

# 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 Communicating 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., & Gajić, M. (2025). *Conversations with trees: A biophilic dialogue between nature and design*. In S. Bassett, N. Pilarski, L. Falcão, & H.-J. Lee (Eds.), *Society, spaces, screens* (AMPS Proceedings Series, Vol. 41.2, pp. 15–25). Architecture, Media, Politics, Society (AMPS). <https://amps-research.com/proceedings/> (Peer Reviewed)

- 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, Shoehorn 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., 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

XR Performance and Previsualization — Co-designer of a 72-page publication serving as an interpretive document, a partial record of events, and an offering of insights into XR performance and previsualization for dance, theater, and music artists, technical professionals, scholars, and students. Collaborator: Norah Zuniga Shaw (Professor of Dance/ACCAD). Funding: \$6,375 (The Ohio State University's Advanced Computing Center for the Arts and Design and Doris Duke Foundation). Summer 2025.

ASC Dean's Innovation Fund: Global Initiatives Grant — Project to deepen engagement with international design communities, expanding professional networks and cross-cultural collaboration expertise. Funding: \$15,000. Spring 2025–Autumn 2026.

COMPAS: FOOD — Collaborative development of brand graphic system for the 2025–2026 COMPAS program with the Center for Ethics and Human Values (Winston Thompson, Piers Turner, and Kate McFarland). Funding: \$4,276.32. Summer 2025.

Ohio State Sustainability Fund — Participant in *Minding & Mending Our Ways: Moving Toward an Intentional Future* exhibition at the Wayne and Geraldine Kuhn Fine Arts Gallery, The Ohio State University at Marion, promoting environmental responsibility and appreciation. Funding: \$1,200. Spring 2025.

International Seminar Week— Invited guest lecturer, Hochschule für Gestaltung Schwäbisch Gmünd, Germany; conducted *Conversations with Trees* design workshop. May 12 -16, 2025.

Driving to Campus: A Journey to Wellbeing — Created a digital imagery collection expressing user-centered emotional journeys to support visual communication design pedagogy focused on wellbeing narratives. Partner: CampusParc, The Ohio State University. Funding: \$10,000. Autumn 2023–Spring 2024.

COMPAS Directions: A Decade of Ethical Exploration — Collaborative development of brand graphic system, exhibition plan, and design implementation with the Center for Ethics and Human Values (COMPAS 2023–2024 Planning Committee: Piers Turner, Winston Thompson, Aaron Yarmel, Kate McFarland, and Sally Moore) and the Department of Design team (Taylor Olsen, Noor Murteza, and Mark Celestina). Exhibition at Hopkins Hall, February 8–25, 2024. Funding: \$12,409.92. Summer 2023–Spring 2024.

Fertility Education to Understand Reproductive Health in Sickle Cell Disease — Led an interdisciplinary design team in collaboration with the Center for Child Health Equity and Outcomes Research, Division of Hematology/Oncology/BMT, The Ohio State University/Nationwide Children's Hospital, to design and produce e-education materials. Funding: \$5,000. Summer–Autumn 2022.

Education in Our Democracy — Collaborative development of brand identity and visual communication applications for the 2022–2023 COMPAS program with the Center for Ethics and Human Values (Winston Thompson, Piers Turner, and Kate McFarland). Funding: \$5,000. Summer 2022.

OSU College of Public Health Official Seal — Led the design research and creative process to develop the official college seal, applied across institutional visual communications, merchandise, and environmental branding. Funding: \$5,084. Autumn 2021–Summer 2022.

Civil Discourse for Citizenship Program — Collaborative development of visual communication strategy and graphic system with the Center for Ethics and Human Values (Winston Thompson, Piers Turner, and Aaron Yarmel). Illustrations by Lilyana Bryan (VCD student). Funding: \$3,200. Summer 2022.

Arts and Wellness: Patterns and Nature — Collaborative development of an interdisciplinary proposal with Noor Murteza and the Dublin Arts Council for the Ohio Arts Council Art Partnership Grant. Co-investigator: Noor Danielle. Funding awarded: \$11,896. 2021–2023.

COMPAS: Markets and the Open Society — Collaborative development of brand graphic system for the 2020–2021 COMPAS program with the Center for Ethics and Human Values (Eric MacGilvray, Piers Turner, and Kate McFarland). Funding: \$3,480.40. Summer 2021.

Philosophy, Politics, and Economics (PPE) Program — Conducted visual research and developed graphic identity, design strategy, and communication toolkit for the new PPE program at The Ohio State University. Funding: \$3,000. Summer 2020.

14th International Seminar Week— Invited guest lecturer, Hochschule für Gestaltung Schwäbisch Gmünd, Germany; conducted *PhotoGraphic* workshop. May 2019.

Sickle Cell Trait (SCTaware) Education: In-Person Visual Aid 2.0 and eBook 1.0 — Principal investigator for an interdisciplinary collaboration with Nationwide Children's Hospital Center for Innovation in Pediatric Practice. Co-investigators: Susan Creary, Yvette Shen, and Ben McCorkle. Funding: \$22,500. 2019–2020.

Ohio State Design 50: Reminiscences—The Evolution of the Department of Design — Designed and produced the *Design 50* commemorative publication. Co-investigator: Mary Anne Beecher. Funding: Department of Design. Autumn 2018.  
Ohio State News Brand Design — Collaborative development of brand language and visual identity for *Ohio State News* with the University Communications team. Funding: \$10,500. 2017–2018.

Humane Technologies — Lead collaborator on an interdisciplinary research initiative with Norah Zuniga Shaw (principal investigator), bringing together artists, humanists, and scientists to explore multisensory technological experiences. Funding: \$130,000. 2016–2018.

Center for Ethics and Human Values COMPAS Program — Conducted brand audit and discovery research on communication approach and design strategy. Funding: \$1,156. Autumn 2016.

ListenIn Elite Athlete Headphones System — Defined service design journey and explored product concepts. Co-investigator: Carolina Gill. Funding: \$14,000. Spring 2016.

Optimizing the Parking Customer Journey — Collaborative study with CampusParc examining campus parking and visit experience. Co-investigators: Paul Nini and Adam Fromme. Funding: \$80,000. 2015–2019.

Glass Axis: 25 Years of Columbus Community Art Glass — Collaborative design documentation and book project with OSU Art (Glass), Glass Axis, OSU Libraries, and CCAD. Funding: \$7,500. 2014.

Confluence / Nextwave / Three in Like Authority — Design and production of MFA exhibition catalogues, Department of Art, The Ohio State University. Funding: \$15,000. 2013–2014.

10th International Seminar Week: Urban Living — Invited guest lecturer, Hochschule für Gestaltung Schwäbisch Gmünd, Germany; conducted *Type & Image* workshop. March 12–16, 2014.

Synchronous Object: Degree of Unison — Co-designer of a 320-page publication visualizing choreographic structures from dance to data, in collaboration with Norah Zuniga Shaw. Funding: \$8,000. 2013–2014.

Honda of America Performance Manufacturing Center (PMC) — Collaborative environmental branding and touchpoint design project with Erin Duncan, Carol Gill, and the PMC team. Funding: \$47,000. 2013.

Dispatch Digital News Platform Design Research Workshop — Led a seven-week summer workshop developing a digital platform for college students to access relevant news content. Corporate sponsor: *The Columbus Dispatch*. Funding: \$9,000. Summer 2013.

World Summer Design Camp: 2012 Hong Kong Design Year—A City: Driven by Design — International design immersion program support. Sponsor: Hong Kong Design Centre. Funding: \$4,000. Summer 2012.

8th International Seminar Week— Invited guest lecturer, Hochschule für Gestaltung Schwäbisch Gmünd, Germany; conducted *Type & Image* workshop. May 2012.

Arts & Humanities Undergraduate Research Small Grants (URSG) — Faculty advisor for OSU design student team participating in the World Summer Design Camp. Funding: \$4,000. Spring 2012.

Columbus ALIVE Newspaper — Design research, brand strategy, content structure, and graphic direction for print and digital exploration. Funding: \$7,500. Winter 2012.

Dispatch Newspaper for iPad — Design strategy and interaction design exploration. Partner: Dispatch Printing Company. Winter 2011.

Lino Tagliapietra's *Endeavor* — Call-for-community support campaign for Columbus Museum of Art installation. Funding: \$2,500. Summer 2011.

American Electric Power (AEP): Energy Efficiency Awareness Campaign — Visual communication design campaign targeting Generation Y. Funding: \$10,000. Winter 2010.

Me and You and Everyone We Know — MFA exhibition catalogue design and production. Funding: \$5,000. 2010.  
Creating a Columbus Design Culture: 1960–2000 — Invitation and announcement design. Autumn 2010.

An Outpouring of Wonderful Memories, Commentary, and Appreciation — Commemorative design publication honoring Deane Richardson and David Smith. 2010.

BIGG: Breakthrough Ideas in Global Glass — Campaign identity, exhibition materials, and catalogue development. Co-investigators: Valarie Williams, Sergio Soave, Richard Harned, Kelly Stevelt, and Tom Hawk. Funding: \$100,000. 2009–2010.

LPK / Procter & Gamble Brand Packaging Design Research — Packaging and brand graphics exploration for Herbal Essences shampoo. Funding: \$10,000. 2009.

OSU Managed Health Care Systems, Inc. — Brand audit and visual communication strategy sessions. Donation: \$2,000. 2009.

The Department of Design, DESIGN 40 Invitation — Design and production. Summer 2008.

Ivan Gilbert: *Sparrows Fly Sideways* — Letterpress publication collaboration. Co-investigator: Robert Tauber. Donation: \$10,000. 2008.

No Green Berries or Leaves — Book cover and graphic design for Paul Stankard. 2007.

Retailer Software Solutions Identity Project — Design research and concept development. Co-investigator: Paul Nini. Donation: \$12,000. 2007.

Procter & Gamble Brand Design and Management Education Award — Healthcare brand design education initiative. Funding: \$25,000. 2005.

Eating with the Maestro: Lino's Fabulous Food — Special edition publication. 2005–2006.

Kennedy Center Education Department Grants — Visual communication system for *Teaching Artist Journal*. Funding: \$15,000. 2002–2004.

OSU Digital Union Electronic Portfolio Grants — Visual Communication Design course development. Funding: \$20,000. 2004.

WOSU Media Company — Brand strategy workshops. Co-investigator: Erica Anderson. Funding: \$3,000. 2004.

OSU Center for Automotive Research Identity Project — Graphic identity development. Co-investigator: Paul Nini. Donation: \$5,000. 2003.

Supreme Court of Ohio Identity Project — Institutional identity and brand guidelines. Donation: \$2,000. 2003.

Columbus Museum of Art Museum Shop Identity — Brand identity and retail space concepts. Donation: \$2,500. 2003.

Christian Fellowship Foursquare Church (Cleveland Chapter) — Brand identity and graphic guidelines. Donation: \$1,500. 2003.

OSU Department of Internal Medicine — Annual report and visual communication materials. Funding: \$15,000. 2002.

James Cancer Hospital Research Project — Collaborative design research for an internet-based patient communication system. Funding: \$2,000. 2002.

Faculty Innovator Grants (TELR) — Technology-enhanced learning research for visual communication instruction. Funding: \$1,000. 2001.

## Exhibitions

Minding & Mending Our Ways: Moving Toward an Intentional Future — Conversations with Trees: Connecting the Human Spirit with Nature through Image and Story — Exhibition at the Wayne and Geraldine Kuhn Fine Arts Gallery, The Ohio State University at Marion. Second installment of the Ohio State Marion Sustainability Gallery exhibition series. Summer 2025.

<https://design.osu.edu/news/conversations-trees-opens-osu-marions-kuhn-gallery-inspiring-reflection-nature>

Being and Belonging: Exploring Identity and Community Connections through Conversations with Trees — Installation, augmented reality (AR) experience, and workshop presented during San Diego Design Week at the Mingei International Museum, San Diego, California. Peer-reviewed program sponsored by the World Design Organization, University of San Diego Design Lab, City of San Diego, Design Forward Alliance, and Burnham Center for Community Advancement. Design collaborators: Mila Gajic (Design MFA 2024) and Uday Dandavate (Design MFA 1995). September 21, 2024.

<https://asctech.osu.edu/ets/trees>

Conversations with Trees: A Biophilic Dialogue Between Nature and Design — Premier exhibition presented during the Chadwick Arboretum and Learning Gardens Arbor Day Celebration, The Ohio State University, Kottman Hall. April 26–May 6, 2024.

<https://design.osu.edu/news/conversations-trees-biophilic-dialogue-between-nature-and-design>

COMPAS Directions: A Decade of Ethical Exploration — Exhibition at the Hopkins Hall Gallery, The Ohio State University. Collaborators: Piers Turner, Winston Thompson, Aaron Yarmel, Kate McFarland, Sally Moore (Center for Ethics and Human Values; COMPAS 2023–2024 Planning Committee), and Taylor Olsen, Noor Murteza, Mark Celestina (Department of Design). February 8–20, 2024.

<https://design.osu.edu/news/department-design-and-cehv-join-forces-mark-10th-anniversary-compas-program>

Promoting Local and Sustainable Food Practices Through Visual Communication Design — Poster exhibited at the World Design Organization (WDO) Research and Education Forum: Design Beyond, Tokyo, Japan. October 27–29, 2023.

<https://design.osu.edu/news/department-chair-and-professor-attend-world-design-assembly-tokyo-representing-ohio-state>

Taller Than the Trees: Growing a Biophilic Sensibility in a Photographic Design Course — Poster exhibited at the IASDR Design Education Conference: Life-Changing Design, Politecnico di Milano, Milan, Italy. October 9–13, 2023.

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

Jiangnan, the Poetic Habitat—Jiangnan Context — International poster exhibition and design competition organized by the Jiangnan University School of Design, School of Digital Media, and Jiangnan Cultural Research Institute. School of Design, Jiangnan University, Wuxi, China. October 27–November 10, 2019. Poster published in the exhibition catalogue.

Food Futures: Design + Comparative Studies Teaching Cluster — Poster exhibition featured in the Livable Futures online exhibition. October 1, 2019.

<https://livablefuturesnow.org/blog/2019/9/17/food-futures-design-comparative-studies-class-teaching-cluster>

Local and Sustainable Food — Poster exhibition presented at the On Food and Faith Conference, The Methodist Theological School in Ohio. Funded by OSU inFACT. May 2019.

Local and Sustainable Food — Poster exhibition presented during the opening weekend of Ann Carlson: The Symphonic Body/Food performance, Mershon Auditorium, Wexner Center for the Arts. April 12–14, 2019.

Water–Wellness–Wellbeing — Poster exhibition presented as part of the World Water Day Research Presentation and Conference, Ohio State Faculty Club Grand Lounge. March 23, 2018.

An Open Conversation: Transformed—Design Through Research — Exhibition at the Urban Arts Space. September 2016.

Storytelling Methodologies for Stereoscopic 360° Virtual Reality Filmmaking — Poster exhibited at The Ohio State University International Scholar Research Exposition. Collaborative work with Wooksang Chang and Maria Palazzi (Director, ACCAD). Autumn 2015.

BIGG: Breakthrough Ideas in Global Glass — Exhibition at The Ohio State University Urban Arts Space and Hawk Galleries, Columbus, Ohio (July 10–October 10, 2008), and SOFA Chicago, Illinois (November 5–8, 2008).

### **Select Recognition**

- Chadwick Arboretum and Learning Gardens Collaborators of the Year Award, 2024
- Keynote Speaker, Livelihood, Wisdom and Design Future International Conference, School of Design, Jiangnan University, Wuxi, China. 2023
- Design Consultant, Center for Ethics and Human Values. 2016-Present
- Design Advisor, CampusParc at The Ohio State University. 2015-Present

### **Select Active Community and University Service and Leadership**

- Columbus American Advertising Federation Representative
- Columbus Society of Communicating Arts Representative
- Communications and Visual Identity Committee
- Design Culture Committee
- Design Semester International Exchange Program Head
- Graduate Studies Committee
- Search Committee (2024-2025)
- Visual Communication Design Major Committee