

**PAUL R. BRUSKI : Curriculum Vitae**

**PAUL R. BRUSKI**

134 College of Design  
Ames, IA 50011  
515.294.5635  
*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**

**ASSOCIATE PROFESSOR/GRAPHIC DESIGN & HUMAN COMPUTER INTERACTION** — *Iowa State University*

— AUG:11-CURRENT

*Graphic Design Department; 134 College of Design; Ames, IA 50011*

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

**Courses:** Graduate seminars & Advanced studies studios; Undergraduate Internships; New York City & San Francisco field study; Graphic design Europe field study; Sophomore, junior and senior level graphic design studios; Multimedia design studio; Narrative and motion graphics studio; Advanced typography; College of Design Rome Program; Explorative mapping seminar; Information Visualization College of Design Option Studio

**ASSISTANT PROFESSOR** — *Iowa State University* — AUG:05- MAY:11

**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.

**Course:** Introduction to interactive media

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**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)

## **ADMINISTRATIVE SERVICE EXPERIENCE**

**DIRECTOR OF GRADUATE EDUCATION (DOGE)** — *Graphic Design Department* — AUG:14-CURRENT  
156 College of Design; Ames, IA 50011

Budget, recruit, integrate, advise, communicate with and coordinate 24-40 student graduate program, lead and develop curricula across two programs (formerly three 2014-17): MA, Graphic Design and MFA, Graphic Design. Attend College and University DoGE meetings, as well as a number of ad-hoc committees on curricular changes. Advise all graduate students on entry (10-16 students a year) until major professor has been selected.

**INTERIM DIRECTOR OF GRADUATE EDUCATION** — *Graphic Design Department* — JAN:14-AUG:14

## **PROFESSIONAL EXPERIENCE**

**FREELANCE DESIGNER** — DEC:01-SEP:04

Created and coordinated occasional communications materials for CVA; Designed corporate communications materials including promotional items, annual reports, and web sites for Minneapolis design firm The Nancekivell Group.

**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.

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**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**

Cultural iconography in graphic design; Brewing iconography and connection to place; Information design; Mapping; Graphic design education; Professional graphic design practice; Web and interactive design; Corporate collateral systems; Digital visual storytelling

**TECHNICAL SKILLS**

Illustrator, InDesign, Photoshop, Adobe: After Effects, Dreamweaver, Premiere; CSS; Final Cut; HTML; Keynote; Microsoft Excel, Office, PowerPoint

**PUBLICATIONS, PRESENTATIONS, POSTERS, PANELS**

**BOOK AND ESSAY, FORTHCOMING (SPRING 2021)**

**WHAT'S ON TAP? THE CURRENT STATE OF BEER CULTURE**

*McFarland Inc., Publishers*

Editor

Collection of 14 essays on beer history, place, authenticity, identity and place. Including my own essay on the branded connection between beer and place entitled "Drinking Place"

**INTERNATIONAL, JURIED PAPERS**

**RECOGNITION, NAVIGATION AND REPRESENTATION OF LOW-VISIBILITY SPATIAL ENVIRONMENTS**

Fred Malven and Paul Bruski

*International Association of Societies of Design Research;*

*4th World Conference on Design Research*

OCTOBER 31-NOVEMBER 4, 2011; Delft University of Technology; Netherlands

Full paper published in conference proceedings

**DEVELOPING A REPRODUCTIVE HEALTH CARE DECISION AID FOR WOMEN AGES 18-25 AND THEIR MEDICAL PROVIDERS**

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

*International Association of Societies of Design Research;*

*4th World Conference on Design Research*

OCTOBER 31- NOVEMBER 4, 2011; Delft University of Technology; Netherlands

Full paper published in conference proceedings

**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 published in *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

**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

**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**

**ROLE-DIFFERENTIATED SPATIAL AWARENESS IN THE FIRE SERVICE**

Paul Bruski and Fred Malven

*The Institution of Fire Engineers; The International Organization of Fire Professionals*

*RE14 Annual Conference: Fire Related Research and Developments*

NOVEMBER 13, 2014; Fire Service College; Gloucester, England

**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 Bambi Yost, Landscape Architecture ISU

**NATIONAL, PANEL PRESENTATIONS**

**THE TAPROOM HANGOUT: YOU ARE US, WE ARE YOU**

Popular Culture Association/American Culture Association

APRIL 17-20, 2019; Washington, DC

On panel entitled *Beer Culture*

**TAPROOM TEMPLES AND THE CULT OF CRAFT BEER**

Popular Culture Association/American Culture Association

MARCH 28-30, 2018; Indianapolis

On panel entitled *Beer Culture*

**REBECOMING THE BEER IT NEVER WAS: MACROCRAFT STEALTH NOSTALGIA**

Popular Culture Association/American Culture Association

APRIL 12-18, 2017; San Diego

On panel entitled *Beer Culture*

**EXPLORATIVE MAPPINGS**

Foundations in Art, Theory and Education (FATE) 2017

APRIL 6-8, 2017; Kansas City

On panel entitled *Maps and Mapmaking in Foundations Education*

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**MACROCRAFT PLACE: REPRESENTATION & MISREPRESENTATION**

Popular Culture Association/American Culture Association

MARCH 22-25, 2016; Seattle

On panel entitled *Beer Culture*

**YOU ARE WHERE WHAT YOU DRINK: THE ROLE OF LABELS IN REPRESENTING PLACE**

Popular Culture Association/American Culture Association

APRIL 1-4, 2015; New Orleans

On panel entitled *Beer Culture*

**REFLECTIONS OF TRADITION AND INNOVATION: AN EXPLORATION OF BREWER'S ICONOGRAPHY**

*Popular Culture Association/American Culture Association*

APRIL 16-19, 2014; Chicago

On panel entitled *Beer Culture*

**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 PRESENTATION**

**INFORMATION DESIGN IN CONTEXT**

*Universal Design Symposium*

APRIL 7-8, 2010; Northern Arizona University; Flagstaff, AZ

**INSTITUTIONAL, JURIED PRESENTATION**

**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*

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**INTERNATIONAL, JURIED POSTER**

**REMEDYING A FORM: IMPROVING A PATIENT/CLINIC NARRATIVE**

*International Association of Societies of Design Research;  
4th World Conference on Design Research*

OCTOBER 31-NOVEMBER 4, 2011; Delft University of Technology; Netherlands

**PREDICTING DESIGN STUDENT SUCCESS ACROSS THE DESIGN DISCIPLINES: A LOOK AT ARCHITECTURE,  
GRAPHIC DESIGN, INTERIOR DESIGN, AND LANDSCAPE ARCHITECTURE**

Lori Brunner-Stone, Paul Bruski

*International Association of Societies of Design Research;  
4th World Conference on Design Research*

OCTOBER 31- NOVEMBER 4, 2011; Delft University of Technology; Netherlands

**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**

**ISU COUNCIL ON INTERNATIONAL PROGRAMS: GRAPHIC DESIGN IN EUROPE EXPANSION PROPOSAL:** To support travel to Europe during Summer 2015 to potentially expand ArtGr495/595 to either two trips (two sections following different itineraries) or, at a minimum, lay the logistical groundwork for a new path through Europe on alternating years (Rome, Milan, Zurich, then Prague, Berlin and Copenhagen). (FALL 2014)

**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)

**AWARDS**

**FALL SEMESTER 2017 FACULTY PROFESSIONAL DEVELOPMENT ASSIGNMENT (FPDA);** On leave for semester to work on writing and editing of *What's on Tap? The Current State of Beer Culture* (McFarland)

**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

**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*

**CURRENT PROFESSIONAL AFFILIATIONS**

*Popular Culture Association/American Culture Association (PCA/ACA)*



## **GRADUATE COMMITTEES**

### **MAJOR PROFESSOR**

- Casey Bridgham**, MFA Graphic Design; Graduated: SUMMER 2019.  
*Virtue & Strife: Encouraging Positive Trends in Self-Concept and Societal Empathy Through Competitive Multiplayer Game Design*
- Samantha McCardy**, MA Experiential Graphic Design; Graduated: SPRING 2019.  
*#notyourprey*
- Kristina Rice**, MFA Graphic Design and MFA Integrated Visual Arts ; Graduated: SPRING 2018.  
*Left/Over Objects*
- Heather Sumners-Purdy**, MFA Graphic Design; Graduated: SPRING 2017.  
*#NotlowaNice: Guerrilla design tactics and addressing nitrate pollution*
- Eric Andren**, MFA Graphic Design; Graduated: SPRING 2016.  
*I can, so I will, now we must: A creative response to Selfie Culture*
- Young Ju Cho**, MFA Graphic Design; Graduated: SPRING 2016.  
*Understanding the relationship between signage and mobile map for indoor wayfinding*
- Kayla Brown**, MFA Graphic Design; Graduated: SPRING 2016.  
*Designing for Comprehension: A Comparison of Interactive and Non-Interactive Textbooks*
- Yin-Sin Chang**, MFA Graphic Design; Graduated: FALL 2015.  
*Cultural differences in the context of fast food website design: A comparison of Taiwan and the United States*
- Bo Chen**, MFA Graphic Design; Graduated: FALL 2015.  
*Effective Movie Titles: A Challenge to Chinese Designers*
- Chen Zhang**, MFA Graphic Design; Graduated: SPRING 2015.  
*A framework and guidance for design of patient-friendly medical decision aids*
- Xi Zhu**, MFA Graphic Design; Graduated: SPRING 2015.  
*A Symbolism Study of Expression in Text-Based Communication*
- Jessica Palo**, MFA Graphic Design; Graduated: SPRING 2014.  
*Making healthful decisions: A redesign of the Nutrition Facts Label using principles of graphic user interface*
- Melissa McDonald**, MFA Graphic Design; Graduated: SPRING 2014.  
*Exploring the perception of sexual imagery and objectification in advertising amongst graphic design undergraduates*
- Clifford Gentry**, MFA Graphic Design; Graduated: FALL 2012.  
*Maps of routes to destinations and their utility for direction giving*
- Cyndi Wiley**, MFA Graphic Design; Graduated: SPRING 2012.  
*An Inclusive Theory for Interaction Design*

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**CO-MAJOR PROFESSOR**

*Kristina Rice, MFA Graphic Design and MFA Integrated Visual Arts ; Graduated: SPRING 2018.  
Left/Over Objects*

**COMMITTEE MEMBER**

*Vitoria Folletto Faccin, MFA Candidate Graphic Design; Anticipated Graduation: SPRING 2020.  
tbd*

*Joel Hughes, MFA Candidate Graphic Design; Anticipated Graduation: SPRING 2020.  
tbd*

*Lingyuan Zeng, MFA Candidate Graphic Design; Anticipated Graduation: FALL 2019.  
tbd*

*Diana Zhang, MA Experiential Graphic Design; Graduated: SPRING 2019.  
Creating Covers and Consensus: Authors, Designers, and Publishers in the Book  
Design Process*

*Monica Pearson, MFA Graphic Design; Graduated: SPRING 2019.  
Discouraging the Use of Single-Use Plastics through Graphic Design Strategies*

*Sang-Duck Seo, PHD Human Computer Interaction; Graduated: SUMMER 2016.  
A Study on Interaction-Driven Comparison between Analog and Digital Gaming Control  
Interface on Smartphone*

*Brennan Scott, MA Environmental Graphic Design; Graduated: SPRING 2016.  
The Carolina Railhawks Brand: An Identity System Design Proposal*

*Brittany Thompson, MA Environmental Graphic Design; Graduated: SPRING 2016.  
City of Boone, Iowa: Wayfinding and Signage Program*

*Julian Osorio, MFA Graphic Design; Graduated: SPRING 2016.  
2020 Listening: A sound documentary dedicated to the study of listening experiences in  
acoustic environments*

*Michael Kang, MA Graphic Design; Graduated: SPRING 2015.  
Designing a typeface for Web/Screen*

*Cyndi Wiley, PHD Human Computer Interaction; Graduated: SPRING 2014.  
Teaching, Connecting, and Having Fun: The Interplay Between Empathy, Play, and Comics in  
Graphic Design Higher Education*

*Megan Fynaardt, MA Environmental Graphic Design; Graduated: SPRING 2014.  
Capitol East Branding*

**Belinda Wolverton**, MA Graphic Design; Graduated: SPRING 2014.

*Developing an assessment tool for brand identity, marketing strategy and visual design in the context of small town businesses*

**Ed Outhouse**, MFA Graphic Design; Graduated: SUMMER 2013.

*The influence of the postmodern graphic design genre on contemporary graphic design as analyzed in the context of generic participation*

**Patrick Finley**, MFA Graphic Design; Graduated: SPRING 2013.

*Assessing and Comparing Two Types of Smartphone Interface Navigation Methods*

**Doug Choi**, MA Graphic Design; Graduated: SPRING 2012.

*The Campustown Identity Project*

**I-Yun Liu**, MA Graphic Design; Graduated: SPRING 2012.

*Teaching Chinese elementary school students eating healthy by playing interactive game*

**Devon Estes**, MFA Graphic Design; Graduated: SPRING 2011.

*Developing a Method for Redesigning Sports Logos*

**Michael Shelley**, MFA Graphic Design; Graduated: SPRING 2009.

*The Development of an Analysis Tool to Categorize the Frame of News Media Images*

**Juan Ruiz**, MFA Graphic Design; Graduated: SPRING 2008.

*Effectiveness of values communication through cross-cultural corporate symbol design*

**Sung Choi**, MFA Graphic Design; Graduated: SUMMER 2007.

*Graffiti: A Visual Vernacular as a Graphic Design Source*

**Sooyun Im**, MFA Graphic Design; Graduated: SUMMER 2007.

*Kinetic Typography in Mobile Text Message*

**John Vorwald**, MFA Graphic Design; Graduated: SUMMER 2007.

*Socialest: An Application of Mapping in Creation of a Design Solution for User Driven Websites*

**Mandi Pralle**, MFA Graphic Design; Graduated: SPRING 2007.

*Enhancing Learning Experience of Distance Learning*

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**EXTERNAL COMMITTEE MEMBER**

*Emily Boyd, MA Candidate Rhetoric; Anticipated Graduation: SPRING 2020.*

*tbd*

*Dan Johnson, MFA Candidate Integrated Visual Arts; Anticipated Graduation: SPRING 2020.*

*tbd*

*Manatse Mazimbe, MFA Candidate Integrated Visual Arts; Anticipated Graduation: SPRING 2020.*

*tbd*

*Colin D. Powell, MA Interior Design; Graduated: FALL 2019.*

*Domesticity + Queer Semiotics in the Aesthetic Movement*

*George Standifer, PHD Rhetoric; Graduated: SUMMER 2019.*

*De visualium rhetoricorum natura: Design, art, culture, text*

*Jennifer Haywood, MA Interior Design; Graduated: FALL 2014.*

*Influences on pedestrian bi-directional route within exhibition spaces*

*Eduardo Rubio, ms Human-Computer Interaction; Graduated: SUMMER 2014.*

*Defining a software genre: Timeline Navigators*

*Kylie Jacobsen, MA Rhetoric, Composition, and Professional Communication; Graduated: SPRING 2014.*

*Rhetoric of warning labels: Human components in cross-cultural design*

*Dan Bruski, MA Hamline University, Minnesota; Graduated: FALL 2012.*

*Do They Get The Picture? Visual Literacy and Low-Literacy Adult ESL Learners*

*Ya-Lan Yang, ms Curriculum & Instruction; Graduated: SPRING 2009.*

*Learning through Gaming: Teaching Visual Arts to Elementary Grade Students*

## **SERVICE ACTIVITIES**

### **WORKSHOPS AND PRESENTATIONS**

*College of Design Summer Workshops:* Designed and taught course sections on mapping, photography and image making for junior high and high school students; workshops varied in length from one-day condensed versions to week-long experiences; co-coordinated workshop for Sioux City, IA; SUMMER 2014, SUMMER 2013, SUMMER 2012

*ISU Summer Korean Workshop for Yeungnam University:* Coordinated entire month-long workshop; led field trips to Minneapolis and Des Moines; JULY 2012, JULY 2011

*ISU Summer Korean Workshop for Yeungnam University:* Taught one week session on Information Design and led field trip to Minneapolis, MN; JULY 2010

*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**

*Graduate Advising:* 10-16 advisees each semester 2014-PRESENT

*Undergraduate Advising:* 18-28 graphic design advisees each semester 2005-2017

*Graphic Design Student Association (GDSA-AIGA), Advisor,* 2006-2014

*Revival Magazine, Graphic Design Faculty Advisor;* FALL 2011-SPRING 2012

*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**

*Computer Advisory Committee:* College of Design Representative, FALL 2011-SPRING 2014  
*Center for Excellence in the Arts and Humanities Advisory Committee:* Member, 2010-2012  
*Faculty Senate:* Substitute At-Large Member, SPRING 2011

**COLLEGE OF DESIGN**

*Diversity Committee:* Member, FALL 2018- PRESENT  
*Digital Media Minor Group:* Member, 2006-PRESENT  
*Academic Affairs Committee:* Member, SPRING 2016-SPRING 2018  
*Operations Committee:* Member, FALL 2013-FALL 2015  
*GIS/GeoDesign Faculty Search Committee:* Member, FALL 2013-SPRING 2014  
*Master's of Urban Mapping and Computation Committee:* Chair, FALL 2010-SPRING 2011  
*Laptop Program Review Group:* Member, 2007-08

**GRAPHIC DESIGN DEPARTMENT**

*Graduate Curriculum Committee:* Chair, FALL 2012-SPRING 2014  
*Department Chair Search Committee:* Member, FALL 2012-SPRING 2014  
*Lecturer Search Committee:* Chair, SUMMER 2013  
*Assistant Professor Search Committee:* Chair, SPRING 2012

**ART AND DESIGN DEPARTMENT**

*Graphic Design Lecturer Search Committee:* Member, SUMMER 2011  
*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

**PROFESSIONAL SERVICE**

*Promotion and Tenure External Reviewer:* University of South Alabama, FALL 2018; University of Maryland-Baltimore County, FALL 2018; University of North Texas, FALL 2016; Mississippi State University, SPRING 2014; University of Maryland-Baltimore County, SPRING 2013

***Beer Culture Special Topic Area Chair***

Popular Culture Association/American Culture Association  
APRIL 1-4, 2015; New Orleans  
MARCH 22-25, 2016; Seattle

***Paper Reviewer***

2014 Design Research Society Conference  
JUNE 16-19, 2014; Umeå Institute of Design; Umeå, Sweden

***Book Proposal Reviewer***

Information Design Subject Matter: Wiley Books  
FALL 2013

***Abstract and Paper Reviewer***

*International Association of Societies of Design Research; 5th World Conference on Design Research*  
AUGUST 26-30, 2013; Tokyo, Japan

***Abstract and Paper Reviewer***

*International Association of Societies of Design Research; 4th World Conference on Design Research*  
OCTOBER 31-NOVEMBER 4, 2011; Delft University of Technology; Delft, Netherlands

***Paper Reviewer***

*Design Principles and Practices: An International Journal, Vol 5*  
SPRING 2011

***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 HD Video Camcorder Pool; \$48k for purchase of HD DV cameras for student use; proposal co-written with Anson Call, Associate Professor, Art & Design: Awarded SPRING 2011

***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):*** NOVEMBER 2000-OCTOBER 2002

***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