Gunnar Swanson
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252 258-7006
gunnar@gunnarswanson.com

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 (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, Duracraft, East Carolina University, 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, graphic design area coordinator 2005–present
Teaching of almost every class in the graphic design curriculum plus interdisciplinary topics art classes. Curriculum planning. Student advisement and university service. Curriculum planning.

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.

(EMPLOYMENT CONTINUED)
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)
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)
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)
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

(GRAPHIC DESIGN AWARDS/PROJECTS PUBLISHED CONTINUED)

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–)
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

(GRAPHIC DESIGN AWARDS/PROJECTS PUBLISHED CONTINUED)
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, 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

(GRAPHIC DESIGN AWARDS/PROJECTS PUBLISHED CONTINUED)

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 CONTINUED)
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,* ed.: 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,* ed.: Gunnar Swanson
"Graphic Design as a Liberal Art"
      reprinted: *The Education of a Graphic Designer,* ed: 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, *Wired* 11.10 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, *Émigré* #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

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* Sept 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
"Graphic Design: Who is it For?"
Emily Carr Institute of Art & Design, Vancouver, British Columbia   Oct. 22, 2003

"Graphic Design, Education, and Knowledge"
"Schools of Thoughts" AIGA regional education conference, Los Angeles   Oct. 19, 2002

"The Illegal Alien"
          "Reinventing Design Education in the University" Perth, Australia   Dec. 12, 2000

"Plagiarism: Ethics in Art and Art History" panel
College Art Association National Conference   Feb. 12, 1999

"Drinking the University: product positioning for hops and higher ed."
CASE 5 conference, Chicago   Dec. 13, 1997

"Plagiarism: What's Wrong?"
UMD philosophy department colloquia series   Apr. 10, 1996

"What's the Big Idea? A method for teaching idea generation"
Design Educators' Conference, Chico CA   Apr. 30, 1993

QUOTATIONS/ACKNOWLEDGMENTS/CITATIONS OF WRITING

Visual Research by Ian Nobel and Russel Bewstley, pub: 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
Geo. Olsen quoting "Gunnar Swanson, an award-winning graphic and multimedia designer" on style

"Designing Graduates: Reshaping Undergraduate Study in New Media" ANZCA 2002 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 Herramientos y la Cultura de Deseño en la Época Digital"
in *Jornada Gráfica* Universidad Autónoma de Ciudad Juárez Nov. 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" from *Design Issues* v. X #1 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" from
Design Issues v. X #1 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,* Igbaria and Tan, eds. 1988; acknowledgement of contribution by Ken Friedman
(Associate Professor, Norwegian School of Management)

**"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" from "Design Issues" v. X #1

"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, Minnesota 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 (president, Graphic Design Education Association and Assist. Professor, U. of Hawaii Manoa)
quoting "Graphic Design as a Liberal Art" from *Design Issues* v. X #1

(QUOTATIONS/ACKNOWLEDGMENTS/CITATIONS OF WRITING CONTINUED)
"Computer Software in Graphic Design Education" *Digital Creativity CD-ROM:*
Ruth Levy (V&A/RCA) in the Proceedings of the 1st Conference on Computers in Art and Design Education
(Univ. of Brighton, April 18–21, 1995) quoting "Graphic Design as a Liberal Art" from "Design Issues" v.
x #1

"An Image of One's Own: Design Discipline vs. Visual Studies" *Design Issues* v. 11 #1/Spr '95 p.67
Barbara Maria Stafford (Wm. B. Ogden distinguished Professor of Art History, U of Chicago) citing
"Graphic Design as a Liberal Art" from *Design Issues* v. x #1

"An Interview With Rick Poynor" *Emigre* #33/Winter 1995 p. 38
Rick Poynor (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 Poynor quoting
letter printed in *Emigre* #31

"A Conversation with Andrew Blauvelt" *Emigre* #31/Summer 1994 Rudy VanderLans (editor, *Emige*)
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 Art**s* magazine January/February, 2001

***Azure Desig**n* Architecture & Art January–February 2001

Graphis November/December 2000 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/pipermall/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   Oct 19–Nov 17, 2007

East Carolina University Faculty Show (book in group show)
    Gray Gallery, Greenville NC   Oct 21–Nov 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   Jan 13–Feb 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 Minn 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   Dec 1995–Jan 1996

Pacific Center for the Book Arts members' exhibition (one print in group show)
    San Francisco Public Library   Nov 5–Dec 31, 1994

Golden Tarot solo MFA show
    California State University, Fullerton East Gallery   March 13–18, 1993

shows associated with "graphic design awards/projects published" including the AIGA
traveling show and Society of Publication Designers show

TEACHING
East Carolina University:

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

Loyola Marymount University:

Art History 360	History of Design	F 2003, S & F 2004, S 2005

California State University Channel Islands:

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

California Lutheran University:

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

University of California Davis:

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

(TEACHING CONTINUED)
University of Minnesota Duluth:
Multidisciplinary Project class (graphic design, business, and computer science students:
　　　design of UMD Wayfinding System)　　　　　　　　　　　　　W & S 1998

Art 1906	Visual Literacy	W 1997, F 1997
Art 3052	Fundamentals of Graphic Design	F 1995, F 1996, F 1997, W 1998
Art 3054	Motion Graphics	W, S, Summer, & F 1996
Art 3058	Graphic Design I	F 1995, W & S 1997
Art 3063	Graphic Systems	W & F 1996, F 1997
Art 3065	Digital Imaging	F 1995, W & Summer 1996 S 1998
Art Hist 3310	History of Graphic Design	S 1997, S 1998
Art 3716	Illustration	W & S 1996, S 1997
Art 5064	Graphic Design Service	F 1995, W, S, Summer, & F 1996,
		W, S, & F 1997, W & S 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	W 1994
Introductory Typography	American College for the Applied Arts	F 1993
Graphic Design	Pepperdine University	F 1993
Book Art (teaching assistant)	California State University, Fullerton	S 1992
Trademark & Packaging Design	Otis-Parsons	Summer 1989
Graphic Design History	UCLA Extension	F 1986 & F 1987
Packaging Design	UCLA Extension	W 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	S 2005–present
faculty advisor for Design Associates/ECU student group	S 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	S 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 Department	1997–1998

GRADUATE STUDENT SUPERVISION

East Carolina University: Courtney Barr MFA projects	2005–present
University of Minnesota Duluth: Jayme Walker MA committee	1996–1997

UNIVERSITY SERVICE

East Carolina University School of Art & Design:

graphic design class for high school teachers	July 10 & 11 2007
graphic design area coordinator	S 2006–present
School of Art & Design computer committee	F 2006–S 2007
architectural historian faculty search committee	F 2006–S 2007
School of Art & Design executive committee	S 2007
chair, graphic design faculty search committee	F 2005–S 2006

design projects:

university/chancellor's holiday cards	F 2005
poster: Meet the New Faculty/Matt Egan	F 2005
poster: Meet the New Faculty/Gunnar Swanson	F 2005
covers: SoAD Strategic Plan	F 2005
faculty sponsor for Design Associates student design organization	S 2006–present

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:	F 1995–W 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	F 1995–S 1996
UMD Theatre "The Tempest" poster design	Winter 1996
All Class Reunion computer lab, graphics software, and internet tour	July 28, 1996

(UNIVERSITY SERVICE CONTINUED)

UMD Department of Art:

Department of Art web design supervision	Summer 1997– Spring 1998
advised Student Design Organization/UMD AIGA Chapte*r*	1996–199*8*
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

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 February 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, California   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

(OTHER SERVICE CONTINUED)

professional organizations—memberships:

American Institute of the Graphic Arts (AIGA)	1987–2001, 2003–present
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–present
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 (abstracts and 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' Assoc. annual awards judge, graphic design	June 1997

evaluations of faculty (other institutions):

University of Missouri-Columbia:

outside reviewer, faculty member promotion—full professor	2003
outside reviewer, faculty member promotion—associate/tenure	2002

consultanships:

numerous graphic design and marketing consultations

expert witness: Julius the Monkey character origination/ownership	2005