



THE ROLE OF THE ARTIST IS LIKE THAT OF AN EXPLORER AND A TEACHER —A TEACHER OF SEEING. NO ONE IS MORE CAPABLE OF CONVEYING THIS ENLIGHTENMENT THAN THE ARTIST. —Danby

## PHILOSOPHY

I believe that students first need to make an association or relationship with what they are studying. This means that learning environments must be stimulating, motivating, supportive and participative and may not always be constrained to a classroom. I believe that art today whether classical or digital must be appreciated and learned at street level, where the everyday practitioners exist.

I try to bring my real world experience into the lessons that I teach. Art, design and media changes daily and to have a job in a technology/art field so must the teacher and the student learn to evolve with the trends and technology. I believe that the fundamental teachings of visual art are most essential in design today. Solid composition, colour theory and art history are the power tools I use every day in the digital industry and I would like to teach this to those willing to learn.

When first starting out in the design, I remember feeling unprepared due to the lack of knowledge, specifically regarding the programs and techniques that I hadn't learned in college. The lessons were engaging, but in no way prepared me for the real world. I would like to change this for aspiring designers, by creating lessons based on current

practices, industry standards and that would enable them to have hands on experience before setting out to look for work. Over the past 20 years I have made many solid relationships with industry designers, printers, photographers, programmers and service providers that I feel would benefit students through guest speaking, engaging discussions and field trips.

For courses and projects which require formal student assessment, I would provide innovative assignments (e.g., field based, team projects and interactive presentations), that would prepare them for real world scenarios in the office place. With an emphasis on research for larger projects, I would encourage students to develop their inner networker and reach out to industry players and compile inspirational materials to share with their peers. A class subscription to the latest industry publications would be a must, both print and digital as part of course curriculum, as well as online video seminars hosted by industry professionals.

I believe that for creative people to learn they must be inspired. It is my job to bring that inspiration to the classroom, everyday. It is how I have maintained a steady job as designer, artist and teacher.

