

*The creative process is not performed by the skilled hand alone, or by the intellect alone, but must be a unified process in which head, heart, and hand play a simultaneous role.*

*-Herbert Bayer, March 16, 1979-*

In my teaching, I work to contextualize the principles, practices, and profession of design within the global community students will enter as future visual communicators and citizens. I seek to bring present-day constructs and concerns into the classroom, so students may learn how to grapple with future and ongoing issues in their profession. As future practitioners, they will have to comprehend shifting visual mores and ever-changing technologies, but also contend with tremendous ecological, cultural and historical transformations. Therefore, one of my main goals is to imbue students with the responsibility will have to uphold in order to create substantive works.

Therefore, my teachings are not solely about learning the latest software, hardware, nor trends. Given my many years in the TV news industry creating video graphics for millions of viewers nightly, and my numerous years of teaching hundreds of design students, I know longevity in the work field goes beyond these ephemeral choices. Endurance in a fast-paced world of communication and information systems involves being inquisitive and passionate about always learning anew. It means being widely educated in order to maintain a generalist's wide view, while simultaneously holding onto the narrow focus of a specialist to fully concentrate on the task at hand. Finally, as a professor I endeavor to make students fully cognizant of the role of theory and history occupies in framing their future stances, so they may situate themselves in their future endeavors, not only ethically and morally, but practically as well.