

## Peter Kwok Chan, PhD

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**Rank/ Title** Associate Professor, Department of Design, College of Arts and Sciences, The Ohio State University.

### Areas of Expertise

- Visual Communication Design
- Brand Identity Design
- Design Strategy
- Design Processes
- Information Design
- Packaging Design
- Photo-Graphic
- Artists' Book Design

### Research and Creative Emphasis

Dr. Chan's research focuses on Collaborative Design and Brand Design, exploring methods, techniques, and approaches that design students utilize to delve into, interpret, and apply emotion-driven mindsets to strategic design problems. His teaching methodology integrates Design Thinking and Design Doing within a brand design pyramid framework. Design Thinking employs human-centered perspectives to tackle complex problems through conceptual and iterative processes, contextualized within the study of people, objects, spaces, messages, and services. This approach fosters empathetic understanding, discovery of insights, identification of opportunities, exploration of concepts, and framing of innovative solutions. Design Doing employs visual and tangible procedures to facilitate creative analysis, translating inspiration into implementation, and transforming design intent into real-life actions. It utilizes tools, technologies, skills, and materials in the visualization and prototyping processes to communicate, document, and evaluate concepts and system models effectively.

His creative work has garnered recognition from esteemed organizations such as AIGA, Columbus Society of Communicative Arts (CSCA), Communication Arts, CA Interactive, HOW, IDEA, IDSA, Print, and Typography. He has served as a design advisor for numerous for-profit, nonprofit, and academic groups, including American Electric Power Company, CampusParc at OSU, Center for Ethics and Human Values at OSU, Central Ohio Diabetes Association, College of Public Health at OSU, Color Marketing Group, Columbus Dance Theatre, Columbus Museum of Art, Dublin Arts Council, Friends of Lower Olentangy River Watershed (FLOW), Glass Axis, Hawk Galleries, Honda of America Performance Manufacturing Center, ID Design Innovation Journal, Jewish Family Service of Columbus, Nationwide Children's Hospital, Ohio State News, Opera Columbus, OSU Center for Automotive Research and Intelligent Transportation, OSU College of Medicine and Public Health (Department of Internal Medicine), OSU Digital Union, OSU TechPartner, Procter and Gamble Company, SonicRim, Teaching Artist Journal, The Columbus Dispatch, The Supreme Court of Ohio, and WOSU Media Company.

<b>Education</b>	2003	The Ohio State University, PhD, Art Education, Summa Cum Laude
	1988	Rhode Island School of Design, MFA, Graphic Design, with Honors
	1986	Minneapolis College of Art and Design, BFA, Visual Communication Design, Dean's List
	1980	Hong Kong Polytechnic University/Hong Kong Packaging Council, DPS

### Professional Positions

2008 – present	Associate Professor, Department of Design, The Ohio State University, Columbus, OH
2014 – present	Visiting Scholar, School of Design, Jiangnan University, Wuxi, China
2001 – 2007	Assistant Professor, Department of Design, The Ohio State University, Columbus, OH
2003 – 2004	Senior Design Manager, Personal Health Care, The Procter & Gamble Company, Cincinnati, OH
2000 – 2001	Graduate Research Assistant, Department of Art Education, The Ohio State University, Columbus, OH
1999 – 2001	Graduate Teaching Assistant, Department of Art Education, The Ohio State University, Columbus, OH
1997 – 1998	Visiting Lecturer, Department of Design, The Ohio State University, Columbus, OH
1989 – 2001	Vice President/Design Director, Fitch Inc., Columbus, OH
1986 – 1988	Graduate Teaching Assistant, Department of Graphic Design, Rhode Island School of Design, Providence, RI

**Teaching** Graduate Studio, VCD Thesis Research, VCD Thesis Studio, Collaborative Design Studio, VCD Material and Process, VCD Photo-Graphic Design, VCD Pictogram Design, Brand Design Strategy, Brand and Packaging Design,

### Peer Reviewed Publications and Conference Papers

Chan, P.K., McCorkle, B., and Murteza, N.D. (2023) *Taller than the trees: Growing a biophilic sensibility in a photo-graphic design studio course*, in De Sainz Molestina, D., Galluzzo, L., Rizzo, F., Spallazzo, D. (eds.), IASDR 2023: Life-Changing Design, 9-13 October, Milan, Italy. <https://doi.org/10.21606/iasdr.2023.731> (Peer Reviewed).

Colton, Z. A., Stanek, J., Liles, S. M., Baker, C., Barnard-Kirk, T., Chan, P. K., McCorkle, B., Quinn, G. P., Shen, Y., Theroux, C. I., Creary, S. E., Nahata, L., *Study protocol for FUTURES: testing a web-based reproductive health education program for adolescent and young adult males with sickle cell disease*. PLOS ONE (an inclusive journal community working together to advance science for the benefit of society, now and in the future). 2023. PONE-D-23-11883, <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0289039> (Peer Reviewed).

Chan, P.K., and McCorkle, B.(2023) *Promoting Local & Sustainable Food Practices Through Visual Communication Design*, in Springer, A., Dutil, N., Virgini, S. (eds). WDO Research and Education Forum 2023: Design Beyond, 27- 29 October, Tokyo, Japan. <https://wdo.org/programmes/world-design-assembly/wda-2023/wdo-research-and-education-forum-2023/> (Peer Reviewed).

Abrams M. A., Barnard-Kirk, T., Beeman, C. M., Chisolm, D., Chan, P. K., Creary, S. E., Johnson, L., Mahan, J. D., Martinez-Mendez, A., McCorkle, B., O'Brien, S. H., Phillips, W. L., Shen, Y., Stanek, J., Zajo, K. N., *Acceptability to and Engagement with a Virtual Health Education Program: SCTaware*, The Journal of Medical Internet Research (JMIR). JMIR Formative Research Paper (ms#38780). 2022 (Peer Reviewed).

Abrams, M. A., Zajo, K. N., Beeman, C. M., O'Brien S. H., Chan, P. K., Shen, Y., McCorkle, B., Johnson, L., Chisolm, D., Barnard-Kirk, T., Mahan, J. D., Christian-Rancy, M., and Creary, S. E., *A Health Literate Approach to Address Health Disparities: A Virtual Program for Parents of Children with Sickle Cell Trait*. Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health, Ref.: CIH857R3. 2021 (Peer Reviewed).

Chan, P. K., McCorkle, B., Livingston, R., *The Food Futures Teaching Cluster: Food Culture, Visual Communication Design, and Collaboration*. Cumulus Roma 2021: Design Culture(s), Conference Proceeding, Sapienza University of Rome, June 8-11, 2021. Theme: Design Culture (of) Life, page 1337 - <https://cumulusroma2020.org/proceedings/> (Peer Reviewed).

Abrams, M. A., Zajo, K. N., Beeman, C. M., O'Brien, S. H., Chan, P. K., Shen, Y., McCorkle, B., Johnson, L., Chisolm, D., Barnard-Kirk, T., Mahan, J. D., Christian-Rancy, M., and Creary, S. E., *A Health Literate Approach to Creating a Virtual Public Health Education Program for Parents of Children with Sickle Cell Trait*. American Journal of Preventive Medicine. 2020 (Peer Reviewed).

Chan, P. K., Matheny, R., *Engaging Practitioners in Interdisciplinary Collaborative Design Studio Courses to Advance Practice and Pedagogy*. Cumulus Wuxi 2018 - *Diffused Transition & Design Opportunities*, Schools of Design, Jiangnan University, Wuxi, China, October 31-November 3, 2018. Cumulus Wuxi 2018 Proceedings, pp. 667-678 (Peer Reviewed).

Yu, S., Sanders, E. B.-N., Chan, P.K., *Facilitating a Growth Mindset of Creativity for Adults Using a Game Design Approach*. Cumulus Wuxi 2018 - *Diffused Transition & Design Opportunities*, Schools of Design, Jiangnan University, Wuxi, China, October 31-November 3, 2018. Cumulus Wuxi 2018 Proceedings, pp. 241-247 (Peer reviewed).

Chan, P. K., McCorkle, B., *Mapping The Human Technologies Collaboration: A Pop-Up creative making experience*. 2018 AIGA Design Educators Community Conference - MAKE, held at the Herron School of Art+Design, Indiana University (IUPUI), June 7- 9, 2018. MAKE Conference Proceedings (Peer reviewed).

Chan, P. K., McCorkle, B., *The Humane Technologies Collaborative: An overview of the "Provocation, Making, Reflection" process*. Conference Proceeding, Cumulus Paris 2018 - *To Get There: Designing together*, Parisian Schools of Art and Design, Paris, France: Boule, Duperré, Estienne, and Ensaama, April 11 - 13, 2018. Conference Proceeding, page 422-441 - [https://cumulusassociation.org/wp-content/uploads/2021/09/CumulusConferenceProceedings\\_Paris2018\\_Pages-compressed.pdf](https://cumulusassociation.org/wp-content/uploads/2021/09/CumulusConferenceProceedings_Paris2018_Pages-compressed.pdf) (Peer reviewed).

Fromme, A., Chan, P. K., *Driving Home Design Research: A collaborative design case study for developing positive parking experiences on a university campus*. International Association of Societies of Design Research (IASDR) 2017, *Re: Research*. University of Cincinnati, College of Design, Architecture, Art, and Planning, October 31 - November 3, 2017 (Peer reviewed).

Hernández A., Chan, P.K., *Charting "Deep Metaphors" that Reveal Consumers' Mindsets of "Fast" and "Slow" Fashions*. Cumulus Hong Kong 2016, International Conference on Open Design. Hong Kong Design Institute, Hong Kong, November 21-24, 2016. Conference Proceedings, pp. 129 (Peer reviewed).

Beecher, M. A., Palazzi, M., Chan, P.K., *Crowbar, Shovel or Butterfly Net? Designing a Vision for Information Visualization in the Large Research University*. Information+, International Conference on Interdisciplinary Practices in Information Design and Visualization. Emily Carr University of Art and Design, Vancouver, Canada, June 16-18, 2016. Conference Proceedings, pp. 14 (Peer reviewed).

Chan, P. K., Gill, C., Duncan E., *Defining the Essence of Place: A collaborative approach to develop a branded manufacturing workplace environment*, DesignEd Asia 2015 (<http://www.designedasia.com/>), School of Design, The Hong Kong Polytechnic University. December 1-2, 2015. Conference Proceedings (Peer reviewed).

Chan, P. K., Melsop, S., *Integrating Design Thinking with Design Doing: An Interdisciplinary Approach to Creative Place-Making*, DesignEd Asia 2015 (<http://www.designedasia.com/>), School of Design, The Hong Kong Polytechnic University, Hong Kong, December 1-2, 2015. Conference Proceedings (Peer Reviewed).

Chan, P. K., Melsop, S., Shim, S., *Developing A Collaborative Design Studio: Transforming Mindsets For Emergent Practices*, IDSA 2013 Education Symposium. Chicago, USA, August 2013. Conference Proceedings (Peer Reviewed).

Chan, P. K., Gill, C., *A Collaborative Studio: Interdisciplinary learning*. AIGA Design Educators Conference, New Ventures: Intersections in Design Education. Portland, Oregon, USA. September 11-13, 2014 (Peer Reviewed).

Chan, P. K., Melsop, S., Shim, S., *Developing A Collaborative Design Studio: Transforming Mindsets For Emergent Practices*, IDSA 2013 Education Symposium. Chicago, USA. August 2013 (Peer Reviewed).

Chan, P. K., Lai, M., *Empathy in Design: A Health Care Service Design Collaborative Workshop*, 6th International Conference on Design & Emotion. London, UK. September 2012 (Peer Reviewed).

Chan, P. K., Dagar M., Sanders, E., Case-Smith, J., *Pattern Language: Identification of Design Opportunities for the Child with Autism Spectrum Disorder (ASD) to Develop His/Her Social Skills*, 6th International Conference on Design & Emotion. London, UK. September 2012. Conference Proceedings (Peer Reviewed).

Crochran, A., Chan P. K., Sanders, E., *A Participatory Design Case Study: Designing for an integrating service experience with a university graduate student governance organization*. Design Research Society (DRS) International Conference, Chulalongkorn University, Bangkok, Thailand. July 1-4, 2012 (Peer Reviewed).

Crochran, A., Chan P. K., Sanders, E., *Mapping An Integrated Experience For A University Council of Graduate Students Organization: A Service Design Case Study*. International Conference on Interaction Design (ICID): Delight and Responsibility. School of Design, The Hong Kong Polytechnic University, Hong Kong. November 9-11, 2011 (Peer Reviewed).

Chan, P. K., Melsop, S., Gill, C., *Re-envisioning a Design Curriculum*, DesignEd Asia 2010. School of Design, The Hong Kong Polytechnic University, Hong Kong, December 2010. Conference Proceedings (Peer Reviewed).

Chan, P. K., E. Sanders B-N, Evensen, E., *Crafting a Research Model for Educational Game Design: A Case Study*, The 3rd Conference of International Association of Societies of Design Research. Seoul, Korea, October 2009. Conference Proceedings (Peer Reviewed).

Chan, P. K., Lai, M., *Brand and Packaging Design: A Design Education Case Study*, Design & Emotion Conference 2008: Dare to Desire. School of Design, The Hong Kong Polytechnic University, Hong Kong, October 2008. Conference Proceedings (Peer Reviewed).

Evensen, E., Chan, P. K., E. Sanders B-N, *Game Design for Personal Health Management: An emotional and educational perspective*, Design & Emotion Conference 2008: Dare to Desire. School of Design, The Hong Kong Polytechnic University, Hong Kong, October 2008. Conference Proceedings (Peer Reviewed).

E. Sanders B-N, Chan, P. K., *Exploring Emerging Space in Design Research*, International Association of Societies of Design Research 2007, IASDR07: Emerging Trends in Design Research, School of Design, The Hong Kong Polytechnic University, Hong Kong. 2007. Conference Proceedings (Peer Reviewed).

Chan, P. K., *Visual Communication Design for E-Learning: An Art Education Web-based Online Course Design*, The International Journal of Learning, Vol. 13, No. 12, June 2007. Common Ground Publishing Pty Ltd.: Melbourne, Australia. ISSN 1447-9494 (print), 1447-9540 (online), (Peer Reviewed).

Chan, P. K., *Teaching Branding through Packaging Design in an Undergraduate Course*, AIGA Education Conference: IntentContent, Nashville, Tennessee. 2007 (Peer Reviewed).

Chan, P. K., *Branding for a Nonprofit Organization: A Strategic and Visual Design Education Experience*, 5th Annual Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii. 2007 (Peer Reviewed).

Gill, C., P. Chan, & B. W. Lilly, *An Empowering and Constraining Experience: A Multidisciplinary Student Design Collaborative*, Design Studies Forum, College Art Association 95th Annual Conference, New York City. 2007 (Peer Reviewed).

Chan, P. K., *Teaching Brand Design: A Visual Communication Design Course Case Study*, International Conference on Strategic Innovation and Creativity in Brand & Design Management, Seoul School of Integrated Science & Technologies, Seoul, Korea, 2006. Co-sponsored by Design and Brand Management Society, Institute for Industrial Policy Studies—Brand Management Institute (Peer Reviewed).

Chan, P. K., *Visual Communication Design for E-Learning: An Art Education Web-based Online Course Design*, E-learning Symposium, Melbourne, Australia. 2006 (Peer Reviewed).

Chan, P. K., P. Nini, A presentation of visual communication design course projects to show different approaches to developing creativity in students, DesignEd Asia, School of Design, The Hong Kong Polytechnic University, Hong Kong. 2006 (Invited to participate in gallery showing and conference proceeding).

Lilly, B.W., C. Gill, P. K. Chan, *The Design Evolution of Product Families: Adaptation in Unpredictable Environments*, The Design History Society Conference: Design and Evolution, Delft University of Technology, Delft, The Netherlands, 2006 (Peer Reviewed).

Chan, P. K., *Teaching Brand Design: A Visual Communication Design Course Case Study*, International Conference on Design Education: Tradition and Modernity (DETM), National Institute of Design, Adhmedabad, India. 2005 (Peer Reviewed).

Chan, P. K., *A Design Development Process of A Web-Based Online Course: An Art Education Course Case Study*, International Conference on Design Education: Tradition and Modernity (DETM), National Institute of Design, Adhmedabad, India. 2005 (Peer Reviewed).

Chan, P. K., Sanders B-N. E., *Exploring, Interpreting, and Applying Emotional-Driven Design in Brand Identity Development: A Design Student Case Study*, Fourth International Conference on Design and Emotion Proceedings, Ankara, Turkey. 2004 (Peer Reviewed).

Chan, P. K., *A Pattern Language for Design Development Process of a Web-based Online Course*, OhioLink, Doctor of Philosophy Dissertation, The Ohio State University, Columbus, Ohio, 2003.

Short, G., P. K. Chan, J. Jarvis, S. Burma, D. Savage, K. Cover, *The Effects of Technology-Driven Instruction on Student Learning: Findings from an Experimental Study*, International Yearbook on Teacher Education, Santiago, Chile: International Council on Education for Teaching Conference Proceedings. 2001 (Peer Reviewed).

## Research and Creative Projects

Professor Chan applied his PhotoGraphic design and research approach in creating a new digital imagery collection for CampusParc at the Ohio State University. The design theme of “*Driving to Campus: A journey to wellbeing*” aims to express an emotional experience of a user journey, inspiring his visual communication design students to think more purposefully and imaginatively when presenting visual narratives about thoughts and feelings of wellbeing. Funding: \$10,000 AU 2023 - SP 2024

Collaborated with Center for Ethics and Human Values, COMPAS 2023-2024 Planning Committee (Piers Turner, Winston Thompson, Aaron Yarmel, Kate McFarland, and Sally Moore) and Design Team (Peter Chan, Taylor Olsen, Noor Murteza, Mark Celestina) to develop a brand graphic system, exhibition plan, and design implementation. Exhibition: 8 - 25 February 2024 at Hopkins Hall. Funding: \$12409.92. SU 2023 – SP 2024.

Led a design team to collaborate with the Center for Child Health Equity and Outcomes Research, a Division of Hematology/Oncology/BMT at the Ohio State University/Nationwide Children’s Hospital, to design and produce E-education material for *Fertility Education to Understand Reproductive Health in Sick Cell Disease*. Funding: \$5000.00, SU-AU 2022.

Collaborated with Center for Ethics and Human Values team (Winston Thompson, Piers Turner, and Kate McFarland) to develop a new brand graphic and visual communication applications for 2022-2023 COMPAS (Conversations on Morality, Politics and Society) program/event - “Education in our Democracy”. Funding: \$5000. SU 2022.

Led the design research and creative process to develop an official college seal for OSU College of Public Health. The final seal design was successfully applied to their visual communications and marketing programs, including merchandise and environmental branding. Funding: \$5084.00. AU 2021-SU 2022.

Collaborated with OSU Center for Ethics and Human Values (CEHV) team—Winston Thompson, Piers Turner, and Aaron Yarmel, to develop visual communication design strategy and applications for the new CIVIL DISCOURSE FOR CITIZENSHIP program. The graphic system included brand mark design, information design, illustrations, digital applications and printed materials. Illustrations: VCD student Lilyana Bryan. Funding: \$3200.00, SU 2022.

Collaborated with Noor Murteza (Design MFA 2020 and Doctoral Student, Department of Arts Administration, Education and Policy) and Dublin Arts Council (DAC) to develop a Arts and Wellness: Patterns and Nature proposal for the Ohio Arts Council 2021 Art Partnership Grant. Co-Investigators: Noor Danielle (Ph.D. student, AAEP, OSU), Peter Chan (Associate Professor of Design, OSU), David Guion (Executive Director, DAC), Janet Cooper (Director of Engagement, DAC), Michele Gatz (Director of Finance & Administration, DAC), Katz Marque (Education and Development Manager, DAC), and Ava Morgan (Public Art Manager, DAC). Funding awarded: \$11,896.00. 2021-2023

Collaborated with Center for Ethics and Human Values team (Eric MacGilvray, Piers Turner, and Kate McFarland) to develop a new brand graphic for 2020-2021 COMPAS (Conversations on Morality, Politics and Society) program/event - “Market and the Open Society”. The graphic communication design series include multiple touchpoints—event brand mark, poster graphic, flyers’ graphic template, and event brand mark application design guide for social media. Funding: \$3480.40. SU 2021.

Conducted visual research and developed graphic identity, design strategy, and visual communication toolkit for the new Ohio State’s Philosophy, Politics, and Economics (PPE) program. Funding: \$3000. SU 2020.

Sickle Cell Trait - SCTaware Education In-Person Visual Aid 2.0 and eBook 1.0 Design Development.

A research and design collaboration with Nationwide Children's Hospital Center for Innovation in Pediatric Practice, Department of Design, and Department of English to develop new educational materials and an electronic takeaway for parents of children who are diagnosed with having sickle cell trait. Principal investigator: Peter Chan. Co-Investigators: Susan Creary, Assistant Professor of Pediatrics; Yvette Shen, Assistant Professor of Design; Ben McCorkle, Associate Professor of English. Funding: \$22,500 (Sponsor: Research Institute at Nationwide Children's Hospital. 2019-2020).

*OHIO STATE DESIGN 50, Reminiscences: The Evolution of the Department of Design.* Book design and production, funding provided by Ohio State Department of Design. Mary Anne Beecher, co-investigator. 2018.

Ohio State News brand design: A Design and research collaboration between Department of Design and OSU University Communications Ohio State News team. The aim of this design collaboration was to apply a brand equity model to strategically develop brand design strategy and visual identity signature for the Ohio State News daily digital publication. Funding: \$10,500. 2017-2018.

Collaboration for Humane Technologies—A \$130,000 grant award from the Humanities and Arts Discovery themes initiative bringing together artists, humanists and scientists to explore what it might be like to work, to play, to share and to think in more dynamic technological mediums that access our full multisensory human capacities. Principal investigator Norah Zuniga Shaw (Dance/ACCAD) worked closely with lead collaborators Peter Chan (Design), Alan Price (Design/ACCAD), Scott Swearingen (Design), Isla Hansen (Art/ACCAD), Alex Oliszewski (Theater/ACCAD) and Scott Denison (Design). 2016-2018.

Brand Audit and Discovery Research: OSU Center for Ethics and Human Values COMPAS program's visual communication approach and design application. Funding: \$1156. AU 2016.

Brand/Service Design Definition and Concept Exploration: ListenIn Elite Athlete Headphones System. Carolina Gill, co-Investigator. Funding: \$14,000. SP 2016.

*Optimizing the Parking Customer Journey*, An Academic Collaboration Between CampusParc and the Department of Design. CampusParc intends to engage Department of Design faculty and students in a study of the parking experience at The Ohio State University in relation to the entire campus visit, resulting in tangible, viable recommendations for enhancements. Paul Nini and Adam Fromme, co-investigators. Funding: \$80,000. 2015-2019.

*Glass Axis: 25 Years of Columbus Community Art Glass.* Collaborated with The Ohio State Department of Art (Glass Program), Glass Axis, The Ohio State University Library (The Logan Elm Press), and The Columbus College of Art and Design (Glass Program). This design documentation and book project was partially funded by a donation from the James Lehr Kennedy Foundation and grants from the Greater Columbus Arts Council and The Columbus Foundation. Funding: 7500. 2014

*2011-2012-2013: Confluence, Nextwave, Three in Like Authority.* The Ohio State University, Department of Art, Master of Fine Art, Exhibition book project. Design and Production Funding: \$15,000. 2013-2014.

10<sup>th</sup> International Seminar Week 2014, Hochschule für Gestaltung Schwäbisch Gmünd, Germany. Seminar theme: Urban Living. Guest lecturer, PhotoGraphic workshop. March 12-16, 2014.

Design collaboration with Professor Norah Zuniga Shaw, Department of Dance, to develop a 320-page book, *Synchronous Object: Degree of Unison* (Visualizing Choreographic Structure from Dance to Data to Objects). The first printed volume was released in Spring 2014. Design and production funding of \$8,000 was provided by Department of Dance through Professor Zuniga Shaw's BETHA grant. 2013-2014

Brand strategy, facility interior space, environmental branding, and brand signature design for Honda of America Performance Manufacturing Center (PMC). A collaborative design with Interior Design lecturer, Erin Duncan, Industrial Design Professor, Carol Gill, and the PMC team in identifying and exploring different touchpoint design concepts for the manufacturing facility of the new Acura NSX luxury sport car. Corporate sponsor: The Honda of America. Carol Gill and Erin Duncan, co-investigators. Funding: \$47,000. 2013.

Conducted a design and research summer workshop for developing a digital platform for college students to access news content relevant to their interest, community, and education. Throughout a seven-week workshop the design team examined the current developments and trends in business, technology, society, culture, and design; and created user experience journey maps and digital prototypes. Corporate sponsor: The Columbus Dispatch. Funding: \$9,000. SU 2013.

World Summer Design Camp: 2012 Hong Kong Design Year, *A City: Driven by Design*, Program Support Funding of \$4,000 was awarded by The Hong Kong Design Centre. SU 2012.

Arts & Humanities Undergraduate Research Small Grants (URSG) application for OSU design student team participating in the World Summer Design Camp: 2012 Hong Kong Design Year, *A City (Driven by Design)*. A total of \$4000 was awarded (including \$1500 matching funds from the OSU Department of Design). SP 2012.

Design research, brand strategy, content structure, graphic direction, print and digital design exploration for “Columbus ALIVE Newspaper.” Advanced Visual Communication Design course sponsor project funding of \$7,500. WI 2012.

Design strategy, content structure, and interaction design exploration for “Dispatch Newspaper for iPad”. Advanced Visual Communication Design Studio Course Project. Dispatch Printing Company provided marketing research data and two iPad tablet computers for design research, concept development, and design prototyping. WI 2011.

Columbus Museum of Art, Lino Tagliapietra’s *Endeavor Installation*. A Call-For-Community support campaign was partially funded by donations from the Hawk Galleries, Kevin Kowalski, and Friends of Endeavor. Funding: 2500. SU 2011.

American Electric Power (AEP) Design and Research Sponsor-Project for Advanced VCD Course—Developed a visual communication design campaign for *Energy Efficiency Awareness* to strategically reach out to Generation Y. Funding: \$10,000. WI 2010.

*Me and You and Everyone We Know*. The Ohio State University, Department of Art, Master of Fine Art, Exhibition book project. Design and Production Funding: \$5,000. 2010.

*Creating a Columbus Design Culture:1960-2000: A conversation with Deane Richardson and David Smith*. Invitation and announcement graphic design. Funding provided by the Department of Design, Design Circle, and AIGA@OSU Study Chapter. AU 2010.

*An Outpouring of Wonderful Memories, Commentary, and Appreciation*. A gift (design document) to Deane Richardson and David Smith, CSCA40 Hall of Fame recipients. CSCA, Design Central, OSU Libraries’ Center of Book Arts, co-investigators. 2010.

BIGG (Breakthrough Ideas in Global Glass) design collaboration with OSU Department of Art Glass Program, OSU Urban Arts Space, and Hawk Galleries to develop the Steuben Glass Request for Funding booklet, campaign brand identity, exhibition, invitation and catalogue, and graphic identity system. Funding: \$100,000. Valarie Williams, Sergio Soave, Richard Harned, Kelly Stevelt, and Tom Hawk, co-investigators. 2009- 2010.

Libby Perszyk Kathman (LPK) and P&G Brand Packaging Design Research Sponsored Project for Advanced Visual Communication Design Course to explore and develop packaging design and brand graphics for Herbal Essence Shampoo. Funding: \$10,000. 2009.

The Ohio State University Managed Health Care Systems, Inc. (MHCS) sponsored research. Conducted brand audit and visual communication design strategy sessions. Donation to Department: \$2,000. 2009.

DESIGN 40 Invitation, Design and production funding provided by Department of Design and The Ohio State University Logan Elm Press. SU 2008

*Ivan Gilbert: Sparrows Fly Sideways*. Collaborated with The Ohio State University Logan Elm Press and Donald Perone. 250 limited letterpress copies and CD-ROMs. Robert Tauber, co-investigator. Donation: \$10,000. 2008.

*No Green Berries or Leaves: The creative journey of an artist in glass*. Book cover and graphic design for world’s master glass artist Paul Stankard’s spiritual and personal story of achievement and passion. The McDonald & Woodward Publishing Company, co-investigator. 2007.

Retailer Software Solutions Identity Project—conducted design research and concept explorations. Paul Nini, co-investigator. Donation: \$12,000. 2007.

Brand Design and Management Education Award—Health Care Research Center, Personal Health Care Brand Design Education Fund from The Procter and Gamble Company. Funding: \$25,000. 2005.

*Eating with the Maestro: Lino’s fabulous food*. A special edition of printed stories about eating with Lino Tagliapietra, a world renowned glass artist, recipient of Honorary Degree Doctor of Fine Arts from The Ohio State University, August 28, 2011. Leung, T. S., Chung, C., Derecskey, S., Rose, D., and Aquino, A., co-investigators. 2023-2005.

Kennedy Center’s Education Department Grants—developed a visual communication system for graphic design and production for *Teaching Artist Journal*. Funding: \$15,000. 2002-2004.

The Ohio State Digital Union Electronic Portfolio Grants—developed Visual Communication Design course content and presentation materials. Christopher Murnieks, Paul Nini and Brian Stone, co-investigators. Funding: \$20,000. 2004.

WOSU Media Company—conducted design research and brand strategy workshops. Erica Anderson, co-investigator. Funding: \$3,000. 2004.

Ohio State Center for Automotive Research Identity Project—explored visual strategies and developed graphic marks. Paul Nini, co-investigators. Donation: \$5,000. 2003.

Supreme Court of Ohio Identity Project—developed visual identity and brand guideline. Paul Nini, co-investigators. Donation: \$2,000. 2003.

Columbus Museum of Art—developed brand identity and retail space design concepts for the museum shop. Heike Goeller, co-investigator. Donation: \$2,500. 2003.

Christian Fellow Foursquare Church, Cleveland Chapter—developed brand identity and graphic guideline. Tony Bianchi, co-investigator. Donation: \$1,500. 2003.

Ohio State Department of Internal Medicine—developed annual report and visual communication materials. Paul Nini, Conor McFerran, and Meghan Schofield, co-investigators. Funding: \$15,000. 2002.

James Cancer Hospital Research—conducted focus groups for collaborative design of a prototype of an internet-based communication system for women with breast cancer who are undergoing chemotherapy treatment. Liz Sanders and Maria Palazzi, co-investigators. Funding: \$2,000. 2002.

Faculty Innovator Grants, Technology Enhanced Learning and Research (TELr)—explored and developed dynamic presentation of basic visual communication instructional components. Funding: \$1,000. 2001.

## Exhibitions

*A Tree Grows on Campus* (A Sustainability Ingredient) posters exhibition and design lecture. *Making Lemonade*, an online event presented by the Department of Design faculty and the Urban Arts Space. October 26, 2020.

*Jiangnan, the Poetic Habitat—Jiangnan Context*, an international poster exhibition and design competition. The organizers included the Jiangnan University School of Design, School of Digital Media, and Jiangnan Cultural Research Institute. The exhibition was held at the School of Design, Jiangnan University, Wuxi, China. October 27 - November 10, 2019. Chan's poster was also published in the exhibition's printed book.

*Food Futures, Design+Comparative Studies Class Teaching Cluster* posters, an online *Livable Futures* exhibition, October 1, 2019. <https://livablefuturesnow.org/blog/2019/9/17/food-futures-design-comparative-studies-class-teaching-cluster>

*Local and Sustainable Food* posters exhibition at the *On Food and Faith* Conference, held at The Methodist Theological School in Ohio. This exhibition was funded by OSU inFACT. Among the attendees was former Vice President Al Gore. May 2019.

*Local and Sustainable Food* posters exhibition, during the opening weekend of *Ann Carlson, The Symphonic Body/Food* performance at the Mershon Auditorium, Wexner Center for the Arts, April 12-14, 2019.

*Water-Wellness-Wellbeing* posters exhibition at the Ohio State Faculty Club Grand Lounge. World Water Day Research Presentation/Conference, March 23, 2018.

*AN OPEN CONVERSATION, Transformed*, Design Through Research exhibition, The Urban Arts Space, September 2016.

*Storytelling Methodologies for Stereoscopic 360° Virtual Reality Filmmaking* poster was exhibited at The Ohio State University International Scholar Research Exposition. This poster design was collaborated with design professors Wooksang Chang and Maria Palazzi (Director of ACCAD). Autumn 2015.

*BIGG: Breakthrough Ideas in Global Glass*. The Ohio State University Urban Arts Space and Hawk Galleries, Columbus, Ohio from July 10 through October 10, and SOFA Chicago, Illinois from November 5 through 8, 2008.