workshop* – Center for Teaching Excellence, Dec 2020
- *Virtual Classroom Community Building* – Octoberbest Teaching Symposium, Oct 2021
- *Using VR in the Digital Humanities* – Humanities Collective, Mar 2022
- *Organizing Assignment Clutter in Blackboard* – Octoberbest Teaching Symposium, Oct 2022

National Service

- Juror: Television Academy (Primetime, Daytime, College, Los Angeles Emmy Awards)
- Reviewer: AEJMC, BEA, CBI, Adobe Creative Jam

MEMBERSHIPS

- Academy of Television Arts and Sciences
- Association for Education in Journalism and Mass Communication (AEJMC)