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Application for Graduate Studies

Updated 08/09

Entry Requirements

Please review the Design Development and Digital Animation and Interactive Media (DAIM) overviews for details on expectations and experience contributing to acceptance in the respective programs. The following information explains requirements for application that are mutual to each program. To gain admission for graduate studies, an applicant should hold a bachelor's degree in design, animation, or a closely allied field from an accredited college or university. Professional work experience prior to candidacy is strongly advised, although not necessarily a requirement. An analysis of the candidate's undergraduate work in design and/or animation (and any professional work) will be made to determine his or her proficiency level. Both a *portfolio* and *four-part statement of intent* are required.

Portfolio

Applicants are to submit examples of their work that will indicate the range of their experience and achievement. Such a portfolio may take the form of a booklet, slides, electronic media, video, original work, research and development analysis and proposals, published papers, or any other form that demonstrates tangible results of design work. A DVD is required for the Digital Animation and Interactive Media application. Please do not exceed 20 examples of visual results. For additional information, please refer to the portfolio requirements of the specific area of study that interests you.

Statement of Intent

Applicants are to describe their educational and career objectives, and their reasons for wishing to pursue graduate work in the Department of Industrial, Interior, and Visual Communication Design at The Ohio State University. Please follow exactly the specific

directions on the *Candidate's Statement of Intent* page in this document. The statement of intent is not merely an autobiographic statement, and it should clearly address the four topics outlined in the provided description. Statements of Intent that do not follow the prescribed format will be rejected.

Application Procedures

Application for graduate studies in the Department of Industrial, Interior, and Visual Communication Design requires the completion of two sets of forms:

1. Department of Industrial, Interior, and Visual Communication Design Application Forms:

In addition to the application requirements of the Admissions Office, the Department requires the completion of its own admission package. This set of materials should be returned directly to the Department. It includes:

- *Department application form*
- *Statement of intent*
- *Current resume or curriculum vitae*
- *Portfolio of current work*
- *Three letters of reference (forms to attach are available from Graduate Admissions)*

2. University Graduate Application Forms + Fees:

All required forms and fees (including all transcripts and test scores) are submitted to the University Graduate Admissions Office via their on-line application process (you may also e-mail their office for a paper application). All materials must be received before the Department of Industrial, Interior, and Visual Communication Design can evaluate the application. The review of the applicant's materials is carried out by the Graduate Studies Committee members. The applicant will be informed by mail of the final decision of the Departmental Graduate Studies Committee and the Ohio State Graduate School.



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Design Development (M.F.A.)

Updated 08/09

Direction of Emphasis

With the increasing complexity of design problems has come the need for specialists who are knowledgeable about design processes and methods. The Department of Industrial, Interior, and Visual Communication Design at The Ohio State University seeks to fulfill this need by offering an area of emphasis in *Design Development* leading to the *Masters of Fine Arts (M.F.A.)* degree.

Concerns are not only with the traditional conceptualization and development phase of the design process, but also with research methods that ultimately give birth to new theories and concepts, and to testing and evaluation methods for assessing performance.

Techniques and tools may be those traditional to design practice, or those evolving with the computer. The Department has maintained strong computer-aided design facilities, and graduate students have concentrated on the application of the computer to the creative process. Faculty expertise with current computing technology is high.

Research Mission

The research mission of the Department is exemplified in the following specific Design Development areas of exploration:

- **Systematic processes and methods** that incorporate new information, technology, and tools are utilized in the exploration of design-related issues such as problem solving, criteria development, programming, conceptualization, detailing, and testing and evaluating.
- **Semiotics theory** as it relates to forms and images is explored as a condition for design. For example, product development may be based on theories of product semantics, the study of the symbolic qualities of man-made forms in the context of their use, and the application of this knowledge to design.



- **Human factors** knowledge is examined as a condition for design. Human factors (or ergonomics) is the study of human/machine or human/environment interaction with the aim of optimizing system performance.

Description of Emphasis

Process and conditions for design are investigated as they apply to such diverse problems as communication for special users (such as the handicapped and the elderly), transportation vehicles, international symbol systems, packaging systems, instrument panels, interior lighting systems, and color application.

Department core courses address the specific methods, theories, and practices related to the development of design solutions. Studio and laboratory courses facilitate the implementation of theory and concept. In addition to courses taken within the Department, students take selected sequences of electives in the Departments of Computer and Information Science, Psychology, and Industrial and Systems Engineering. Other electives may be selected as they relate to specific research interests.





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Master's of Fine Arts (M.F.A.)

Students majoring in Design Development in the M.F.A. program pursue a written thesis which in some cases, produces a complimentary project. The degree requires a 90 credit hour minimum for graduation. The M.F.A. is currently considered to be the terminal degree in the design professions.

Goals of Emphasis

The aim of this area of emphasis is to prepare graduates for design positions in a wide range of settings such as consulting firms, governmental agencies, consumer groups, private practice, or corporate design groups.

Ancillary Focus

The Design Development track is also supportive to those interested in *Design Management and Planning*, *Design Education*, or a joint *MA in Design and PhD. in Cognitive Engineering*. The department faculty has expertise in *Design Management and Planning* via their focus on the analysis of design-related managerial problems; the creation of manageable frameworks for the organization of design activities; the use of systematic methods in group problem-solving; the effective execution of the leadership function in a design activity; and the planning, development, and implementation of effective management policies and strategies in a wide range of business settings.

Regarding *Design Education*, faculty emphasize a process-oriented approach to education. This means that courses are structured so that the focus is on design principles and the process of problem solving, rather than on subject matter that must be memorized, and on projects that are end-product oriented and lacking in theory or methodology. This approach is concerned primarily with the processes involved in planning, developing, implementing, and evaluating collegiate-level instruction in the design fields.

With design practice becoming more interdisciplinary, the Department of Design in collaboration with the Department of Cognitive Systems Engineering offers a joint *MA in Design and PhD. in Cognitive Engineering*. This affords an opportunity for deeper exploration in the areas of analytical methods to design problem solving; empirical methods for the evaluation of product and systems designs, experimental design concepts; and advanced design concepts and methodologies.



Buddy Wall Interface, Melissa Quintanilha

For more information, please contact:



Department of Industrial, Interior, and Visual Communication Design

The Ohio State University
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T: 614.292-6746

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Portfolio Requirements—Development

Updated 08/09

Requirements for Portfolios and Supplemental Materials – Design Development

This addendum is to further define and clarify information in the Department's brochure and application materials regarding portfolio and supplemental materials submission.

Portfolio Submission

The Graduate Studies Committee will accept applicants' visual materials for review in the following formats:

1. *35mm slides: no more than twenty slides of documentation of work in interior design, product design, visual communication/graphic design, or other related design areas.*
2. *Videotape: VHS format only, for documentation of computer graphics, including animation and various visual materials related to the above mentioned design fields.*
3. *Electronic Media: DVD or Compact Discs containing self-running files for CAD, computer graphics, rich media, and other computer applications related to the above-mentioned design fields. Paper prints are also required. See the description in the next column.*

Additionally, portfolios should document the *process of design* followed in the generation of work. Please also note, web-site URLs will not be accepted. Please provide all web-sites and any other interactive projects on electronic media as described above.

Supplemental Materials

Applicants may submit research reports and/or publications of materials that document methodology and/or demonstrate their knowledge and other capabilities. Such reports will be accepted on the following standard "letter" size formats:

1. *United States: 8.5 x 11 inches*
2. *European: A4 (11.69 by 8.27 inches) (210 x 297 mm)*

A Special Requirement Concerning Electronic Media

Applicants who submit electronic media must also provide paper (black and white or color laser or ink jet) prints of images. Electronic media may not survive the process of delivery to the Department, and without prints to view, our faculty members can not review an applicant's portfolio. Prints must be supplied in the following standard "letter" size formats:

1. *United States: 8.5 x 11 inches*
2. *European: A4 (11.69 by 8.27 inches) (210 x 297 mm)*

Return of Materials

Applicants must include a self-addressed mailing envelope with appropriate US postage, or an international voucher, for return mail of materials. *If US return postage or an international voucher is not included, portfolio materials cannot be returned.*

Please submit all departmental materials to:



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The Ohio State University
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F: 614. 292-0217
E: design@osu.edu

Other application materials must be sent to:

Graduate Admissions, The Ohio State University
3rd Floor, 1800 Cannon Drive, Columbus, Ohio
43210 USA (*for express mail, FedEx, UPS, etc.*);
PO Box 182004, Columbus, Ohio 43218 USA
(*for regular domestic mail*); and
PO Box 182083, Columbus, Ohio 43218 USA
(*for regular international mail*).



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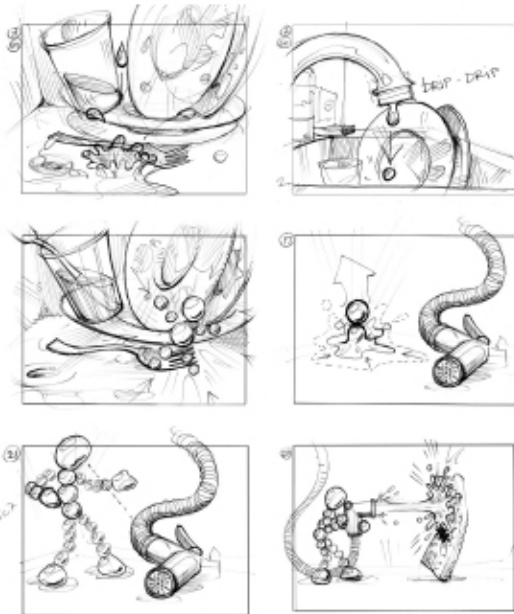
OSU Department of Industrial, Interior, and Visual Communication Design

Digital Animation + Interactive Media (M.F.A.)

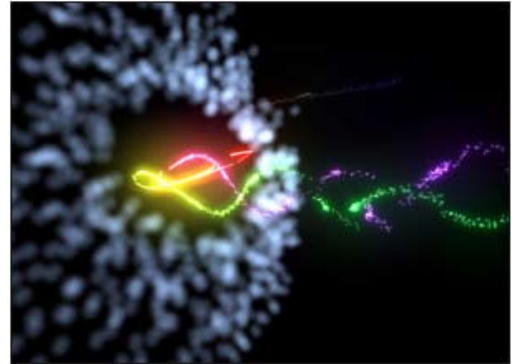
Updated 08/09

DAIM Philosophy

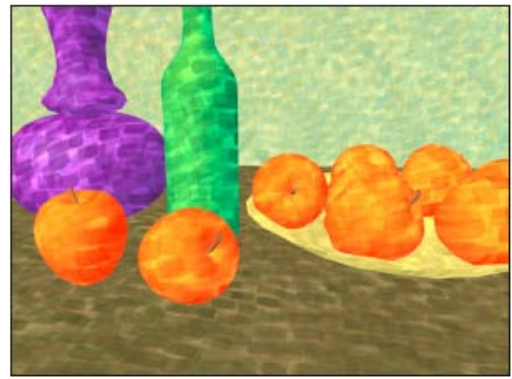
The Department of Industrial, Interior, and Visual Communication Design at The Ohio State University, in collaboration with the Advanced Computing Center for the Arts and Design (ACCAD), offers a program in **Digital Animation and Interactive Media** leading to the Master of Fine Arts (M.F.A.) degree. This M.F.A. provides opportunities for experienced animation students to develop his or her own artistic vision in a research environment for multidisciplinary and collaborative activities. Digital animation can extend beyond traditional forms to exploration of new and emerging technologies. Real time graphics and virtual environments, performance animation, game art, responsive and interactive media and installations are approaches which expand the definition and application of digital animation, providing new ground for the design and creation of meaningful content by the animation designer.



Drip Dry Storyboard, Luri Lioi



Drums Downtown IV, Matt Bain



Shader Techniques, Beth Albright

About ACCAD

The primary location for creative work in this program is the Advanced Computing Center for the Arts and Design within Ohio State's College of the Arts. ACCAD has been a leader in research and instruction in computer graphics, animation and emerging media for nearly three decades. ACCAD provides a collaborative research environment that fosters technical and educational innovations, encouraging students to collaborate with faculty and students from a range of fields. The networked facility offers students high-end hardware and graphics software, a motion capture laboratory, and a real-time interactivity and VR lab. Students have the opportunity to participate in ongoing research projects that may form the basis of their thesis work.





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Digital Animation + Interactive Media (M.F.A.)

Updated 08/09

DAIM Description

History and theory of cinema and traditional animation play an important role in conceptual development for the animation artist working in new media. A critical understanding of narrative structure and storytelling is an important tool in the animator's skill set. The DAIM curriculum is informed by the program's philosophy of learning through experimentation and practice.

- *Year One* is constructed as an *Exploration* year, in which students choose new experiences that will enhance their current understanding of new media.
- *Year Two* is a *Practice and Application* year which demands continued exercising and rehearsal of new practices.
- *Year Three* results in *Synthesis*, in which students demonstrate a deep understanding of the craft and its context.

This M.F.A. program consists of a minimum of 90 graduate credit hours. The program's three-year curricular sequence reflects the breadth of theory, production and collaborative experiences necessary to properly prepare our students. The program offers a unique blend of instruction from art, art education, art history, sound design, computer science, theatre, film studies, and the humanities, along with courses targeted at specific production techniques.

Curricular Requirements Include:

Orientation to Graduate Studies (4 credits)

Critical Analysis, Theory and History (15 credits)

Theoretical and practical analysis of cinematic structure, narrative and objective animation and interactive new media from a Humanities perspective.

Interdisciplinary Collaborative Studio (10-15 credits)

Collaboration and interdisciplinary teamwork is a critical component of animation and technology-based production. Students are required to participate in a minimum of two studios engaging in these kinds of activities.

New Technologies and Concepts Studio (13-18 credits)

Animation is a technology-intensive practice in continuous development and change. These courses provide new information or special topics in the form of courses based in specific technically-oriented concepts in the areas of technical skills, programming and algorithms, visual design, audio design, writing and scripting and professional development.

Advanced Studio Seminars (10 credits)

The Seminar Studio is a seminar structure, in which students independently or collaboratively develop projects. Critique is an emphasis of the seminar, in addition to resource-sharing and periodic review of milestones in productivity. In spring quarter of the second year, the Seminar Studio accommodates the review process for advancement to candidacy.

Thesis Seminar, Development, Thesis & Project Studios (33 credits)

Thesis seminars occur throughout the second and third year towards the formulation of a student's thesis through writing, directed readings and critiques. Additional thesis writing and production courses are taken independently with members of the student's thesis committee.



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OSU Department of Industrial, Interior, and Visual Communication Design

Portfolio Requirements—DAIM

Updated 08/09

Requirements for Portfolios and Supplemental Materials – DAIM

This addendum is to further define and clarify information in the Department's brochure and application materials regarding portfolio and supplemental materials submission.

Application Procedures

Admission to the program in Digital Animation and Interactive Media is highly competitive and is based on review of a formal application package. All graduate students will be expected to have substantial experience in 3D animation as well as a strong foundation in computing and cinematic structure. Candidates exhibiting exceptional quality in interactive media or related disciplines will be considered with advisement requiring coursework in the above foundations.

Applicants are to submit examples of their work that will indicate the range of their experience and achievement. Such a portfolio must take the form of a DVD for documentation of time-based or installation work.

Portfolio Submission

The Applicant's portfolio must be presented in DVD video format. The portfolio can represent the actual work itself and/or documentation of the work. It is the applicant's responsibility to assure that the DVD will run on both PC and Mac platforms, as well as consumer DVD players. Applicants should include a Project Description Sheet to address works documented on that DVD. Website URLs for portfolio work can be included with the portfolio, but there is no guarantee that the URL will be reviewed by the Committee members.

Supplemental Materials

Applicants may submit materials that document methodology and/or demonstrate their

knowledge and other capabilities such as research and development analysis, proposals or published papers that demonstrate tangible results of creative work.



Digital & Physical Lighting, Kala, Bhatawadekar, and Karoasz

Return of Materials

Applicants must include a self-addressed mailing envelope with appropriate US postage, or an international voucher, for return mail of materials. *If US return postage or an international voucher is not included, portfolio materials cannot be returned.*

Please submit all departmental materials to:



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PO Box 182004, Columbus, Ohio 43218 USA
(*for regular domestic mail*); and
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(*for regular international mail*).



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Test of English as a Foreign Language

The *Test of English as a Foreign Language* (TOEFL), is required by the University for all foreign students. Minimum scores are 550 on the written test, and 213 on the computer-based test. The Department cannot waive this requirement for any foreign applicant, unless a degree was earned in an English-speaking country.

Two Transcripts Must be Submitted in English

Transcripts supplied in other languages will not be accepted. Also, grades given in other formats will be translated to the University's standard four point scale, by the University Graduate Admissions Office.

Financial Support

Fellowship awards are non-service appointments providing a monthly stipend and payment of resident and non-resident tuition and fees. They are regarded as the most prestigious form of support awarded to graduate students, and they are offered on a highly competitive basis. Graduate School Fellowships are awarded to those applicants who show outstanding scholarly accomplishment and the most outstanding potential for graduate study. Your application must be received by November 20 for consideration.

Associateship awards are typically a 20 hour per week service appointment providing a monthly stipend and payment of resident and non-resident tuition and fees. The awarding of associateships is determined by the Department and ACCAD, in accordance with the applicant's qualifications and the particular area's needs. Associateships are awarded under the title of:

- *Graduate Teaching Associate*
- *Graduate Administrative Associate*
- *Graduate Research Associate*

Typically, only 4–6 associateships are available to 1st-year students. The department makes every attempt to provide support for the duration of the student's study, since most are awarded for the full 2 years. Associateships are highly competitive. The amount of stipend pro-

vided is established annually by the university.

Complete information on financial aid can be found in the *Graduate School Handbook* available via the Graduate School web-site. Briefly, each person who applies for admission to the Graduate School may apply simultaneously for a University fellowship and/or associateship in the Department. The single set of application materials, which may be obtained from the Admissions Office, will be coordinated by the Admissions Office with the Department and the Graduate School. The *deadline for university fellowship applications is November 20th*. The Department requires completed applications for departmental associateships to be filed by *December 11th*.

Graduate Record Examination

It should be noted that all prospective students who have not attained an undergraduate grade point average of 3.0 on a 4.0 scale (or B) must take the *Graduate Record Examination* (GRE), and have the results sent to the Admissions Office. Unless GRE scores are submitted, the application cannot be included in the Department's review. For updated GRE requirements, please see the Graduate Admissions web-page.

Autumn Admission

Because of the sequential nature of the graduate course offerings in the Department, it is strongly recommended that applicants apply only for Autumn Quarter admission. Review of applications begins in November for admission the following autumn. Materials should be received no later than *December 11th*, or earlier, if financial aid is requested.

Helpful Web-sites:

Ohio State Graduate Admissions:

www.gradapply.osu.edu

Ohio State Graduate School:

www.gradsch.ohio-state.edu

Ohio State Office of International Education:

www.oie.ohio-state.edu

TOEFL: www.toefl.org

GRE: www.gre.org



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Candidate's Statement of Intent

Updated 08/09

Requirements for the four-part

Statement of Intent

This addendum is to further define and clarify information in the Department's brochure and application materials regarding submission of the statement of intent. The format of the Statement of Intent must be strictly adhered to. Those that do not follow the prescribed format will be rejected.

Statement of Intent (four parts)

Applicants are to describe their educational and career objectives, and their reasons for wishing to pursue graduate work in the Department of Industrial, Interior, and Visual Communication Design at The Ohio State University. The statement of intent is not merely an autobiographic statement, and it should clearly address the four topics outlined in the provided description.

- 1) *The Department's Masters programs are research-oriented degrees requiring a substantial commitment to graduate-level study and reflection. Please provide a **research statement that details the area of research you intend to pursue** in your Masters studies (up to 150 words).*
- 2) *Clearly define your **reasons for applying specifically to The Ohio State University's Department of Design** as the academic home for your studies. (up to 300 words)*
- 3) *Address specific **collaborative, multidisciplinary industry, research or curricular experiences** in which you have participated (up to 300 words).*

- 4) *All graduate students will be expected to show competence in problem solving, design fundamentals, general technology literacy, and skill and imagination in their areas of interest. Applicants to Digital Animation and Interactive Media will be expected to have substantial experience in 3D animation as well as a strong foundation in computing and cinematic structure. Please summarize the **specialized areas of expertise** that you bring to the Department, these should include **conceptual, aesthetic, technical and community-based experiences** (up to 300 words).*

Please submit all departmental materials to:



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The Ohio State University
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(for regular domestic mail); and
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(for regular international mail).



Graduate Studies Application Form

Updated 08/09



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Master Degree Programs in Design (M.F.A.)

Date:

Personal Information

Name:

Birth Date:

Present Address:

Telephone:

Fax:

E-mail:

SSN# (last 4 digits):

Educational Background

Years:

Institution:

Major:

Degree:

Professional Background

Years:

Employer:

Position:

Honors, Fellowships, Awards

Years:

Title:



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**Application
for Graduate
Associateship**

Check area(s) of interest:

- Administrative Associateship (e.g., coordinate Model or Computer Lab)
- Research Associateship
- Teaching Associateship

In regard to the above associateship(s), indicate your areas of competency.

*Past
Experience*

Dates:

Nature of Work
or Subjects Taught:

Employer + Location:

*Three
University
Instructors
with Whom
You Have
Studied*

Name:

Rank:

Subject Area:

School:

*Other
Information*

Please add, on another sheet of paper, any necessary information not previously covered, that should be considered in your application for a departmental associateship.



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Additional
Material You
Believe Useful
in Acting on
Application

Major Area
of Emphasis

Design Development

M.F.A.

Digital Animation and Visualization Design specialization at the
Advanced Computing Center for the Arts and Design (ACCAD)

M.F.A.

Non U.S.
Applicants

What type of visa will you have when you arrive at Ohio State?

- F-1 (student)
- J-1 (exchange visitor)
- Permanent resident
- Other (please specify below)

If you are already in the U.S., what is the number of your visa?

I have ____ taken, or ____ will take, the TOEFL or MTELP on _____
(choose one) (date)

Return
Completed
Application
To:



**Department of Industrial, Interior,
and Visual Communication Design**

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T: 614. 292-6746

F: 614. 292-0217

E: design@osu.edu

Materials must be received no later
then *December 11th*. The deadline for
university fellowship consideration is
November 20th 2009.



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Graduate Faculty Profiles

Updated 08/09

Arnold, James: *Assistant Professor.* M.S.D., Arizona State University; B.F.A., Brigham Young University. *Industrial Design:* design methodology, user-centered product design, virtual product design, rapid concept visualization.

Butter, Reinhart: *Professor Emeritus.* Diplom Hochschule fuer Gestaltung, Ulm, West Germany. *Industrial Design:* product semantics, human factors, strategic planning.

Chan, Peter Kwok: *Associate Professor.* PH.D., The Ohio State University, M.F.A., Rhode Island School of Design; B.F.A., Minneapolis College of Art and Design. *Visual Communication Design:* design processes, visual identification design, web-based education, packaging and artists' books.

Gill, Carolina: *Assistant Professor.* M.S., Georgia Institute of Technology; B.S.I.D., Universidad Javeriana, Colombia. *Industrial Design:* foundations design, design process, modes of information communication, design for international markets, industry collaborations.

Goeller, Heike: *Associate Professor.* M.F.A., Interior Architecture Staatliche Akademie der Bildenden Kuenste Stuttgart, Germany. *Interior Design:* space-related human behavior, environmental factors, semantics, interior identity.

Haase, L. Jeffrey: *Associate Professor.* Master of Architecture, The Ohio State University; Bachelor of Architecture, University of Kentucky. *Interior Design:* strategic spatial programming, construction methodology, team dynamics.

Mayo, Noel: *Professor + Eminent Scholar.* D.F.A. (Honorary), Massachusetts College of Art; B.F.A., Philadelphia College of Art and Design. *Industrial Design:* product and interior design, color theory and environmental application.

Melsop, Susan: *Assistant Professor.* M. of Architecture, University of Illinois at Chicago, B.S. of Architecture Ohio State University. *Interior Design:* Sustainable interior architecture design, Sacred Asian architecture, manual and digital design, construction and fabrication.

Nini, Paul: *Professor. Interim Department Chairperson* M.S., Institute of Design, Illinois Institute of Technology; B.F.A., Miami University. *Visual Communication Design:* design processes, viewer-centered design, visual identification design, environmental graphics.

Palazzi, Maria: *Associate Professor + Director of ACCAD, College of the Arts.* M.A., B.S., The Ohio State University. *Design Technology:* computer animation and visualization.

Price, Alan: *Associate Professor.* M.F.A., B.F.A., University of South Florida. *Design Technology:* computer animation and visualization, interactive and immersive environment technologies.

Reynaldo, Tony: *Assistant Professor.* M.F.A., The Ohio State University; B.F.A., Art Academy of Cincinnati. *Foundations Design:* Color theory and application, basic design studies, design history.

Shim, Scott: *Associate Professor.* M.A., The Ohio State University; B.F.A., University of Illinois-Chicago. *Industrial Design:* comprehensive design process, product development.

Stone, R. Brian: *Associate Professor + Graduate Studies Chair.* M.F.A., M.A., The Ohio State University; B.F.A., University of the Arts. *Visual Communication Design:* interactive visual communication, multi-media interfaces, web usability, information design, type in motion.
