

Terry Dobson

tdobson@apu.edu

A design educator-practitioner and scholar re-imagining the collaboration between art and design education as a catalyst to foster empathy through an inclusive pedagogy for career creatives. By seeking to prepare visionary thinkers through critical and creative engagement, our graduates impact community, culture and the Kingdom as purposeful designers.

EDUCATION

Terminal Degree

M.F.A. Graphic Design

Yale University School of Art, New Haven, CT, May 1990

B.A. Graphic Design (1st Class Honors)

University of Central Lancashire, England, May 1988

ACADEMIC EMPLOYMENT

2012–Present

Azusa Pacific University

Department of Design Studies
College of the Arts
Azusa, CA

Professor of Design Studies (2019–present)

Ongoing pedagogical research through the Scholarship of Teaching & Learning; integration of Service Learning into design curriculum; University Service/faculty governance as Chair of General Education Council (2017–present)

Director of Design Programs, Graphic Design (2014–2017)

Tertiary responsibilities include curriculum development; student & faculty recruitment; department/college strategic planning; budgeting.

Associate Professor of Graphic Design (2016–2019)

Secondary responsibilities include publishing research and integrating this into innovative new curriculum; developing industry ties with LA; curating art/design student group gallery shows integrating Faith & social justice issues.

Assistant Professor of Graphic Design (2012–2016)

Primary responsibilities include teaching across the curriculum; advising; sophomore portfolio review; senior portfolio assessment; university service.

2008–2018

Loyola Marymount University

Department of Art and Art History
Los Angeles, CA

Adjunct Faculty of Graphic Design

Primary responsibilities included curriculum development for Senior Design Thesis: Art 460 (application of semiotic theory to social justice issues), and Art 490 (modeling graduate-level academic praxis through the Undergraduate Research Symposium and professional art gallery group shows).

May–Jul 2017

APU University College

San Dimas, CA

Subject Matter Expert Consultant

Primary responsibilities included curriculum development for online Digital Media Communications BA Degree for APU's Murrrieta Regional Center.

Fall 2011

CalState University LA

Department of Art and Art History
Los Angeles, CA

Adjunct Design Instructor

Taught intermediate-level class in the theory and application of user-centered adaptive design, exploring intuitive navigation techniques and alternative UX paradigms to create interactive experiences with new media technologies.

PUBLISHED SCHOLARSHIP: JOURNAL ARTICLES

March 2020

The International Journal of Art & Design Education

Academic journal published in association
with the National Society for Education in
Art & Design: NSEAD doi:10.1111/jade.12289

Fostering Empathy through an Inclusive Pedagogy for Career Creatives

Peer-reviewed research paper examining how an ‘inclusive pedagogy’ of authentic Service Learning (SL) and intentional Faith Integration (FI) can help foster collaborative learner-centered ways to unlock empathy and develop emotional intelligence in career creatives (co-authored).

Feb 2017

Dialectic: Vol. 1, Issue 1

A scholarly journal of thought leadership,
education and practice in the discipline of
visual communication design, pp.61–91

Tip of the Icon: Examining Socially Symbolic Indexical Signage

Peer-reviewed research paper published in the inaugural issue of the new design educator’s journal by the AIGA: Professional Association of Designers, Visual semiotic theoretical speculation with classroom praxis application to re-imagine the future of gender-neutral restroom signage (co-authored).

Oct 2015

The International Journal of Designed Objects

Volume 8, Issue 3-4, pp.11–21

Design Enterprise for Social Impact

Peer-reviewed journal article documenting a case study of BySaeRi® to design a profitable social justice company committed to sustaining a quadruple bottom-line: benefiting people, planet, profit and purpose (co-authored).

PUBLISHED SCHOLARSHIP: VISUAL DESIGN WORKS

Fall 2019

Korean Society of Design Science International Invitational Exhibition Catalog

Exhibition Center, Goyang-si,
Gyeonggi-do, Seoul, Korea

Inclusive Pedagogy for Empathic Learning diagram 1.0

Conceptual framework diagram combining Universal Design for Learning with the process of Design Thinking to model a pedagogy for fostering empathy within an inclusive learning environment, was selected for a juried exhibition as part of international group of design scholars, and published in the accompanying exhibition catalog.

Spring 2019

Korean Society of Design Science International Invitational Exhibition Catalog

Bahrom Gallery, Seoul Women’s
University, Seoul, Korea

Visual Culture Triggers, and Diversity Mosaic Experience

Conceptual framework diagram and poster design for cultivating diversity, equity, and an inclusive pedagogy, were selected for a juried exhibition as part of international group of design scholars, and published in the accompanying exhibition catalog.

Fall 2018

Korean Society of Design Science International Invitational Exhibition Catalog

Architecture/Design Hall, Tongmyong
University, Busan, Korea

Hyper Objectivity

CoVID-19 will be known as the hyperobject of our age: the shot that rang out around the world in tragic unison for all. Poster design was selected for a juried exhibition as part of international group of design scholars, and published in the accompanying exhibition catalog.

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Spring 2018

KSBDA St.Gallen

International Invitational

Exhibition Catalog

Schule für Gestaltung (School of Design)

St.Gallen, Switzerland

CHAOSMOS

Most of us live in this liminal space and ride the line between symbiosis and chaos. For innovation to take place the right conditions must be set. The impetus of invention is at the precipice of change. Optimal disequilibrium is a state that provide the conditions for innovation to become necessary. Just enough uncertainty to motivate progress. But never so much as to bring it crashing down. Poster design was selected for a juried exhibition as part of international group of design scholars, and published in the accompanying exhibition catalog.

PUBLIC GROUP EXHIBITIONS: VISUAL DESIGN WORKS

Nov 2019

Korean Society of Design Science

Fall International

Invitational Exhibition

Exhibition Center, Goyang-si,

Gyeonggi-do, Seoul, Korea

Inclusive Pedagogy for Empathic Learning diagram 1.0

Conceptual framework design for integrating a sequential experience model for other academics to emulate was selected for exhibit as part of international group of design scholars, and published in the accompanying exhibition catalog.

May 2019

Korean Society of Design Science

Spring International

Invitational Exhibition

Bahrom Gallery, Seoul Women's

University, Seoul, Korea

Visual Culture Triggers, and Diversity Mosaic Experience

Conceptual framework design for a pedagogical model, and a group gallery design show poster were selected for exhibition as part of international group of design scholars, and published in the accompanying exhibition catalog.

Nov 2018

Korean Society of Design Science

International Invitational

Exhibition Catalog

Architecture/Design Hall, Tongmyong

University, Busan, Korea

Hyper Objectivity

Poster design for the group exhibition I curated at Exhale gallery was selected and exhibited as part of a group show of design work by international design scholars, and published in the accompanying exhibition catalog.

May 2018

KSBDA St.Gallen

International Invitational

Exhibition Catalog

Schule für Gestaltung (School of Design)

St.Gallen, Switzerland

CHAOSMOS

Poster artwork design for a group Art exhibition at Exhale gallery was selected and exhibited as part of a group show of design work by international design scholars, and published in the accompanying exhibition catalog.

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CURATORIAL EXPERIENCE

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| Exhale Unlimited Social Justice Gallery LA Arts District, Chinatown 953 Chung King Rd, Los Angeles, CA 90012 | Nov 2019 | Equality Equity Diversity Inclusion Group exhibition curator, gallery graphics/catalog designer |
| | Jul 2019 | Nose to Nose: Heart to Heart Curator of juried photographic exhibition; gallery graphics/catalog designer |
| | Nov 2018 | Diversity Mosaic Experience Group exhibition curator, contributing artist, gallery graphics/catalog designer |
| | Apr 2018 | A Bigger Love Group exhibition curator, contributing artist, gallery graphics/catalog designer |
| | Jul 2017 | Chaosmos Group exhibition curator, contributing artist, gallery graphics/catalog designer |
| | Jan 2017 | Hyper Objectivity Group exhibition curator, contributing artist, gallery graphics/catalog designer |
| | Jul 2016 | Creative Disruption Group art show curator, and gallery exhibition graphics designer |
| | Jun 2016 | Breakthru Design Group exhibition curator in conjunction with the 8 th annual LA Design Festival |
| | Jan 2016 | Resolution Group art show curator, and gallery exhibition graphics designer |
| | Jul 2015 | Recolor Recover Group exhibition curator, featured artist, gallery graphics/catalog designer |
| | Jun 2015 | Optimal Disequilibrium Group exhibition curator in conjunction with the 7 th annual LA Design Festival |
| | Dec 2014 | Giving Spheres Group exhibition curator, contributing artist, gallery graphics/catalog designer |
| | Aug 2014 | PopTypoGraFabric Group exhibition curator, contributing artist, gallery graphics/catalog designer |
| | Jun 2014 | Design Beyond Ikea Group exhibition curator in conjunction with the 6 th annual LA Design Festival |
| | Apr 2014 | A Matter of Death & Life Group exhibition curator, contributing artist, gallery graphics/catalog designer |
| Dec 2013 | Human Group exhibition curator, contributing artist, gallery graphics/catalog designer | |

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PUBLIC GROUP EXHIBITIONS: VISUAL ART WORKS

- Jul 2015**
Exhale Unlimited Social Justice Gallery
LA Arts District, Chinatown, Los Angeles
- Recolor Recover**
Experiential exhibition in 3D Virtual Reality using Google cardboard: *'Jezreel's Tower Re-imagined.'* Co-creator with former Disney Imagineer, Ed Haro
- Dec 2013**
Exhale Unlimited Social Justice Gallery
LA Arts District, Chinatown, Los Angeles
- Human**
Exhibited 2 pieces: *'Fleece Navidad'* and *'Advent Rapture'*
- Apr 2013**
Seoul National University Gallery
Seoul, Korea
- Ethics in Everyday Life**
Recipe For Hope typographic poster: Juried exhibitor
- Oct 2010**
Thomas P. Kelly Art Gallery
Los Angeles, CA
- The Purpose of Being**
Gender Agenda: iconographic role-reversal in socially-symbolic signage.
- May 2009**
18th Street Arts Center
Santa Monica, CA
- May Art Night 2009**
7 Deadly Seams typographic sweatshop stories: collaborative installation
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CONFERENCES, SYMPOSIA & PRESENTATIONS

- Feb 2019**
iJADE and NSEAD research conference
International Journal of Art and
Design Education, Goldsmiths College
University of London, UK
- Visual Culture Triggers**
The choice to include many different types of people and treat them as equal and fairly is a relatively new concept in modern design education. But when inclusivity becomes not just intentional but necessary, we can develop more conscientious-minded designers who—when they emerge as next-gen Visual Culture Triggers—can make diversity a mandatory future design deliverable.
- Nov 2017**
iJADE and NSEAD research conference
International Journal of Art and
Design Education, Dublin, Ireland
- Designer as Artist as Agent for Change**
Re-imagining the collaboration between art and design education as a catalyst for social change provides ideal conditions for purposeful creativity, and as a corollary, the education of informed, self-initiated, and empathetic designers.
- Jun 2017**
CIVA national conference
Christians in the Visual Arts
biennial, Azusa, CA
- Design Beyond it's History of Service to Consumerism**
Plenary panel speaker, and conference 'Design Track' creator and panel host: By combining art and design into a transformative agent capable of cultivating difference makers, our goal is to explore the greater potential of our discipline.
- Jan 2016**
Kaleido-LA Speaker Series
Loyola Marymount University
Los Angeles, CA
- The Visual Semiotics of Social Justice**
How the generative results of a transformative design pedagogy can offer solutions for societal change to some of the most pressing problems of our generation: Guest speaker.

CONFERENCES, SYMPOSIA & PRESENTATIONS (continued)

- Jun 2014**
Cal State University San Bernardino
Visual Arts Center Speaker Series
San Bernardino, CA
- The Making of Symbolic Visual Meaning**
A closer look beneath the surface of modernist claims of universal communication through human icons reveals how the supposedly neutral and objective qualities of signage have become socially symbolic in their gender references.
- Mar 2013**
7th International Conference on Design Principles & Practices
Chiba University, Chiba, Japan
- Sustainable Stewardship of Visual Semiotic Shorthand**
Research paper presentation examining the shortcomings of culturally specific signage, and the ways in which social issues can be negatively affected by perpetuating stereotypes through the aesthetics of universal graphic form.
- May 2010**
AIGA Student Portfolio Day
Cal State University LA
Los Angeles, CA
- Yale Designer to Disney Imagineer**
20-year retrospective of Disney Theme Park Design: Keynote speaker.
- Mar 2010**
Yale in Hollywood Entertainment Symposium
Sheraton Universal, Universal City, CA
- Leading Through Innovation**
Internet, mobile, & gaming industry panelist and presenter for the Advanced Project group at Walt Disney Parks & Resorts Online: How designing an environment conducive to creativity can help foster a culture of curiosity.
- Sep 2009**
Digital LA: Entertainment Industry Spotlight
El Capitan Theater, Hollywood, CA
- Digital Disneyland**
Digitized virtual rewards; individualized experiences; personalized feedback; customized merchandise: with the advent & accessibility of mobile display devices, Disney rides no longer have generic, one-size-ride-fits-all limitations.
- Jun 2009**
Design Management Institute Conference
San Francisco, CA
- Re-Thinking Design for Virtual & Physical Experiences**
Connected Attractions keep guests thinking about Disneyland after they leave by providing gameplay incentives to connect online with the bricks & mortar rides back in the park. Co-Presenter with Craig Hanna, Thinkwell Design.
- Apr 2008**
USC Annenberg School For Communication & Journalism
Los Angeles, CA
- Manipulating an Online Theme Park**
Transformational experiences involve meaningful interactions which game designers can exploit to help trigger the willing suspension of disbelief. Teachable moments then impart alliance partner messages: Guest lecturer.
- May 2007**
USC Annenberg School For Communication & Journalism
Los Angeles, CA
- Developing a Virtual World Economy**
Virtual Magic Kingdom was Disney's first massively multi-player online theme park tying online play to real-world behavior by rewarding Disneyland Park visitors with virtual in-game, online rewards: Guest lecturer.
- Nov 2006**
The d.school Stanford University
Stanford, CA
- Massively Multi-Player Online Disneyland**
The psychology of design meets game theory to create a scaffolding framework of virtual experiences intentionally designed for players to make mistakes that encourage more meaningful and memorable heuristic learning: Guest lecturer.
- Oct 2004**
University of California San Diego
The Design Lab, La Jolla, CA
- Connecting Disneyland's Real & Virtual Worlds**
By combining real and virtual geographies the guest experience is transformed from passive absorption to active immersion: Guest lecturer.

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| Mar 1999 Game Developer's Conference San Jose, CA | Socially Interactive Theme Park Games High-tech, low-tech, and no-tech family play activities provide new opportunities for Disney sponsors to interactively engage audiences: Panelist. |
| Feb 1995 Communigraphics Conference University of Memphis, TN | Designing Experiences for All the Senses Disney designers sensitize audiences with immersive environments and interactive experiences using multi-sensory storytelling: Keynote Speaker. |
| Apr 1992 Cal State University Fullerton, CA | Communicopia How Disney Theme Parks exploit the 4 realms of experience design: Entertainment; Educational; Aesthetic; and Escapist: Guest lecturer & instructor. |
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INVENTIONS & AWARDS

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| 2008 | Disney Inventor Award Recipient Inauguration into the Walt Disney Company Inventor's Club. |
| 2007 | United States Patent Recipient Recipient of intellectual property patent for online/offline gameplay methodology and enabling technology: <i>Virtual Magic Kingdom</i> . |
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CREATIVE DIRECTION AWARDS

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| 2014 | Arts & Industry Praxis Award APU College of Music & the Arts. |
| 2010 | Web Marketing Association Award of Excellence <i>Real Disney Theme Park Science</i> online edutainment campaign. |
| 2008 | Hermes Gold Award Winner Outstanding online edutainment: <i>Disney/Siemens Epcot Spaceship Earth</i> . |
| 2008 | Web Marketing Association Award Outstanding microsite: <i>Disney/Pixar Toy Story Mania</i> microsite and online gamebuilder application. |
| 2008 | Communicator Gold Award Excellence in online entertainment: <i>Disney/Pixar Toy Story Mania</i> microsite and online gamebuilder application. |
| 2000 | Themed Entertainment Industry Award (THEA) Outstanding achievement for best Theme Park attraction: <i>Millennium Village</i> . |
| 2000 | Academy of Interactive Arts & Sciences Award Best children's entertainment game title: <i>Villains' Revenge</i> . |
| 1990 | Yale School of Art – Alexey Brodovitch prize Distinction for design excellence in service to Yale University. |

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UNDERGRADUATE TEACHING EXPERIENCE

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| Spr 2013 – '20* Azusa Pacific University | DSGN 281 Graphic Design 1 Typography; Color Theory; Visual Hierarchy; Compositional Strategy. |
| Spr 2014 –'18, Fall 2014 –'19 Azusa Pacific University | DSGN 383 Graphic Design 2 Image making; Visual Metaphor; Service Learning; Group Gallery Show. |
| Spr 2018, Spr 2020 Azusa Pacific University | DSGN 430 Applied Design Advanced Independent Study; Designed products for gallery exhibition. |
| Fall 2012–'19, Spr 2013–'20*, Sum'15–'18 Azusa Pacific University | DSGN 450 Portfolio Narrative Portfolio book, website, interview preparation. |
| Fall 2015 –'17, Fall 2019, Spr 2016 –'18 Azusa Pacific University | DSGN 475 Internship Résumé & Cover Letter; Interview Practice; Weekly Journal Reflections. |
| Fall 2012 –'16, Fall 2019, Spr 2020 Azusa Pacific University | DSGN 481 Graphic Design 4 Narrative-driven Interactive design, Re-branding, and visual identity. |
| Summer 2018 Azusa Pacific University | DSGN 358 History of Graphic Design & Illustration Design & Style as a contributing component in the creation of cultural expression. |
| Fall 2018 Azusa Pacific University | GE 100 First Year Seminar Academic success strategies to foster a sense of university fit & belonging. |
| Fall 2012 Azusa Pacific University | ART 120 Intro to Computer Graphics Adobe Creative Suite Digital Tools; Visual Problem Solving; Design Ethics. |
| Fall 2013 –'17 Loyola Marymount University | ART 460 Design Thesis 1 Co-Teach: Thesis Research; Experience Model Design; Written Abstract. |
| Spr 2014 –'18 Loyola Marymount University | ART 490 Design Thesis 2 Co-Teach: Thesis Show Exhibition & Undergraduate Research Symposium. |
| Fall 2008 –'11 Loyola Marymount University | ART 362 Creative Direction Ideation Matrix; Concept Sketching; Competitive Analysis; Visual Storytelling. |
| Spr 2008, Spr 2010 –'11 Loyola Marymount University | ART 303 Experimental Typography Type Art; Hand-Drawn Lettering; 3D Type; Type in Motion. |

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UNDERGRADUATE TEACHING EXPERIENCE (continued)

Spr 2009
Loyola Marymount University

ART 304 Image Making

Digital & hand-Made Techniques; Mixed Media; Issues of Social Awareness.

Fall 2011
Cal State University Los Angeles

ART 422 Interactive Design 2

Adaptive Design; Intuitive Navigation; Alternative UX; New Media Technologies.

GRADUATE TEACHING EXPERIENCE

Sum'15, Sum'16, Sum'17
Azusa Pacific University

ART 580 Critique MFA Visual Art

Developing students' conceptual framework and sustainable studio practice.

Fall'12 – Spr'17
Azusa Pacific University

ART 591 Independent Study Mentorship MFA Visual Art

Supervising the development of students' work during low-residency program.

Fall'15 – Spr'17
Azusa Pacific University

ART 594 Thesis Committee Member MFA Visual Art

Preparing students' oral defense and final MFA thesis gallery exhibition.

TEACHING AWARDS

***Spring 2019**
Azusa Pacific University
Office of the Provost
Azusa, CA

Faculty Sabbatical Research Award (competitive)

Successfully wrote, proposed and executed a competitive sabbatical application, resulting in Spring 2019 semester's research and subsequent publishing of an article in an international journal.

PROFESSIONAL EXPERIENCE: THEME PARK ATTRACTION DESIGNER

Feb 1991 –Nov 2001
Walt Disney Imagineering
Glendale, CA

Creative Director (promoted in 1997)

Responsible for conceiving and designing three multi-million dollar, multi-industry sponsored pavilions that presented corporate and cultural messages through socially-interactive games, exhibits, rides and shows.

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PROFESSIONAL EXPERIENCE: THEME PARK ATTRACTION DESIGNER (continued)

May 1998–Oct 1999

Millennium Village Pavilion, Epcot Center

Provided award winning creative direction for over \$23 million of international sponsorship which brought 50 nations together under one roof. Collaborated with government ministers and educators, as well as the United Nations, World Bank and international NGO's to present *Gifts to the World*: stories of cultural heritage inspiring hope for the future by design.

Feb 1996–May 1998

Innoventions Pavilion, Disneyland CA

Introduced a successful pavilion-wide interactive strategy to deliver corporate messages through family play experiences. Provided creative vision to secure, manage and value-engineer \$11 million of alliance sponsorship across 30,000 sq. ft. of high-tech, low-tech and no-tech hands-on exhibits for SAP, Compaq, Honeywell, AT&T, GM and Kaiser Permanente.

Jan 1993–Oct 1994

Innoventions Pavilion, Epcot Center

Concurrently directed all aspects of design, production and installation for multiple hands-on attractions including: Discover Magazine, Lego Dacta, Hammacher Schlemmer and Bill Nye the Science Guy.

PROFESSIONAL FREELANCE DESIGN EXPERIENCE

Jan–May 2016

Disney Interactive Studios
Glendale, CA

Disney Motivational Poster Series

Commissioned design consultant for 10 inspirational Disney typographic posters to be displayed in Disney Corporate office's permanent collection.

May–Jul 2013

Nine Suns Winery
Napa Valley, CA

Visitor's Center Experience Design

Commissioned concept development and design of new Napa Valley winery to propose immersive Disney Theme Park quality experiences for VIP guests.

Apr–Aug 2012

Disney Online Studios
ImagiNation® Massively
Multi-Player Online Game

Virtual World Wayfinding Design Consultant

Created innovative new ways to immersively integrate graphic user interface functionality into a 3D avatar-based immersive online Theme Park without interrupting players' willing suspension of disbelief.

Aug 2011–Feb 2012

McManus Studios
Fashion & Apparel
Los Angeles, CA

Interactive Branding & Web Design Consultant

Design and implementation of a new brand strategy across multiple fashion lines, apparel labels, packaging, marketing and web applications. Directed online team to design, build and operate e-commerce website; maintained customer and inventory databases; oversaw product fulfillment and analytics reporting back-end tools; managed email marketing campaigns & promotions.

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WEB DESIGN PROFESSIONAL EXPERIENCE

Oct 2010 – Feb 2011

BeachBody
Health & Fitness
Santa Monica, CA

Interactive Creative Director

Managed online graphics department. Directed design and development of wireframes, layouts, animated GIFs, user interface, content strategy and information architecture for e-commerce websites, email newsletters and online infotainment across multiple brands and products including P90X.

ONLINE GAME DESIGN EXPERIENCE

Jun 2005 – Oct 2010

**Walt Disney Parks
& Resorts Online**
Associate Creative Director
Advanced Projects
Glendale, CA

The Science of Disney Imagineering

Multiple award-winning campaign to encourage young scientists and their teachers with online classroom activities based on real Theme Park science:

2010 *Goofy's G-Force Flight Academy gravity game*

2010 *Connecting a Small World electricity game*

2009 *Lights, Motors, Action! Stunt Driver Screen Test trajectory game*

2009 *Potentially Kinetic Coasters energy game*

Nov 2008

American Idol Experience

Guests to audition online before visiting Walt Disney World, then reserve a date and time to perform live at the new theme park attraction once they arrive.

Aug 2008

Toy Story Midway Mania

Multiple award-winning website and game builder activity allows guests to create their own video games online, then ride and play their game for real in 3D when they next visit the Disney Parks.

Jun 2008

Innoventions Online

Extending sponsor messages through connected gameplay once Guests arrive home after their Disney Parks visit.

Apr 2008

Recycle Rush: 10 Online Mini-Games

Teaching kids to teach their parents how to reduce, reuse & recycle.

Feb 2008

Power Savers Electricity Conservation Game

Same light: No heat – Explaining the benefits of compact fluorescent light bulbs and why they use much less energy than incandescent bulbs.

Dec 2007

Fuel Factor-Y Alternative Energy Awareness Game

Developing sustainable practices through responsible gameplay.

Sep 2007

Siemens Health Quest Game

Early detection using ultra-sound, CAT-scan and MRI scanning technologies.

May 2007

Purifighters Water Purification Game

Sustainable technologies catching fog, and turning seawater into fresh water.

Dec 2006

Buzz Lightyear Astroblasters Connected Ride & Game

Pioneered the first truly “connected” Theme Park attraction enabling Guest to play the interactive ride LIVE from home.

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VIRTUAL WORLD GAME DESIGN EXPERIENCE

Sep 2003–Jun 2005

Walt Disney Parks & Resorts Online

Creative Lead
Advanced Projects
North Hollywood, CA

Twilight Zone Tower of Terror Game

Five-week webisodic marketing campaign counting down to the opening of the new attraction. Players win the chance to ride into The Twilight Zone at California Adventure park by solving weekly hauntings from online ghosts.

Disney's Virtual Magic Kingdom

Provided creative vision, art direction and interactive strategy to design and guide the operation of Disney's first online Theme Park. Developed and deployed *Tweenfluence*: a next-generation marketing concept that motivated players to visit the real Disneyland Park to win reward cards for redeemable virtual prizes within the game. Awarded a patent for online game design innovation responsible for driving over 3 million guests in 3 years.

VIDEO GAME DESIGN EXPERIENCE

Nov 2001–Sep 2003

Walt Disney Interactive Studios

Senior Interactive Designer
Glendale, CA

Disney's Villains' Revenge CD-ROM game

Disneyland has gone awry. The villains have torn-out the happy endings to the stories. Right the rides and ride the wrongs or Disneyland will become the unhappiest place on earth! Conceived, developed and produced this original story idea that won an Interactive Academy award for Best Children's Entertainment game title.
