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JOE BAUTISTA

CURRICULUM VITA

TEACHING PHILOSOPHY + DIRECT INSTRUCTIONAL CONTRIBUTIONS

Teaching Philosophy

The goal of each course, whether print or digital, beginning or advanced, is to create an environment where students are challenged with real world scenarios and projects that encourage them to further develop skills in the creation of visual communication from concept, critical analysis, and application. I teach my students the responsibility to be interpreters of information and cultivators of society's cultural visual artifacts. As our world is integrated more with digital media, I emphasize the need for students to understand their role in it as designers and the importance of user interaction, experience, and interface design.

The Center for Visual Communication @ CSU Northridge

I am a manager and the creative director for the Center for Visual Communication (VISCOM) since its inception in fall 2007. It is a full service studio that employs the most talented design students from the CSUN Department of Art. We take on projects for both on and off campus clientele. The Center's goal is to better prepare students on the ideas of creative collaboration and 'real-world' processes of graphic design projects. The majority of the VISCOM students are successfully placed in Los Angeles design studios due to the direct experience they receive through the Center.

Career Preparation

I am an active advisor to academic student groups, helping them establish a voice among the campus community. I have developed events that invite alumni and other professional designers to work with students. Some of the events developed at CSUN include the Annual Portfolio Review, the semesterly Alumni Panel Discussion, and the Annual 'Impromptu' Design Tournament. I am currently in the process of establishing the AIGA student group at The Fashion Institute of Design and Merchandising (FIDM).

PROFESSIONAL ORGANIZATIONS

AIGA

AIGA, the Professional Association of Design, is where design professionals exchange ideas and information. AIGA sets the national agenda for the role of design in its economic, social, political, cultural and creative contexts.

1999 – Present	Member
2007 – 2008	Vice President of AIGA Student Chapter @ CSULA
2000 – 2001	President of AIGA Student Chapter @ CSUN

CONTRIBUTIONS TO THE UNIVERSITY AND COMMUNITY

Academic Affairs Interactive Team

The CSU Northridge Academic Affairs Interactive Team is a committee made up of several on campus entities and individuals who are responsible for the design and development of the University website as well as other various on campus projects which are granted to us. I am involved as a key individual in the interface design, information architecture, and usability aspects of the various projects we are committed to.

CONTRIBUTIONS TO THE
UNIVERSITY AND COMMUNITY
continued

The Valley Performing Arts Center

Created and developed the brand identity for the premiere performing arts facility in the San Fernando Valley. Collaborated with the dean, vice provost, and marketing staff of the College of Arts, Media, and Communication.

Department of Art Website @ CSU Northridge

Management, design and development of the Department of Art website and blog. Worked closely with the dean of the college and the chair of the department to create a website that informed current students and faculty of departmental events and policies and also be utilized as a marketing tool for the department.

ATI Coordinator @ CSU Northridge

Accessible Technology Coordinator for the College of Arts, Media, and Communication at CSU Northridge. Served on the committee dedicated to 504 compliance of digital instructional material and websites. Designed and produced educational brochures to educate faculty and staff.

Shanghai Normal Branding Workshop

A one-day workshop with design students from Shanghai Normal University. The workshop focused on branding a culture, particularly various Olympic Games brand identities which resulted in developing concepts for a Shanghai Games.

Perioe Project with Hanyang University in Korea

A summer long collaborative project with selected students from CSU Northridge and Hanyang University. Working corroboratively and communicating online, both groups prepared packaging concepts for Perioe Toothpaste, one of the major brands in Korea and an LG International Corp. product. It resulted in one of the CSUN students interviewing for a design position at LG in Korea.

Statement Magazine @ CSU Los Angeles

Created artwork and layout design for the CSULA Literary Review 'Statement Magazine' for the 2007, 2008 and 2010 publications.

University Times/Cool State LA @ CSU Los Angeles

Collaborated on the redesign of the CSULA newspaper and the initial user interface for its online component.

PROFESSIONAL PREPARATION

Education

- 2011 Master of Fine Arts
California State University, Los Angeles
Emphasis on Design and Interaction
- 2001 Bachelor of Arts
California State University, Northridge
Graphic Design Concentration

Teaching Experience

- 2011 – Present Fashion Institute of Design and Merchandising
Adjunct Faculty
Web Design Fundamentals, Web Design I, Web Final Project, Packaging Design
- 2004 – Present California State University, Northridge
Adjunct Faculty
Graphic Design I, II, & III, Packaging Design, Graphic Design Production,
Computer Graphics, Portfolio Seminar, Typography II
- 2008 – 2009 California State University, Los Angeles
Adjunct Faculty
Introduction to Computer Graphics

Professional Graphic Design Experience

- 2007 – Present Enculture Design
Partner
Visual communication studio with an emphasis in interaction design, print
design, and brand identity
- 2007 – Present The Center for Visual Communication (VISCUM) at CSU Northridge
Creative Director
Full service creative agency operated by Department of Art and College of
Arts, Media, and Communication.
- 2001 – 2005 Hamagami/Carroll Inc.
Designer
Art direction, design, and conceptualization for an illustration/design studio
for both corporate and entertainment clients.

PROFESSIONAL PREPARATION
continued

2000 – 2001

Crystal Communication

Junior Designer

Conceptualization, design, and production in both print and web for a wide range of clients.

Freelance Clientele

ACP Dealer, Inc.

ArtsNorthridge

Barbara Odza Design

CSUN College of Arts, Media,
and Communication

DGM7

Embassy Suites Santa Ana

Flight Bistro + Social Lounge

Jakks Marketing

James Kelley Design

Merging Media

MyTherapistMatch.com

Pacific Office Interiors

Portable Sound Laboratories

Thinklogic, Inc.

Western Commercial Bank