



1401 E 48th Street
Savannah, GA 31404
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josephdigioia.com

Profile Professional designer and educator with over 20 years of experience who brings his practical knowledge and theoretical interests to academia. Enthusiastic, self-motivated, big-picture and detail-driven thinker with an excellent design background.

Experience Staff Positions

Savannah College of Art and Design (SCAD) Savannah, GA

Professor June 2004–Present

Graduate Coordinator September 2011–Present

Ability to teach complicated theory, design research techniques, ideation skills, practical knowledge and complex concept mapping to students of all levels.

Teaching on-ground and on-line courses that include: design thinking, brand development, typography, trademark and logo design, graphic design history, and design research methods. Developed pedagogical techniques, taken from professional practice, that introduce studio collaboration with other college departments that included Design Management, Interactive Design, Advertising Design and Industrial Design.

Courses taught to date:

Graduate

Research Methods in Graphic Design, Typographic Communications, Design Methodologies, Type Studio I, Print Studio I, Graphic Design/Social Awareness, 3-D Graphic Studio, Visual Information Practice, Print Studio II, MA Final Project, MFA Written Thesis, MFA Visual Thesis, Oversee Field and Teaching Internships, Oversaw the completion of 15 thesis endeavors to date.

Undergraduate

Typography I, Graphic Design Studio I, Typography II, Package Design, Graphic Design Studio II, Portfolio Design. Oversee Field Internships.

Active member of the graduate Graphic Design Curriculum Review Committee for both the MA and MFA programs. Contributed to the collaborative development of the newly unveiled graduate program.

Tasked with curriculum advise for graduate students on the Savannah campus.

Collaborated with other graduate coordinators to organize and facilitate both 15 hour (MA) and 45 hour (MFA) reviews each quarter. Participated in the review process all quarters since coming to SCAD.

Assumed leadership role during Undergraduate Development Workshop. May 2012

Chair of departmental committee who's duty it was to bring visiting designers on campus. Designers included: Massimo Vignelli, Matteo Bologna, Ken Carbone, Wil Staehle, Debbie Millman, Joe Duffy, Steff Geissbuhler, Ann Willoughby, Premiered "Typeface –The Movie" introduced by Executive Director at Kartemquin Films, Justine Nagan.

Solely responsible for bringing the Type Directors Club annual exhibition to campus for the past seven years.



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Volunteered to work with inter-departmental team on organizing and overseeing the daily programming for the Design Ethos conferences. Headed up student volunteer group both years. Entertained invited speakers and guests. Oct. 2010, April 2012

Prepare and accompany top Graphic Design undergraduate students to ADC portfolio review. May 2008, 2009, 2010, 2011, 2012. Lead the call for departmental portfolio submissions, set-up, and judging of students who attend.

Faculty liaison for student AIGA chapter. Held position for 2 1/2 years. Helped to facilitate group activities, oversaw design and production of monthly event poster, collaborated with Rockport Publishing to bring authors to campus to speak to the student group and attended every meeting during that time. Helped to increase group attendance by 200%.

Lead three Graphic Design off-campus trips to New York City. June 2010, 2011, 2012. Studios visited: (*partial list*) Vignelli Associates, Carbone/Smolan Agency, Sterling Brands, frog design, IDEO, Interbrand, Razorfish, MCGARRYBOWEN, MUCCA DESIGN, ESPN Consumer Products Division and WALLACE/CHURCH. Two attendees have obtained employment through their participation.

Actively participated in each of the end of year student show (Secession) judging.

Provided institutional support through active participation on the Athletic Council.

Collaborated with Admissions department by traveling to out-of-state destinations for high school, transfer, and graduate portfolio reviews and counseling.

Former students and their current employment status: (*partial list*) Gloria Wu '12, Intern, Carbone/Smolan; Ramona Todoca '11, Art Director, Ogilvy & Mather; Shawn Hileman '07, Curator/Screenprinter, Masthead Studios; Erik Braun '06, Art Director, MCGARRYBOWEN; Angela Kowalski '10, Designer, LPK; Ya-Yun Huang '05, Designer, Deborah Adler LLC; Greg Mihalko '10, Designer, Local Projects; Qian Sun '12 Designer, Pentagram; Matthew McInerney '10, Designer, Pentagram; Kyle Read '10, Designer, Abercrombie & Fitch; Carl Gerhards '07, Sr. Designer, Sterling Brands; Kathleen Scudder '10, Designer, MUCCA DESIGN; Cassandra Smolcic '09, Graphic Animator, Pixar; Becca Skinner '07, Visual Designer, frog design.

Gene Mayer Associates Milford, CT

Design Director Oct. 1999–Aug. 2000

Senior Designer/Art Director Jan. 1999–Oct. 1999

Concept development and design. Refinement of direction toward production.

Art directed photography/illustration. Oversaw and participated on projects from design development through print production. Participated in client presentations.

On press supervision.

Clients: United Technologies, General Electric, and The Hartford Insurance Group.

Deskey Associates New York, NY

Designer 1989–1992

Clients: Procter & Gamble, Dannon, McNeil Labs, Black & Decker.

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Frank Fatta Design Cos Cob, CT
Designer 1988–1989
Clients: General Foods, Kraft, The National Football League.

Charles Zunda Design Greenwich, CT
Jr. Designer 1986–1988
Clients: General Foods, Playtex, The Estee Corp.

Freelance Associations

Designer/Art Director Aug. 1992–Present
Projects include strategic brand analysis, package design, structural concepts, in-store collateral, marketing communications, corporate communications, identity design, logotypes, calendar of events, collateral material and brochures for national distribution. On press supervision and responsible for color approval. Clients: Evoca LLC, Aramis and Designer Fragrances. NY, NY, Estée Lauder/Prescriptives NY, NY, Daniel Scharfman Design, NY, NY, Bevier Gallery & HEOP Office at R-I-T, King Casey, New Canaan, CT, Barnhart/Zieman, NY, NY, Liz Claiborne, NY, NY, Ardel Records, John Frieda, Wilton, CT, Meyer & Assoc., NY, NY, Dakota Group, Wilton, CT.

Education **Rochester Institute of Technology**
Rochester, NY May 1995
Master of Fine Arts in Graphic Design. Minor in Computer Graphic Design.
Thesis: “The “New” New Typography. A Critical View of Typography”. Wrote and designed book on the state of typography in the digital realm and its historical precedents.
Received Outstanding Achievement Award as graduate teaching assistant.
Responsible for support in senior and sophomore Graphic Design studio courses.

Manhattanville College
Purchase, NY May 1983
Bachelor of Fine Arts. Minors in Art History and Psychology.

Presentations/Workshops “Developing a Killer Portfolio”, given multiple times to AIGA-SCAD group as well as to the ID/Furniture Design student group.
“Effective Self-Promotion”, presented to AIGA-SCAD. May 2011, March 2012
“The MFA is the NEW MBA – Literally”, presented at the UCDA Design Education Summit: “The State of Design Education” May 2011
“Design Thinking and the Future of Design Pedagogy”, presented at the UCDA Design Education Summit: “Designing Design” July 2010
“Design Thinking: The Future of Design?” Presented to the student design group The Union. February 2010
“Think. Share. Educate.” Conceptual work presented during the faculty show. Fall 2009



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“Interpretive Typographic Exploration”. Presented Type Studio I book project showcasing past outcomes and theories connected to said outcomes. SoTA TypeCon Conference. July 2009

“Preparing Your Portfolio & Resume for Real World Interviewing”. Collaborated with Career Services to bring first-hand portfolio building and resume design knowledge to interested participants. November 2008

“Everything is Design” Book that was designed for faculty show. Fall 2007

“The Grid in Graphic Design”. Georgia Southern University. April 2006

Invited guest of the Rochester chapter of the American Institute of Graphic Arts to participate in a panel discussion entitled “The State of Typography Today.” March 1995

Conferences Attended
(partial list)

AIGA GAIN “Design for Social Change” Oct. 2012
Design Thinking/Service Workshop June 2012
TEDx “Decoding the Future” May 2012
AIGA National Conference: “Pivot” Oct. 2011
UCDA Design Education Summit: “The State of Design Education” 2011
UCDA Design Education Summit: “Designing Design” 2010
AIGA National Conference: “Make/Think” Oct. 2009
SoTA TypeCon Conference: “Rhythm” July 2009
AIGA Design Education: “Future History³” March 2009
UCDA Design Conference: “Shift” Sept. 2008
AIGA Jacksonville: “Recharge” April 2008
AIGA National Conference: “Design” Sept. 2006
TypeCon 2006: “The Boston T Party” Aug. 2006
AIGA Design Education: “Revolutions” June 2005
AIGA Design Education: “Future History” Oct. 2004

Related Activities

Member of the American Institute of Graphic Arts, the Type Directors Club, and the Art Directors Club.
Served as volunteer portfolio reviewer for the AIGA–Jacksonville chapter since 2005.