

Richard Yates

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PORTFOLIO

Professional and teaching portfolio available online at www.richyates.com.

EDUCATION

MFA in Graphic Design with studies in Interaction Design and Educational Psychology. Department of Design, Housing & Apparel, College of Design, University of Minnesota
MFA Project: *Visualizing Group Creativity*. The purpose of this qualitative multi-case study is to explore a sample of graphic design student groups, their interactions and perceptions of the shared ideas as they develop graphic design proposals for a design problem at the University of Minnesota.
Advisor: Dr. Barbara Martinson
Completed: May 2013

BFA with an emphasis in Graphic Design. Department of Art, College of Liberal Arts & Sciences, Emporia State University, KS
Cum Laude
Completed: May 2001

TEACHING

Courses taught as Assistant Professor at Morningside College:

- ART 103** **Design**, 4 Credits
Fall 2013–2017: 6 semesters
This is a foundations art and design class focusing on learning and applying the process of design as well as the elements and principles of art.
Art Department and General Education
- ART 275** **Web Design/Interactive Media**, 4 Credits
Fall 2013–Spring 2017: 4 semesters
Students learn HTML, CSS, and some JavaScript as well as a user-centered design process ideal for web site user interfaces and experiences (UI/UX).
Art Department

ART/CSCI 413 Advanced Interaction Design, 4 Credits

Fall 2013–2017: 4 semesters total—2 as ART 400/CSCI 444 Advanced Topics
Advanced design class that explores theory and practice of interaction design principles and methodology with a prototype based user-centered iterative design process.

Art Department

ART/CSCI 347 Digital Animation 1, 4 Credits

Spring 2014–2017: 4 semesters total—2 as ART 400/CSCI 444 Advanced Topics
An introductory animation class focusing on story telling, character design, rules of filmmaking and principles of animation while learning tools of digital animation.

Art Department

ART/CSCI 314 Game Design, 4 Credits

Fall 2016: 1 semester

The study of fundamental methods of game design along with the history, theory, non-linear storytelling, and creative problem-solving process geared to games.

Art Department

ART 490 Senior Art Seminar, 2 Credits

Spring 2014 & 2015: 2 semesters

This is a capstone course that relates students' studies with the contemporary art and design world. Students engage in critical writing and discussion with faculty, fellow students and professional artists and designers, as well as attending exhibitions. Each student presents a thesis exhibition that is reviewed by all art faculty.

Art Department

ART 332N Data Visualization, 4 Credits

Spring 2017: 1 semester

Visual design class that explores the theory and practice of visualizing information for business and scientific analysis, including principles of design and visual storytelling.

Online class which meets Quality Matters requirements.

Art Department

ART 401 Advanced Studies in Design, 4 Credits

Spring 2015: 1 semester

This Advanced Studies course focused on the creative process in the design of a marketing campaign. The student studied design techniques and principles along with semiotics and upon completion the design campaign was publically displayed and professionally critiqued.

Art Department

- MORN 101** **First Year Seminar: Doing College Different, 4 Credits**
 Fall 2015–2017: 3 semesters
 Writing instruction course with college success skills and a theme of “creative thinking” where students learn techniques and concepts of creative idea generation.
General Education
- MORN 102** **Composition & Communication, 4 Credits**
 Spring 2014: 1 semester
 Writing and speech class with a theme of “social media”
General Education
- May Term** **Amsterdam, Paris & London, 4 Credits**
 Spring 2014: 1 semester
 Fine Arts experiential learning class to select destinations in Europe including art museums and theatrical performance halls.
General Education
- May Term** **Photoshop, 4 Credits**
 May 2017: 1 semester
 Experiential learning class focusing on techniques for creating collages and composites as well as retouching, color correction, layers, masks, etc. with Adobe’s Photoshop.
General Education

Courses taught as Graduate Instructor/Assistant at University of Minnesota:

- GDes 1315** **Foundations: The Graphic Studio, 4 Credits**
 Spring 2011–2013: 5 semesters
 As a graduate instructor, I taught a foundation graphic design course focusing on creating meaning with text and image. Craftsmanship, idea creation, and basic software techniques were an integral aspect of class.
Department of Design, Housing & Apparel, College of Design, University of Minnesota
- Des 1111** **Creative Problem Solving, 3 Credits**
 Fall 2010: 1 semester
 As a teaching assistant, I led discussions with 20 students out of a course total of 120 students covering techniques and theory of individual and group creativity and ideation.
Department of Design, Housing & Apparel, College of Design, University of Minnesota

GRANTS

- 2016** **NetVue Program Development Grant:**
 Assisted in applying for and securing a grant for \$48,922 to develop a second year experience program that encourages students to explore meaning and purpose through guided activities and interactions with alumni, professionals, faculty, and peer mentors.

- 2015** **Ver Steeg Summer Stipend:**
Funding of a *Resonant Illumination* project that explores interaction between people and art. See Professional Portfolio for more information.

EXHIBITIONS & PRESENTATIONS

Exhibitions:

- 2017** **Resonant Illumination** One-day exhibit at Launch Pad Children’s Museum, Sioux City, IA
Calming Colors as part of the “Creativity: Sioux City Style” Exhibit at the Sioux City Art Center, Sioux City, IA
- 2013–present** **Illuminated Tweets:** Lewis Hall, Morningside College, Sioux City, IA
- 2016** **Resonant Illumination:** Morningside Faculty Art Show: Eppley Art Gallery, Morningside College, Sioux City, IA
- 2015** **Visualizing Group Creativity:** UCDA Design Education Summit Poster Presentation, South Dakota State University, Brookings, SD
- 2014** **Visualizing Group Creativity:** Morningside Faculty Art Show: Eppley Art Gallery, Morningside College, Sioux City, IA
- 2013** **Memory of Youghal, Illuminated Tweets, Calming Colors:** Morningside Faculty Art Show: Eppley Art Gallery, Morningside College, Sioux City, IA
- Visualizing Group Creativity:** MFA Exhibit—Architecture Library, Rapson Hall, University of Minnesota, Minneapolis, MN

Invited Lectures and Presentations:

- 2017** **Guest speaker at Morningside College’s Friday is Writing Day**
Led a discussion with students and faculty about writing for the Internet, including writing for websites, Facebook and other social media websites.
- 2017** **Radio Interview on KWIT**
Discussed my recent art/design work to help promote the Sioux City Art Center’s exhibition, Creativity: Sioux City Style.
- 2015** **Game Design class visits at Sioux City East High School**
Presented and discussed careers and education in game design to two classes of high school students. Afterward, I critiqued students’ work and offered suggestions to improve their games.

- 2012 & 2013 Des 3201 Career and Internship Preparation for Design**
Served as a member of a discussion panel about portfolios and job searches in the design fields for students in the Design programs at the University of Minnesota.
- 2011 Des 3201 Career and Internship Preparation for Design**
Served as a mock interviewer to help students in the Graphic Design program at the University of Minnesota prepare for job interviews. My experience as a Lead Designer where I hired graphic designers was beneficial to these students.

PROFESSIONAL DEVELOPMENT

Research Experience:

- 2012-2013 Research Assistant:**
Creativity Research with Dr. Brad Hokanson and Dr. William Bart
- 2011-2013 Graduate Thesis Research:**
Visualizing Group Creativity

Manuscript Review:

- 2012 Book Review: *Practices of Looking, 2nd ed.***
The authors of *Practices of Looking* are writing a third edition in which they intend to expand their potential audience into design studies. The publisher contacted me because of my experience teaching a foundations graphic design course.
Sturken, M. & Cartwright, L. (2009). *Practices of looking: An introduction to visual culture*, 2nd Ed. New York, NY: Oxford University Press.

Professional Memberships:

- 2014–Present AIGA, the Professional Association for Design**
- 2016–2017 The Council of Independent Colleges NetVue**

Technical and Specialized Skills:

- Art & Design** UI/UX and Web Design, Print Design, Typography, Drawing, Painting, Photography, Letterpress, and screen print
- Technology** Adobe CC: PhotoShop, Illustrator, InDesign, DreamWeaver, Flash, After Effects, QuarkXpress, Blender and Maya 3D modeling and animation, HTML, CSS, Javascript, Processing IDE (JAVA), Arduino.
- Research** Qualitative and Mixed Methods Research, Quantitative Research

PROGRAM & COURSE DEVELOPMENT

- 2017** **Online Course in Data Visualization**
Assisted the General Liberal Arts Completion degree planning by proposing this upper level Creative Expressions course intended for working professionals. Course accepted and taught in 2017.
- 2014** **Interdisciplinary Major and Minor Development:** The art department and computer science department at Morningside College collaborated to create the Animation and Video Game Development major, and an Interaction Design minor. Students will be well grounded in the artistic and computer science principles necessary for entry level positions within the field and for continued growth in video game development and in interaction design after graduation.
- 2016** **Developed a course in Game Design:** For the new major, Animation and Video Game Development. Includes study of the fundamental methods of game design and development along with the history, theory, non-linear storytelling, and a creative problem-solving process geared toward game design. Students will be introduced to the technology, concepts, terminology, and best practices of the gaming industry.
- 2015** **Developed Animation Course:** For a new major, Animation and Video Game Development. Students will learn the history, fundamental techniques and principles, and basic theories of animation while developing their skill in the technical and aesthetic aspects of this medium.
- 2013–2014** **Developed an Interaction Design course:** For the new major, Animation and Video Game Development, and minor, Interaction Design. Students learn how to design interactive technologies (websites, software, apps, etc.). Students learn the principles, theories, iterative design process, and techniques/methodologies for interaction design including; prototyping and evaluating interactive products, conducting fieldwork, working with project stakeholders, and conducting controlled online experiments.

SERVICE

Morningside College Service:

- 2016/17** **CPAC: Curriculum Policy & Assessment Committee**
Assisted with the review of curriculum proposals from various departments. Discussed best practices changes to college processes, etc.
- Assessment Subcommittee**
Reviewed all programmatic assessment plans, recommended changes to assessment procedures and pedagogical considerations for each program. Assisted in the creation of assessment tools for college-wide use.

Integrated Experience Subcommittee

Vetted the proposed Integrative Experience courses. Assisted outlining best practices for Integrative Experience courses and assessment of student artifacts.

- 2016/17 HLC: Higher Learning Commission Report on Assessment**
Researched information on the assessment of curricular and co-curricular campus programs to include in the HLC report. Wrote, proof-read, and fact checked various parts of the HLC criteria 4 report on assessment.
- 2015-2017 ISLC: Institutional Student Learning Commission**
Served as the Written Communication representative by gathering all campus-wide writing assessment including reports on other writing initiatives on campus, like *Writing Across the Curriculum* and *Friday is Writing Days*. Contribute to discussion and analysis of assessment results on a variety of student learning outcomes and make pedagogical recommendations based upon this assessment.
- 2015–present SYE: Second Year Experience Taskforce**
Researched possible changes to the experience of second year students. Assisted with the planning of a program to help students explore meaning and purpose.
- 2014–present MSEIT: Morningside Student Experience Taskforce**
Researched and developed ideas to enhance the student experience on campus. Propose recommendations for the campus community based upon findings.
- 2014–2016 IRRB: Institutional Research Review Board**
Review faculty and student research in accordance to national research standards. Assisted in re-designing the research submission form
- 2015 Summer Writing Assessment Group**
Identified major assessment concepts for writing at Morningside College
Created and applied rubric to samples of student writing
Shared findings, recommendations, and advice with ISLC
- 2014–2017 Greek Counsel Advisor**
Advise representatives from the three Social Fraternities and Sororities at Morningside College in efforts of collaboration, recruitment, philanthropy, and community service.
- 2016–present eSports Assistant Coach**
Mentor and guide three teams who play eSports in the NAIA GPAC league.
- Morningside College Art Department:*
2015–present Departmental Assessment
Developing and implementing an assessment plan and setting up appropriate tools and protocols with the art department.

2013–present Faculty Advisor, Student AIGA Group

Currently serving as Faculty Co-Advisor where we have organized presentations from visiting professionals and trips to Sioux City, Sioux Falls, and Omaha advertising agencies, design firms, and other companies that employ graphic designers.

Academic Advisor

I am the primary advisor for 6 graphic design and the secondary advisor for 4 more graphic design students, all Animation and Video Game Development students, and 20 First Year Seminar students. I currently have three graphic design students completing internships with local design firms.

Senior Exhibition Critique and Evaluation

Each year, the Morningside College Art faculty review and critique selections of the cumulative work by Morningside College senior art students. The Art faculty then advise students for future growth.

Sophomore Review

Each year, the Morningside College Art faculty also reviews and critiques 10 works by Morningside College sophomore art students. The art faculty notes areas in which each student is doing well and advise students on other areas for growth and improvement. Each student is advised to focus on these areas while completing their.

University of Minnesota Governance and Service:

2011/12 Curriculum Committee

Served as Graduate Representative of the Department of Design, Housing, and Apparel's Curriculum Committee. We discussed and considered changes to courses, additions of courses, and additions of programs to the department.

2010–2013 DGSA (Design Graduate Student Association)

University of Minnesota

- Served as President of DGSA during 2011/12 school year.
- Developed a relationship between DGSA and the Goldstein Museum of Design assisting with the museum's events and for our own fundraising.
- Hosted the first bi-annual DGSA Design Salon for College of Design graduate students to share their research and projects.
- Advocated for and was granted dedicated studio space for design graduate students.
- Purchased equipment for graduate student use in the newly acquired studio space.

Service to the Community:

2008–present Sigma Pi Housing Corp.

Serving as secretary at the Emporia State University chapter.

- 2014–2017 VREP (Virtual Reality Education Pathfinder) Annual Showcase**
Advise and mentor high school students, student groups and instructors.
- 2015 & 2016 First Lego League**
Assist with the setup and assembly of the event.
- 2014 & 2015 Vacation Bible School**
Assist with the presentations and implementation of the Vacation Bible School program at St. Mark Lutheran Church.

PROFESSIONAL DESIGN EXPERIENCE

- 2010–Present Consulting/Freelance**
Recent clients include *Alex Grecian*, NY Times Best Selling Author, *Vara Kamin's Impressions of Light™* & *Tony Mommson Web Design*.
As a freelance graphic and web designer, I work on a variety of design issues for clients. With Alex Grecian, I redesigned and modified coding of his website on the WordPress content management system. I redesigned and coded a new website for Vara Kamin's Impressions of Light™ and for Tony Mommson Web Design, I help solve web development issues (HTML, CSS, WordPress, Javascript) and educate as a consultant.
- 2008–2010 Lead Web Designer/Developer**
Geneva Roth Companies
I led a small team of designers and developers, managing the workflow to successfully implement projects as well as personally designing and developing many mid-sized web sites, each with robust functionality. Worked closely with clients, managers, and design team to create print, web, and social networking campaigns and branding initiatives to promote all client and company owned businesses.
- 2004–2008 Online Designer/Developer**
Topeka Capital-Journal/CJ-Online
Digital Edge Award, 2006—Best Real Estate Strategy, Circulation 50,001 to 99,999 Newspaper Association of America for the TopekaHomefinder.com website.
First Place, 2006, 2007, & 2008—Best Newspaper Web Site, Kansas Press Association for CJOnline.com news website.
Designed and coded the front-end of many websites for the newspaper as well as outside clients. Worked with a web development team to implement all web projects. Designed and developed print and web advertising campaigns to promote company and client business. Trained the team of print-ad designers to create web advertisements.

2001–2004 Promotions & Advertising Designer

Universal Products

Designed all company promotions including logos, catalogs, fliers, posters, ads, newsletters, company reports, trade show booths, stationary, packaging, multimedia and video. Worked closely with sales and marketing to develop overall visual design for the promotion of company products. Managed multiple projects from concept through completion including print pre-press and press checks.

1999–2001 Graphic Designer

Emporia State University Alumni Association

Designed all promotional material for alumni events and communications. Coordinated with campus printing in the production of all printed material. Redesigned Alumni Association's website into a more informative and usable one, taking audience usability concerns into consideration.