

Within the field of graphic design, my special area of interest is environmental graphic design. This term refers to the application of graphic design to the built environment. This includes sign design, exhibit design, wayfinding, and the design and application of brand identities to urban environments.

I have practiced, taught, and researched exhibit design, logo design, wayfinding and graphic identity systems for 33 years.

Teaching

Iowa State University
Associate Professor of graphic design, 1987-present.

Teaching includes courses from freshman through graduate level. Participate in curricular development and initiatives for all levels of the graphic design program.

Developed the MA in Environmental Graphic Design, the first graduate program of its kind in the nation.

Program Director/tour leader for ISU's Graphic Design in Europe program:

1989	1993	1996	2000
1991	1994	1997	2012
1992	1995	1999	2013
			2015

Exhibition Design

Field Museum, Chicago, IL
Supervised design proposals for the museum, including interactive exhibit stations and comprehensive interpretive displays for the following upcoming exhibitions:

Ancient Oceans, 2019.
Native American, 2018.
Colorado River, 2017.
Titanosaurus, 2016.
Sharks, 2015.
Vikings, 2014.
Paleontology, 2013.
Biomechanics, 2012.
Egypt, 2011.
Ants, 2010.
Conservation, 2010.

Design in Action: Washington, DC
Iowa State University's exhibit at the Smithsonian Folklife Festival. Design of the overall concept of the exhibit (message and structure); design of overall graphic identity for the exhibit; design and conceptual development of interactive games; design of all graphic elements on the exhibit, including video and slide presentations. Supervised the Content Task Force, a consortium of university and extension staff. 2012.

Reiman Gardens, Ames IA
Designed comprehensive children's exhibit about Simple Machines on the Farm, including 6 interactive stations. 2011.

Iowa Holocaust Memorial Design, Des Moines, IA. Supervised an interdisciplinary team of 4 students on a design proposal for the College of Design Holocaust Memorial Design competition. 2009.

Felix Adler Discovery Ctr, Clinton, IA
Supervised design proposal for their Fitness Exhibit, including over 20 interactive exhibit stations. 2009.

Exhibition Design Research
Site study and photo-documentation of museum exhibition design in Dundee, Barcelona, London, Paris, Zurich, Lucerne, Glasgow, Stuttgart, Amsterdam, Den Haag, Boston, New York City, San Jose, San Francisco, San Diego, Denver, Philadelphia, Chicago, Washington, DC, Toronto, Atlanta, Minneapolis, Rochester, NY, Orlando, Kansas City, Santa Fe, Albuquerque. 1990-2018.

Conference Presentations + Posters

"Social Design 'in all its forms' — can a pop-up shop design impact sustainable development?" SEGD Academic Summit, virtual conference. 2020.

"Fear of Missing Out = Missing Out," *European Academy of Design Conference*, Dundee Scotland, 2019.

"Museums as Experiential Learning Labs: Developing User-centric Interactive Exhibits through Observational and Participatory research," *AIGA Conference*, 2018.

"Children's Book as Change Agent? Teaching Sequential Visual Narrative Assignments That Cultivate Tolerance and Inclusion," at the *International Conference of Design Principles and Practices*, in Barcelona, Spain. 2018.

"Applying visual narrative to advocate for refugee acceptance in local and global communities," at the *A2rU National Conference Arts in the Public Sphere*, November 2017.

"Uncomfortable Self-reflections," at the *Design and Emotion Conference*, Amsterdam, the Netherlands. 2016.

"Pictographic Storytelling for Social Engagement," at the *DRS/Cumulus conference*, Chicago IL. 2015.

"Social Engagement through Environmental Graphic Design," at the *SEGD Academic Summit*, Chicago, 2015.

"If we build it: Designing a Prototype For a Revitalized Dubuque Commercial District," at the *Community Development Society National Conference*, Dubuque, IA. 2014.

"Learning Design by Designing Learning Experiences," at the *AIGA Conference*, Minneapolis, MN. 2013.

"Social Networking As A Mentoring And Engagement Tool Between Design Alumni And Early Design Students," at the *Design Research Society Conference*, Oslo, Norway. 2013.

"Experiential Learning through Interaction at New Contexts/new Practices AIGA Education Conference, Raleigh, NC. October 2011.

"Representational Image-Making by Bonobo-Chimpanzees: A Study in Interspecies Visual Communication," at the *Design Principles and Practices Conference*, Rome 2010.

"Exhibition Design Research and Education," at the *SEGD Exhibition Design Conference*, Detroit, MI. August 2010.

"Universal Symbol Systems for Cross-Cultural Audiences," at the *Sign 09 Conference*, Vienna, Austria. 2009.

"Developing an Environmental Graphic Design Curriculum," at the *SEGD National Conference*, Washington, DC, 2008.

"Missing in Action? Graphic Design in the Built Environment," at the *New Views 2: Conversations and Dialogues in Graphic Design Conference*, London, UK, 2008.

"Advancing Environmental Graphic Design in the Curriculum" at the *SEGD National Conference*, Boston, 2007.

"Branding and Cultural Imperialism," at the *Cross-Cultural Perspectives of Visual Communication Conference* Eau-Claire WI, 2007.

"When is Branding Counter-productive?" at the *National Main Street Conference*. Seattle, 2007.

"Sign Designs for Eclectic Retail Districts," at the *American Planning Association National Conference*. Philadelphia, 2007.

Publications

"Museums as Experiential Learning Labs: Developing User-centric Interactive Exhibits through Observational and Participatory research," *Dialogue: Proceedings of the AIGA Design Educators Conferences, Vol 2*, 2019.

"Fear of Missing Out = Missing Out," *The Design Journal: An International Journal for All Aspects of Design*, 2019.

"Museums as Experiential Learning Labs: Developing User-centric Interactive Exhibits through Observational and Participatory research," *SEGD Communication and Place Journal*, 2018.

"Providing brand guidance for independent businesses as a supplement to District Signage Standards," co-authored with Susan Bradbury. *Interdisciplinary Journal of Signage and Wayfinding*, Vol 2, No 1. 2017.

"Learning Design by Designing Learning Experiences: A Case Study in the development of strategic thinking skills through the design of interactive museum exhibitions," *Visible Language*, vol 48.2, September 2014.

"Universal Symbols for Cross Cultural Audiences: New Methods for Design and Testing," co-authored with Oscar Fernandez and Kathryn McCormick. *International Journal of the Humanities*, April 2011.

"Universal Symbols for Cross Cultural Audiences: New Methods for Design and Testing," co-authored with Oscar Fernandez and Kathryn McCormick. *IIID Space Journal*, Vienna, 2010.

"Signs That Work - Phase 2: Curriculum Report and Research Report," with Oscar Fernandez and David Middleton, 2010. Published by SEGD and Hablamos Juntos.

Branding, Sign Design and Environmental Graphics

Boone County, Iowa

Downtown Districts Revitalization

Supervised design proposal for the downtown district, including identity design and sign designs for 18 retail businesses. 2014.

Dubuque, Iowa

Downtown District Revitalization

Supervised design proposal for the downtown district, including identity design and sign designs for 18 retail businesses. 2012.

Marshalltown, Iowa

Downtown District Revitalization

Supervised design proposal for the downtown district, including identity design and sign designs for 18 retail businesses. 2010.

Grinnell, Iowa

Downtown District Revitalization

Supervised design proposal for the downtown district, including identity design and sign designs for 23 retail businesses. 2009.

Iowa Holocaust Memorial

Supervised an interdisciplinary team on the design of a remembrance memorial to be housed on the Iowa state capitol grounds. 2009.

Atlantic, Iowa

Downtown District Revitalization

Supervised design proposal for the downtown district, including identity design and sign designs for 18 retail businesses. 2008.

Ashland, Wisconsin

Downtown District Revitalization

Supervised design proposal for the downtown district, including identity design and sign designs for 18 retail businesses. 2007.

Clinton, Iowa Great Places Project

Designed the new welcome signs for the city, which span the two bridges from Illinois. Collaborated with DOT engineers and bridge designer on bid specifications and drawings. 2006-7.

Cedar Rapids Riverfront Project

Designed a sign series for the river walk to communicate the history of Cedar Rapids and its river. 2007.

Pocahontas, Iowa

Downtown District Revitalization

Supervised design proposal for the downtown district, including identity design and sign designs for 18 retail businesses. 2006.

Jefferson, Iowa

Downtown District Revitalization

Supervised design proposal for the downtown district, including identity design and sign designs for 22 retail and service businesses. 2005.

Ames, Iowa Main Street

Cultural District

Supervised design proposal for the downtown district, including identity design and sign designs for 37 retail businesses and restaurants. 2004.

Cedar Rapids, IA

Downtown District Revitalization

Supervised design proposal for the downtown district, including identity design and sign designs for 32 businesses. 2003.

Oak Hill National Historic District

Supervised design team for comprehensive identity system and signage proposals for historic neighborhood, Fort Dodge, Iowa. 2004.

Ringland Smeltzer House Museum

supervised design team for comprehensive identity system and signage proposals for museum, Fort Dodge, Iowa. Fall 2004.

Society of Environmental Graphic

Design (SEGD): Served on the Education Subcommittee of SEGD, the national professional association for graphic designers working in sign design and architectural environments. 2003-2009.

Urban Graphic Design Research

On-site study and photo-documentation of sign design in urban districts and retail businesses in New York City, San Jose, San Francisco, San Diego, London, Paris, Zurich, Lucerne, Glasgow, Stuttgart, Amsterdam, Den Haag, Boston, Denver, Philadelphia, Atlanta, New Orleans, Oak Park, Washington, DC, Toronto, Boulder, Chicago, Minneapolis, Rochester, NY, Orlando, Kansas City, Santa Fe, Albuquerque. 1990-2014.

Supervision of Design Research

Navigating the U.S. Immigration System, Yash Kanitkar: MA Graphic Design, 2018.

Integrating Nutrition Information into popular social media games, Zhenhui Zheng: MFA Graphic Design, 2018.

Pop-up Stores and Social Media, Huiwon Lim: MFA Graphic Design, 2018.

Teaching Cognates through Comics, Nancy Acosta: MFA Graphic Design, 2018.

Dance and Typography: Video Narrative, Brooke Ugolini: MA Graphic Design, 2017.

Brand Experience and Wayfinding System for the Carolina RailHawks soccer team, Brennan Scott: MA EGD 2016.

Brand Experience and Pop-Up Store Design, Huiwon Lim: MA EGD 2016.

Identity and Wayfinding System to promote tourism in Boone, Iowa, Brittany Thompson: MA in EGD 2016.

Designing Visitor Experiences for Open-Ended Creative Engagement in Art Museums: A Multi-touch Prototype, Kegeng Liu, MFA Graphic Design 2013.

Capitol East Neighborhood: Environmental Graphic Design Guidebook, Megan Fynnardt, MA EGD 2013.

Independent Restaurant Identities, Kayla Verros, MA EGD 2013.

Tourist Symbols for Historic Sites in Shiraz and Esfahan, Iran, Mina Rezaeian, MA Graphic Design 2013.

Nutrition Education: Interactive Game Design, I-yun Liu, MA Graphic Design 2012.

Development of a logo assessment matrix in response to challenges in designing graphic identity for country tourism branding campaigns, Mariam Melkumyan, MFA Graphic Design 2011.

A Content Assessment Tool for the exhibit design process, using graphic design and communication theory as a framework for generating meaningful messages, Kimberly Topp, MFA Graphic Design. 2011.

Guidelines, Identity and Competing Needs: The Effect of Signage Design Guidelines on Uniformity and Variety in Urban Retail Business Districts, Nanhee Kim, MFA Graphic Design 2009.

Are Bicultural Bonobo-Chimpanzees able to Recognize Iconic Representations and Produce Referential Signs in Human Cultural Terms? Itai Roffman, MA Anthropology 2008.

Effectiveness of Values Communication Through Cross-Cultural Corporate Symbol Design, Juan Ruiz, MFA Graphic Design 2008.

A recommendation for improving the sense of orientation by enhancing visual communication on wayfinding systems: A case study of Minneapolis skyway system, Sohyun Chung, MFA Graphic Design 2008.

The Construction of Scale in Museum Exhibition Design: Negotiating Context and Narrative with Object Display, Jillian Noble, MFA Graphic Design 2007.

Wayfinding Recommendations for the Navigation of Taipei's Subway System, Sonya Chen, MFA 2006.

Graphic Design for an Urban Indian Audience, Rukmini Ravikumar, MFA Graphic Design 2003.

Awards

Best Research Poster award for International Conference, awarded by the International Design and Emotion Society. 2016.

Flipped Hybrid Course Initiative: for Excellence in Teaching and Learning: awarded a Flipped/Hybrid Course grant (\$5576) to develop an online version of the artgr 281 course.

Iowa State University Alumni Award for the entire Smithsonian Folklife Festival Team. 2013.

Outreach and Public Service Award, College of Design. 2013.

Professional and Scientific Council Award: Iowa State University. Award for the entire Smithsonian Folklife Festival Team. 2013.

International Institute for Information Design: The universal healthcare symbol set (Hablamos Juntos) won best in category for healthcare design in the organization's annual international design competition. The award was for the entire design team. 2011.

Creativity International Award: My student team's project for the Iowa Holocaust Memorial Design was selected for this award. 2009.