

David King

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SUMMARY

- Assistant Professor of Graphic Design at Grand Valley State University, Allendale, Michigan
- Over 20 years of graphic design, art direction and project management experience—including operating a successful, full-time graphic design business for over 15 years. I've designed and produced annual reports, brochures, corporate collateral, identity programs, signage, exhibits, advertising, direct mail, textbooks, manuals, product graphics and websites for both large corporations and small businesses
- Awards and recognition from the A.I.G.A, Printing Industries of America (P.I.A.), Printing Industries of Northern California (P.I.N.C.) *Print Magazine*, Mead Paper and others
- Excellent oral and written communication skills
- Passionate about the power of graphic design to organize, communicate, educate and persuade

EDUCATION

MFA in Design University of Illinois, Urbana-Champaign, IL

Thesis: *"The Pragmatic Aspect of Connotative Alteration in Two Dimensional Visual Iconicity"*

BFA in Graphic Design University of Illinois, Urbana-Champaign, IL
Academic Honors

ACADEMIC EXPERIENCE

Assistant Professor/Graphic Design
Grand Valley State University, Allendale, Michigan

Assistant Professor/Graphic Design
Park University, Parkville (Kansas City), Missouri

Adjunct Professor/Graphic Design
College of San Mateo, San Mateo, California

Assistant Professor/Visual Communications
Northern Illinois University, DeKalb, Illinois

Graduate Teaching Assistant/Graphic Design
University of Illinois, Urbana-Champaign, Illinois

COURSES TAUGHT

Typography	Grand Valley State University
Advanced Typography	Grand Valley State University
Digital Pre-Press	Grand Valley State University
Symbol Design	Grand Valley State University
Color & Design	Grand Valley State University
Advanced Graphic Design	Park University
Intermediate Graphic Design	Park University
Advanced Typography	Park University
Typography	Park University
History of Graphic Design	Park University
Senior Seminar (Branding)	Park University
Senior Portfolio Preparation	Park University
Packaging	Park university
Color Theory	Park University
Three Dimensional Design	Park University
Graphic Design Theory and Application	College of San Mateo
2D Foundation Design	Northern Illinois University
Color Theory	Northern Illinois University
Typography	Northern Illinois University
Beginning Visual Communications	Northern Illinois University
Intermediate Visual Communications	Northern Illinois University
Advanced Visual Communications	Northern Illinois University
Graduate Thesis Advisor	Northern Illinois University

PROFESSIONAL EXPERIENCE

Assistant Professor of Graphic Design

Grand Valley State University • Allendale, Michigan

- Teaching strategy develops skills in design principles and techniques, critical thinking, problem-solving and professional practices
- Class trips to local printers, photographers and agencies
- Faculty advisor for student A.I.G.A. chapter
- Academic Advisor

Assistant Professor of Graphic Design

Park University • Parkville (Kansas City), Missouri

- Teaching strategy developed skills in design principles and techniques, critical thinking, problem-solving and professional practices
- Proposed & implemented Graphic Design program curriculum changes
- Developed & taught 3 Graphic Design courses new to the Park program: *History of Graphic Design; Typography 1; Typography 2*
- Developed & implemented program of regular class trips to local printers, photographers and agencies
- Developed and supervised Graphic Design student internships
- Art & Design Department lead in N.A.S.A.D certification process
- Art & Design Department lead in B.A. to B.F.A. transition
- Developed & managed program of recording and archiving student work
- Academic Advisor

Owner/Art Director

David King Design Associates • San Mateo, Ca. and Parkville, Mo.

Design, art direction, writing & production of B2B brochures, collateral, annual reports, identity, direct mail, advertising, exhibit graphics & websites for over 15 years. Clients included banks, high technology, medical electronics,

architects, engineers, photographers and artists. Extensive experience in client relations, marketing, writing, estimating, scheduling, budgeting, vendor selection & management, illustration & photography concept and direction, press checking/output supervision and color correction.

Senior Art Director

Herman and Lees Associates • Cambridge, Massachusetts

Designed, art directed and supervised production of multiple, simultaneous, large scale annual reports for clients including Eastern Utilities, Foxboro, Textron, Fleet Financial Group and Unitrode; managed and mentored staff; originated proposals, budgets, estimates, schedules and presentations.

Art Director/Designer

Boeing Aerospace Company • Seattle, Washington

Creative lead on annual Navy League exhibit; designed print and presentation materials for U.S. Navy projects including A-6 Wing Replacement, E3 Maritime C³ and the E6A C³ Link; supervised and mentored staff; art directed photography and illustration.

Art Director/Designer

Unigraphics • San Francisco, California

Designed, art directed and supervised production of multiple, simultaneous, large scale annual reports including Georgia Pacific, Homestake Mining, Carter/Hawley/Hale, Shaklee, DiGiorgio, Cordura and others; created brand and collateral and identity material for Unigraphics International subsidiary; originated proposals, budgets, estimates, schedules and presentations; supervised and mentored creative staff.

Assistant Professor

Northern Illinois University • DeKalb, Illinois

Taught freshman through graduate level courses in visual communications, typography, color theory, foundation design, special projects and graduate thesis; served on BFA portfolio review committee and MFA thesis examination committee; academic advisor; MFA thesis advisor. Designed brochures, logos, catalogs, posters and other materials for university galleries & departments.

Designer/Art Director

Scott, Foresman and Co. • Chicago, Illinois

Designed elementary, secondary and college level textbooks and support materials including *American Short Stories*, *American Government and Politics*, *Basics in Reading*, *Biology*, *Fundamentals of Chemistry*, *The Human Story* and others. Lead designer for *You and Your Health*—the biggest selling elementary health program in the U.S. . Managed staff; collaborated with editors; conceived, commissioned and art directed large amounts of illustration and photography.

AWARDS

- American Institute of Graphic Arts (A.I.G.A.) Show and Design Annual
- A.I.G.A. California Graphic Design Show
- Mead Paper Annual Report Show
- *Print Magazine*
- Printing Industries of America (P.I.A.) Show: multiple “Gold” awards
- Printing Industries of Northern California (P.I.N.C.) Show: “Gold” and “Best of Category” awards

