



## Stacy Asher

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### Teaching Experience

#### **San Francisco State University**

**Department of Design + Industry** San Francisco, California

Part-Time Faculty – August, 2012 to present

Advanced Graphic Design Students learn to think critically and analyze their environment through the lens of design and system. Projects ask students to analyze processes of food & system, [Fall term] / water & system [Spring term], and then create quantitative and qualitative maps to display visually their discoveries. A final Atlas publication is produced to display project solutions and illustrate the extent of their research. Course addresses complex and interdisciplinary issues of graphic design and visual communications. Projects and exercises are structured to create conditions conducive to discovering systems of design. These conditions encourage exploration of visual communication concepts and design principles, allowing students to develop more personally expressive ways of solving communication problems.

#### **University of San Francisco**

**Department of Art + Architecture** San Francisco, California

Part-Time Faculty – August, 2008 to present

Design + Social Change [Design Seminar] Demonstrates to students the power of design to leverage their sense of humanity and ability to fashion a more humane and just world. Course surveys an array of visual styles, communications and design projects that date from the turn of the century to the present in the form of artistic posters, non-commercial advertisements, web sites, outreach and political propaganda.

Visualizing San Francisco: Exploring Signage & Public Spaces [First Year Seminar + Students in Transition] Course compares and contrasts different graphic design styles and visual languages of historical eras from multiple districts of San Francisco. Students, as new citizens of San Francisco, tour various neighborhoods and communities throughout the city to observe, document, analyze and collect examples of signage, reflect on the intended audience and then engage in writing about their discoveries.

Typography Course focused on developing a strong foundation in design, craft, composition, typography, and conceptual development. It was designed to assist in the development of formal practice and technical skills in the fields of art and design, and the roles of typography in contemporary culture. Students develop abilities in critical and creative thinking, artistic innovation, and project planning and management.

Design Media I Curriculum introduced students to the use of the computer as a tool for design process and production. Course work focused on guided demonstrations and independent project work, with an emphasis on building students' technical and conceptual fluency with digital media. Students demonstrate mastery of the Apple/Mac OS operating system and gain a comprehensive understanding of the Adobe Creative Suite used by designers to print and manipulate photographs (Photoshop CS5), set typography and create typographic grid systems (InDesign CS5), and create complex vector-based artwork (Illustrator CS5).

Design Media II This curriculum offered students a comprehensive design education by providing them fluency with Design Process, Design Research, Digital Literacy, Design Production, Design History, Design Theory/Critical Thinking, and Design Leadership. Students demonstrate mastery of web-based publishing, basic video production and advanced understanding of the Adobe applications that designers use to create animations, games and inter activity (Flash CS5, Acrobat Professional), video manipulation and processing (Final Cut Pro, DVD Studio Pro), web-based animation and image manipulation (InDesign CS5, Photoshop CS5, Illustrator CS5 and Fireworks CS5), and Internet-based projects (Dreamweaver CS5).

Publication Design Introduced students to the practice, history, and theory of publication design. Students engaged in design research, independent project work and collaborative exercises, and investigated the ways in which various publication models have served different needs for their publishers, writers, and readers. Course work included independent student research, sustained project work and critiques, placing equal emphasis on concept (the design process) and craft (soft cover book construction, digital and web based publications. Lectures, readings and guided discussions supplemented project work, introduced students to the topics of design authorship, the history of reading, reception theory, and the future of the book.

**Ohio University School of Art** Athens, Ohio

Assistant Professor - September, 2003 to June, 2008

Taught courses in Typography, Design Principles/Introduction to Graphic Design, and Junior/Senior Design Seminars that included mounting a class exhibition annually, Senior Practicum, New Media and Foundations courses. Responsibilities included commitment to teaching undergraduates, curriculum development, academic advising, leadership within the School of Art and College of Art. Served on the Foundations Curriculum Committee and developed curriculum in: Drawing System and Color Theory, Principles of Graphic Design, Design: Form and Content, Introduction to New-Media I [Final Cut Pro, Adobe After Effects, DVD Studio Pro] New Media II [Flash, Dreamweaver]. Developed Special Topics in Graphic Design Curriculum: History of Graphic Design and Social Change. Collaborated with the University's Theatre Department to produce visual projections, set designs and promotional materials for various stage performances. Students designed promotional banners, created audio and video projections with animated text and found imagery, constructed backdrops, props and theatre handbills.

**The University of Dayton** Dayton, Ohio

Visiting Assistant Professor - August, 2002 to May, 2003

Responsibilities included commitment to teaching undergraduates, curriculum development, leadership within the Visual Communication Design and Fine Art departments. Developed objectives, curriculum and class structure for courses in Visual Form, Multi-Media I [Final Cut Pro, Adobe After Effects, Sound Edit, DVD Studio Pro] Multi Media II [Flash, Dreamweaver], Video for Artists, and Design Processes and Concepts. Collaborated with the University's Theatre Department to produce visual projections, set designs and promotional materials for various stage performances.

**California College of the Arts** [California College of Arts and Crafts]

San Francisco, California

Teaching Assistant [Undergraduate Design Department] - 2001

Assisted Professor with the instruction of senior level graphic design coursework. Implemented curriculum involving advanced time based media [sound and video]. Assisted students with the production of experimental sound and film/video projects while introducing historical and contemporary video works.

**Metropolitan State College of Denver** Denver, Colorado

Area Coordinator [Communication Design Department] - August, 1999 to May, 2000

Taught courses in Communication Design, including Typography, Identity Design, and Advanced Publication Design. Coordinated programs: supervised part-time faculty, developed and monitored budgets, tracked and implemented curriculum, as well as monitored field based internship programs for advanced students. Provided academic advising. Performed responsibilities of full-time faculty including: professional development, college and community service.

Instructor [Communication Design Department] - January, 1999 to August, 1999

Instructed students in Advanced Publication Design theory and methods. Developed objectives, curriculum and class structure. Designed curriculum around evolving technologies and advancements in the digital tools of design. Coordinated AIGA student chapter for the department.

**Colorado Mountain College** Steamboat Springs, Colorado

Instructor - December, 1996 to May, 1998

Taught course in beginning and advanced Drawing, Color Theory, Design 101: Design Elements and Principles. Developed course curriculum and contributed to design program development. Organized visiting artist and designer presentations and exhibitions.

**Related Professional Experience**

**Asher Design** San Francisco, California

Designer / Creative Director - May, 2000 to present

Utilize art and design as a bridge to connect our diverse community in innovative and meaningful ways. Practice is founded on the belief that art and design can be a vehicle for social justice and greater civic engagement. Develop integrated collateral in support of client presence using online and traditional print and web production approaches.

**San Francisco Recreation and Park Department** San Francisco, California

Visual Art / Digital Art Coordinator - August, 2010 to August, 2011

Hired over 100 artists to produce unique visual art and digital arts programming that was offered to community members of all ages throughout the city. Made a critical contribution to the field of visual / digital arts and design through community arts administration and development. Participated in grant writing process to secure funding from **Google** for **Digi-Mobile**, a transportable, digital arts learning environment. Created design and social art practices [After School Art Program, Project Insight: Adaptive Recreation] that generated enriching experiences and introduced programs in the digital and visual arts to citizens of San Francisco. Collaborated with teams of artists to create educational settings where participants learn through designing and producing and also gained exposure to careers in the digital and visual arts. Coordinated arts and crafts projects and activities for citywide public events. Collaborated with Golden Gate Park Plant Nursery to create a plant propagating station for youth attending annual spring festival in Golden Gate Park. Organized design internship experience at the Harvey Milk Center for the Arts for students of the University of San Francisco / Art + Architecture.

**Oakland Unified School District** Oakland, California

Academic Tutor - January, 2009 to June, 2010

Assisted 5 year old students from Spanish speaking homes in developing their English reading and writing skills as part of the U.S. Department of Education's "No Child Left Behind" program. Provided educational assessment and curriculum planning. Students' interpersonal skills evolved as their reading and writing skills improved and they became motivated to learn and more confident to succeed. Developed curriculum to promote digital and visual literacy in after-school arts program.

**Cabra Diseño** San Francisco, California

Designer / Research Assistant - May, 2001 to August, 2001

Assisted Design Principal with research and development of public service campaign for the San Francisco Aids Foundation / Gay Life + Black Brothers of Esteem. Provided field research for the production of an extensive Public Service Campaign for HIV prevention situated in the Tenderloin District of San Francisco. Coordinated placement of outdoor signage systems in diverse neighborhoods throughout San Francisco. Developed collateral to promote HIV awareness.

**Steamboat Springs Arts Council** Steamboat Springs, Colorado

Executive Assistant for Programs - December, 1996 to May, 1998

Assisted the Executive Director with planning, coordinating, presentation and evaluation of SSAC programs, with emphasis on marketing and promotions. Wrote press releases, designed and produced all marketing materials including quarterly newsletters. Assisted Development Committee of the Board of Directors in identifying and implementing special events fund-raising. Participated in partner projects that furthered the mission of SSAC to expand the role of educators and professional artists in the community. Assisted Visual Arts Committee with annual exhibition schedule and Public Art commissions for the city of Steamboat Springs, Colorado.

**International Fine Art Expositions** Los Angeles, California/Stuart, Florida

Exposition Manager / Consultant - May, 1994 to April, 1997

[ART MIAMI], Chicago [ART CHICAGO], New York [ART NEW YORK], Hong Kong [ART ASIA-HONG KONG.] Designed gallery spaces and managed general operations during the international fine art fair. Collaborated with local art museums and organizations to organize and direct education and community based components for the duration of the exhibition.

**International Fine Art Expositions** Los Angeles, California/Stuart, Florida

Western Regional Director - May, 1994 to April, 1996

Recruited galleries from the United States and Europe for participation in international art expositions held in Miami [ART MIAMI], Chicago [ART CHICAGO], New York [ART NEW YORK], Hong Kong [ART ASIA-HONG KONG]. Coordinated and provided art direction for the production of printed promotions for participating galleries and museums.

Director of Publications - February, 1991 to May, 1994

Directed the production of all marketing and promotional materials for international art expositions firm. Developed production schedules and budgets for advertising and promotional needs for four annual art fairs in Miami [ART MIAMI], Chicago [ART CHICAGO], New York [ART NEW YORK], Hong Kong [ART ASIA-HONG KONG.] Conceptualized and produced full-color, hard-bound catalogues, brochures, advertisements, press kits. Developed and maintained direct mail databases. Acted as creative liaison to major charitable organizations for gala openings. Presented budget and marketing plans to principals for approval. Supervised creative staff of 5 and managed an annual operating budget \$1.5 million.

## Education

MFA, Design, 2002 [honors]  
California College of the Arts  
San Francisco, California  
Thesis Title: "A Branding Experiment: the Poetics of Intentional Ambiguity"  
Thesis Advisors: Geoff Kaplan, Gwen Allen, Lucille Tenazas

Maine College of Art Summer Institute in Graphic Design, Portland, Maine, 1999

Graduate coursework in print making and digital imaging  
University of Colorado / Boulder, Colorado 1999

Biomedical Communications / Medical Illustration  
Post Baccalaureate Certificate  
University of Nebraska Medical Center / Omaha, Nebraska, 1990

Bachelor of Arts / Integrated Studies, 1989 [honors]  
University of Nebraska - Lincoln  
Double Major: Biology and Fine Art [drawing emphasis]

## Awards and Honors

All College Honors Award - Design, 2001  
California College of the Arts [formerly California College of Arts and Crafts]

Graduate Merit Scholarship - Design, 2001 - 2002  
California College of the Arts

CCA Scholarship, 2001 - 2002  
California College of the Arts

## Technical Knowledge

Extensive knowledge in both Mac and PC environments. Graphic applications include: Adobe CS6 (In-Design, Illustrator, Photoshop, Acrobat, Flash, Dreamweaver, Bridge), After Effects, Final Cut Pro, DVD Studio Pro, MicroSoft Office: Word, PowerPoint, Excel, iLife: iPhoto, iMovie, iDVD, Open Source applications: Inkscape, Kompozer, Gimp, web production: CSS, HTML, Content Management Systems: Joomla, Wordpress, social networking systems.

Knowledgeable in sculpture, ceramics, painting, drawing, traditional and digital photography, film, digital video and motion graphics, electronic pre-press and print production, letterpress, screen printing and lithography. In addition, I have experience with set and visual effects design for theater, student exhibition coordination, public art projects, performance art and site specific installation.

## Affiliations

Advisory Board Member, [International Academy of Design & Technology](#), Sacramento, CA

[Haight Ashbury Neighborhood Council](#), San Francisco, CA

[GAFTA](#), Gray Area Foundation for the Arts, San Francisco, CA

[AIGA](#), American Institute of Graphic Arts

[CSPG](#), The Center for the Study of Political Graphics, Los Angeles, CA

## Professional Achievements

### "Like"

Point of No Return  
Southern Exposure Curated by Hesse McGraw  
Bemis Contemporary Art Center  
San Francisco, California  
December 2012

### "Highlights"

SF Urban Prototyping  
Weekend Makeathon Festival & Exhibition  
San Francisco, California  
September 2012

### "Word / Image & Image / Word"

School of the Visual Arts  
Cultural Studies Conference  
Visualizing San Francisco: Exploring  
Signage & Public Spaces  
New York, New York  
October 2012

### USF in the Presidio Lecture Series

"Visualizing San Francisco: Exploring  
Signage & Public Spaces"  
San Francisco, California  
October 2012

### Luggage Store Gallery

"Generosity City"  
Streetopia Art Festival  
San Francisco, California  
April 2012

### "Typography and You"

Guest Lecturer / Visiting Artist  
French American International School  
San Francisco, California  
October, 2011

### "The Faces of Harvey Milk Performance"

Harvey Milk Center for the Arts  
Pride Festival Parade  
San Francisco, California  
June, 2011

### "Green, Greener, Greenest: Romancing Nature Again"

The Twenty-Fourth Annual National Conference  
on Liberal Arts and the Education of the Artists  
Humanities and Sciences Department  
School of Visual Arts  
New York, NY  
October, 2010

### "Crafting a Vision for Art, Equity and Civic Engagement"

California College of the Arts  
Center for Art and Public Life  
"Pink Dot Experiment Documentation"  
Oliver Art Center Tecoa Bruce Galleries  
Oakland, California  
November 2, 3, 4, 2006

### "Pink Dot Experiment"

Visiting Artist / Guest Lecturer  
Morehead State University  
Morehead, Kentucky  
October 4, 2006

### "Intervention in the Heartland"

Pink Dot Experiment  
National Womens Studies  
Association Annual Conference  
Oakland, California  
June 17, 2006

### "Black Wonder"

VERSION 06  
Chicago, Illinois  
April 29 - May 2, 2006

### "Understanding the World Through Wonder"

National Bioethics Conference  
Chicago, Illinois  
April 8 - 11, 2006

### "World Through Wonder"

Centro | Design, Film, Television  
Mexico City, Mexico  
Visiting Artist / Guest Lecturer  
February, 2006

### "Pink Dot Experiment"

New Genre Art  
Ohio University Art Gallery  
September, 2005

### "Understanding the World Through Wonder"

Cultural Studies Conference  
Kansas State University  
March, 2005

### "Pink Arrows / Eros"

San Jose Works Queer Arts Festival  
body commodities/queer packaging  
sexualized identity in popular media  
San Jose, California  
October, 2004

"What we Want is Free: Generosity  
and Exchange in Recent Art"  
Contributing Writer  
Edited by Ted Purves / SUNY Press  
State University of New York, 2005

"Class Act: Expression College for Digital Arts"  
Step Magazine  
wrote editorial content about the use of sound  
in designing promotional materials  
November / December, 2004

"All College Honors Award Exhibition"  
California College of Arts and Crafts  
September, 2001

"The Teaching Project"  
Oxford School / Berkeley Unified School District  
Superintendents Building  
Berkeley, California  
March, 2002

"Knowing your Faculties:  
Metropolitan State College of  
Denver Faculty Exhibition"  
Emmanuel Gallery, Auraria Campus  
Denver, Colorado  
October, 1999

"There is No More Water"  
Galeria de Arte José  
Clemente Orozco  
de la Escuela Nacional Preparatori  
Mexico City, Mexico  
October, 1999

"28, 27, 26..."  
Galeria Rancho de Comate Cuitolco  
Tenango, Mexico  
October, 1999