

Daryl Joseph Moore FRSA

USA + 1 2 0 9 . 2 0 2 . 9 9 6 5
PRC + 8 6 1 3 7 6 1 4 9 6 4 4 4
2 4 4 4 TERRALINDA DRIVE
T U R L O C K C A 9 5 3 8 2
daryl@simpatico56.com

Résumé

Professional Summary

Born and raised twelve miles west of New York City in Newark, New Jersey. A focused and diverse professional background in the visual arts and higher education that includes executive leadership experience in the private and public sector, as well as industry experience as a published Illustrator, Creative Direction in Advertising and Design. Author of "Design and the Creative Process," published in 2007 by Thomson Delmar, an examination of the critical thinking and professional practice of design professionals across disciplines. Fifteen + years of combined experience working in higher education, beginning as an adjunct instructor before becoming a tenured member of the faculty, and department chair at Montclair State University in 1999. Appointed Founding Dean of the College of the Arts at California State University, Stanislaus in 2007.

Career highlights:

- *Progressive educational background with a terminal degree in Advertising Design from Syracuse University (MFA), and a Bachelor of Fine Arts degree in Communication Design (BFA) with a minor in Art Education from Pratt Institute*
- *Senior Art Direction and Design in Advertising, Corporate Design and Studio environments; extensive experience in the project management of visual communications, new business development, visual identity, branding strategies and other promotional and marketing projects;*
- *Higher Education pedagogy: beginning and advanced levels of Design across disciplines in progressive visual arts curriculum based undergraduate and graduate level programs in the United States and China; areas of emphasis include Advertising Design, Graphic Design, Typography Form and Communication, Package Design, Visual Identity and Branding*
- *Three-term elected Chair of Art and Design at Montclair State University's College of the Arts; leadership of the program over an eight year period, where enrollment increased from 250 to 600+ majors; managing an operational budget of \$3.5 million while facilitating new program development and the management and advancement of 80+ full-time tenure track professors, adjuncts and visiting specialists*
- *Appointed Founding Dean of the College of the Arts at California State University, Stanislaus 2007; progressive pre-professional and liberal arts accredited degree programs in Music, Theatre and the Visual Arts*
- *Elected Fellow of the Royal Society for the encouragement of Arts and Manufactures and Commerce (RSA), London, England 2003*
- *Author of the book "Design and the Creative Process" published in 2007 by Thomson Delmar — a multi-disciplinary examination of the Design process from the unique perspectives of internationally known designers*
- *2007 Peoples Republic of China Invited Foreign Expert: Branding and Promotion of the Shanghai 2010 Expo "Better City Better Life" campaign*
- *Visiting Scholar, 2006 to 2010, the School of Design, East China Normal University, Shanghai PRC (undergraduate and graduate)*
- *Visiting Scholar, Shanghai Institute of Technology, June 2010 to present, Shanghai PRC*
- *English Editor and Creative Consultant on the premiere issue and launch of "ArTech" an International publication devoted to Architecture, Technology and Design from the perspective of research, theory and professional practice (published August 2010).*



Education

BFA Communication Design, minor Art Education, Pratt Institute (*degree awarded May 1980*)

MFA Advertising Design, Syracuse University (*terminal degree awarded August 1991*)

Academic Employment History

College of the Arts | California State University, Stanislaus

FOUNDING DEAN (7/1/2007 to 8/16/2012 — *University reorganization ratified; dissolution of the College of the Arts due to state budget cuts*)

PROFESSOR, GRAPHIC DESIGN (2007 to present)

Chief Executive officer of the College managing three distinct nationally accredited divisions; Visual Arts, Music and Theatre; BA, BFA and BM undergraduate degrees offered; executive leadership and direction of the College; administration, management and evaluation of divisional program Chairs and faculty for retention and promotion; faculty and student recruitment; program and curricular development; fiscal oversight and fundraising; Central Valley community outreach

Department of Art and Design | College of the Arts Montclair State University (1994 to 2007)

DEPARTMENT CHAIR (September 1999 to June 2007)

Administration, recruitment and fiscal management of the fastest growing department in the College of the Arts; Approximately 600+ enrolled students with a teaching faculty that includes 24 full-time tenure track professors and approximately 60 Adjunct Professor's and Visiting Specialists; The largest department in the College with BA and BFA studio concentrations as well as Art history, Fashion Studies and Art Education BA degree programs; MA and MFA degree programs in Art History, Museum Management, Teaching and Studio

ASSOCIATE PROFESSOR, GRAPHIC DESIGN (September 2003 to June 2007) ASSISTANT PROFESSOR, GRAPHIC DESIGN (September 1994 to June 2003)

INSTRUCTOR, GRAPHIC DESIGN (September 1993 to June 1994) Teaching beginning and advanced levels of Graphic Design in the largest enrolled studio area of the division; participation in all aspects of the advancement of the program

The Newark School of Fine and Industrial Art (1991 to 1992)

ACTING GRAPHIC DESIGN COORDINATOR AND DESIGN INSTRUCTOR

Administration and management of the Design program; Teaching beginning and advanced levels of Graphic Design, Advertising and Typography Form and Communication

Professional Practice

Center for Design Education and Research: Simpatico Design Consultancy LLC | Founder

Design education and research based organization with strategic links to visual arts programs and studios in China, Europe and the United States; multi-disciplinary specializing in consumer market advertising, visual identity and branding, new product design and development

Visual Communications Group | Cofounding Partner, VP Creative Director (1989 to 1994); Creative Consultant (2005 to 2007)

Provide creative direction for the company including writing and designing new business goals and objectives; development of promotional material and position strategy; servicing the worlds largest Medical Publisher, Elsevier — in addition to major Pharmaceutical companies like Schering-Plough, Janssen, Pfizer and others in their marketing and promotional efforts

Foster Higgins | Senior Design and Art Direction (1986 to 1991)

Worked with account managers and clients implementing and designing total communication packages for corporations in the area of human resource management and health care benefits promotion; Art direction and planning of creative budgets for client approval; project coordination and supervision



Professional Practice (continued.)

Rutgers the State University of New Jersey | Assistant Art Director, Office of University Publications (1983 to 1986)

Layout and design of all in-house university publications focusing on educational programs, recruitment, promotion, and the University research magazine "MATRIX"

Bruan and Bianco Advertising NYC | Assistant Art Director (1981 to 1983)

Assisted the Art Director in the development of advertising campaigns for the general consumer market that met target audience demands in the areas of print and television, from comprehensive sketches and storyboards through production

Freelance Children's Book Illustrator (1980 through 1986)

Developed Children's Book illustrations for educational publishers in the national juvenile publishing marketplace; represented by Carol Bancroft & Friends, Weston CT

Published Illustration and Animation Partial Client List (1980 through 2005)

- Macy's NYC • Harcourt Brace Jovanovich • McDougal & Little Inc. • Curriculum Concepts Inc. • Scott Foresman Co.
- Developmental Learning Materials • Excerpta Medica • LA&J Books CA • Houghton Mifflin • Consumers Union
- Citicam NYC: Character Development (animation) for Pharmaceutical Product Infomercial (2004/5)

Memberships and Professional Affiliations

RSA Current Fellow of the Royal Society for the Encouragement of the Arts and Manufactures and Commerce, London, England

AIGA American Institute of Graphic Artist (The Professional Association for Design)

Carnegie Arts Center Advisory Board Member Turlock, California

Stanislaus Arts Commission, Board Member Modesto, California

Grants and International Projects

Global Education Grant: Australia | "Dance across the Dateline" (June 1997)

—School of the Arts Tour of Australia's leading Fine & Performing Arts Universities; MSU Dance performances and Visual Arts promotional designs

Global Education Grant: China | "Transcending Boundaries" (March 1999 through 2001)

—Fine Art exhibition exchange with six of China's Leading Contemporary Artist and the MSU Art & Design Faculty

Global Education Grant: China | "Global Visual Dialogues" (March 2002)

—Launch of Graduate level virtual exhibition site and international visual arts collaboration with East China Normal University, Shanghai PRC

Global Education Grant: Korea | Wonkwang University (May 2003)

—Art and Design Faculty exchange; Design and The Creative Process Lecture

Global Education Grant: Moholy-Nagy University of Art and Design, Hungary (March 2005)

—Launch of Graduate level virtual exhibition site and international visual arts collaboration



Curatorial

Pleasant Tasting Kim Chi: Korean exhibition of the Visual Arts faculty of Wonkwang University, Iksan, South Korea April 2003

Double Happiness: Exhibition exchange, East China Normal University, School of Design, Shanghai PRC April 2006

The Fine Art of Form & Communication: The First International Biannual Student Digital Design Exhibition Shanghai China | January 2009

Guest Lectures and Panels

Design and the Creative Process: Wonkwang University, Iksan South Korea May 2003

Design and The Creative Process: Univa Universidad del Valle de Atemajac Zapapan Jal. Mexico, October 2004

Graphic Design | Visual Identity & Branding Foreign Expert and Visiting Scholar, September 2006, June 2008 and 2010
East China Normal University, School of Design, Shanghai PRC

Design and The Creative Process: Moholy-Nagy University of Art and Design (Ponton Gallery) Budapest, Hungary March 2009

Package Design, Illustration, Branding & Identity Visiting Lecturer , June 2010 & 2011, Shanghai Institute of Technology, Shanghai PRC

Graphic Design Foreign Expert and Visiting Scholar, June 2012, Shanghai Institute of Technology, Shanghai PRC

Guest Panelist Dazhou Wang Contemporary Art Exhibition "Bio-Art" opening, March 2012, Shanghai Art Museum, Shanghai PRC

Books & Essays Published

***Design and the Creative Process* |** Publication Date: 12/2007: ISBN-13: 978-1-4018-6164-3
Thomson Publishing: www.designexploration.cengage.com/authors/Moore/

***Historical Contrasts in a Cultural Context: Mi Qiu's La Biennale di Venezia 2006 Exhibition Catalogue* |** Essay Publication Date: 8/2006
Hanjiaying Design & Associates Ltd

***Xue Song: A Retrospective from 1988 to 2011* |** Essay Publication Date: 8/2011
Kwai Fung Art Publishing House, 8 Duddell Street, Central Hong Kong PRC: ISBN-978-988-18829-0-5

***Julie Heffernan: Holding Up* |** Essay Publication Date: 4/2011
California State University, Stanislaus: ISBN-978-0-9830998-2-6

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USA + 1 2 0 9 . 2 0 2 . 9 9 6 5
P R C + 8 6 1 3 7 6 1 4 9 6 4 4 4
2 4 4 4 T E R R A L I N D A D R I V E
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daryl@simpatico56.com

Statement of Educational Philosophy

The seminal experience in my development as a creative thinker, artist and educator — essentially shaping the path of my individual success and philosophical ideals across disciplines — was indeed my own experiences as a graduate student. I began to see for the first time.

As educators it is essential that we provide a fertile and broad landscape for artistic query and critical thinking that does not aspire solely to constructs of familiarity. We must be an open door to the many paths [including those yet realized], which facilitate new ways of seeing while defining one's own voice in the process of exploration that transcends boundaries:

"We are as much as we see. Faith is sight and knowledge... the hands only serve the eyes." | Henry David Thoreau

My calling as artist, scholar and teacher provides me with an innate desire, inculcating creative thinkers to see themselves from a world-view — specific to their individuality, goals and ideals as well as their significance to that world. Implicit in this possibility are high levels of rigor and exploration, justifiably so given the nature of the creative process, embracing multidisciplinary viewpoints in the context of our times underscored by the important balance of individuality and community — vital components of a healthy and sustainable society.

These truths remain self-evident though often undiscovered. In subscribing to the aforementioned, my mission is sacrosanct, providing fulfillment with the possibility of that which has yet to be realized but always within our reach. This philosophy is unabashedly self-serving as I continue to strive for my own excellence and relevance in the world. As passengers on this journey, our collective experiences and shared discoveries — both student and teacher — strengthen the possibility of accomplishment and creative fulfillment that becomes the ore in the ocean of our aspirations as citizens contributing to an evolving global society.



References

Rebecca Phillips Abbott

Executive Director and Curator
Carnegie Arts Center Foundation
(209) 499 3380
rpillipsabbott@yahoo.com

Julie Heffernan

BFA Coordinator
Professor, Art and Design
Montclair State University
H (718) 369 2194
jheffernan7@gmail.com

Yu Lizhong

President
East China Normal University
Shanghai PRC
+86 1592 155 7600
lzyu@admin.ecnu.edu.cn

Dr. Roger R. McNeil

Dean and Professor
College of Science and Technology
Morehead State University
(606) 783 2023
r.mcneil@moreheadstate.edu

Dr. Geoffrey W. Newman

Dean, College of the Arts
Montclair State University
(973) 479 5371
newmang@mail.montclair.edu

Dr. Carolyn Stefanco

Vice President for Academic Affairs
Agnes Scott College
M (805) 235 9554
O (404) 471-6361
cstefanco@agnesscott.edu

Dazhou Wang

Founding Dean | School of Design
East China Normal University
Shanghai PRC
US (516) 472 0056
PRC + 86 13917057500
dazhouwang@yahoo.com

Carl Whitman

VP University OIT
California State University, Stanislaus
M (209) 499 3390
cwhitman@csustan.edu