

Curriculum Vitae/Reference:

MARIE ANTOINETTE ODENDAAL

Personal information

Date of Birth	:	6 August 1981
ID	:	8108060024083
Cell phone number	:	078 270 5790
E-Mail Address	:	nettiedendaal@gmail.com
Driver's license	:	Code 8
Residential address	:	92 Rosemary Avenue, 46 Roosmaryn, Annlin, Pretoria
Postal Address:	:	PO Box 35127, Annlin, 0066
Teaching portfolio	:	https://antoINETTEodendaal.weebly.com/
LinkedIn profile	:	https://www.linkedin.com/in/antoINETTE-odendaal-475a4082/

Software skills:

MS Word	★★★★★
MS PowerPoint	★★★★★
MS Excell	★★★★★
MS Outlook	★★★★★
Blackboard Learn	★★★★★
Mac OS	★★★★★
Windows OS	★★★★★
Adobe Photoshop	★★★★★
Adobe Illustrator	★★★★★
Adobe InDesign	★★★★★
Adobe Premier Pro	★★★★★
Adobe After Effects	★★★★
Adobe Dreamweaver	★★★★
Adobe XD	★★★★
WordPress	★★★★
HTML	★★★
CSS	★★★

Work skills:

Teaching
Education
Marking
Constructive student feedback
Academic research
Video creation
Motion Graphics
Animation
Website development
Graphic Design
Drawing
Painting
Sculpture
Artificial Intelligence in the field of art making ,animation and graphic design

Personal skills:

Attention to detail
Creative
Friendly
Communication
Problem solving
Organised
Can do attitude
Versatile
Adaptable
Deadline driven
Hard working
Honesty

EDUCATION AND QUALIFICATIONS:

PHD Candidate

Doctor of Philosophy Art

Intermediality— a new media approach and cinematic adaptations of Hieronymus Bosch.

Estimated time of completion: January 2026

University of South Africa Pretoria, South Africa

Master of Visual Arts

Visual Strategies Employed in Video Art: The Simulation of Traumatic Memories - 2019-2021

University of South Africa Pretoria, South Africa

UNISA institutional repository: <http://hdl.handle.net/10500/27613>

BA (Culture and arts): Multimedia studies and digital visual arts

University of South Africa 2011-2014

Pretoria, South Africa

BTech (Graphic design): Research, web design, visual communication, and animation

Tshwane University of Technology 2015

Pretoria, South Africa

Diploma: Computer and secretarial skills

Varsity College 2000

Pretoria, South Africa

Matric

High School Overkruin 1995-1999

Pretoria, South Africa

OTHER ACHIEVEMENTS:

- 2014** The business of art and introduction to curating course by international art curator Carol Brown
- 2014** Third-year student exhibition in video art and multimedia at the Kgorong Art Gallery, UNISA
- 2014** Final year student bursary, UNISA
- 2015** Entered the ABSA L'Atelier art competition
- 2018** Co-curating an art exhibition at the 7th Biennial conference for the International Tourism Studies Association in collaboration with UNISA. I also helped Dr Gwen Miller to design the catalogue for the exhibition.
- 2018** Curated the Adriaan Boshoff Museum from conception to completion at the former Orient Boutique Hotel
- 2019** Received a master's student bursary from UNISA
- 2020** Master student solo exhibition at the Kgorong art gallery, UNISA
- 2021** Entered the Sasol New Signatures competition and exhibited at the Pretoria Art Museum
- 2021** Third place winner of the Inaugural Dr Charles Fresyen Award for teaching excellence.

VOLUNTEER AND COMMUNITY WORK

2015 - I volunteered for a stop frame animation project at a school for children with disabilities. The project included various workshops and classes at New Hope School. The project was followed by an art exhibition at the UNISA art gallery. I also compiled all administrative documentation for the project. Supervisor: Doctor Gwen Miller: 012 429 6398.

FREELANCE WORK

2016-until present – Graphic design, illustration, and website design.

2007-2016 - I wrote weekly newspaper columns and property advertorials for an auction house in Pretoria. My articles were placed in the auction section of various local and national newspapers.

CAREER TIMELINE AND EXPERIENCE IN EDUCATION:

Lecturing experience:

1. Pearson Institute of Education – Pretoria

March 2017 - November 2017

Job Summary:

Teaching and facilitating 25 hours per week, to students who are doing a degree in graphic design and multimedia. Modules included Adobe InDesign, Dreamweaver, After Effect, Premier Pro, and Adobe Audition.

2. Academic Institute of Excellence – Midrand

March 2019 – November 2020

Job Summary:

Teaching and facilitating 15 hours per week, to students who are doing a 1-year certificate programme in Digital Marketing and social media design.

3. Varsity College – Midrand February 2019 - Until present

Job Summary:

Teaching and facilitating 4 hours per week, to first-year higher certificate students, in the module Design Thinking and Problem Solving.

4. Rosebank College – Pretoria CBD

March 2019 - Until present

Job Summary:

Teaching and facilitating 25 hours per week, to first, second, and third-year students who are studying for a diploma in computer-based graphic development. Modules include design thinking and problem-solving, visual communication, art and design, digital publishing, graphic development, art and illustration, video content creation and production, and website development.

5. Vega School – Pretoria, Menlyn

March 2021 – Until Present

Job Summary:

Teaching and facilitating first, second-, and third-year students studying towards a degree in graphic design. Modules included visual literacy and graphic development for website and user interface development. Second semester: video and editing, Adobe Photoshop at an advanced level, and Adobe InDesign for interactive digital publishing.

6. The University of South Africa – Pretoria, Sunnyside 2017, 2018, 2019

Job Summary:

Concept development and video software training to second-year visual art and multimedia students during the scheduled UNISA workshops. Under supervision of Doctor Nathani Luneburg.

2018 – 2019

Museum curator/ graphic designer (twelve-month contract):

APBCO Insurance Brokers, Legacy Underwriting Managers and The Orient Boutique Hotel

February 2018 - February 2019

Job Summary:

Research and writing: Examining paintings and writing formalistic analysis of the companies' art collection and incorporating it into an art catalogue for future print and publication. *Graphic design:* Invitations for functions and events, the monthly newsletter and distributing it over social media platforms. *Curatorial:* Overseeing, acquiring and conservation of the APBCO and Legacy fine art collection, consisting of 2500 works of art including paintings and sculpture.

Curating the Adriaan Boshoff Museum from planning to inception: Extensive research and planning on aspects of placement, grouping, hanging techniques, lighting, and labelling of works of art for the installation of 139 paintings in a 450-square-meter museum. Writing and application of name plaques. Extensive research and interviews with friends and family members of the artist to incorporate the information into the museum. Wrote all the copy about the artist's history, timeline, and his working methods. Design and coordinating of large format museum decals, including wallpaper, photographs, and vinyl lettering. Installed two museum display cases with items that belonged to the artist. Organised a press preview with a compiled press release package. Hosted the French embassy and academics from the University of South Africa at the museum.

My duties also included: Attending auctions to purchase art. Arranging and coordinating special events and museum visits: designing invitations and sending out invitations through social media. Arranging décor, food, and drinks for events. Guiding visitors through the museum. Overseeing the cleaning and maintenance of the museum. Monitoring the humidity, temperature, and insect problems for conservation. Keeping a record of the museum database, restorations, and conservational state of the artworks. Sending artwork that was bought on auction for cleaning and restoration.

Reason for leaving: The project was for a 12-month contract only and the owner of the museum emigrated to France.

2015 – 2017

Freelance tutor

Stop-frame animation and video production

July 2015 – November 2017

Tutoring a school child to make stop-frame animations. I introduced my student to different software programmes to create his projects. I used a variety of mediums in the animation lessons including clay, toys, paper, green screen, and other special effects. My students' computer science marks improved at school.

2017

Lecturer, graphic design, and multimedia (ten-month contract): Pearson Institute of Higher Education:

Department of Graphic Design *February 2017 November 2017*

Job Summary: 24 hours of lecturing per week, to students who are studying towards a degree in graphic design and multimedia. The subjects I taught included the history of graphic design, storyboarding user experience user interface design, and broadcast design. *My duties also included:* preparing for lectures, marking of written and practical assignments, recordkeeping of student marks and class attendance, internal and external moderation, personal student consultations, and notifying student sponsors of at-risk student performance. I also helped with the development of the third-year curriculum that was implemented at three national campuses. I arranged an art gallery walkabout for students and helped with other social events on campus like parent evenings and movie nights. I have also compiled a movie show-reel of our department to market our course. I also attended student open days on Saturdays and arranged

a t-shirt printing workshop to market our course. Because of my skill in our department, I was also required to assist with designing newspaper advertisements, brochures, and posters to advertise the courses at our campus under Pearson's brand guidelines. I also assisted with the design and content gathering of our campus newsletter.

Reason for leaving: My contract expired, and I was offered a year contract to curate the Adriaan Boshoff Museum at The Orient Boutique Hotel

2016 –2017

Multimedia Designer (including press release and editorials)

Vans Auctioneers and Vans Wildlife: Design all company branding and materials and writing of press releases for property and Wildlife auctions

February 2016 - February 2017

Job Summary: Designing the annual game auction catalogue. The catalogue also included spot UV gloss, embossing, and foiling. Design of die-cut business cards with spot UV gloss and embossing. Designing and printing property catalogues for property auctions. Designed and distributed social media adverts, and created animated 'Gifs,' web banners and e-mailers. I designed all printed and promotional materials for the company. Responsible for overseeing the design, appearance, and copy of newspaper advertisements that were designed by the auction administrators. I did the design and copywriting for magazine advertisements. I edited and improved the appearance of municipal documents relating to the property. PowerPoint presentations for both the game and property auctions. Wrote weekly editorials about the companies' performance and popular properties that would be auctioned. Edited various short video productions. Successfully implemented an online web application form. The form was developed and programmed by the company's outsourced web developers to conveniently transfer accurate data, images, and logos onto the company's database.

Duties & Responsibilities: Maintaining a consistent corporate image and brand of the company. I was required to conduct continuous research on the latest design and advertising trends. I improved the social media and digital exposure of Van's Auctioneers and Van's Wildlife. I collaborated with outsourced companies like web developers and printing companies.

Reason for resigning: I was asked to apply for a lecture position at Pearson Institute and I wanted to gain experience in lecturing and teaching.

2015 – 2016

Graphic designer

Moleko Printers: Digital and litho printing, design, signage, and company branding

July 2015 to February 2016

Job Summary: Developing concepts and designs for varied clients, companies, and projects. Quoting clients, answering queries, collecting deposits and payments, delivering proofs, and checking job quality. Responsible for conceptualising and creating digital graphics that were suited for digital and litho printing. Ensuring that graphics were print and production-ready for outdoor, window, and shop front signage, vehicle branding, vinyl cut-outs, brochures, posters, flyers, magnets, and business cards. I also made layouts of carbon books, note-pads, mouse pads, and calendars. Supply designs to external suppliers for ordering branded items like gazebos, flags, canvas, banners, clothing, and stationery. Ordering of positives, paper, rubber stamps, vinyl, advertising frames, and banner material. Keeping up to date with advertising mediums and techniques.

Reason for resigning: The CEO of Van's Auctioneers asked me to return to the company as the in-house multimedia designer.

2012 – 2015**Full-time student**

2012 – 2014: The University of South Africa

2015 - Tshwane University of Technology

2007 – 2012**Auction campaign administrator****Van's Auctioneers: Administration of property auctioning and advertising campaign management**

August 2007 to January 2012

Job Summary: Managing budgets and planning of auctions. Design and layout of newspaper advertisements and outdoor signage. Placing newspaper advertisements at local and national newspaper agencies. Typing of auction rules and agreement of sales. Give occupants notice to vacate the premises before the auction. Arranging access, cleaning, and guarding of property. Gathering and compiling legal documentation of liquidated estates. Gathering municipal and title deed information of properties. Writing newspaper editorials of properties. Design, layout, print, and staple bind of auction pack that included photographs and itinerary of the property, auction rules, and agreement of sale. Sending notifications and invitations of auctions. After the auction, I was responsible for sending the agreement of sale to the bondholder and the liquidator. Pre-auction sale negotiation with seller and purchaser. Post-auction confirmation before the deadline. I collaborated with several high-profile clients and approached them with poise and confidence. I was good with negotiating and always reached my deadlines in advertising and post-auction confirmations.

Reason for resigning: I devoted myself to full-time studies at the University of South Africa.

2004 - 2007**Marketing manager assistant****Prometheus: Electronic scripting and medical information technology**

March 2004 to July 2007

Job Summary: My main responsibility was to manage and nurture relationships with clients who used the electronic scripting software. These clients were casualty doctors, general practitioners, and specialists from various Netcare hospitals and Mediacross clinics in Johannesburg and Pretoria. My duties included giving software training to doctors. I had to keep new and existing details of medical doctors up to date on the company database. I also did basic hardware and software support. The electronic software was still in its development phase, and I had to take notes and make suggestions to the marketing manager and developers to expand on the software and find solutions to problems. At a later stage, the software system was extended to hospital pharmacies, and I had to give pharmaceutical staff training for electronic dispensing. I also arranged golf days for my clients.

2000 - 2004**Ward secretary****Unitas Hospital: Cardiac Intensive Care Unit**

January 2000 to February 2004

Job Summary: Reception and clerical duties at the nurse's workstation. Answering telephones and patient and doctor inquiries. Answering e-mails. Ordering stationery and cleaning products. Keeping patient files and records up to date. Ordering food for patients and nurses. I had to ask patients if they were satisfied with their meals and care in the ICU. Keeping track of patient transfers. Carry out instructions of the registered nurses, ward manager, and matron. It was my responsibility to make sure that there were adequate nurses at each shift. Occasionally I did temporary work at the matron's office. I assisted nurses with the completion of paperwork.

MEMBERSHIPS:

South African National Association for Visual Arts

INTERESTS AND HOBBIES:

Photography, visual art, filming, travel, scuba, fashion, shopping, and dining.

REFERENCES:

Dr Gwen Miller
Third-year lecturer at UNISA
Co-supervisor for Master of Visual Arts
Moderator for Ph.D. in Art
083 560 5179
milleg@unisa.ac.za

Dr Leana van der Merwe
Supervisor for the Master of Visual Arts
076 611 6636
vdmerm1@unisa.ac.za

Mrs Marjorie Williams
Program manager at Rosebank College
073 242 5779

Online links:

Teaching portfolio	https://antoINETTEodendaal.weebly.com/
LinkedIn profile	https://www.linkedin.com/in/antoINETTE-odendaal-475a4082/
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Signature:

1 January 2024