

Debra Mary Nicholson-Bassham
Fall 2012
Graduate Admissions Statement of Purpose
M.A. Education; Instructional Technology

Upon completion of my Bachelor of Arts in Speech Communications Studies (cum laude) 1984, San Francisco State University, I've spent time developing my accounting and communications practice, Nicholson Business Services, while pursuing continuing education in a wide array of disciplines in search of my greatest good. I found myself drawn to educational pursuits that combined both analytical focus and intuitive processes. I explored math, statistics, accounting, science, politics, liberal arts, psychology, philosophy, sociology, and the magic of theater. I obtained an ABE Teaching credential in English, Humanities, Social Sciences, and Basic Education for my efforts. With such depth and breadth in my coursework, I decided early on I would earn income with accounting and communications skills, while spending free time focused on arts and technology, with the desire to share with others my knowledge and experience. In 1997-98, with the help of Yusuke Yoneyama, my first Noodle Brain Productions site sat in Japan. Later, with his blessings, I hired some flash animators in San Francisco to help me to build a site for myself and, eager to learn, I peered over their shoulders and took notes.

By 2002, I had my Noodle Brain Productions site up and running using Adobe platforms on a PC. In 2004, I won a Mayoral scholarship to the Digital Directions program offered by the Bay Area Video Coalition for one year where I more deeply developed Web and Video Core skills using Noodle Brain Productions as my project. Soon after, upon advisement, I joined SF Public Access TV and co-produced one year of television broadcasts, bringing the Noodle Brain Productions website to life for the viewing public. Using on-street interviews with the public, with teachers, writers, activists and scholars, we, my husband and I, produced nine one-hour shows. I have two of these shows currently uploaded. The Main Movie introduces Noodle Brain concepts and learning processes, while the Integrity Tone Scale movie teaches the importance of integrity based on a model created by Vern Black and David Goodstein in 1978. These can be viewed at our <http://www.youtube.com/msnoodlebrain> site. Unsolicited hits on <http://www.noodlebrain.com> average 10,000 /month.

By 2003, my husband (a composer and singer/songwriter) and I developed a small record label, an online radio broadcast station, Ear Candle Radio, from 2004 to present. We have produced sixteen records and over 100 movies for free public viewing using a variety of technological software programs. Try out our wares at <http://www.earcandleproductions>. We have music at <http://www.soundcloud.com/earcandleproductions>. We have some shareable movies at <http://www.youtube.com/earcandleproductions> and more at <http://www.earcandleproductions.com/video.html>.

Other projects from coursework at City College of San Francisco link here:

Flash Essentials Class (Grade A): <http://www.noodlebrain.com/Finalembflv.swf> (How to Neti Pot)

Dreamweaver Web Sites (Grade A) <http://www.noodlebrain.com/Restaurant/index.html>

(A class project for a website that discusses Slow Food.)

DVD Authoring (Grade A) based on <http://www.noodlebrain.com/nbpits.swf> and the movie mentioned above.

I am a creative analyst. This MA focus in ITEC adds the core learning principles needed to design, author, and provide instruction through technology. I hope to create learning modules for the public at large as well as for government, education, and private companies. My theater training, along with my training in humanities, communications, and business will help me to design and deliver training opportunities using creative arts and a variety of media including video, animation, and computer and web technologies. Please accept my application.