

3. SCHOLARLY AND CREATIVE ACTIVITIES

A. DESIGN PROJECTS

Winter 2017 - Current

Graphic User Interface Design – Contract with RiskBand, a division of Wearable Technologies.

Created the brand guidelines, new software interface icons, compound .ico (operating system) program icons, and the designs for the online training website.

Winter 2016

Website for Dr. Michael Miqueli (<http://lodochiropractor.com>)

This responsive site seeks to expand Dr. Miqueli's market. Search engine optimization was of particular interest, keywords, descriptions, and file names were carefully chosen to make this site top of the search results.

Website update for Dr. David Adams (<http://orthobyadams.com>)

Dr. Adams site was updated allowing content to be rearranged to fit the view of a multitude of devices, from smartphone to tablet to computer.

Fall 2014

Website for Bremer Prosthetics Design

This responsive site is designed to allow the user easily access to key information, and quick navigation. I collaborated with the client to edit text and other content. The logo was also rebuilt as part of this project.

Spring 2013

Logo Design – Office of Social Cooperation and International Programs

Designed a new logo for Shikoku University's Office of Social Cooperation and International Programs.

Costumes for the English Speaking Society stage performance

I helped the Shikoku University's ESS design their masks and costumes for their yearly play.

Educational Book Design for Susan Balough

Professor Balough book uses traditional western stories to teach English to Japanese children.

Winter 2013

Website for Lands' End Marina, located on Lake St. Clair.

The design of the site has a focus theme of open water and blue sky. I used curved corners and gradients to imply watercraft. The site is also designed to allow the user can easily access key information, and quick navigation. I am collaborating with client in the editing of text and other content. Also rebuilt and updated the logo.

Summer 2012

Skateboard Graphics – Fundraising event “Emerica® Wild in the Streets – Detroit”

The skateboard company Emerica, gathers skateboards from all across the U.S. to one town each year. In 2012 it was Detroit's turn. The event raised over \$4,000 for the construction of a new skatepark. I designed and donated four decks that were given away at the event.

Spring 2011

Website for Dr. David Adams, Orthodontist

Designed the overall layout and look and feel of this new site. Also gathered and digitally corrected numerous patient or Dr. Adams/Staff photos for the site. Collaborated with client in the editing of text and other content. Registered the domain name and oversee the hosting of the site. Also rebuilt and updated the logo.

(Note: this event is also listed under Professional. I believe it fitting to be recognized in both categories).

Website for Vermiponics, a division of the Green Cardinal

Producing the site that correctly represents the green technology that takes food waste and breaks it down to liquid or solid soil conditioners.

Winter 2011

Website and board design

Continuing with board design series I added a website to market the product.

Fall 2010

Virginia Tech, Department of Music

Event graphics & costumes for Professor Theodore Sipes' unorthodox stage performance.

Fall 2009

New Mascot Logo – Arthur Hill High School

Created a new mascot logo and identity system at the request of the AHHS athletic department and Alumni Board member, Sonya Dudley. *(Note: this event is also listed under Community Service. I believe it fitting to be recognized in both categories).*

Winter 2009

The DOW Butterfly Conservatory Display

A proposal sent to Ellie Maxwell the entomologist for The Dow Gardens. The design project would produce signage for the annual butterfly exhibit.

Fall 2008 - Current

Deck designs

Continuing to develop the graphic art series that was displayed at Golden Galley in the 1st Thursdays Downtown Bay City Gallery Walk.

Fall 2006 - 2013

Graphic User Interface Design – Contract with Pillar Data Systems (a division of Oracle)

Created new software interface icons and compound .ico (operating system) program icons. *(Note: this is also listed under the Professional section of the CV, this work was begun before my service at SVSU).*

B. FINE ART/DESIGN PROJECTS EXHIBITIONS

Winter 2017

Faculty Show

University Gallery, Saginaw Valley State University

Displayed my skateboard designs based on my experiences in China at Shenyang Aerospace University.

Winter 2016

Posters of Discontent

Eastern Michigan University Gallery

Designed a political poster that was peer reviewed and accepted into this international show.

Winter 2015

Creative Cardinals Gallery Show

Marshall Fredericks Museum

Displayed art inspired by my visit to Japan and interest in that culture.

Spring 2014

Solo Show – Bay City

Alice & Jack Wirt Public Library

Work to be on display from May through June 2014.

Winter 2014***Cyberspace II, Cyber Art Competition***

University Gallery, Saginaw Valley State University

Created cyber art that was based on code, online, and interactive with the viewer/user. The piece is titled "The Face of the Future".

SVSU Faculty Show

University Gallery, Saginaw Valley State University

Displayed my redesigned portfolio website that was restructured to be dynamic and interactive.

Fall 2013***Calligraphy Department Faculty Show***

Shikoku University

Displayed my Japanese calligraphy/shodo work. These were pieces done with traditional brush and inks.

Spring/Summer 2012***Creative Cardinals Gallery Show***

Marshall Fredericks Museum

Displayed my skateboard designs.

Solo Show – Bay City

Alice & Jack Wirt Public Library

I was invited to display my skateboard deck designs. I was able to show 11 boards.

Fall 2011***SVSU Faculty Show***

University Gallery, Saginaw Valley State University

Displayed some of the new graphic user interface icons from the recently released software called: Pillar Data System Storage Manager. For this wall display most icons were printed at 5,000% their actual size.

Community Canvas Festival

I was invited to display several board designs at the downtown Midland festival.

All Michigan All Media Visual Arts Competition – Juried Exhibition

Holland Area Arts Council, Holland, MI

A new paper sculpture was produced for this juried exhibition. Work was on display from September 9th to November 2nd.

Summer 2011***Alden B. Dow Museum of Science and Art – Faculty Exhibition***

Continuing with paper sculpture series. Using traditional graphic design/packaging skills to build complex 3-D sculptures.

Creative 360 – Battle of the Arts Gallery Show

Continuing with paper sculpture series: Expletus.

Winter 2010***1st Thursdays Downtown Bay City Gallery Walk***

Golden Gallery, Bay City, MI.

Presented skateboard graphics as fine art. Completed 10 board designs for the project.

Fall 2009***SVSU Faculty Show***

University Gallery, Saginaw Valley State University

The first in a soft sculpture piece, titled: Expletus. Using traditional graphic design tools to build 3-D sculpture.

Fall 2007

MFA Graduate Show - University Gallery, University of Idaho

This project continued presenting graphic design as fine art. Video advertisements and news broadcasts were the main display that projected onto wall canvas screens.

Fall 2006

Grad Expo - SUB Conference Room, University of Idaho

This project approached graphic design as fine art by creating a product, a logo and identity for that product.

Professional photography and models were used as part of the advertising that challenged the line drawn between art and design.

Summer 2005

Solo Show - Reflections Gallery, University of Idaho

A study in Gestalt as a wall of halftone screen dot patterns which, when viewed from a normal gallery setting, would appear only as circles, but when viewed from many feet away blended together to create a portrait. The gallery size allowed for both views.

Fall 2005

MFA Mid-Semester Show - Ridenbaugh Gallery, University of Idaho

A study to challenge the traditional purpose of taxidermy by building and mounting life size stuffed animals.

Spring 2005

MFA Border Exchange Show - Fine Arts Department, Gallery 2, Washington State University

A study in estrangement; by juxtaposing common text, image, and pictures in unexpected ways, the viewer was forced to find new meanings for those images.

Fall 2004

MFA Mid-Semester Show - Ridenbaugh Gallery, University of Idaho

Presenting common packaging with graphically reconstructed labels created an interesting study in estrangement as what was so common and unnoticed became visible again.

Summer 2005

MFA Border Exchange Show - Fine Arts Department, Gallery 2, Washington State University, Spring 2004 Titled: Adhaero Crumens—Relating directly to my interest in insects and presents simple bread clips as such.

C. GRANTS

Winter 2016

DOW Visiting Scholar Artist/Grant - AIGA Student Portfolio Review

This grant funding allowed our SVSU AIGA Student Group to host the annual Student Portfolio Review. First by paying to have Shogo Ota of Tireman Studio come from Seattle, visit with our students, and provide the keynote address.

The funding also covered the room rental and advertising costs.

Fall 2015

SVSU Foundation Resource Grant - Interdisciplinary Community Project

This grant funding supported the production of the marketing materials created by Cardinal Solutions clients. It was used primarily for Resonators Drumline of Mid-Michigan.

Fall 2009

SVSU Professional Growth Awards (unit committee awards)

Grant funding to help with the cost of the materials for a body of artwork that will be shown in a gallery in Winter 2011. Specifically, the paper sculpture series titled: Expletus.

D. BOOKS

Fall 2011

Inside the World of Board Graphics: Skate, Surf, Snow

Numerous skateboard deck designs that were entered into this competition will be published in this book. The book was released in September 2011.

E. OTHER

Summer 2010

The French Paper Company Paper Mill

Meet with Brian French. The mill, located in Niles, MI, has been family owned now for five generations. Despite it's small size it remains one of the successful paper mills still left in the USA. Mr. French provided paper samples for my classes, showcasing the marketing design work by Charles S. Anderson.

F. MEMBERSHIPS

Fall 2012 - present

Mid-America College Art Association

Fall 2006 - present

College Art Association

Fall 2004 - present

AIGA (American Institute of Graphic Artists), Detroit Chapter

Spring, 2005 - Fall 2007

Artist and Designers, University of Idaho

G. CONFERENCES ATTENDED

Winter 2017

The Second World Conference on Blended Learning

George Brown College, Toronto, ON, Canada

AIGA Event - Shogo Ota Portfolio Presentation

SVSU, University Center, Michigan

Winter 2015

Aaron Draplin – The Denno Museum Center

Traverse City, Michigan

AIGA Event - Timothy Goodman Portfolio Presentation

Mott Community College Flint, Michigan

Fall 2015

Design Thinkers RGD Design Conference

Toronto, Ontario

Fall 2014

Design Thinkers RGD Design Conference

Toronto, Ontario

AIGA GAIN Business & Design Conference

New York City, New York

Fall 2012***Mid-America College Art Association (MACAA) Conference***

Detroit, Michigan

Winter 2012***"Type: Design and Changing Technology" Matthew Carter & Roger Black***

University of Michigan Ann Arbor, Michigan

AIGA Event - Scott Stowell of OPEN Studio

University of Michigan Ann Arbor, Michigan

Fall 2011***Pivot Design Conference***

Phoenix, Arizona

Winter 2011***AIGA Event – Nick Campbell owner of the design firm Gray Gorilla***

College for Creative Studies, Detroit, Michigan

Winter 2010***AIGA Event – Camm Rowland of the design firm Digital Kitchen***

International Academy of Design & Technology, Troy, Michigan

Fall 2010***AIGA Event – Stefan Sagmeister***

College for Creative Studies, Detroit, Michigan

Winter 2009***Future History 3 — Conference of Design Educators***

Chicago, Illinois

AIGA Event – Professor Elliott Earls of Cranbrook Academy of Art

Lawrence Technological University, Southfield, Michigan

Summer 2008***HOW Conference (Graphic Design Conference)***

Boston, Massachusetts

Summer 2003***HOW Conference (Graphic Design Conference)***

New Orleans, Louisiana

H. PRESENTATIONS/WORKSHOPS TAUGHT**Winter 2017*****(Forthcoming) Lilly Conference***

Evidence-Based Teaching & Learning - Cardinal Solutions

Traverse City, Michigan

Digifest 2017

Research & Business Showcase - Cardinal Solutions

Toronto, ON, Canada

APTW Mini-Conference (The Association of Professional & Technical Writers)

Cardinal Solutions Panel
University Center, Michigan

Teaching Table - Center for Academic Innovation

We Solve - Cardinal Solutions
University Center, Michigan

Fall 2016

“Cardinal Solutions” RGD Design Thinkers Education Conference (Poster presented with Brad Herzog Professor of Professional & Technical Writing)
Toronto, Canada

Fall 2015

Usability Day – Department of Rhetoric and Professional Writing Conference
University Center, Michigan

Winter 2016

“Cardinal Solutions” Center for Academic Innovation Teaching & Learning Symposium (Presented with Bill Williamson Professor of Professional & Technical Writing)
University Center, Michigan

Winter 2014

“Introducing Students to UX Design” RGD Design Thinkers Education Conference
Toronto, ON, Canada

Fall 2012

“Creativity” CMU AIGA Session
Pleasant Ridge, Michigan

Fall 2012

“Academic Challenges in Graphic Design Curriculum” (MACAA) Conference Presentation
Detroit, Michigan

Winter 2012

“Graduate School Choices” AIGA Session (Presented with Andrew Maniotes of EMU)
Ann Arbor, Michigan

Fall 2006

“Interactive CD portfolios”
University of Idaho

I. WORKSHOPS ATTENDED

Winter 2010

Adobe CS 5 training seminar Lawrence Technological University

Winter 2009

Grant Writing Workshop: Identifying Funding Sources for Faculty Research and Projects, Saginaw Valley State University

Fall 2007

“Wikis, Blogs, IMs, Facebooks and Group Fusion” presented by Dean Pape of Ripon College. Saginaw Valley State University

Fall 2005

“Educating the Net Generation”

University of Idaho, Moscow, Idaho.

J. ARTIST STATEMENT

The practice of Graphic Design and Fine Art complement each other as important aspects of visual communication.

A fundamental task of my artwork is to find and show the uniqueness in everyday objects. By taking the ordinary and slightly altering it or placing it in an unexpected context, the object is now seen as novel by the viewer. The viewer may for the first time truly study and question it because the object is not in its expected order. One of the mind’s most fascinating needs is its demand for order. When presented with randomness we will create order by assigning meaning. I have applied this approach to everyday objects such as product packaging, toys and graphic novels.

My work has focused on the mind’s ability to make meaning; this can be understood as a form of closure. I like to refer to it as sero. Sero is Latin and can be used in place of our English word “link” but its meaning also goes deeper – as it is related to sow or plant. A common translation is “to join together, connect, entwine, compose, contrive”. As an artist, I create work that presents various clues which viewers develop into characters, places, times and emotions. Each person can compose a different experience.

K. CONTINUING EDUCATION

Winter 2015 - Fall 2016

MING CHAUN UNIVERSITY - Chinese Language Course

University Center, Michigan