

Sandra Kelch | Academic Resume 2012

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Profile:

Academic and Practitioner: Major focus in Graphic Design, Printmaking, and Service Learning

Education:

1994 MFA: Cranbrook Academy of Art, Michigan

1985 BFA: The Cooper Union School of Art, New York City

(See "Professional Development" for printmaking classes since 1994)

Teaching Areas:

Design: All levels of graphic design and typography, experimental graphics, socio-political graphics, information design, community/non-profit service learning, professional practice/portfolio, publication design, packaging design, design fundamentals 2D + 3D, graphic design history and theory, printing and prepress for designers, identity design

Art: Monotype, Intaglio: (Etching, Engraving, Drypoint, Aquatint), Chine Collé, Relief, silkscreen, professional practice for artists, visual dynamics, visual literacy, life drawing, technical drawing, rapid visualization, painting, color theory, art for social change, collage, bookmaking, illustration

Full-time Teaching Experience:

2002 -2006 San Francisco State University, Design & Industry Department
Assistant Professor, Coordinator of Graphic Design

1990-91 ESS Language School, ESL Teacher, (Osaka, Japan)

Part-time Teaching Experience:

1995 -2011 *(listing of specific classes taught)*

SFSU: San Francisco State University, CCA: California College of the Arts, USF: University of San Francisco, KAI: Kala Art Institute, CCSF: City College of San Francisco

Fall 2011	USF	Professional Practice in Design
Fall 2011	CCSF	Design Fundamentals
Spring 2011	USF	Publication Design
Spring 2010	CCSF	Advanced Graphic Design
Spring 2010	CCSF	Design Fundamentals
Fall 2010	USF	Professional Practices
Fall 2010	CCSF	Design Fundamentals
Summer 2010 (<i>workshop</i>)	KAI	Professional Practice for Printmakers
Spring 2010 (<i>workshop</i>)	KAI	Experimental Impressions
Spring 2010	USF	Publication Design
Spring 2010	CCSF	Advanced Graphic Design
Spring 2010	CCSF	Professional Practice for Designers
Fall 2009	USF	Publication Design
Spring 2009	USF	Publication Design
Spring 2009	CCSF	Advanced Graphic Design
Spring 2009	CCSF	Professional Practice for Designers
Fall 2008	USF	Publication Design
Fall 2008 (<i>workshop</i>)	KAI	Printmaking: Intaglio, Monotype
Spring 2008	CCSF	Advanced Graphic Design
Spring 2008 (<i>workshop</i>)	KAI	Printmaking: Intaglio, Monotype
Fall 2007 (<i>workshop</i>)	KAI	Printmaking: Intaglio, Monotype (<i>co-taught with Jeanne Lorenz</i>)
Spring 2007	SFSU	Information Design, <i>graduate level</i>
Spring 2007	SFSU	Thesis Mentoring, <i>graduate level</i>
Fall 2006	SFSU	Advanced Graphic Design
Fall 2006	SFSU	Introduction to Graphic Design
Spring 2006	SFSU	Design for Social Change, <i>graduate level</i>
Spring 2006	CCA	Design for Social Change
Fall 2005	SFSU	Advanced Graphic Design
Summer 2005	SFSU	Intro to Graphic Design
Spring 2005	SFSU	Advanced Graphic Design (first session)
Spring 2005	SFSU	Design for Social Change, <i>graduate level</i>
Spring 2005	SFSU	Advanced Graphic Design (second session)
Spring 2005	SFSU	Design for Social Change, <i>graduate level</i>
Fall 2004	SFSU	Intro to Graphic Design (first session)
Fall 2004	SFSU	Intro to Graphic Design (second session)
Fall 2004	SFSU	Advanced Graphic Design

Spring 2004	SFSU	Advanced Graphic Design
Spring 2004	SFSU	Design for Social Change, <i>graduate level</i>
Fall 2003	SFSU	Advanced Graphic Design (first session)
Fall 2003	SFSU	Advanced Graphic Design (second session)
Fall 2003	SFSU	Portfolio Preparation
Spring 2003	SFSU	Intro to Graphic Design
Spring 2003	SFSU	Advanced Graphic Design
Spring 2003	SFSU	Design for Social Change, <i>graduate level</i>
Fall 2002	SFSU	Introduction to Graphic Design
Fall 2002	SFSU	Typography
Fall 2002	SFSU	Advanced Graphic Design
Spring 2002	SFSU	Design for Social Change, <i>graduate level</i>
Spring 2002	SFSU	Advanced Graphic Design
Fall 2001	SFSU	Advanced Graphic Design
Fall 2001	SFSU	Typography
Spring 2000	CCSF	Advanced Graphic Design
Fall 1999	CCA	Actions in the Public Arena: Art + Community
Fall 1999	CCSF	Advanced Graphic Design
Spring 1999	CCA	Graphic Design 2
Spring 1999	CCA	Type 3: Experimental Typography
Spring 1998	CCSF	Computer Typography
Spring 1998	CCA	Graphic Design 2
Spring 1998	SFSU	Seminar in Graphic Communications, <i>graduate level</i>
Spring 1997	SFSU	Experimental Graphics, <i>graduate level</i>
Spring 1996	SFSU	Experimental Graphics, <i>graduate level</i>
Spring 1995	SFSU	Socio-Political Design, <i>graduate level</i>
Spring 1994	SFSU	Socio-Political Design, <i>graduate level</i>

Awards:

- 2008** Artspan Art Award
- 2006** Print Magazine, poster design award
- 2005** AIGA, poster design award, "Best in Show" poster
- 2005** City of San Francisco, Honor Certificate, UN World Environment Day, 2005
- 1998** SPD: Society of Publication Designers,
book cover design award (Wadsworth Publishing: The Invisible Woman)
- 1996** Adobe/Seiko award for Photoshop Illustrations

- 1986** Society of Magazine Designers, feature design award for PC World magazine)
- 1985** AIGA Book Design Award, CU Yearbook Design
- 1981** Full Scholarship, The Cooper Union School of Art, New York City

Publications:

- 2011** Artspan, Open Studios Catalog, Featured artwork/print, cover
- 2008** Kala Magazine Featured artwork print, cover
- 2006** Print Magazine West Coast Award Winners, featured poster design
- 2006** Sticks and Stones, book, written essay on socially-responsible design
- 1998** Elements of Web Design, 2nd Edition, Peachpit Press, artwork
- 1997** Elements of Web Design, 1st Edition, Peachpit Press, contributing editor
- 1996** Information Architects, Graphis Publishing, featured cover design
- 1996** Publish Magazine, featured designer
- 1996** Publish Magazine, 101 Hot Tips feature, contributing editor

Exhibitions:

- 2011** Berkeley Art Center, San Francisco, Group Show, "Shine"
- 2011** A.Muse Gallery, San Francisco, Group Show, "Traces, Threads, Surfaces"
- 2010** Berkeley Art Center, San Francisco, Group Show, "Green"
- 2010** SF Center for the Book, San Francisco, Group Show, "Loteria Prints"
- 2010** Kala Art Institute Gallery, San Francisco, Group Show "Fresh Work"
- 2010** California Modern Gallery, San Francisco
- 2009** Tercera Gallery, Palo Alto, Ca., *"WINK: Women in Ink" group show*
- 2009** Andrea Schwartz Gallery, San Francisco, Ca., *private viewing and sales for clients*
- 2009** Visual Aid's "Big Deal", San Francisco, Ca., *group show*
- 2009** Visual Aid Annual Show/Auction @ Chronicle Books, San Francisco, *group show*
- 2008** Black Dot, West Oakland Gallery, Oakland, Ca., *Oakland artists group show*
- 2008** Kala Art Institute Gallery, Berkeley, Ca., *annual show*
- 2008** Irwin Art Gallery at California College of the Arts, Oakland, Ca., *faculty show*
- 2008** Somarts Gallery, San Francisco, Ca., *group show*
- 2008** Open Studios, SOMA Show, San Francisco, Ca., *group show*
- 2008** Amuse Gallery, San Francisco, Ca., *group show*
- 2008** Nectar Lounge and Gallery, San Francisco, Ca., *solo show*
- 2008** Mina Dresden Gallery, San Francisco, Ca., *WINK: Women in Ink group show*
- 2007** Pro Arts Gallery, Oakland, Ca., *group show*
- 2007** Open Studios, Oakland, Ca., *group show*

- 2007** The Cooper Union Alumni Show, New York City, NY, *alumni group show*
- 2007** Anderson Ranch Art Center, Aspen, Co., *art auction, group show*
- 2006** Market Street Gallery, San Francisco, Ca., "8 x 8", *group show*
- 2006** Anderson Ranch Art Center, Aspen, Co., "Breaking Patterns", *exhibit with Donald Fortescue*
- 2006** Intersection for the Arts, San Francisco, Ca., "Terror", *juried group show*
- 2005** The Cooper Union, New York City, N.Y., *alumni group show*
- 1999** California College of the Arts, Oakland, CA., "Shaping Culture" exhibit
- 1998** SOMAR Gallery, San Francisco, Ca., *group show*
- 1997** SFSU Art Gallery, San Francisco, Ca., "Design 10: Women Exploring Design", *group show*
- 1997** Open Studios, San Francisco, Ca., *group show*
- 1996** Cell Space Gallery, San Francisco, Ca., *group show*
- 1994** Cranbrook Art Museum, MI., graduate exhibition, *group show*
- 1986** Houghton Gallery, New York City, N.Y., *group show*
- 1985** AIGA Gallery, New York City, N.Y., exhibition of award winners, *group show*

Representation:

BayVan: Bay Area Visual Arts Network
 Andrea Schwartz Gallery, San Francisco (print sales)

Professional Affiliation:

AIGA, current member
 Artspan, member
 Pro Arts, member
 BayVan: Bay Area Visual Arts Network, *member*
 Wink: Women in Ink, *member*
 sfMoMA, Member
 MoC+D, member
 OMD (Oakland Museum of Art), member
 Berkeley Art Center, member

Professional Development:

- 2011** AIGA Conference: "Pivot", Pheonic, AZ, attendee
- 2011** OWHE, "Advancing Women Through Leadership" Conference, SF, attendee
- 2011** CCA, History Class: "History of Print" *with John Zarobell*

- 2011** CCA, Printmaking Class: "Advanced Monotype" *with Michelle Murillo*
- 2010** Kala Art Institute, Etching III class, *with Kazuko Wantanabe*
- 2009** UNSW, College of Fine Arts, Sydney, Australia, *thesis and PHD assessor*
- 2008** Southern Graphics Council Printmaking Conference, N.C., *conference attendee*
- 2008** SFSU Graduate Department, *lecture "Presentation skills"*
- 2008** CCA, Printmaking class, "Senior Studio- Part 2" *with Thomas Wojak*
- 2007** BAVC: Bay Area Video Coalition, San Francisco, Ca., *Flash class*
- 2007** BAVC: Bay Area Video Coalition, San Francisco, Ca., *Advanced Indesign class*
- 2007** BAVC: Bay Area Video Coalition, San Francisco, Ca., *Dreamweaver class*
- 2007** CCA, Printmaking Class: Drawing and Painting the Print *with Jeanne Lorenz*
- 2007** CCA, Printmaking Class: New Digital Methods in Printmaking *with Jeanne Lorenz*
- 2006** Anderson Ranch Art Center, Aspen, Co., Artist Residency, *Digital Printmaking*
- 2006** Sticks and Stones student conference, Los Angeles, *co-organizer*
- 2006** CCA, Printmaking Class: "Senior Studio-Part 1" *with Jack Ford*
- 2006** Kala Art Institute, Printmaking workshop, "Intaglio Monoprinting" *with Amanda Knowles*
- 2006** SF MoMA Lecture: Rex Ray
- 2006** CCA, Printmaking class: "Monotype" *with Greg Piatt*
- 2005** CCA, Printmaking class: "Monotype: The Painters Print" *with KC Rosenberg*
- 2005** CCA, Printmaking class: "Senior Studio in Printmaking: Part 1" *with Jack Ford*
- 2005** AIGAsf, Compostmodern conference, San Francisco, Ca., *conference attendee*
- 2005** AIGA National, Leadership Retreat, *training for board members*
- 2005** Art Academy University, *lecture: "Career Paths in Education"*
- 2004** UC Berkeley, Design on Democracy Conference, *conference attendee*
- 2004** AAC: Art Academy University, *lecture: "Career Paths in Education"*
- 2004** CCSF, *lecture: "Career Options: Introduction to DAI at SFSU"*
- 2003** Seybold Seminars, San Francisco, Ca., Moderator of Panel, "Trends in Typography"
- 2003** University of Minnesota, "Refining our Knowledge" conference, *guest speaker and attendee. Talk: "Signs of the Times" on current political graphic design*
- 2003** AIGAsf, Design Lecture Series, *attendee*
- 2003** Kala Art Institute, Printmaking class, "Monotype and Chine Collé" *with Linda Goodman*
- 2002** USC Extension, Class: "Grantwriting for Artists"
- 2002** AIGAsf, Design Lecture Series *attendee*
- 2001** AIGA sfDesign Lecture series *attendee*

- 2000** Kala Art Institute, Printmaking class, Xerox Transfer and Monotype, *with Claudia Bernardi*
- 2000** Kala Art Institute, Printmaking class, Plexigravure and Carborandum, *with Nora Powels*
- 1998** Ghost Ranch Art Center, New Mexico, class, "Hand Lettering"
- 1998** AIGAsf, "FUSE" Design Conference attendee
- 1998** UC Berkeley Extension, painting class
- 1998** Markowitz Studio, San Francisco, Ca., life drawing class *with Michael Markowitz*
- 1997** Markowitz Studio, San Francisco, Ca., life drawing class *with Michael Markowitz*
- 1997** CEA: Center for Electronic Arts, San Francisco, Advanced Photoshop class
- 1997** Ghost Ranch Art Center, New Mexico, *class: hand lettering*
- 1997** CSUMB: California State University at Monterrey Bay, *Lecture: "Graphic Agitation"*
- 1997** AIGAsf Design lecture series, *attendee*
- 1995** CCSF Prepress and Printing class *with Maria Giudice and Esther Capouano*
- 1995** Adobe Systems HTML class
- 1995** CSU: Chico State University, *Lecture: "Socio-Political Graphics"*
- 1987** SofC, "Experimental Lettering" class *with Thomas Ingmire*

Work Experience: Graphic Design

(See: teaching history for part-time teaching experience)

2011-present

SKA+D, *Creative Director*

Freelance full-service graphic design business specializing in branding and print collateral.
(www.skadstudio.com)

2005-2010

Designpool, *Creative Director*

Mentored emerging designers on information design, branding and identity systems, web, print collateral, and signage for socially-responsible companies.
(www.designpoolstudio.com)

2002-2006

Design & Industry Dept @ San Francisco State University,

Director of Visual Communication, Coordinator of Graphic Design, Assistant Professor

Coordinated the graphic design program, curriculum development, wrote a new degree program, taught all areas of design, managed department events, organized the design

lecture series, advised students, participated in committee work, hired new design staff, fundraised, developed and implemented brand identity for department.

2001-2002

MCA Design, *Art Director*

Worked on logos, branding, and print collateral material and mentored 2 junior designers.

1999-2001

The Design Room, *Creative Director*

Under the design director, mentored a staff of three in both print and web, managed clients, organized schedules, conducted meetings and presentations, responsible for press checks and quality control for all print jobs.

1997-1999

Man Bites Dog, Zimmerman Crowe Design, *Freelance Graphic Design*

Worked on packaging for Levi's, store displays for Adidas swimwear, ads for The Learning Company, and other collateral.

1996-1997

PC World Magazine, *Infographic Designer, feature designer*

Responsible for all information graphics in the magazine, supplemented with feature design.

1995-1996

Third Space Design, *Freelance Graphic Designer*

Worked on print collateral that promoted non profit organizations such as annual reports, newsletters, fundraising materials, posters, book covers, brochures and catalogs.

1994-1995

Adobe Systems, *F/T Freelance Senior Designer*

Worked on package design for Acrobat and Photoshop. Developed educational graphics such as icon systems for software and tutorials.

1993-summer

Publish Magazine, *Freelance Feature Designer*

1992

Jones and Janiello, NYC, *Freelance Book Design*

Produced two photographer's books on Cadiz and the Yemen

1992

Russek Advertising, NYC, *Freelance Design*

Worked on posters and banners for Broadway events

1990-1991

SBG Partners, SF, *Package Design Production and Presentations*

Worked closely with a design and production team to create package designs, package prototypes and presentations for clients. Produced mechanical art for print.

1989-1990

Various Clients, *Freelance Graphic Design*

Clients included AGFA, The Gap, Wadsworth Publishing, Harper San Francisco Publishing, Casper Sullivan Design, Access Press, Woods and Woods, Pentagram, Dunlap and Co., Wilmer Fong Design, Clement Mok

1986-1988

BGDI: Bay Area Graphic Design, Inc., Berkeley, *Designer*

Designed brochures, logos and book covers.

1987-1988

The Understanding Business, SF, *Freelancer*

Worked with a large design team to produced map design for the Access Travel Guide, and layouts for the redesign of the San Francisco Yellow Pages.

1984-1986

Sy Wassying, Inc, NYC, *Junior Package Designer*

Clients included Pierre Cardin, Sekine, Pertussin, and Mattel.