



Avianna Jones, Ph.D.

Writer, Photographer, Video Producer, Website Creator and Curriculum Developer
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swallowcreek.com

Summary

FIRST CAREER

My doctoral training in Counseling Psychology prepared me for university teaching and administration, direct service, and program development – all of which I have done in different settings. However, throughout the years, my primary calling has always been to teach.

SECOND CAREER

In 1999, I was led to focus on environmental education and wished to create deeper connections to the natural world that sustains us all. Believing that video content was the most powerful instructional medium on the planet, I started my own video production company, Swallow Creek Productions.

I have produced nature and wildlife documentaries for local governments and non-profit organizations, winning awards in the areas of fundraising, environmental education, nature and wildlife, cinematography, government relations, and fundraising.

I also produce documentaries for individuals wishing to showcase their work or a life event. Wishing to maintain creative control over all areas of the work I produce, I handle all aspects of production: writing, editing (Final Cut Pro), DVD authoring, video compression for the web, graphic design (Photoshop), Wordpress website development, content creation, page layout for print and promotional material, etc.

WRITING

I have always been a teacher, and I have developed curriculum material for pre-K (a social competencies curriculum) to doctoral students (a guide to writing a thesis and dissertation).

I have always dreamed of writing spiritual material for children in an engaging way that empowers them to be their very best selves. This work is underway and uses puppy cartoon characters created by Ken Mitchroney (Teenage Mutant Ninja Turtles, Warner Bros. characters, etc.)

MY WEBSITES

Swallow Creek Productions – SwallowCreek.com

My media production website that contains hours of videos – my independent productions and productions for clients – as well as photos, awards, and other information.

Power Puppies – Power-Puppies.com

The website for my new spiritual living for kids books.

IdyllWildThings – IdyllWildThings.com

A photoblog of “Wild Things” in Idyllwild. I post new photos regularly.

My photo blog – AviannasPhotoBlog.com

A photoblog that extends beyond Idyllwild.

Science of Mind for Kids – SOMforKids.com

My first Science of Mind book for kids. Free pdf download.

Grandmother Mountain Stories – GrandmotherMountainStories.com

Grandmother Mountain is the voice of my book about Idyllwild's Lemon Lilies – “Dreams Come True: Idyllwild's Lemon Lilies Come Home.” Lots of information about Idyllwild's iconic wildflower.

Summary Site – AviannaJones.com

Some favorite photos and links to my other sites.

PERSONAL

I am blessed to live in the San Bernardino National Forest in the beautiful mountain community of Idyllwild, California, surrounded by the beauty of the natural world – always a source of joy and inspiration.

In 2008, I changed my first name from "Nancy" to "Avianna" to honor my connection to birds and "wild things."

Life is good!

Video and Media Production Career

Swallow Creek Productions

WEBSITE DEVELOPER & CONTENT CREATOR, 2005 - PRESENT

Over the past 10 years, I have enjoyed creating websites for my productions and for others. I am constantly learning more, and I currently use Wordpress. I also provide consultation services for individuals, businesses and organizations and develop content to convey effective messages.

Clients include:

Joan Leal Carter, Artist – artheals.com

Erica Powell Fleischmann, Harpist – PalmSpringsHarpist.com

Idyllwild Scholarship Fund – IdyllwildScholarshipFund.org

Forest Folk – ForestFolk.org

INDEPENDENT VIDEO PRODUCTIONS, 1999-PRESENT

"Welcome Mayor Max and Family" (2013)

This short slideshow welcomed Idyllwild's Mayor Max and family and was premiered at the community puppy shower for the new Mayors hosted by Forest Folk.

"Idyllwild's Lemon Lily –Restoring a Community Treasure" (2011)

This short film documents the plight of Idyllwild's Lemon Lily and the community's efforts to restore it. Official selection of the Idyllwild Independent Festival of Cinema.

"The Swallows of Capistrano" (2000)

This documentary features the Return of the Swallows celebration at Mission San Juan Capistrano, and follows the swallow colony from their return in March to their departure from the colony site in August. My first production received Communicator honorable mentions in Music Scoring and Environmental categories.

PRODUCTIONS FOR CLIENTS, 1999 - PRESENT

Office of Idyllwild's Mayors – "Wild Dogs" (2014)

This 9-minute movie featured Idyllwild's Mayors during their first year in office – Working hard and playing even harder.

Orange County Parks – "Caspers Wilderness Park: Orange County's Treasure (2005)

Orange County Parks – "Caspers Wilderness Park – Find Your Place in Nature" (2011)

These 12-minute videos were produced for the park's Nature Center and won Telly Awards in the categories of Nature and Wildlife, Cinematography/Videography, and Government Relations.

Santa Catalina Island Conservancy – "Tracks in the Sand – Saving the Catalina Island Fox" (2002)

This video documented the plight of the endangered Catalina Island Fox and the efforts to save it from extinction. This production won Telly Awards in the Environmental and Fundraising categories, and also won a Communicator award for Cinematography and a Videographer award.

Orange County Bird of Prey Center – "Second Chances – The Orange County Bird of Prey Center" (2000)

This fundraising video was produced for the Orange County Bird of Prey Center and won a Communicator award in the Environmental category.

Riverside County Parks, Idyllwild Nature Center – Wildflowers of the Nature Center (2011)

This slideshow produced for the Wildflower Festival featured the wildflowers found at Idyllwild's Nature Center, including Idyllwild's Lemon Lily.

Charter Communications Clients (2002-2008)

I created 30-second advertising spots for Charter Communications clients, including:

Lake Arrowhead Chamber of Commerce

Wildhaven Ranch (Wildlife Sanctuary)

Blue Jay Jazz Festival

Harley Davidson Victorville

Head to Tail Grooming

High Hopes/First 5

Treasure Trove

We Care for You

Carpet Station

Forest Farms

Timberland Interiors

Mountains Community Hospital

Lake Arrowhead Chamber of Commerce (2002-2008)

I created a number of projects for the Chamber, including PSAs, a short video on the historic Boat Show, and a Citizen of the Year tribute video.

Mission San Juan Capistrano Productions (2000-2003):

"Christmas at the Mission"

"Secrets of the Vestry Dome"

"Art at the Mission"

"The Mission Blooms Again"

"The Great Stone Church"

"Pirates at the Mission"

"Discovery Camp"

"Russian Heritage Festival"

"World Monument Ceremony"

Craig D. Aaron, Custom Jewelry Designs (2006 & 2011)

This 3-part documentary included an "About the Artist" section, a "Process" section that documented a new creation (a custom ruby ring) using the lost wax method from beginning to end, and a "Creations" section that featured products. The original 2006 production was updated in 2011. This video is shown in Craig Aaron's Lake Arrowhead studio and distributed to clients.

Mr. and Mrs. Bauer – The Bauer Daffodil Gardens (2005)

Mr. and Mrs. Bauer's private garden in Running Springs is known throughout the world for the spectacular expanses of daffodils and the beauty of the paths throughout the gardens. The Bauers created the gardens over a 50 year period and opened them to the public each year in the spring. The gardens are no longer open to the public. The Bauers asked me document their gardens, and I produced a video tour, slideshows, and a coffee table book for them.

Eddie Rigdon – "Water Is Life" (2008)

The Rigdon's charity work involves the development of sustainable water resources and health care for African communities. I developed a slideshow to feature their humanitarian contributions and assist in them in their mission.

Memorial and Anniversary Slideshows for individuals

It is always an honor to create celebrations of life for individuals and families.

Video Production Training

American Film Institute (1999)

Final Cut Pro v.1

DV Creators (1999-2003)

Digital Video Bootcamp, 1999

Final Cut Pro Master Class, 2000

Motion Graphics, 2000

Final Cut Pro 4, 2003

Promax (2000)

Sound Design

Larry Jordan (2004-2008)

DVD Studio Pro

Advanced Final Cut Pro 4, 2004

Final Cut Pro 5, 2005

Motion, 2008

Saddleback College

Lighting Workshop

Multi-Camera Directing

Video Editing

Photoshop

Lynda.com

Final Cut Pro

Motion

DVD Studio Pro

Compressor

Photoshop

Wordpress

YouTube

Nature/Wildlife Photography Training

Nikon School, 2000
Moose Peterson, 2000

Honors and Awards

- "Daffodils Meeting" Photograph (2013)
Art Alliance of Idyllwild, Eye of the Artist Event – Theme: Sensuality, Second Place Photography
- "DreamsComeTrue–Idyllwild's Lemon Lilies Come Home" (2011)
Idyllwild Independent Festival of Cinema • Official Selection in Short Film Category
- "Caspers Wilderness Park: Orange County's Treasure" (2005)
Telly Awards in Environment, Cinematography, and Government Relations
- "Tracks in the Sand: Saving the Catalina Island Fox" (2002)
Telly Awards in the categories of Environment and Fundraising
- "Second Chances: The Orange County Bird of Prey Center" (2001)
Communicator and Videography awards
- "The Swallows of Capistrano" (2000)
Communicator honorable mention for Film Scoring and Environmental

Print and Publications

Books and Publications

- "How to Remember Who You Are" (with Rev. Doug Yagaloff, Editor) (2012)
Science of Mind curriculum for children with adult guide. Website – SOMforKids.com. Published by CreateSpace.

I wrote, designed, and created all print files for this book.
- "Idyllwild Area Camp Fire Safety" (2011)
US Forest Service/Rotary of Idyllwild

I developed educational print materials and a website related to wildfire safety as part of a grant administered by the Idyllwild Rotary Club.
- "Dreams Come True – Idyllwild's Lemon Lilies Come Home" (2010)
Creative non-fiction for children. Website – GrandmotherMountainStories.com. Published by CreateSpace.

I wrote, designed, illustrated (using my photos), and created all print files for this book.
- "Lemon Lily Adventure Guide" (with Julie Johnson) (2010)
Environmental education booklet for children developed with Julie Johnson. Published by the Idyllwild Nature Center.

I wrote, designed, illustrated, and created all print files for this project.
- "Good for Me!"
Award-winning character education curriculum for children, including a parents' guide. Published by Thomas Nelson, 1993. (Out of print.)

Arranged for cartoonist and comic book illustrator, Ken Mitchrone, to develop my characters, and wrote all content and designed the book layout used by the publisher.

Logo and Character Designs

Forest Folk (2011)

Logo design used on mugs, t-shirts, and other promotional material.

“Grandmother Mountain” (2010)

Photo design used on mugs, tote bags, and other promotional material.

“Lemon Lily Kids” (2010)

Created the Lemon Lily Kids for Idyllwild’s Lemon Lily Festival used on t-shirts and in print material.

Awards

“Good for Me!”

Substance Abuse Prevention Award, 1990

This program was also recognized by the State of Florida as part of an exemplary pre-Kindergarten program.

Psychology Career

Education

UNIVERSITY OF IOWA, IOWA CITY, IOWA – PH.D., 1978

Counseling Psychology (Minor: Statistics and Research Design)

CALIFORNIA STATE UNIVERSITY, LONG BEACH – B.A., 1972

Psychology, Magna Cum Laude

SANTA ANA COLLEGE, SANTA ANA, CA – ASSOCIATE OF ARTS (A.A.), 1970

Liberal Arts, Philosophy emphasis

Certifications

PSYCHOLOGIST, STATE OF IOWA, 1980 TO 1983

PSYCHOLOGIST, FLORIDA, 1983 TO 1994

EDUCATOR’S CERTIFICATE (GUIDANCE AND COUNSELING), STATE OF FLORIDA, 1991 TO 1994

COMMUNITY COLLEGE INSTRUCTIONAL CERTIFICATE, STATE OF FLORIDA, 1991 TO 1994

Psychology – Teaching, Direct Service, Research, and Academic Administration

DEAN AND PROFESSOR, SCHOOL OF BEHAVIORAL SCIENCE, CALIFORNIA COAST UNIVERSITY, SANTA ANA, CALIFORNIA, 1994-2004

This position involved extensive student contact with non-traditional, distance learning students related to program completion, administrative concerns, and supervision of thesis and dissertation research.

Teaching responsibilities included developing effective curriculum and instructional materials for non-traditional students, from bachelor’s to doctoral level, and evaluation of student work.

Administrative responsibilities included developing policies and procedures ensuring compliance with state regulations, and working effectively with other university departments, administrators and faculty members. In addition, I wrote the research manual used by all graduate students: "Guidelines for Writing the Thesis or Dissertation."

Major Accomplishments: Increased student satisfaction and retention and new student enrollment, worked successfully with other departments in developing and implementing effective dissertation research evaluation and approval materials and procedures, developed new courses of instruction, and facilitated the degree completion of over 100 doctoral students.

I also participated in the preparation of materials and procedures that led to successful DETC accreditation.

DISSERTATION RESEARCH CONSULTANT, 1996-1998

Developed and operated a consultation and manuscript review service to assist students in the development and completion of masters theses and doctoral dissertations in psychology, education and related fields.

ADJUNCT COUNSELOR, GOLDEN WEST COMMUNITY COLLEGE, 1997

Facilitated a support group for single parents focusing on effective parenting techniques and personal growth issues.

COUNSELOR, DAYTONA BEACH COMMUNITY COLLEGE, DAYTONA BEACH, FLORIDA, 1994

Assisted in the development of the Student Services area of a rapidly growing branch campus, developed and implemented community outreach programs, and provided personal and career counseling to students.

Major Accomplishments: Participated in recruiting program for under-represented minority students and developed IEP materials to be used by staff and students.

GUIDANCE COUNSELOR, BUNNELL ELEMENTARY SCHOOL, BUNNELL, FLORIDA, 1988-1994

Worked closely with teachers and administration in identifying students with special needs and trained teachers in effective classroom management techniques. Provided on-going consultation and staff development to faculty and administration, served on district-wide task forces, and developed successful grant proposals.

Major Accomplishments: Developed and implemented an award-winning, full-year social competencies curriculum based on my book, "Good for Me!" which included producing, writing, directing, editing and acting in the on-campus production of 13 videotaped episodes. Every child appeared in at least one episode.

INSTRUCTOR, PSYCHOLOGY DEPARTMENT, DAYTONA BEACH COMMUNITY COLLEGE, DAYTONA BEACH, FLORIDA, 1991

Developed and taught course:
Effective Classroom Management

CLINICAL DIRECTOR, FAMILY LIFE CENTER, 1987-1988

Developed and implemented the psychological counseling component of a social service agency which also included community consultation and education, and agency program development.

PSYCHOLOGIST, PRIVATE PRACTICE, CENTRAL FLORIDA, 1982-1987

Provided individual, family, and group psychotherapy and diagnostic services, as well as community consultation and education.

ADJUNCT PROFESSOR, PSYCHOLOGY DEPARTMENT, UNIVERSITY OF CENTRAL FLORIDA, 1981-1985

Developed and taught undergraduate courses:

Personal Adjustment
Interviewing and Counseling
Psychology of Women

Assertion Training

Graduate course:

Psychology of Adult Adjustment

ADJUNCT PROFESSOR, DEPARTMENT OF COUNSELOR EDUCATION, ROLLINS COLLEGE, WINTER PARK, FLORIDA, 1984

Developed and taught a graduate course:

Adult and Career Development

VISITING PROFESSOR, ELDERHOSTEL PROGRAM, WINTER PARK, FLORIDA, 1984

Developed and taught an Elderhostel course:

Rogers vs. Skinner: Free Will vs. Determinism in Psychological Theory

STAFF PSYCHOLOGIST, CHURCH STREET COUNSELING CENTER, ORLANDO, FLORIDA, 1980-1981

Provided individual, family, and group psychotherapy, community needs assessment, and program development and implementation.

DIRECTOR OF COUNSELING, AUGUSTANA COLLEGE, ROCK ISLAND, ILLINOIS, 1980

Developed an on-campus counseling and development center; provided individual and group counseling and psychotherapy; and conducted in-service training for staff and administration.

DIRECTOR OF COUNSELING, ST. AMBROSE COLLEGE 1978-1980

Developed an on-campus counseling and development center; provided individual and group counseling and psychotherapy; conducted needs assessments and developed and implemented programs based on those needs; and conducted in-service training for staff and administration.

ASSISTANT PROFESSOR, PSYCHOLOGY DEPARTMENT, ST. AMBROSE COLLEGE, 1978-1980

Developed and taught undergraduate courses:

Abnormal Psychology

Introduction to Psychology

Principles of Counseling

Psychology of Women

STAFF PSYCHOLOGIST, RIVERSIDE RETREAT, ROCK ISLAND, ILLINOIS, 1978

Provided substance abuse assessment and treatment services to both outpatient and inpatient clients and their families.

INSTRUCTOR AND CORRESPONDENCE COURSEWRITER, COLLEGE OF EDUCATION, UNIVERSITY OF IOWA, 1973-1975

Developed and taught a course and adapted course material for correspondence students:

Sex Role Stereotyping and Socialization in Education

RESEARCH ASSISTANT, DEPARTMENT OF CHILD PSYCHIATRY, COLLEGE OF MEDICINE, UNIVERSITY OF IOWA, IOWA CITY, IOWA, 1973-1975

Research assistant and parent interviewer in the project: A Long-term follow-up study of hyperkinetic children.

Publications

“The Hyperkinetic Child: What Do Teachers Know?”

Psychology in the Schools, 1975, 12, 388-392, 1975. Authors: Nancy Jones, Jan Loney, Fred Weissenburger, et al.

“Women in Administration: A View from the Top”

In B.P. Gelwick (Ed.), Up the Ladder: Women Professionals in Administration, ACPA, 1979.

Authors: Nancy Jones & Ursula Delworth

Dissertation: “An Investigation of the Similarities Between Subgroups of Vocationally Undecided Students as Identified by a Cognitive-Developmental Approach and an Empirical Approach”
University of Iowa, 1978.

Volunteer Experience

Forest Folk, Inc., Idyllwild, CA (2011-present)

Assisted the president in the completion of the 501(c)(3) application for non-profit status. The application was approved with no changes required. I also developed the website (forestfolk.org) and created the logo as well as advertising and publicity material for the organization.

Idyllwild's Lemon Lily Festival (2010-2012)

I was a founding member of the Lemon Lily Festival and worked closely with Doug Yagaloff, Festival Chairman, to develop educational material, as well as material to be used for advertising and publicity, including:

The Lemon Lily Kids used on t-shirts and in print material

Photos of Lemon Lilies used in print material

The "Lemon Lily Adventure Guide" (with Julie Johnson)

Video re-cut of the Huell Howser episode on the Lemon Lily Festival

Video of the Lemon Lily Song shown at the Rustic Theater

Short film on the Lemon Lily shown at the International Festival of Cinema

Spirit Mountain Retreat, Idyllwild, CA (2012)

Created and donated print designs.

Idyllwild Historical Society, Idyllwild, CA (2010)

Donated videography services for oral history project.

Boys and Girls Club, Lake Arrowhead, CA (2008)

Donated videography services for fundraising video productions.

Pacific Wildlife Project, Laguna Niguel, CA (1996-1998)

As a Wildlife Technician, I provided supportive care to wildlife treated by the agency prior to release; developed instructional and administrative material for the center, including a children's story, "Mr. P. and the Pelicans."

San Clemente High School, Triton Music Arts Club (1994-1998)

While my son was in Marching Band, I volunteered to edit the group's monthly newsletter and assisted in various fundraising activities for the Instrumental Music Program.

References

Available on Request