

**PAUL R. BRUSKI**

158 College of Design  
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**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*

Department of Art and Design; 158 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 college and department service activities.

**Courses:** Sophomore, junior and senior level graphic design studios; Time based multimedia 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:** Computer applications two: Design for the digital environment; Computer applications one: Digital composition for design; Foundations: The graphic studio

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

## **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; Visual rhetoric and cultural iconography in design; Graphic design education; 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**

**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

### **INTERNATIONAL, JURIED PAPERS (PENDING)**

**GET OUT OF PLACE: WIDENING THE HORIZON OF DESIGN STUDENTS THROUGH TRAVEL JOURNALS**  
*Design Research Society (DRS) Conference*  
July 7-9, 2010; Montreal  
Accepted at abstract stage, full paper pending

**REMEDYING A FORM: IMPROVING A PATIENT/CLINIC NARRATIVE**  
*Design Research Society (DRS) Conference*  
July 7-9, 2010; Montreal  
Accepted at abstract stage, full paper pending

**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 TYPOGRAPHY: BUILDING UPON PRIOR LEARNING**

*International Digital Media Art Association Seventh Annual Conference*

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

**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**

*Conference on Design Principles and Practices Third Annual Conference*

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*

**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

**GRANTS**

**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 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*

Michael Shelley, MFA; *Graduated: Spring 2009*

Juan Ruiz, MFA; *Graduated: Spring 2008*

Sung Choi, MFA; *Graduated: Summer 2007*

Sooyun Im, MFA; *Graduated: Summer 2007*

John Vorwald, MFA; *Graduated: Summer 2007*

Mandi Pralle, MFA ; *Graduated: Spring 2007*

## **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 Career Services in 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**

**COLLEGE OF DESIGN**

**Digital Media Minor Group:** Member, 2006-present

**Laptop Program Review Group:** Member, 2007-08

**ART AND DESIGN DEPARTMENT**

**Curriculum Committee:** Member, Spring 2009-present

**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

**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