

PAUL R. BRUSKI : Curriculum Vitae

PAUL R. BRUSKI

156 College of Design
Ames, IA 50011
515.294.6724
bruski@iastate.edu

EDUCATION

MFA/INTERACTION DESIGN EMPHASIS — University of Minnesota, Twin Cities — *JUN:05*

BFA/COMMUNICATION DESIGN EMPHASIS — The College of Visual Arts, Saint Paul, MN — *DEC:96*

TEACHING EXPERIENCE

ASSISTANT PROFESSOR — Iowa State University — *AUG:05-CURRENT*

Graphic Design Program; 156 College of Design; Ames, IA 50011

Teach all levels in BFA graphic design program as well as occasional graduate courses in MFA program; academic advising for 22-28 undergraduates; serve on graduate committees; conduct design research; participate in university, college and department service activities.

Courses: Sophomore, junior and senior level graphic design studios; Time based multimedia optional studio; Narrative and motion graphics optional studio; New York City graphic design field study; Design issues grad seminar

TEACHING SPECIALIST — University of Minnesota — *JAN:05-MAY:05*

Department of Design, Housing, and Apparel; 240 McNeal Hall; 1985 Buford Avenue; Saint Paul, MN 55108

Taught one optional interactive media course in graphic design BS degree program.

Course: Digital illustration

ADJUNCT INSTRUCTOR — The College of Visual Arts — *SEP:02-MAY:03, SEP:03-DEC:03, SEP:04-MAY:05*

Visual Communications Department; 344 Summit Avenue; Saint Paul, MN 55102

Taught one mandatory foundation level interactive media course per semester to students for all majors.

Courses: Introduction to interactive media

ADJUNCT INSTRUCTOR — The Art Institutes International of Minnesota — *JUL:04-SEP:04, JAN:05-MAR:05*

15 South Ninth Street; Minneapolis, MN 55402

Taught one course per quarter to students enrolled in various AAS and BS degree media and design programs.

Courses: Typography for digital media; Advanced illustration, independent study; Design production team

GRADUATE INSTRUCTOR — University of Minnesota — *JAN:02-MAY:02, SEP:02-MAY:03, SEP:03-MAY:04, SEP:04-DEC:04*

Typically taught one pre-graphic design or graphic design course Fall and Spring semesters in program leading to a BS degree.

Courses: Foundations: The graphic studio; Computer applications one: Digital composition for design; Computer applications two: Design for the digital environment

INSTRUCTOR — The College of Visual Arts — *JAN:99-DEC:01*

As full-time faculty, taught 6 fundamental digital and interactive media, and senior-level graphic design courses annually in program leading to a BFA degree; participated in department and college committees; advised undergraduate students; supervised student workers in producing graphic design materials for the College.

Courses: Introduction to digital media; Introduction to interactive media; Communication design three (senior-level studio)

PROFESSIONAL EXPERIENCE

IN-HOUSE DESIGNER — The College of Visual Arts — *JAN:99-DEC:01*

344 Summit Avenue; Saint Paul, MN 55102

As the sole designer, creation and coordination of all communications materials for the College, including promotional materials, catalog and web site, and oversaw student assistants. All work after June 1999 was on a pro bono basis.

ASSOCIATE DESIGNER — The Nancekivell Group — *JAN:97-DEC:98*

400 North First Street, Suite 100; Minneapolis MN 55401

Corporate communication design project conceptualizing, design and management, primarily annual reports and brochures.

DESIGN INTERN — The Nancekivell Group — *JUN:96-DEC:96*

Corporate communication design, primarily annual reports and brochures, according to an art director's concepts.

RESEARCH INTERESTS

Information design; Cartography; Graphic design education; Visual rhetoric and cultural iconography in design; Professional graphic design practice; web and interactive design; corporate collateral systems; Digital visual storytelling

TECHNICAL SKILLS

After Effects, CSS, Dreamweaver, Final Cut, Flash, HTML, Illustrator, InDesign, Microsoft Office, Photoshop, Premiere

PUBLICATIONS, PRESENTATIONS, POSTERS, PANELS

INTERNATIONAL, JURIED PAPERS

GET OUT OF PLACE: WIDENING THE HORIZON OF DESIGN STUDENTS THROUGH TRAVEL JOURNALS

Fifth Annual International Conference on Design Principles and Practices

February 2-4, 2011; Sapienze University of Rome, Italy

Paper accepted to conference, Full paper submitted for journal (pending review):

Design Principles and Practices: An International Journal, Vol 5

MEASURING EXPERIENCE IN INFORMATION DESIGN:

EMOTIONAL RESPONSES TO MEDICAL DECISION AIDES BASED ON DEMOGRAPHIC GROUPS

Sunghyun Kang, Debra Satterfield, Paul Bruski, Fred Malven, Nora Ladjahasan

Seventh International Conference on Design & Emotion

October 4-7, 2010; Chicago

Full paper published in conference proceedings

MEDICAL DECISION AIDES: AN EVALUATION METHODOLOGY FOR INFORMATION DESIGN : Debra

Satterfield, Sunghyun Kang, Paul Bruski, Nora Ladjahasan, Fred Malven, Brytton Bjorngaard

International Association of Societies of Design Research Conference

October 18-22, 2009; Seoul, South Korea

Full paper published in conference proceedings CD

FINDING THE SIGNS: MAPPING PATIENT/CLINIC NARRATIVES

International Association of Societies of Design Research Conference

November 12-15, 2007; The Polytechnic University; Hong Kong

Full paper published in conference proceedings CD

NATIONAL, JURIED PAPERS

A PROCESS FOR DISCOVERY: INTERPRETING A COLLECTION

University and College Designers Association Educators Summit

May 28-30, 2009; Spring Hill College; Mobile, AL

Published in conference proceedings on-line

INTERNATIONAL, JURIED PAPER PRESENTATIONS

KINETIC TYPOGRAPHIC NARRATIVES: EXPRESSION AND/OR INFORMATION?

International Digital Media Art Association Eighth Annual Conference

November 4-6, 2010; Emily Carr University; Vancouver

KINETIC TYPOGRAPHY: BUILDING UPON PRIOR LEARNING

International Digital Media Art Association Seventh Annual Conference

November 5-7, 2009; Ball State; Muncie, IN

DRINKING PLACE: IDEALIZATION AND GERMAN BEER ICONOGRAPHY

International Visual Literacy Association 41st Annual Conference

October 6-9, 2009; DePaul University; Chicago, IL

THE EVOLUTION OF COLOR PALETTES IN E-COMMERCE

Third Annual International Conference on Design Principles and Practices

February 15-17, 2009; Technical University; Berlin

PERSONAL NARRATIVES: GIVING INFORMATION FORM

International Digital Media Art Association Sixth Annual Conference

November 6-8, 2008; Savannah College of Art and Design; Savannah

MAPPING THE SIGNS: UNCOVERING THE HIDDEN STRUCTURE OF THE NEIGHBORHOOD

International Visual Literacy Association 39th Annual Conference

October 10-13, 2007; The Positivo University; Curitiba, Brazil

COOL AS CONCEPT: A NEW MEDIA MONSTER

International Digital Media Art Association Fourth Annual Conference

November 9-11, 2006; National University; San Diego

On panel entitled Teaching Digital Technologies in the University Creative Studio

INTERNATIONAL, PANEL PRESENTATIONS AND WORKSHOPS

HALF IN, HALF OUT

Hawaii Conference on the Arts and Humanities

January 9-12, 2011; Honolulu

On panel entitled Transitioning into the Virtual World

MAPPING PLACES: A BRIDGE ACROSS HUMANITIES

Hawaii Conference on the Arts and Humanities

January 9-12, 2011; Honolulu

Cross-Disciplinary workshop with colleagues in Landscape Architecture.

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REGIONAL, JURIED PAPER PRESENTATIONS

MAPPING FLAGS, FENCES, FLOWERS AND POLITICAL SIGNS: WHAT MIGHT THOSE THINGS IN THE YARD MEAN?

Southeastern College Art Conference

October 17-20, 2007; Charleston, WV

On panel entitled *Mapping and Territorialization from Terra Firma to Terra Incognita: Surfaces, Slippages, Projections, Intersections*

A COLLABORATIVE EXPLORATION OF SPACE THROUGH VIDEO

American Institute of Graphic Arts (AIGA) Regional Educators Conference

May 31-June 2, 2007; Nashville

HIJACKING THE TECHNICAL/CONCEPTUAL DIVIDE IN THE DIGITAL CLASSROOM

Southeastern College Art Conference-Mid-America college Art Association

October 25-28, 2006; Nashville

On panel entitled *The Creative Process of Students in Art and Design Classrooms*

REGIONAL, INVITED

INFORMATION DESIGN IN CONTEXT

Universal Design Symposium

April 7-8, 2010; Northern Arizona University; Flagstaff, Arizona

INSTITUTIONAL, JURIED

FINDING SIGNS: MAPPING MEANING IN THE NEIGHBORHOOD

Center for Excellence in the Arts and Humanities Symposium: Mapping Territories

January 30, 2007; Iowa State University; Ames, IA

On panel entitled *Investigating Place*

NATIONAL, JURIED POSTERS

MAKING MEANING: THE DATABASE NARRATIVE

University and College Designers Association Educators Summit

May 29-31, 2008; University of Northern Illinois; DeKalb, IL

RESEARCH AND TRAVEL GRANTS

WOMEN'S ENRICHMENT FUND MINI-GRANT: (Co-PI) Funded by Iowa State University Committee on Women. \$3k for one year to study the "Impact of Diversity on Design Careers and Study," and "How Women in Design Careers Balance Work and Life Choices." PIs: Debra Satterfield and Sung Kang. Co-PIs, and Paul Bruski, Fred Malven, Nora Ladjahasan, Ann Sobiech-Monson, and Carol Faber (FALL 2009)

SOLAR DECATHLON: (Co-PI) Funded by the Department of Energy. \$100k across two years to support the construction of the Interlock House, the ISU student Solar Decathlon project. PI: Ulrike Passe. Co-PIs: Paul Bruski, Clare Cardinal-Pett, Vikram Dalal, Joel Geske, David Grewell, Jamie Horwitz, Darren Jarboe, Michael Hogan Martin, Frank Montabon, Mikesch Muecke, Ron Nelson, Jennifer Shane, Kelly Strong, Tony Townsend, Mimi Wagner, Kimberly Zarecor (FALL 2008)

ISU FACULTY INTERNATIONAL TRAVEL GRANT: To support travel to, and paper presentation at the International Visual Literacy Association conference in Curitiba, Brazil (FALL 2007)

ISU ART AND DESIGN FACULTY IMPROVEMENT GRANT: To support research *Information Design and Visual Analysis in the Healthcare Environment* (SPRING 2007)

COLLEGE OF HUMAN ECOLOGY; UNIVERSITY OF MINNESOTA (INTERNATIONAL AWARD): To support research abroad *Cultural Representation in the Design of German Beer Labels* (MARCH 2005)

DEPARTMENT OF DESIGN, HOUSING, AND APPAREL; UNIVERSITY OF MINNESOTA: To support research abroad *Cultural Representation in the Design of German Beer Labels* (MARCH 2005)

COLLEGE OF VISUAL ARTS (FACULTY DEVELOPMENT GRANT): To support research abroad *Cultural Representation in the Design of German Beer Labels* (MARCH 2005)

EXHIBITIONS

COLLEGE OF VISUAL ARTS 2004 BIENNIAL FACULTY SHOW

Three preliminary maps from MFA thesis project: *A Legible Cartography? Place and Image in Dayton's Bluff*

AIGA/MN 2001 DESIGN SHOW (REGIONAL JURIED) — Certificate of Excellence
2001-03 The College of Visual Arts Catalog

AIGA/MN 1999 DESIGN SHOW (REGIONAL JURIED) — Four Certificates of Excellence
1999-2000 The College of Visual Arts Gallery Poster
1999-2000 The College of Visual Arts Gallery Calendar
VICE Gallery Show Direct Mailer
Color Theory! Gallery Show and Symposium Direct Mailer

AWARDS

2008 COLLEGE OF DESIGN ACADEMIC ADVISOR OF THE YEAR; IOWA STATE UNIVERSITY

2007 IOWA STATE UNIVERSITY WAKONSE FELLOW; Conference for teaching sponsored by the Center for Excellence in Learning and Teaching (CELT) at ISU; May 24-29, 2007

PROFESSIONAL AFFILIATIONS

American Institute of Graphic Arts (AIGA)

Art Directors Association of Iowa (ADAI)

Design Research Society (DRS)

International Digital Media Art Association (iDMAa)

International Visual Literacy Association (IVLA)

GRADUATE COMMITTEES

MAJOR PROFESSOR

Cyndi Wiley, MFA Candidate; *Expected Graduation: Spring 2012*

COMMITTEE MEMBER

Devon Estes, MFA Candidate; *Expected Graduation: Spring 2012*

Ed Outhouse, MFA Candidate; *Expected Graduation: Spring 2011*

Jason Uhl, MA Candidate Art & Design; *Expected Graduation: Spring 2011*

David Rockoff, MS Candidate Statistics; *Expected Graduation: Spring 2011*

Ya-Lan Yang, MS Curriculum & Instruction; *Graduated: Spring 2009*. "Learning through Gaming: Teaching Visual Arts to Elementary Grade Students"

Michael Shelley, MFA; *Graduated: Spring 2009*. "The Development of an Analysis Tool to Categorize the Frame of News Media Images"

Juan Ruiz, MFA; *Graduated: Spring 2008*. "Effectiveness of values communication through cross-cultural corporate symbol design"

Sung Choi, MFA; *Graduated: Summer 2007*. "Graffiti: A Visual Vernacular as a Graphic Design Source"

Sooyun Im, MFA; *Graduated: Summer 2007*. "Kinetic Typography in Mobile Text Message"

John Vorwald, MFA; *Graduated: Summer 2007*. "Socialest: An Application of Mapping in Creation of a Design Solution for User Driven Websites"

Mandi Pralle, MFA; *Graduated: Spring 2007*. "Enhancing Learning Experience of Distance Learning"

SERVICE ACTIVITIES

WORKSHOPS AND PRESENTATIONS

GIS Short Course: Designed and taught course section on effective cartographic design;
April 3, 2009; February 22, 2008
ISUComm Workshop, *Using Credible Online Resources*; September 6, 2007
Uhuru Magazine, *Graphic Design workshop*; August 26, 2006

ADVISORY WORK

Undergraduate Advising: 22-28 graphic design advisees each semester
Graphic Design Student Association (GDSA-AIGA), Advisor, 2006-Present
2009 ISU Solar Decathlon, Graphic Design Faculty Advisor, 2007-09; Supervised 1-6 students on graphic communication, primarily website design.
Explore Graphic Design: Career Days, Faculty Advisor, 2006-2008; acted as a liaison between graphic design faculty and College of Design Career Services in developing and then continuing a graphic design program day.
Uhuru Magazine, Graphic Design Faculty Advisor; Fall 2006
College of Visual Arts (CVA) AIGA Graphic Design Student Group, Advisor, 1999-2001

COMMITTEES / ADVISORY GROUPS

UNIVERSITY

Center for Excellence in the Arts and Humanities Advisory Committee: Member, Fall 2010-present

COLLEGE OF DESIGN

Master's of Urban Mapping and Computation Committee: Chair, Fall 2010-present
Digital Media Minor Group: Member, 2006-present
Laptop Program Review Group: Member, 2007-08

ART AND DESIGN DEPARTMENT

Curriculum Committee: Member, Spring 2009-Spring 2010
Computer/Technology Committee: Co-chair, 2007-08; Chair, 2008-09; Member, 2006-09
Graphic Design Lecturer Search Committee: Member, Spring 2008
Art Historian Lecturer Search Committee: Member, Spring 2008
Department Academic Advisor Search Committee: Member, Fall 2007
Art Historian Search Committee: Member, Spring 2006

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PROFESSIONAL SERVICE

Abstract and Paper Reviewer

2010 Design Research Society Conference

July 7-9, 2010; Montreal

Abstract and Paper Reviewer

2009 International Association of Societies of Design Research Conference

October 18-22, 2009; Seoul, South Korea

Panel co-Chair

International Digital Media Art Association Fourth Annual Conference

November 9-11, 2006; National University; San Diego

For panel entitled *Teaching Digital Technologies in the University Creative Studio*

American Institute of Graphic Arts/Minnesota 1999 Design Show: Committee Member

American Institute of Graphic Arts/Minnesota 1998 Portfolio One-on-One: Committee Member

ACCEPTED SERVICE GRANT

Computation Advisory Committee Grant, *Expansion of DV Camera Pool*; \$64k for purchase of DV cameras for student use; proposal co-written with Brent Holland, Assistant Professor, Art & Design: Awarded Spring 2007

PUBLIC SERVICE

Dayton's Bluff District Design Planning Committee (Saint Paul, MN; District 4): FALL 2004-SUMMER 2005

Dayton's Bluff Community Council (Saint Paul, MN; District 4): NOV:00-OCT:02

Capital Improvement Budget: Streets and Utilities Citizen Task Force (Saint Paul, MN): SPRING 2001

League of Women Voters Minnesota Annual Report (Design Management): 1999 & 2000