

Gunnar Swanson

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graphic design:

Gunnar Swanson Design Office 1985–

Graphic design and marketing consultation for a wide variety of clients; emphasis on trademarks and corporate identity programs but including print graphics, packaging, interactive information design, and video graphics. Over one hundred awards and publications for trademark, publication, type, packaging, and graphic design from AIGA, *Print*, *Graphis*, *How*, the *American Corporate Identity* series, and other graphic design organizations, books, and magazines.

Clients have included Allworth Press, the Alternate Text Production Center, American Youth Hostels, ARAMIS/Stanford University Medical Center, Benedek Broadcasting, BioTrek/California Polytechnic University Pomona, C. Everett Koop National Health Awards, Duluth Playhouse, East Carolina University, The Endocrine Society, Heal the Bay, the International Association of Business Communicators, Kingsmen Shakespeare Festival, the Jane Austen Society, the Los Angeles Times, National Toxics Campaign, Natural Resources Research Institute, Singer & Associates Archaeologists, Standard Homeopathic Company, Ticketmaster, Tweed Museum of Art, UCLA Libraries, UMD Center for Economic Development, University of California San Francisco, University of Minnesota Duluth, and the Ventura County Museum of History & Art.

Gateway Resources, Incorporated 1984–1985

Design director for tool importer. Responsible for design of company packaging, advertising, and corporate identity. Technical and promotional illustration; strategic planning of marketing, management of printing and packaging in the US and Taiwan; supervision of staff and freelance artists, photographers, and writers.

Three I 1983–1984

Advertising director for trading company. Design and illustration, advertising planning and writing; supervision of staff designers and production artists as well as freelance graphic designers and photographers.

Deep Freeze 1979–1983

Owner of a small advertising agency. All aspects of advertising for various clients including planning and media analysis, design of trademarks, advertising, collateral, and packaging; writing and production for print and radio.

teaching:

East Carolina University 2005–

Area coordinator for graphic design program. Teaching, curriculum development.

Loyola Marymount University 2003–2005

Part time graphic design history teaching.

California State University Channel Islands 2003

Part time graphic design teaching.

California Lutheran University 1999–2001

Director of a new Multimedia cross-disciplinary degree program. Teaching, curriculum restructuring, industry outreach.

University of California Davis 1998–1999

Graphic design teaching including interactive design and graphic design history.

University of Minnesota Duluth 1995–1998

Head of the graphic design program. Teaching, curriculum planning. Introduced writing and critical thinking into the program. Developed a new MFA program and led it through the University bureaucracy, established a student AIGA chapter, developed an extensive speaker series, advised students. University service including serving on committees that planned campus technology policy.

Otis College of Art & Design, etc. 1986–1995

Various graphic design classes including graphic design history, typography, and computer illustration at Otis, UCLA Extension, Pepperdine, etc.

education:

California State University Fullerton:

MFA graphic design 1993

California Institute of the Arts:
Graphic Design post graduate study

University of California Los Angeles:

BA art history 1976

miscellaneous studies in industrial design, photography, art history, film, marine technology, and mass media.

writing/editing/speaking:

Twenty-five years of copywriting. Over a dozen articles on graphic design subjects published: *Print*, *Step*, *the AIGA Journal*, *Design Issues*, *How*, *Virginia Commonwealth University*, and others. Writing printed in four graphic design anthologies, translated into Spanish, and published in Mexico. Author for popular "Speakp" design blog.

Editing includes *Zed.3* (published by Virginia Commonwealth University) and the book *Graphic Design and Reading* published by Allworth Press.

Speaking including talks for the College Art Association national convention, CASE 5, UMD Philosophy Colloquia Series, the Design Educators' Conference, "Reinventing Design Education in the University" in Perth, Australia, various universities and art schools.

professional/community:

International Association of Business Communicators member 2001–2004

American Institute of the Graphic Arts

(AIGA) member 1987–2001; 2003–2004

L.A. chapter officer: v.p. for education, new technologies liaison, events coordinator. student chapter sponsor: Duluth, MN; Davis, CA

past member: Alliance for Contemporary Book Arts, American Center for Design, Art Directors and Artists Club, College Art Association, Graphic Design Education Association, Lake Superior Book Arts Club, Lake Superior Ad Club, Art Directors of Los Angeles, Pacific Center for the Book Arts, Semiotics Society of America, Type Directors Club, Western Art Directors Club

founder/list manager: graphics list

graphic design online discussion on internet 1994–1995 (active participant 1994–2001)

Santa Monica Heritage Museum

Board of Directors 1989

Advisory boards:

Point Design journal editorial board 2004–

East L.A. College animation 2000–2001

Orange Coast College photography 1986–1987