

design by roedesign

## Curriculum Vitae

**Education** Occidental College, Los Angeles, CA – Bachelor of Arts, Diplomacy and World Affairs  
 Occidental College, Los Angeles, CA – California single-subject teaching credential  
 University of Illinois, Urbana-Champaign, IL – MFA, Art and Design  
 Fuller Theological Seminary, Pasadena, CA – Doctorate in Intercultural Studies (DICS)

## Teaching Experience

**Azusa Pacific University** , Azusa, CA

Associate Professor – Design Department: Sept. 2003 – present

Responsible for teaching introduction to graphic design courses through upper-division design and portfolio preparation courses; updated course descriptions and names; teaching and mentoring in MFA program; recruiting and mentoring graphic design faculty

DSGN 120 Introduction to Computer Graphics – This course introduces the computer as a medium used for graphic design and art. Design principles are explored in creating and organizing visual communication and other media. Students are introduced to graphics software programs such as Adobe InDesign, Adobe Illustrator, Adobe Photoshop.

DSGN 221 Production for Print Design – The commercial printing process requires exacting pre-press production skills and knowledge. This studio course provides graphic design students the opportunity to learn those skills and production techniques. Projects provide students real-life experiences that challenge creativity but also solve the technological needs of production.

DSGN 281 Graphic Design I – This studio course introduces students to the building blocks of design: typography and the principles of design. It includes a rigorous introduction to the fundamentals of designing with type with an emphasis on letters, text, and grid. Students develop a basic visual vocabulary by focusing on the formal aspects of design such as point, line, texture, color, and organizing principles such as scale, contrast, rhythm, and balance.

DSGN 385 Graphic Design III – This studio course for advanced graphic design students furthers the development of ideation skills introduced in Graphic Design I with continued emphasis on conceptual thinking and visualization skills. This class provides essential tools of good design thinking and the solid building blocks of the design process that are encountered in a professional setting. Class meets six hours weekly. Special fee applies.

DSGN 386 Multimedia I – This course provides an introduction to motion graphics and prepares students to integrate media assets such as video, animated images, graphics, photography, and sound. Authoring tools (software) are used to develop interactive presentations for CD/DVD and Internet distribution.

DSGN 481 Graphic Design IV – This advanced design course is intended to provide students opportunity to define and complete a senior project that will be the centerpiece of their portfolio and represent their personal vision. Course material and discussions will address communication strategies, including the use of symbols, metaphor, iconography, and cliché. The development of philosophical and professional attitudes related to the role of the designer as interpreter of society dealing with ethical issues is emphasized.

DSGN 450 Portfolio – This is a required laboratory class for all senior art majors and should be taken in the final semester of study. Instruction includes portfolio preparation, artist statements, gallery and client relations, graduate school options, business networking, and the role of the Christian artist in today's culture.

DSGN 446 Graphic Design Processes (1–3) – This course for the advanced graphic design major tailors experiences to meet the individual student’s goal as a graphic designer, and may be repeated for 6 units total.

DSGN 475 Internship (1–4) – Graphic design and art majors participate in either volunteer or paid internship positions that are directly linked to their area of concentration, gaining on-site and professional experience.

In addition to mentoring students in the MFA program, I have taught two classes that introduce concepts of visual culture and elements from postmodern philosophical thinking.

**Adjunct Professor – Art Department, APU**

Responsible for teaching introduction to computer graphics (Adobe Photoshop and Illustrator, InDesign and QuarkXpress); typography, trademark/logo design, branding; illustration and design; introduction to art (for nonmajor students); freshman writing seminar course

**Cal Poly University, Pomona, CA: Lecturer—Art Department**

Responsible for teaching introductory through advanced-level graphic design classes— graphic design layout; pre-press and printing; typography, trademark/logo design, corporate identity and branding; marketing and collateral; packaging; publication design; conceptual development of an idea; and digital image processing (e.g., Photoshop, Illustrator, InDesign, QuarkXpress)

**CSU San Bernardino, San Bernardino, CA: Lecturer—Art Department**

Responsible for teaching introductory through senior-level classes: graphic design principles; pre-press and printing; typography, trademark/logo design, corporate identity; marketing and collateral; packaging; publication/magazine design; graphic design portfolio preparation; and digital image processing (e.g., Photoshop, Freehand, QuarkXpress)

**University of Redlands, Redlands, CA: Adjunct Professor—Art Department**

Responsible for teaching typography, trademark/logo design, corporate identity; marketing and collateral; packaging; and computer graphics, including Adobe Photoshop, Illustrator, and Macromedia Director

**Citrus College, Glendora, CA: Adjunct Professor—Multimedia Design**

Introduction to graphic design; Adobe Photoshop and Illustrator

**Chaffey College, Rancho Cucamonga, CA: Adjunct Professor—Art Department**

Introduction to graphic design; graphic design principles; introduction to Adobe Illustrator, Photoshop, and QuarkXpress

**Mt. San Antonio College, Walnut, CA: Adjunct Professor—Photography**

Introduction to photography; black and white photography and darkroom practices

**UC Riverside/Extension, Riverside, CA: Instructor—Graphic Design Department**

Responsible for teaching QuarkXpress and graphic design principles

**CSU Northridge, Northridge, CA: Lecturer—Art Two-Dimensional Department**

Responsible for teaching traditional media and methods of graphic design

**University of Illinois, Urbana-Champaign, IL: Teaching Assistant—Art and Design: taught**

phototypesetters, proofing machinery, pre-press cameras, and use of a printing press.

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**Professional Practice**

Design by RoeDesign—June 1994 – present principle, art director

Azusa Pacific University, Azusa, CA – Art Director, University Relations  
Responsible for developing and maintaining the institutional identity; creating original marketing and collateral design for administrative and academic programs and departmental booklets, brochures, posters; and other advertising; the university magazine; overall design and maintenance of the university web site

The Webb Schools, Claremont, CA  
Director of Publications, Development Department

Far East Broadcasting Company, La Mirada, CA  
Director of Publications, Development Department

World Vision U.S., Monrovia, CA  
Art Director, Creative Services, Communications Division

Azusa Pacific University, Azusa, CA  
Design Coordinator, Public Information Office

CSU San Bernardino, San Bernardino, CA  
Art Director, University Relations/Publications Office

**Clients** Fuller Theological Seminary, Elizabeth Street House (Pasadena, CA), Canyon City Foundation (Azusa, CA), Doug Greenwold (Preserving Bible Times), Chuck Miller (The Leadership Institute), Atherton Homes, Azusa Pacific University, Pomona College, Scripps College, World Vision, William Carey International University, Chaminade College Prep High School, Claremont School of Theology, The Linfield Schools, Marlborough School, ELIC/China, Castle Press, Mt. Baldy United Way.

**Recognition** CASE—Council for the Advancement and Support of Education, Award of Excellence; Public Relations Club of Los Angeles, Design Award/Annual Report, World Vision; Advertising Club, Champaign-Urbana, IL, (1980, 81); CASE District VII Conference Committee Designer; CASE District VII Bronze award.

**Affiliations** AIGA (member); UCDA (University and College Designers Association); Champaign-Urbana Ad Club

**Exhibitions** Group Shows: APU MFA Faculty Art show; SomeCrust Bakery, Claremont, CA; June Lake Artists Guild Art Show; APU Faculty Art show; APU Faculty Art show.

**Papers** (presented to the WSSA [Western Social Sciences Association]) The Power of Looking: Iconic Influences in Asian Lifestyles, 2007; The 2008 Beijing Olympic Games: Examined from a western point of view; using the filter of a “pseudo-event of extravagant expectations,” 2008; Writing and Painting: Cultural Connections in China, 2009; East – West: Visual Arts in Perspective, 2010; A Brief Look at Modern/Postmodern Art in China, 2011; Cultural Identity among Japanese American Artists, 2012; The Relationship between Visual Culture and Propaganda, 2013