

PINO TROGU
designer

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Born March 21, 1960 in Sardinia, Italy
US citizen since 2003

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Education

- 79 Diploma in Industrial Design - Istituto d'Arte - ORISTANO, Sardinia, Italy
- 83 Bachelor of Arts in Graphic Design - Istituto Superiore Industrie Artistiche - URBINO, Italy
- 85 Master of Fine Arts in Graphic Design - Rhode Island School of Design - PROVIDENCE, R.I.

Work and teaching experience

Items in SMALL CAPITALS are searchable at trogu.com

- 84 **Sussman/Prejza & Company, Inc., Los Angeles.**
Participated in the design team responsible for the environmental graphics of the 1984 OLYMPICS in Los Angeles, California.
- 85 **Malcolm Grear Designers, Providence, R.I.**
Worked on poster designs for the Guggenheim Museum in New York and books for Scientific American magazine.
- 86-87 **Robert Gersin Associates, New York.**
Corporate identity work for the SEARS corporation, managing the creation of a series of identity manuals, including manuals on product graphics and printed materials. Production of a new graphics standards manual for the General Accounting Office –GAO. In cooperation with the Government Printing Office, the manual enabled the agency to dramatically reduce paper waste and establish a new coherent graphic system. Tasks included the evaluation of hundreds of government publications and the design of new formats for books, brochures, and official reports.
- 87 **Gruppo Artigiano Ricerche Visive, Rome, Italy.**
Drawn and paper cut animation. Opening titles for TV series and children's science education short films. Storyboard development and scene preparation for a series of animated science programs broadcasted on Swiss television.

88 GrafCo3, Milan, Italy.

Book and publication design for ALESSI and other Italian manufacturers. Book design for AMBIENTE, a publisher specialized in environmental issues. Book design for the publisher SONDA EDIZIONI – designed first catalog and exhibit booth at book fair in Turin. Storyboards for exhibit “One Hundred Years of Industry” at the Milan Triennale exhibit.

89-91 Virginia Commonwealth University, Richmond, Virginia.

Assistant professor of graphic design. Freshman foundations classes, 2 and 3-D design fundamentals. In a class titled Communication VEHICLES, students explored methods for progressing from the plane to solid, and for visualizing these passages. In a cube-sectioning series of assignments, students were required to develop a simple system for dividing the cube into three equal parts. The volumes were drawn and built by hand. In a later section devoted to color, students directly explored the property of color. Taking inspiration from *Interaction of Color* by Josef Albers, they painted large areas of COLOR uniformly and used those samples for the interaction exercises. In Typography I and II, students were trained in the basic properties of LETTERFORMS by learning to draw letterforms using black gouache and ruling pens. They were tested in the terminology of type and then they explored how text can be transformed and rearranged to achieve maximum legibility. In Graphic Design I, a poster, a magazine article and a final EXPERIMENTAL project, allowed the students to develop design and layout skills in an evolutionary manner. A class on visual SYSTEMS pushed the students to go beyond the typical constraints of more traditional design methods and forms. Advanced courses in SEMIOTICS, color, and design CRITICISM were conducted with students in the graduate program. In addition to class work, I was involved in various committee assignments, including the management of the department’s lecture series and the development of the graduate studies curriculum.

92 Academy of Arts, Architecture and Design, Prague, Czech Republic.

Wrote, filmed and produced ARKI, a 3-minute, 35mm color FILM on the subject of computer modeling and simulation. The film tells the story of how a young boy’s quest to design the perfect coat is finally realized with the help of lego-like electronic modules.

92-93 The Burdick Group, San Francisco.

Exhibit graphics for Evoluon, PHILIPS Electronics competence center in Eindhoven, the Netherlands. Managed the graphic production for various areas of the exhibit, including the production of diagrams, storylines and technical illustrations.

94 Melanie Doherty Design, San Francisco.

Developed environmental signage and maps for the Museum of Modern Art and other public buildings in the bay area.

94-95 West Office Exhibition Design, San Francisco.

Exhibit design and graphics for the California Museum of Science and Industry, Los Angeles. Developed concept, logo, and graphic systems for various science exhibits: CHEMISTRY, electricity, and SPECIAL EFFECTS. Exhibit Graphics for the Washington State History Museum - WSHM, Tacoma, Washington. Developed look and feel of exhibits for the history museum. Managed design team in the production of a graphics

program that included hundreds of graphic components. Developed production workflow built around early large-format digital printing (iris).

95-05 GrafCo, San Francisco.

Since it opened in 1995, my design company has provided graphic design, exhibition, and web design services to private and public enterprises in the bay area and out of state. The firm has also been active in local community projects and collaborations. The following is a selection of works. Traveling exhibit for the Mineral Resources Program of the United States Geological Survey - USGS - in Menlo Park. Developed a series of panels that could be assembled by a single person on site. Developed signage for the Beth Israel Memorial Gardens chapel in Houston, Texas, in collaboration with the architectural firm of Solomon, Inc. Designed and produced NEIGHBORS & Neighborhoods for the San Francisco Mayor's Office of Housing. This traveling EXHIBIT on affordable housing had its opening at the San Francisco Main Library. Corporate identity and promotional materials for Wallace Roberts and Todd - WRT, a national planning and design firm specialized in urban renewal projects. Collateral materials for PREMIUM PORT WINES, a national importer of fine wines and ports. Logo and collateral materials for the CORE KNOWLEDGE foundation, a non-profit organization devoted to education and curriculum reform. Brochures for the Department of Philosophy, University of California at Berkeley. Logo and identity for various landscape architecture firms and local community groups, as well as non-profit associations: Arcadia Garden Architecture, PIONEER PARK at Coit Tower, Friends of the Urban Forest. Developed and built a RECYCLING exhibit for the South San Francisco Recycling Center. The exhibit allows children of grade school to appreciate the importance of recycling by presenting everyday objects: aluminum cans, plastic and glass bottles, in a very focused environment. Children are encouraged to spin and touch the artifacts displayed like a horse CAROUSEL while they learn the basics of recycling. As a community outreach, GrafCo has been involved in art WORKSHOPS for local elementary school children, working with photography, painting, and light projections.

06 San Jose State University

School of Art and Design. Introduction to graphic design class: I taught basic progression from drawing to color and typography with final production of a poster dealing with a series of vegetables: tomato, CORN, PINEAPPLE, soy, and beet. I stressed basic principles of legibility and economy of means. In a digital applications methodology class, I asked students to research such topics as DIGITAL-ANALOG, the genealogy of design objects, the typography of poetry. They were to test CMYK separations before sending files to be offset printed. I completed this varied class with basic HTML coding exercises towards the production of PERSONAL websites, and also conducted letterpress and bookbinding workshops.