

PENNY HILTON BIOGRAPHY & CV



Penny's varied career spans film, tv production, advertising and graphic design. As a documentary film maker she concentrates on tackling complex issues with clarity and creativity. Her continuing professional practice has informed her academic career as she held many senior lecturing posts in the subject specialism area of Moving Image, mainly at the University of the Arts London. She has taught in all modes of digital experience involving moving image and motion design.

Having forged a successful career in advertising, Penny joined a Soho production company as a director, which took her to Johannesburg to work for South African Broadcast Company during the Rainbow Nation years. She returned to London and moved to Canary Wharf to head up the graphic design department of a live TV station. Five years later Penny set up a brand division of a commercials production company back in Soho. Her next step was to establish herself independently working through her own production company Mobile Projects. Throughout her career she has worked for many major broadcasters including the BBC and Channel 4 as well as government, local councils, the National Health Service, Metropolitan Police, the Home Office and numerous charities and NGO's. Her work is often aimed at government decision makers to effect change in policy. Using well crafted film and animation, leaning heavily on graphic design, the chief purpose of all her work has always been to give rise to conversation and debate. Above are stills from some of her films.

Most recently Penny has been working on the subject of mental health, and include a series of films to help children recover from the trauma of enforced labour, a longer film aimed at suicide prevention, a series of films aimed to promote mental health awareness amongst staff and students, for University of the Arts and a series of animated vodcasts to promote recovery from eating disorders made as part of a clinical trial in collaboration with the Maudesley Hospital. Other projects include work on domestic violence for Women's Aid and issues of forced marriage for Southall Black Sisters.

She has promoted race equality for the Health Service, looked at immigration and integration in her film 'This is Me' made for the International Day of Peace aimed to combat Islamophobia. For Employers Forum On Disability she contributed to the debate on discrimination, disability and access. She was commissioned to make a series of shorts for the BBC's broadband learning service BBC Jam. And on a lighter note she directed and produced 20 digital content videos to promote art projects for kids as an app based series called Hands Up.

In the academic field Penny has been both a subject lead and course leader at postgraduate level, contributing to all stages of curriculum design, learning, teaching and assessment as well as student support and experience. She is research active, currently engaged with several Knowledge Exchange projects, her particular research interest is mental health and the role moving image can play towards recovery. She has instigated several collaborative projects, for example with the London School of Economics pairing their PhD social scientists and staff with postgraduate graphic designers at LCC. Called Visual Rhetoric, the purpose was to question the role of design within research. The programme ran for five years having been institutionalised throughout the LSE. Penny's first book has just been launched called Design in Motion: Applying design principles to film making, and was published by Bloomsbury in the beginning of 2020.

PENNY HILTON CV

EDUCATION

PGCert In Teaching and Learning University of the Arts 2010

BA(Hons) Graphic Design Saint Martin's School of Art 1982

OVERVIEW

Penny started her career at Leo Burnett Advertising, writing and art directing many high profile TV campaigns. With a clutch of industry awards under her belt, she took the opportunity to travel, working in New York, New Zealand and Australia. On return she was employed as a director with the Soho production company, Caplan Wilkie Film and TV, where she concentrated on short format film and TV work with a design bias. Here she made the cinema film 'Don't Stand For It', funded by the Home Office to raise awareness of domestic violence. She then became head of graphics at LIVE TV, managing a team producing programme graphics and formatting new TV shows, all to very tight budgets and deadlines. From there she was invited to run a new division of the animation production company Bermuda Shorts, specialising in TV graphics and branding. This diverse background of advertising, documentary and motion graphics has fused together in her teaching and professional work to produce stories with high impact, succinct narratives.

CURRENT RESEARCH

Her research subject is the Rhetoric of the Moving Image, in particular looking at the role of screen based graphic design on to aid recovery from stress and anxiety related disorders. She has produced a number of short animated films in collaboration with the Maudsely Hospital that aim to support people keen to manage their own mental health. With the support of a Teaching and Learning Innovation grant Penny is collating and curating a sustainable archive of projects that focus on Mental Health produced by students and staff at LCC, with a view to open access and collaboration with medical practitioners. She is also engaged in a digital project that encourages conversation about depression and ultimately becomes an intervention for suicide prevention.

August 2019 - Present day.

DIRECTOR - WRITER - PRODUCER

Independent

Since leaving the University of the Arts Penny has returned to film making fulltime, she was immediately commissioned by Medical Aid Films to make a series of animated films for children recently rescued from child labour in India. At the beginning of 2020 she had her first book published based on her years teaching called Design In Motion, and is currently teaming up with The London School of Economics and the Wellcome Trust to deliver a series of workshops. As ever she has several more projects in the pipeline.

Jan 2016 – August 2019

SENIOR LECTURER – MOVING IMAGE SUBJECT SPECIALIST

London College of Communication, University of the Arts London.

Working across the BA Graphic Media Design course at LCC her role is primarily to promote uptake of moving image and support students wanting to focus on screen based narrative work in all its digital formats. She delivers workshops to those students less confident in adapting their graphic design skills into new mediums and generally encourages students to question the role of graphic design.

Jan 2009 – Dec 2015

COURSE DIRECTOR

MA Graphic Moving Image London College of Communication (LCC)

Written as a natural progression of Post Graduate Graphic Design (PGGD)

to specialise in moving image this MA became a stand alone course offering opportunities to develop work in time based narratives including expanded film, projection mapping, immersive and interactive digital experiences, with a focus on the role that graphic design can play to exploit these emerging technologies. Penny was chiefly responsible for the evolution of the course and it's sole delivery to a growing number of students that tripled in size during the first three years. This broad and diverse course, centered around film and animation and was unique in providing a bridge between design and film. It drew on her skills from the various specialisms within her professional practice: Design, Advertising, Animation, Branding and Documentary.

June 2005 – to date

PRODUCER DIRECTOR

Mobile Projects, independent production company

This work can now be work now accessed through www.pennyhilton.co.uk. This self-owned production company concentrated on graphic design lead documentary film. Projects include a mix of commercial, personal and charity based short films. Also working directly with TV stations in the area of advertising, channel branding, sponsorship, stings and title sequences. Clients include the BBC, NHS, Employers Forum On Disability, The Consumers' Association, Viacom, Flextech and The Foreign and Commonwealth Office. An example commission was to produce digital content in the form of a series of 20 short films accessed via an NSPCC sponsored app called Azoomie, which launched June 2016.

Jan 2000 – September 2003

CREATIVE DIRECTOR

Bermuda ID

Broadcast design group set up through parent company Bermuda Shorts. Her role was to direct and manage a team of thirteen animators and illustrators, and liaise with graphics commissioners in the industry. She received or created briefs and saw them through to on air delivery. In many cases, designing and directing herself. e.g. her work for Trouble Bravo and Nickleodeon which won industry awards.

Oct 2001 – 2006

SENIOR LECTURER

Ravensbourne College of Design and Communication

Penny's first experience of teaching, she soon became lead tutor on the Moving Image Design BA course taking on most of the responsibilities of course leader, writing course content and carrying out all admin duties. She became involved in setting up the Department of Trade and Industry funded Creativity Incubator, an internet project encouraging innovation within industry.

Sept 1995 – Dec 1999

HEAD OF GRAPHICS LIVE TV

(From Janet Street Porter to Kelvin McKenzie)

Responsible for over all design and direction of all graphics. Mainly channel idents; programme title sequences and information graphics on a broad range of programmes from light entertainment to factual programming, sport and news. Managing a team of eleven designers, operators and Avid editors. Work produced on SGI Flint, 3D Studio Max, After Effects, Photoshop and Avid Media Composer. A large part of this role was to work with producers,

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studio directors and editors to format and develop new programmes for pilot to be sold onto major broadcasters.

June 1992 – Dec 1994

DESIGNER / DIRECTOR

Caplan Wilkie Film & TV

Producing broadcast presentation links for a variety of terrestrial and satellite channels. Clients included ITV, BBC, LWT, FilmNet and MNet. Individual duties included all stages from initial concept, scripting, design and pre-production to directing film shoots (35mm and Super 16 with and without sound) and overseeing all post production. This work involved several, long working trips to South Africa in both Johannesburg and Cape Town.

1990 – May 1992

Two year sabbatical travelling around the world. Developing skills as a documentary film maker. Working as Art Director at Avrett Free and Ginsberg Advertising in NYC, as well as paid research work in Tahiti, Australia and New Zealand.

1982 – 1990

ART DIRECTOR

Leo Burnett Advertising London

Working in the creative department I was responsible for conceiving multi-media, high profile advertising campaigns. Majority of work was television commercials, for clients such as Central Office of Information, Express Newspapers, Perrier, Cathay Pacific, Devonish Breweries, McDonald's and NatWest Bank.

Additional work 2000 – 2001

WRITER/DIRECTOR

Various programme development for Bermuda shorts. Developed and formatted programmes for VH1 and The Money Channel. Both programmes had a very strong graphic content and involved a studio audience.

1995 – 1996

DIRECTOR on pilot documentary for Channel 4 's 'Inside Out' strand. Programme about American cartoonist John Callahan filmed in Portland Oregon. (Production halted due to commissioner leaving Channel 4)

1993 – 1994

WRITER/DIRECTOR on cinema film about domestic violence 'Don't Stand For It' . This 90 second film was written as an initiative and produced independently but made with the support of Women's Aid, Scotland Yard's

Domestic Violence Unit and the Home Office. The film was screened nationally in all major cinemas across the UK after a launch at BAFTA. The film went on to be used as a counselling aid to prevent abuse. The film won several awards and is considered a landmark film as it was the first ever cinema ad to tackle the subject.

Penny's Industry Awards include:

Creative Circle. British Television Advertising. Cannes Advertising. Promax US and Promax UK. D&AD for teaching.