TEACHING PHILOSOPHY

I have been teaching Fundamentals of Graphic Design at Colorado State University 2013 and 2014 and I found it an incredibly enriching experience.

That specific course, targeted to students in their second and third year in the department of Art and Art History program, explores applications of graphic forms that can communicate and express meaning more directly and universally than words or imagery. Graphic forms can be used to reinforce the meaning of words and imagery. Students learn how to approach different software platforms as well as how to solve their first design problems, in a hands-on environment where they learn the design process along the way.

We studied colors, lines, edges, shapes, figures, relation and composition. My background in communication studies helped me teaching how to communicate information with form, create meaning, deliver a message and express ideas.

My classes combine lectures and in class exercises, with and without the use of computers. I believe that background readings, discussion and critiques are as important as field trips to design studios and printing companies, and guest artist talks in order for the students to develop their creative personality, while at the same time, understanding basic concepts and the practical uses of design. I like to create an interactive learning environment where students feel free to work individually or in small groups. I make special efforts in trying to involve the students in each critique and discussion, and facilitate an inclusive atmosphere where each student feels that everyone else values his/her voice and looks forward to hear his/her opinion. For this reason, I do not limit discussion to formal critiques, but I especially push students to learn from each other when discussing readings before taking on a project. At the same time, I also teach my students that, when they will go out in the job market to work as designers, meeting deadlines will matter greatly for their clients. Hence, I try to strike a balance between facilitating creativity while at the same time enforcing discipline with respect to deadlines.

Yet, I understand that not all of my students will work as designers in corporate environments. Therefore, I like to convey a sensibility to the artistic elements of design, with the ultimate goal of providing my students with skills they can use both as artists and in the business world.