

gunnar swanson

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education

California State University Fullerton	1992–1993	MFA degree 1993 Graphic Design
California Institute of the Arts	1990–1991	Graphic Design post-graduate study
University of California Los Angeles	1976	Industrial Design post-graduate study
University of California Los Angeles	1974–1976	BA degree 1976 Art History
University of California Irvine	1972–1973	Art History
Orange Coast College	1971–1973	Photography, Marine Technology
University of California Berkeley	1970	Journalism/Mass Media

employment

Gunnar Swanson Design Office

graphic designer 1985–present

Graphic design and marketing consultation for a wide variety of clients. Emphasis on packaging, trademarks, and corporate identity programs. Interactive information design and video graphics. Computer consultation for graphic designers and photographers. Expert witness: Silva vs. Sunich 2005 (Paul Frank Industries' Julius the Monkey character origination case.)

Clients include the AIGA/LA, Allworth Press, the Alternate Text Production Center, American Youth Hostels, Benedek Broadcasting, BioTrek/Cal Poly Pomona, the C. Everett Koop National Health Awards, the Carolina Clinical Education Consortium, Duracraft, East Carolina University, EC Velo Club, The Endocrine Society, Heal the Bay, the International Association of Business Communicators, the Jane Austen Society of North America, the Kingsmen Shakespeare Festival, the Los Angeles Times, Standard Homeopathic Company, Stanford University Medical Center, UCLA Libraries, University of Minnesota Duluth, Ticketmaster, Tweed Museum of Art, and the Ventura County Museum of History & Art.

East Carolina University

assistant professor 2005–present, *graphic design area coordinator* 2005–2008

Teaching of almost every class in the graphic design curriculum plus interdisciplinary topics art classes. Curriculum planning. Student advisement and university service.

Loyola Marymount University

adjunct faculty 2003–2005

Teaching graphic design history.

California State University Channel Islands

adjunct faculty 2003

Teaching graphic design.

California Lutheran University

assistant professor, director of multimedia program 1999–2001

Director of a new Multimedia cross-disciplinary degree program. Teaching, curriculum restructuring. Industry outreach.

University of California Davis

assistant professor 1998–1999

Teaching graphic design including interactive design and graphic design history.

University of Minnesota Duluth

assistant professor, head of graphic design program 1995–1998

Teaching of almost every class in the graphic design curriculum including graphic design history. Curriculum planning and introduction of writing and critical thinking into graphic design program. Planning and development of a new MFA program. Establishment of a student AIGA chapter and development of speaker series. Student advisement and university service.

Otis College of Art & Design, etc. Los Angeles area

graphic design teacher 1986–1995

Part time teaching of classes in various graphic design topics including graphic design history, typography, and computer illustration. Otis, UCLA Extension, Pepperdine, etc.

Gateway Resources, Incorporated Northridge CA

design director 1984–1985

Design of company packaging, advertising, and corporate identity. Technical and promotional illustration. Strategic planning of marketing. Management of printing and packaging in the US and Taiwan. Supervision of staff and freelance artists, photographers, and writers.

Three I Northridge CA

advertising director 1983–1984

Design and illustration. Advertising planning and writing. Supervision of staff designers and production artists as well as freelance graphic designers and photographers.

Deep Freeze Santa Monica CA

advertising agency owner 1979–1983

All aspects of advertising for various clients. Planning and media analysis. Design of trademarks, advertising, collateral, and packaging. Writing and production for print and radio.

UCLA Department of Kinesiology

artist/photographer 1978

Creation of visuals for lectures, publications, and displays.

Various TV stations and set shops Los Angeles area

carpenter/stagehand 1977

Carpentry and stagehand work for television shows, legitimate theater, and arenas.

Workroom 27 West Hollywood CA

prop & costume maker 1977

Prop and costume making for musical groups and television shows: Richard Pryor, Redd Foxx, How the West Was Won, etc.

graphic design awards/projects published (listed by project)

Carolina Clinical Education Consortium logo

100s Visual Ideas: Logos & Letterheads by Matt Woolman, Angela Patchell Books, UK, 2008

Cotton Country Century poster boll weevil illustration (poster second version 2007)

Society of Illustrators 50th Annual Exhibition 2008

(also in *Illustrators 50*, Society of Illustrators, 2008)

Cotton Country Century poster first version (2007)

Big Book of Design Ideas #3 by David E. Carter, Art Direction Book Company 2008

East Carolina University School of Art & Design student recruiting poster (2007)

Print magazine 2007 Regional Design Annual

University & College Designers Association 2007 UCDA design show award of excellence

37th annual Creativity awards, silver award, 2007

(also in *Creativity 37*, Art Direction Book Company, 2008)

ADI Award: Graphic Design Annual Volume 1, Art Design Institute of China Academy of Art

Big Book of Design Ideas #3 by David E. Carter, Art Direction Book Company 2008

American Graphic Design Awards, *Graphic Design: USA*, 2007

George Stuart Historical Figures book (2004)

2005 Museum Publications Design, honorable mention (institutions with budgets over \$500,000) American Association of Museums

Creativity 34, Art Direction Book Company, 2005

American Graphic Design Awards, *Graphic Design: USA*, 2004

portfolios.com 2004 merit award

IABC/LA postcard series (2003–2004)

portfolios.com 2004 bronze award

California's Advanced Fire Protection logo (2003)

Logo 2004, by David Carter, Art Direction Book Company, 2004

(also in *The 4th Big Book of Logos*, by David Carter, Hearst Book international, 2004)

IABC/LA Angels logo (2002)

Logo 2004, by David Carter, Art Direction Book Company, 2004

(also in *The 4th Big Book of Logos*, by David Carter, Hearst Book international, 2004)

Midtown Ventura logo (2002)

100s Visual Ideas: Logos & Letterheads, by Matt Woolman, Angela Patchell Books, UK, 2008

Logo 2004, by David Carter, Art Direction Book Company, 2004

(also in *The 4th Big Book of Logos*, by David Carter, Hearst Book international, 2004)

American Graphic Design Awards, *Graphic Design: USA*, 2003

(also in *American Graphic Design Awards No. 3*, Visual Reference Publications, 2003)

Midtown Ventura Community Council stationery (2002)

portfolios.com 2004 merit award

American Corporate Identity 20, Art Direction Book Company, 2004

American Graphic Design Awards, *Graphic Design: USA*, 2003

(also in *American Graphic Design Awards No. 3*, Visual Reference Publications, 2003)

BioTrek logo (2002)

100s Visual Ideas: Logos & Letterheads, by Matt Woolman, Angela Patchell Books, UK, 2008
Logo 2004, by David Carter, Art Direction Book Company, 2004
(also in *The 4th Big Book of Logos*, by David Carter, Hearst Book international, 2004)
Summit Creative Awards bronze statue, 2003
American Graphic Design Awards, *Graphic Design: USA*, 2003
(also in *American Graphic Design Awards No. 3*, Visual Reference Publications, 2003)
Letterhead and Logo Design 8, Rockport Publishers 2003
Creativity 33, Art Direction Book Company, 2003
American Corporate Identity 20, Art Direction Book Company, 2004

Jane Austen Society of North American Los Angeles conference logo (2002)

Logo 2004, by David Carter, Art Direction Book Company, 2004
(also in *The 4th Big Book of Logos*, by David Carter, Hearst Book international, 2004)
American Graphic Design Awards, *Graphic Design: USA*, 2003
(also in *American Graphic Design Awards No. 3*, Visual Reference Publications, 2003)
American Corporate Identity 20, Art Direction Book Company, 2004

County Communicators logo (2002)

Logo 2004, by David Carter, Art Direction Book Company, 2004
(also in *The 4th Big Book of Logos*, by David Carter, Hearst Book international, 2004)
Step Inside Design annual review, July/August 2003

Health Harbinger logo (2002)

Logo 2004, by David Carter, Art Direction Book Company, 2004
(also in *The 4th Big Book of Logos*, by David Carter, Hearst Book international, 2004)

Gunnar Swanson Design Office website (2001–2008)

Digital Portfolio Design by Cynthia Baron, New Riders 2004

Hanham Consulting drug testing icons (2001)

Logo 2004, by David Carter, Art Direction Book Company, 2004
(also in *The 4th Big Book of Logos*, by David Carter, Hearst Book international, 2004)

Hanham Consulting Brochure (2001)

American Graphic Design Awards, *Graphic Design: USA*, 2002

Gunnar Swanson Design Office stationery (2001)

American Graphic Design Awards, *Graphic Design: USA*, 2003
(also in *American Graphic Design Awards No. 3*, Visual Reference Publications, 2003)
Identity Solutions, How Design Books 2003
"Print's Regional Design Annual," *Print* magazine, 2002
American Graphic Design Awards, *Graphic Design: USA*, 2002

Gunnar Swanson Design Office "Talking Head" logo (2001)

Logo 2004, by David Carter, Art Direction Book Company, 2004
(also in *The 4th Big Book of Logos*, by David Carter, Hearst Book International, 2004)
Logo 2002, by David Carter, Art Direction Book Company, 2001
Big Book of Logos 3, by David Carter, Hearst Book international, 2002

Adversary poster (2001)

"Posters for Advocacy" by Terry Stone *Dynamic Graphics Magazine*

California Lutheran University multimedia program brochure (2000)

American Graphic Design Awards, *Graphic Design: USA*, 2001

(also in *American Graphic Design Awards No. 2*, Visual Reference Publications, 2002)

News of the Whirled (collaborative project directed by Kenneth FitzGerald) (1999)

American Center for Design 100 Show, 2000

AIGA/Minnesota Award of Excellence, 2000

Barr Pictures trademark (1998)

The Big Book of Logos, by David Carter, Art Direction Book Company, 1998

UMD Center for Economic Development brochure (1997)

Citation of Excellence, Lake Superior Ad Club, 1997

Snowflake Cross-Country Ski Resort trademark series (1997)

AIGA Minnesota 1997 Design Show of Excellence

Creating Logo Families, by David Carter, HBI/HarperCollins, 2000

Duluth Playhouse trademark (1996)

The Big Book of Logos, by David Carter, Art Direction Book Company, 1998

Duluth Playhouse 1996–1997 season posters (1996)

AIGA Minnesota 1997 Design Show of Excellence

Citation of Excellence, Lake Superior Ad Club, 1996

Fresh Ideas in Limited Budget Design, North Light Books, 1998

The Tempest—UMD Theatre poster (1996)

American Graphic Design Awards, *Graphic Design USA*, 1997

Creativity 26, Art Direction Book Company, 1997

Gunnar Swanson Design Office temporary stationery (1995)

Fresh Ideas in Letterhead and Business Card Design 3, North Light Books, 1997

1995 Student Portfolio Events poster AIGA/LA, client (1995)

Innovative Low Budget Design, Madison Square Press, 1996

1994 Student Portfolio Events poster AIGA/LA, client (1994)

Innovative Low Budget Design, Madison Square Press, 1996

1995 Designer's Guide, *Step-By-Step Graphics*

Step-by-Step Graphics, Design Process '95 Annual

Creativity '94, Art Direction Book Company, 1995

How, Self-Promotion issue, 1994

Optima Design Awards, Best of Show, 1994

1993 Student Portfolio Events poster AIGA/LA, client (1993)

New Typographics: new world typography with font samples, PIE Books, 2005

Innovative Low Budget Design, Madison Square Press, 1996

Dirty Class brochure Mark the Carpetbagger, client (1993)

Direct Mail Marketing Design by Poppy Evans, Rockport Publishers, 1994

"The Librarian" departments logos UCLA Libraries, client (1993)

subject of article in *Step-by-Step Electronic Design*, September, 1993

Westside Amateur Radio Club logo (1993)

Creativity '93, Art Direction Book Company, 1994

Book Show signage California State University Fullerton, Department of Art, client (1992)

Creativity '93, Art Direction Book Company, 1994

Fuck Censorship t-shirt (1992)

Graphis T-Shirt 1, Graphis Press, 1993

Graphic Design USA 14, (the AIGA awards annual) AIGA/LA t-Shirt Show, 1993

The Print Company capabilities brochure (1992)

American Corporate Identity 11, Art Direction Book Company, 1996

Fresh Ideas in Promotion & Self Promotion, North Light Books, 1994

Teri Gilman/Image Works West Stationery (1992)

Fresh Ideas in Letterhead & Business Card Design, North Light Books, 1993

ACMc typeface (1992)

New Typographics: new world typography with font samples, PIE Books, 2005

Digital Fonts, Graphis Books, 1996

Creativity '92, Art Direction Book Company, 1993

What's the Big Idea? self-published lexicon for an ideation system for students (1992)

Even More Great Ideas Using 1, 2, & 3 Colors; Supon Design Editions, 1997

Diarrex, Arnicaid, EnurAid, & ClearAc packaging Standard Homeopathic Co., client (1991)

Creativity '92, Art Direction Book Company, 1993

The Print Company logo (1991)

The Big Book of Logos, by David Carter, Art Direction Book Company, 1998

American Corporate Identity 8, Art Direction Book Company, 1993

Gunnar Swanson Design Office logo (1991)

Big Book of Logos 3, by David Carter, Hearst Book international, 2002

The New Typographic Logo, by Gerry Rosentsweig, 1997

Gunnar Swanson Design Office stationery (1991)

American Corporate Identity 8, Art Direction Book Company, 1993

Fresh Ideas in Letterhead & Business Card Design, North Light Books, 1993

Letterhead & Logo Designs 2: Creating the Corporate Image, Rockport Publishers, 1992

Letterheads 8, Art Direction Book Company, 1992

How, Self-Promotion issue, 1991

Singer and Associates t-shirt (1990)

Great T-Shirt Graphics, Rockport Publishers, 1993

Singer and Associates stationery (1990)

American Corporate Identity 6, Art Direction Book Company, 1993

Fresh Ideas in Letterhead & Business Card Design, North Light Books, 1993

Letterheads 8, Art Direction Book Company, 1992

Rosemary Swanson stationery (1989)

Letterheads 8, Art Direction Book Company, 1992

Production Solutions, Inc. stationery (1989)

Letterheads 8, Art Direction Book Company, 1992

National Toxics Campaign logo (1989)

Logos Go Digital, by David Carter, Art Direction Book Company, 1998

Creativity '90, Art Direction Book Company, 1991

Eggnog and Other Selections packaging & p.o.p. The Twang/Metaphor Records, client (1989)

Label Designs 4, Rockport Publishers, 1992

Eggnog and Other Selections record cover The Twang/Metaphor Records, client (1989)

Creativity '90, Art Direction Book Company, 1991

Mothers Day and Halloween insert covers Manhattan Village shopping center, client (1989)

NABYS Award, Southern California Marketing Directors' Association, 1989

Heal the Bay newsletter (1988)

Society of Publication Designers *24th Publication Design Annual*, Watson-Guptill, 1990

Gunnar and Rosemary Swanson wedding invitation (1986)

Storks and Bonds: the Best of Designer Wedding Invitations & Birth Announcements,

Quon Editions, 1990

Homeopathic Medicines for Children packaging Standard Homeopathic Co., client (1986)

Natural Foods Merchandiser, 1986

Ethyl and the Regulars logo (1985)

The Big Book of Logos, by David Carter, Art Direction Book Company, 1998

Bullseye trademark (1984)

Bullet-Proof Logos, by David Carter, HBI, 1999

The Big Book of Logos, by David Carter, Art Direction Book Company, 1998

Eastgate trademark (1984)

Bullet-Proof Logos, by David Carter, HBI, 1999

various projects shown in

Page One Graphics Index, Page One Publishing, Singapore, 1995

noAH V International Package Design Directory, Japan Creators' Association, 1991

writing/publications in print: articles

- "Generation Ex" *Step inside design* volume 21 number 4, July/August 2005
- "Politics in the classroom" *Print*, March/April 2005
- "Steering Readers Through Your Book" *Publishers' Marketing Association Newsletter*, October 2001
- "Reader Centered Design" *Publishers' Marketing Association Newsletter*, December 2001
- "Dressing a book for Success" *Publishers' Marketing Association Newsletter*, October 2001
- "Critic's Award/URBI Magazine" *Critique* magazine #17, Autumn 2000
- Design Education in Progress: Process and Methodology* introduction
with James Souttar, pub: Virginia Commonwealth University, Winter 1998
- "Plagiarism: What's Wrong?" *Zed.3* Virginia Commonwealth University, Summer 1997
- "Response and Responsibility" introduction to *Zed.3*, Summer 1997
- "Where Can I Steal a Clever Title for This Article?" *Visual Resources*, v. XVI, pp. 131–142
- "On the Democratization of Typography" *AIGA Journal of Graphic Design*, Fall 1996
reprinted: *Graphic Design & Reading*, ed.: Gunnar Swanson
- "The Crystal Ball or 2005 A Design Odyssey" *How Tenth Anniversary Issue*, January 1996
- "Is Design Important?" *AIGA Journal of Graphic Design* vol. 13 number 1, 1995
reprinted: *Design Culture: Writing from the AIGA Journal*, ed.: Marie Finamore and Steven Heller
Spanish trans.: *Matiz Gráfico del Diseño Internacional* (México) numero 3, Junio 1997
- "The Case Against Certification" *Print* "A Cold Eye," January/February 1995
reprinted: *Looking Closer 2: Critical Writings on Graphic Design*, ed.: Bierut, Drenttel, Heller, Holland
- "Clarety: Drinking from the Crystal Goblet" *Serif* number 1, Fall 1994
reprinted: *Graphic Design & Reading*, ed.: Gunnar Swanson
- "Graphic Design as a Liberal Art" *Design Issues* MIT Press vol. x no. 1, Spring 1994
reprinted: *The Education of a Graphic Designer*, ed: Steven Heller
reprinted: *Looking Closer 2: Critical Writings on Graphic Design*, ed.: Bierut, Drenttel, Heller, Holland
- "First Draft" (a self-published journal of musings related to graphic design)
- "Designing a Better Environment" *Propaganda* AIGA/LA, March/April 1990
- "Designer Trash" *Propaganda* AIGA/LA, May/June 1990
- "Modernism, Myth, and Setting it in Caslon" *AIGA Journal of Graphic Design* v. 6, no. 4, 1989

writing/publications in print: chapters in books

"Interview with Scott McCloud" *The Education of a Comics Artist*
Steven Heller and Michael Dooley editors Allworth Press 2005

"What's Wrong with Plagiarism?" *Citizen Designer* Steven Heller editor Allworth Press 2003

"The Web vs. Design: 'Usability' and the Homogenized Future"
The Education of an E Designer editor Steven Heller 2001

"re:word" introduction to *Graphic Design & Reading* editor Gunnar Swanson 2000

(chapters as noted in "articles" on previous page)

"On the Democratization of Typography"
reprinted: *Graphic Design & Reading* editor Gunnar Swanson

"Is Design Important?"

reprinted: *Design Culture: Writing from the AIGA Journal*, ed.: Marie Finamore and Steven Heller
Spanish trans.: *Matiz Gráfico del Diseño Internacional* (México) numero 3, Junio 1997

"The Case Against Certification"

reprinted: *Looking Closer 2: Critical Writings on Graphic Design*, ed.: Bierut, Drenttel, Heller, Holland

"Clarety: Drinking from the Crystal Goblet"

reprinted: *Graphic Design & Reading*, editor Gunnar Swanson

"Graphic Design as a Liberal Art"

reprinted: *The Education of a Graphic Designer*, editor Steven Heller

reprinted: *Looking Closer 2: Critical Writings on Graphic Design*, ed.: Bierut, Drenttel, Heller, Holland

articles in proceedings

"The Illegal Alien" *Reinventing Design Education in the University*, Perth, Australia 2000

letters/short opinion pieces regarding arts and design issues published

on "Being Invisible," in *Wired* 11.08, October 2003

on information design of California gubernatorial ballot *Ventura County Star* September, 2003

"Swanson on Goldfarb: student have skills, need nurturing to grow," *Graphic Design USA* Jan '98

about a letter responding to my earlier article, "Clarety," *Serif* #3/Fall 1995

on Steve Heller's "Cult of the Ugly" article and subsequent interviews, *Emigre* #31/Summer 1994

on Charlton Heston and the "Miss Saigon" casting controversies, *Los Angeles Times* Aug 20, 1990

editorships

Graphic Design & Reading, Allworth Press 2000

co-editor "Zed.3," graphic design journal published by Virginia Commonwealth University
(This issue was on the subject of design and morality) Summer 1997

interviews and quotations (of Gunnar Swanson): featured interviews

Becoming a Graphic Designer (book) by Steven Heller, John Wiley & Sons, 2002

Booksense site interview by Gavin Grant about *Graphic Design & Reading* at
<http://www.booksense.com/people/archive/swansongunnar.jsp>

interviews and quotations (of Gunnar Swanson): shorter quotations

"The State of Our Contracts" by Terry Lee Stone *AIGA Gain: Journal of Business and Design*
<http://gain.aiga.org/content.cfm?ContentAlias=%5Fgetfullarticle&aid=1505655>

"Identity: The New School" by Steff Geissbuhler, *ID*, September/October 2005 p. 103

"Raging Bull" by Rick Poynor, *Print*, September/October 2005 p. 36

"Me feral designer" by Steve Heller, *Eye* 56, Summer 2005

Four quotes in *401 Design Meditations: Wisdom, Insights, and Intriguing Thoughts from 244 Leading Designers* by Catherine Fishel, Rockport Publishers, 2005

Digital Portfolio Design (book) by Cynthia Baron, New Riders 2004

"Graphic Designer, Others say Ballot Confusing" *Ventura County Star* September 24, 2003

"Freelance Clients and Creativity: A Balancing Act" by Maria Piscopo quoting interview re: clients and deadlines, *Communication Arts* March/April 2003 p. 32

"Markets the Ultimate Balancing Act" by Maria Piscopo quoting interview on balancing professional and personal goals *Step Inside Design* September/October 2002 pp. 26–28

The above two interviews also appeared in Maria Picopo's *Design and Illustration Guide to Self Promotion*, Allworth Press 2004

speaking

- future of design writing group facilitator: NewViews2 conference
London, England July 9–11, 2008
- “Graphic Design: Who is it For?” Emily Carr Institute of Art & Design
Vancouver, British Columbia October 22, 2003
- “Graphic Design, Education, and Knowledge” Schools of Thoughts
AIGA regional education conference, Los Angeles October 19, 2002
- “The Illegal Alien” Reinventing Design Education in the University
Perth, Australia December 12, 2000
- “Plagiarism: Ethics in Art and Art History” panel
College Art Association National Conference February 12, 1999
- “Drinking the University: product positioning for hops and higher ed”
CASE 5 conference, Chicago December 13, 1997
- “Plagiarism: What’s Wrong?” UMD philosophy department colloquia series April 10, 1996
- “What’s the Big Idea? A method for teaching idea generation”
Design Educators’ Conference, Chico CA April 30, 1993

quotations/acknowledgements/citations of writing

- reader typografie* Lectoraat Visuele Retorica AKV/St. Joost Avans Hogeschool Bred
recommending *Graphic Design & Reading*
- Visual Research* by Ian Nobel and Russel Bewstley, Ava Academics, Lausanne Switzerland 2005
quoting “Graphic Design as a Liberal Art” from *Design Issues* v. X #1
- “De la formació de dissenyadors a l’educació en disseny” *Plec*, Febrer 2003
(published by Eina Escola de Disseny i Art, Barcelona) analyzing “Graphic Design
as a Liberal Art”
- “Opinion: Beyond the Surface” *eDesign* January/February 2003 p. 34
George Olsen quoting “Gunnar Swanson, an award-winning graphic and multimedia
designer” on style
- “Designing Graduates: Reshaping Undergraduate Study in New Media” ANZCA2002 conference
by Danny Butt, Lecturer in Digital Media, Waikato Institute of Technology (New Zealand)
- “Design Tools and Culture in the Digital Age: a rhetoric model for design”
Rafael Fajardo, MFA and Rex Koontz, PhD citing “Graphic Design as a Liberal Art”
delivered at the 12th Annual Conference on Liberal Arts and the Education of
Artists at the School of Visual Arts, 1998.
Spanish version “Las Herramientas y la Cultura de Deseño en la Época Digital” in *Jornada Gráfica*,
Universidad Autónoma de Ciudad Juárez November 1998

- "Educating the Imagination" *k2000 Proposal* <http://www.ctt.bc.ca/k2000/Registry/eciad3.htm>
Sharon A. Romero, Emily Carr Institute of Art + Design, Granville Island BC, citing
"Graphic Design as a Liberal Art" as an important influence.
- "Get Audited" *CASE Currents* November/December 1998 pp. 38 and 39 Cheryl Reitan
(Publications Director, UMD) quoting interviews re: UMD identity design
- "Assigning Tables of Content: Self Authorship in Undergraduate Graphic Design Education"
Steven McCarthy and Cristina de Almeida citing "Graphic Design as a Liberal Art"
at the University and College Design Association conference, New Orleans LA,
September, 1998 published in the UCDA's *Designer*, Spring 1999 and on the web
at <http://www.episodic-design.com/writings/tables.html>
- <http://gertrude.art.uiuc.edu/Design_Technology_Society/educate_subject.html>
University of Illinois Urbana-Champaign School of Art and Design "Graphic Design
as a Liberal Art" cited and summarized
- Blurt* online magazine <www.blurt.net/1990.html> "The Case Against Certification"
from *Print*, January/February 1995 quoted and discussed
- "Cities in the Information Age: A Scandinavian Perspective" in *The Virtual Workplace*,
Igarria and Tan, eds. 1988; acknowledgement of contribution by Ken Friedman
(then Associate Professor, Norwegian School of Management/now dean of
design school at Swinbourne Institute of Technology, Melbourne, Australia)
- "Dumb: Are designers whom proclaim the end of print turning their backs on design's
crucial purpose and cultural role?" *Eye* #22 v. 6/Autumn 1996 p. 57
Will Novosedlik (Toronto-based design writer) quoting "Graphic Design as a Liberal Art"
- "The Sorry State of Design Education" *How* v. XI #4/July-August 1996 pp. 124, 126
Michael Sullivan (Contributing Editor, *How*) quoting email discussion
- "Oh, Grow Up" *AIGA Journal* v. 14 #1/1996 p. 4; Rob Dewey (Manager, Creative Services, Minne-
sota Public Radio) quoting "The Case Against Certification" from *Print*, January/February 1995
- "Certification: Artists and Ostriches" *Communication Arts* November 1995 pp. 294, 296, and 297
Ed Gold (Professor of Graphic Design, University of Baltimore) quoting "The Case
Against Certification" from *Print*, January/February 1995
- "Talking Education: Educators Talk about Education" *AIGA Journal* v. 13 #1 pp. 22 and 25
Ann Bush (then-president, Graphic Design Education Association and then-Assistant
Professor, University of Hawaii Manoa) quoting "Graphic Design as a Liberal Art"
- "Computer Software in Graphic Design Education" *Digital Creativity CD-ROM*, Ruth Levy
(Victoria & Albert Museum and Royal College of Art) in the *Proceedings of the
1st Conference on Computers in Art and Design Education* (University of Brighton,
April 18-21, 1995) quoting "Graphic Design as a Liberal Art"

Gunnar Swanson CV page 13 (quotations/acknowledgements/citations of writing continued)

"An Image of One's Own: Design Disciplines. Visual Studies" *Design Issues* v. 11 #1/Spring 1995 p. 67
Barbara Maria Stafford (Wm. B. Ogden distinguished Professor of Art History,
University of Chicago) citing "Graphic Design as a Liberal Art"

"An Interview With Rick Poyner" *Emigre* #33/Winter 1995 p. 38; Rick Poyner (then-editor
of *Eye* magazine, design critic, author) quoting letter printed in *Emigre* #31

"Ugliness is in the Eye of the Beholder" *Eye* #15 v. 4/Winter 1994 p. 7 by Rick Poyner,
quoting letter printed in *Emigre* #31

"A Conversation with Andrew Blauvelt" *Emigre* #31/Summer 1994 Rudy VanderLans
(editor, *Emigre*) quoting letter printed in the same issue

reviews of Graphic Design & Reading

Eye magazine #41 Volume 11, Autumn 2001, review by Robin Fior

Library Journal, March 15, 2001, review by Margarete Gross, Chicago Public Library

Communication Arts, magazine January/February 2001

Azure Design Architecture & Art, January–February 2001

Graphis November/December 2000, review by Vance Lin

Printing News, October 30, 2000, "Swanson's 'Graphic Design and Reading' furnishes
Food for Thought" by Brett Rutheford

Printing News, October 23, 2000

The Printer, October, 2000

Info Design Bookwatch <http://list.design-inst.nl/pipermail/infodesign/2000-september.txt>

Stingrae Studios Web Design Books <http://www.stingrae.com/books/webdesign/graphics>

art exhibitions

- 2007 ADI Design Awards** (poster in international juried show)
Art Institute of China Academy of Art, Hanzhou, China (see page 3 awards) 2008
- Society of Illustrators 50th Annual Exhibition** (poster illustration in national juried show)
Museum of American Illustrators at the Society of Illustrators, New York
(see page 3 awards) March 29–April 26, 2008
- East Carolina University Faculty Show** (poster in group show)
Gray Gallery, Greenville NC October 19–November 17, 2007
- East Carolina University Faculty Show** (book in group show)
Gray Gallery, Greenville NC October 21–November 20, 2005
- Plug 'n' Pray** (photo: "Double Cross" in web exhibition on technology and religion)
<http://www.plug-pray.org/wired.htm> November, 2003
- Adversary** (poster in traveling invitational exhibition)
- | | |
|---|------------------------------|
| Diboli Gallery, Loyola University, New Orleans | March 3–April 1, 2004 |
| University of Iowa Design Gallery, Iowa City IA | October 1–31, 2003 |
| Monserrat College of Art, Beverly MA | January 13–February 22, 2003 |
| Old Dominion University Gallery, Norfolk VA | July 13–August 13, 2002 |
| AIGA National Design Conference, Washington DC | March 21–23, 2002 |
| Zero Station, Portland ME | May 5–June 10, 2001 |
| Tweed Museum of Art, University of Minnesota Duluth | March 13–April 8, 2001 |
- University of Minnesota Art Faculty Show** (six posters in group show)
Nash Gallery, Minneapolis MN January 8–31, 1997
- Solo Show, Tweed Museum of Art, Duluth MN** April–May, 1996
- UMD Art Faculty Show** (three posters in group show),
Tweed Museum of Art December 1995–January 1996
- Pacific Center for the Book Arts members' exhibition** (one print in group show)
San Francisco Public Library November 5–December 31, 1994
- Golden Tarot solo MFA show**
California State University, Fullerton East Gallery March 13–18, 1993
- various shows** associated with "graphic design awards/projects published"

teaching**East Carolina University**

Art 6070	Visual Problems in Computer-Aided Design	Fall 2008
Art 6200	Graphic Design (MFA directed study)	Fall 2008
Art 4210	Graphic Design (2 sections)	Fall 2008
Art 7000	Thesis (MFA directed study)	Spring 2008
Art 5210	Advanced Graphic Design (2 sections)	Spring 2008
Art 3000/3001	Letterforms in Art	Spring 2008
Art 7000	Thesis (MFA directed study)	Fall 2007
Art 4200	Advanced Typography	Fall 2007
Art 3000/3001/6000	Graphic Design readings/theory	Fall 2007
Art 7000	Thesis (MFA directed study)	Spring 2007
Art 6250	Problems in Communication Arts (MFA directed study)	Spring 2007
Art 3500	Independent Studies (2 students)	Spring 2007
Art 3000/3001/3500/6991	Poster Design	Spring 2007
Art 2210	Graphic Design (2 sections)	Spring 2007
Hnrs 3103	Honors project	Fall 2006
Art 6240	Problems in Communication Arts (MFA directed study)	Fall 2006
Art 6230	Problems in Communication Arts (MFA directed study)	Fall 2006
Art 4210	Intermediate Graphic Design	Fall 2006
Art 3500	Independent Studies (2 students)	Fall 2006
Art 2200	Introduction to Graphic Design	Fall 2006
Art 6220	Problems in Communication Arts (MFA directed study)	Spring 2006
Art 5210	Advanced Graphic Design	Spring 2006
Art 3210	Production (2 sections team taught)	Spring 2006
Art 6210	Problems in Communication Arts (MFA directed study)	Fall 2005
Art 2200	Introduction to Graphic Design (3 sections)	Fall 2005

Loyola Marymount University

Art History 360	History of Design	Fall 2003, Spring 2004, Fall 2004, Spring 2005
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California State University Channel Islands

Art 313	Media Processes (basic graphic design)	Spring 2003
Art 323	Studio Topics (second semester graphic design) (above classes taught "stacked" together)	

California Lutheran University

Multimedia 100	Introduction to Multimedia	Spring 2000 (2 sections)
Multimedia 200A	Touchstone 1A (sophomore-level multimedia)	Fall 1999 (2 sections)
Multimedia 200B	Touchstone 1B	Spring 2000, Spring 2001
Multimedia 300A	Touchstone 2A (junior level multimedia)	Fall 1999
Multimedia 300B	Touchstone 2B	Spring 2000, Spring 2001
Multimedia 400	Capstone 1 (senior level multimedia)	Fall 1999, Fall 2000
Multimedia 425	Capstone 2	Spring 2000

University of California Davis

Design 16	Computers in Design	Fall 1998 (2 labs)
Design 145	History of Graphic Design	Spring 1999
Design 152A	Visual Communication: design for reproduction	Fall 1998
Design 152B	Visual Communication: campaign design	Winter 1999
Design 153	Visual Communication: web and interactive design	Winter & Spring 1999

University of Minnesota Duluth

Multidisciplinary Project class (graphic design, business, and computer science students: design of UMD Wayfinding System)		Winter & Spring 1998
Art 1906	Visual Literacy	Winter 1997, Fall 1997
Art 3052	Fundamentals of Graphic Design	Fall 1995, Fall 1996, Fall 1997, Winter 1998
Art 3054	Motion Graphics	Winter, Spring, Summer, & Fall 1996
Art 3058	Graphic Design I	Fall 1995, Winter & Spring 1997
Art 3063	Graphic Systems	Winter & Fall 1996, Fall 1997
Art 3065	Digital Imaging	Fall 1995, Winter & Summer 1996, Spring 1998
Art Hist 3310	History of Graphic Design	Spring 1997, Spring 1998
Art 3716	Illustration	Winter & Spring 1996, Spring 1997
Art 5064	Graphic Design Service	Fall 1995, Winter, Spring, Summer, & Fall 1996, Winter, Spring, & Fall 1997, Winter & Spring 1998

teaching previous to University of Minnesota Duluth

Computer Illustration	Otis College of Art and Design	1993–95 (six classes)
Beginning Graphic Design	American College for the Applied Arts	Winter 1994
Introductory Typography	American College for the Applied Arts	Fall 1993
Graphic Design	Pepperdine University	Fall 1993
Book Art (teaching assistant)	California State University, Fullerton	Spring 1992
Trademark & Packaging Design	Otis-Parsons	Summer 1989
Graphic Design History	UCLA Extension	Fall 1986 & Fall 1987
Packaging Design	UCLA Extension	Winter 1987

noteworthy teaching

At ECU: Taught new preps for all classes except two since starting at ECU (including two classes that had not been taught before in the School of Art & Design), revamped or revived several classes, brought real client projects to senior level graphic design class. Taught all but one classes in program.

At UMD: Taught all but one classes in program. Taught constant overload—five classes as often as four, never fewer than four, all summers.

advising**East Carolina University**

student advising 13–22 students/semester

Spring 2005–present

faculty advisor for Design Associates/ECU student group

Spring 2005–present

California Lutheran University

student advisement

1999–2001

University of Minnesota Duluth

advised twenty-five undergraduate students each quarter

1996–1998

extraordinary advising duties

advised 20+ students during first year at ECU

2005–2006

advised Craig Malmrose's advisees in his absence

Spring 2007

direction of undergraduate student research

ECU— Aaron Mickleson honors project

2006–2007

UMD— Undergraduate Research Opportunities Program (UROP) Grant supervision:

Cord Carbert, Ecological Awareness teachers' handbook 1996

Hillary Albuquerque, Animated Cell Anatomy Series 1996–1997

Jessica Durrant, Interactive Tour of UMD Art Dept 1997–1998

graduate student supervision

East Carolina University: Courtney Barr MFA projects

2005–2008

University of Minnesota Duluth: Jayme Walker MA committee

1996–1997

service**East Carolina University School of Art & Design**

graphic design class for high school teachers	July 10 & 11 2007
graphic design area coordinator	Spring 2006–Spring 2008
School of Art & Design computer committee	Fall 2006–Spring 2007
architectural historian faculty search committee	Fall 2006–Spring 2007
School of Art & Design executive committee	Spring 2007
chair, graphic design faculty search committee	Fall 2005–Spring 2006
design projects:	
university/chancellor's holiday cards	Fall 2005
poster: Meet the New Faculty/Matt Egan	Fall 2005
poster: Meet the New Faculty/Gunnar Swanson	Fall 2005
covers: SoAD Strategic Plan	Fall 2005
faculty sponsor for Design Associates student design organization	Spring 2006– Fall 2007

California Lutheran University multimedia program

program director (department head), multimedia	1999–2001
multimedia faculty search	Spring 2000
internet task force	2000–2001
design projects:	
Multimedia program brochure	Spring 2000
Kingsmen Shakespeare Festival posters and ads	Spring 2000

University of California Davis design program

design program computer committee	1998–1999
design program planning retreat	Winter 1999

University of Minnesota Duluth

Director of Information Service review committee	1998
Educational Policy Committee Subcommittee Info Services/Library	1997–1998
Educational Policy Committee Subcommittee Information Services	1996–1997
umd Communicators Council	1996–1998
design projects:	
Consulting on UMD and Information Services web design	Summer 1997
1998–1999 UMD Bulletin cover	Spring 1997
umd identity: logos, writing/supervision of usage guide	1996–1997
UMD Annual Report 1996	Summer 1996
Chancellor's new year's message card	Winter 1996
Chancellor's Inauguration material:	Fall 1995–Winter 1996
program (with Beau Chaney), invitations, announcements, advertisements, and banners	
Chancellor's logo	Summer 1995

UMD School of Fine Arts

School of Fine Arts web home page committee Fall 1995–Spring 1996
 UMD Theatre “The Tempest” poster design Winter 1996
 All Class Reunion computer lab, graphics software, and internet tour July 28, 1996

UMD Department of Art

Department of Art web design supervision Summer 1997–Spring 1998
 advised Student Design Organization/UMD AIGA Chapter 1996–1998
 graphic design position search committees 1995–1996
 graphic design position search committees Summer 1996
 graphic design position search committees 1996–1997
 head of graduate student review Winter 1996
 high school graphic design/computer lab event January 20, 1996
 review and adjustment of graphic design curriculum
 planning for semester conversion
 planning/curriculum development for new graphic design MFA program
 recruitment and outreach/public relations
 informal talks and interviews:
 groups touring UMD
 video shown on televised umd hockey games
 design subjects at UMD Student Design Organization meetings
 talks to high school groups
 spoke on various subjects at Art Guild and Student Design Organization meetings:
 portfolio preparation, copyright, preparing files for printing, printers tour, etc.

Otis College of Art & Design

visual communications curriculum committee 1994–1995

other service

AIGA Raleigh student portfolio reviewer February 23, 2008
 mentor, Yasmeen Kashef high school senior project September–November, 2007
 AIGA national conference student portfolio reviewer October 12, 2007
 graphic design class for Pitt County high school teachers July 10 & 11, 2007
 career day Zebulon Middle School May 31, 2007
 AIGA group presentation on graphic design for Wake County teachers March 27, 2007
 Regional expert for Design for Democracy 2006–2007
 AIGA Raleigh student portfolio review talk February 18, 2006
 founder/list manager: graphics list design online discussion 1994–1995
 (active participant 1994–2001)
 speaking to students: “the idea of a portfolio” AIGA/LA Portfolio Preparation Seminar
 UCLA February 20, 1993
 Otis ebruary 5, 1994
 February 4, 1995

speaking to students: “communication and Elvis impersonation”
 CSU Long Beach November 30, 1993, April 27, 1994

Art Core Speakers Series Chapman University, Orange CA November 2, 1993
 “An uneven history of the last fifty years of graphic design, what designers
 fight about, and what designers and artists can learn from each other”

Young Designers panel discussion moderator AIGA/LA Portfolio Day
 Art Center College of Design, Pasadena CA March 27, 1992

professional organizations—memberships

American Institute of the Graphic Arts (AIGA)	1987–2001, 2003–2008
International Association of Business Communicators (IABC)	2002–2004
American Center for Design	1990–2000
Art Directors and Artists Club (ADAC) Sacramento CA	1998–1999
Alliance for Contemporary Book Arts	
College Art Association	1992–1999
Graphic Design Education Association	
Lake Superior Book Arts Club	
Lake Superior Ad Club	
Los Angeles Art Directors’ Club	
Pacific Center for the Book Arts	
Semiotics Society of America	1994–1997
Type Directors Club	
Western Art Directors Club	

professional organizations—offices held:

American Institute of the Graphic Arts (AIGA)	
Raleigh chapter officer: publications and editorial director, etc.	2006–2008
faculty sponsor of student AIGA chapters:	
University of California Davis	1998–1999
University of Minnesota Duluth	1996–1998
co-chair, Education Initiative aiga Chapter Officers Retreat	May 21–22, 1993
Los Angeles chapter officer:	
vice president for education	1993–1995
new technologies liaison	1992–1994
events coordinator	1988–1990
events committee	1987–1988
International Association of Business Communicators	
director of visual identity, Los Angeles (IABC/LA)	2003–2004

advisory and editorial boards

Arte Nuevo Interativa (www.cartodigital.org/interactiva)	2007–2008
animation program advisory board East Los Angeles College	1999–2000
Santa Monica Heritage Museum Board of Directors	1989
photography department advisory board Orange Coast College	1986–1987

juror

Design Research Society 2008 conference (2 abstracts and 2 full papers)	2008
Kybernetes: The International Journal of Systems & Cybernetics special issue on cybernetics and design (2 articles)	2007
North Carolina Grange state convention art show	September 23, 2005
Critique magazine “Big Crit” issue (student category)	2000
Cincinnati Editors’ Association annual awards judge, graphic design	June 1997

evaluations of faculty (other institutions)

Boise State University external reviewer, faculty member promotion—full professor	2008
University of Missouri-Columbia external reviewer, faculty member promotion—full professor	2003
external reviewer, faculty member promotion—associate/tenure	2002

consultanships

numerous graphic design and marketing consultations	1976–present
expert witness—Julius the Monkey character origination/ownership	2005