

PINO TROGU

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Information Design
Design & Industry Department
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CURRICULUM VITAE

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Updated: December 15, 2012

EDUCATION

Rhode Island School of Design, R.I., 1983-85 Master of Fine Arts in Graphic Design
Istituto Superiore Industrie Artistiche, Urbino, Italy 1979-1983 Bachelor of Fine Arts in Graphic Design
Istituto Statale d'Arte - Oristano, Italy 1973-1979 Diploma in Industrial Design

AWARDS

Fulbright Scholar, Rhode Island School of Design, 1983-85

TEACHING EFFECTIVENESS**Courses currently being taught (Fall 2012)****320 Drafting & Sketching for Design**

Mechanical and freehand drawing, the reproduction of drawings, and interpretation of graphic projections. Perspective drawing and the common elements of technical illustration. Signs and symbols of design and drafting. Laboratory.

523 Information Design 1: Data Visualization (two sections)

Introduction to the field of information design; information design problems in both stand-alone and system applications; digital (interaction) media, print, and environmental communication. Laboratory.

Additional courses (as taught to date)**300 Design Process**

Creativity and the design process. Individual and group creative problem solving related to graphic communications and product design/development for industry. Laboratory.

420 Rapid Visualization

Illustration of product and graphic design ideas. Three-dimensional sketching and rendering techniques. Laboratory.

425 Graphic Design 2: Typography

Typographic design and its use in the problem solving process of layout design. Classic design exercises and experimentation in contemporary applications of type and letter-forms as design elements. Laboratory.

524 Information Design 2: Exhibits

Development of multimedia materials for presentations and exhibits. Methods of communicating diverse subject matter through various media, three dimensional devices, and representative models. Laboratory.

PROFESSIONAL ACHIEVEMENT AND GROWTH

Conference presentations

“Rotational Geometry as a Teaching Tool: Applying the Work of Giorgio Scarpa”. Peer-reviewed paper presented at the Sixth International Conference on Design Principles and Practices. Los Angeles, January 2012.

Papers (submitted)

“Rotational Geometry as a Teaching Tool: Applying the Work of Giorgio Scarpa”. Peer-reviewed paper submitted to the Journal of the National Art Education Association. October 2012.

Papers (under peer-review)

“The Four-Second Window: How the Time Constraint of Working Memory and Other Psychological Principles Determine the Success of a Graphic Design.” Paper currently under peer-review with the Information Design Journal – IDJ, the publication of the International Institute for Information Design – IIID. October 2012.

Articles (submitted)

“The Four-Second Window: How Graphics Can Survive the Bottleneck of Working Memory.” Article submitted to Eye Magazine, the international review of graphic design, at the invitation of its editor John Walters, to be included in the magazine’s ‘Critical Path’ series. October 2012.

Competitions

Academia is an Iceberg won first prize in the category ‘best fusion of multiple data sets’ at the Data in Sight competition, San Francisco, June 2011, sponsored by Swissnex, the Netherlands Office for Science and Technology, and Creative Commons. Winning team members included Giorgio Caviglia (Milan Polytechnic) and William Gunn (mendeley.com).

Academia is an Iceberg is featured in an article titled “Big Data, Huge Insights. Better Living Through Open Data and Data Visualization”, included in the first issue of Swissnex San Francisco Magazine (2011, issue one, p. 51). Swissnex San Francisco is an initiative of the State Secretariat for Education and Research (SER) and an annex of the Consulate General of Switzerland.

Funded workshops

SFSU Internal Funding. Facilitating Research and Creative Work through Intensive Methodological Training. The office of Research and Sponsored Programs (ORSP) and the Research Methods Learning Community (Stat CORR). The following training classes were funded by the program.

Processing 101. Programming class for data visualization, Gray Area Foundation for the Arts, August 2, 4, 9, 11, 2011, San Francisco. Amount of fund: \$445.88 – awarded Dec. 29, 2011

Presenting Data and Information. Workshop on data visualization conducted by Edward Tufte. December 6, 2011, San Francisco. Amount of fund: \$410.00 – awarded Dec. 29, 2011, revised Oct. 13, 2011.

Funded projects

Restoration of the letterpress room and equipment in the Design and Industry Department. Funding received through the Office of the Dean of the School of Creative Arts to repair and restore the last remaining letterpress proofing press in DAI. This restoration will aid in the teaching of the fundamentals of typography to DAI students. Amount of fund: \$722.55 – awarded March 8, 2011 (Vendor’s invoice date).

Book translations (in progress)

Translation from Italian into English of two books from the design series *Quaderni di design* (Design notebooks) edited by Bruno Munari.

Modelli di geometria rotatoria. I moduli complementari e le loro combinazioni, by Giorgio Scarpa.
(Models of Rotational Geometry. Complementary Modules and their Combinations)
Zanichelli, Bologna, 1978.

Modelli di bionica. Capire la natura attraverso i modelli, by Giorgio Scarpa
(Bionic Models. Understanding Nature Through the Use of Models)
Zanichelli, Bologna, 1985.

Professional associations

American Institute of Graphic Arts – AIGA. Member, 2010-2012
Center for Typographic Language – CTL. Member of advisory council, 2008-2012.
Epsilon Pi Tau, The International Honor Society for Professions in Technology. Member, 2010-2012
International Institute for Information Design – IIID. Member, 2010-2012

Campus associations

Quantitative Research Methods
Statistics Community of Representative Researchers (Stat CORR)

CONTRIBUTIONS TO CAMPUS AND COMMUNITY**Service to the college and university**

Coordination of the Annual Design and Industry Department Student Design Exhibition, designed and produced by my 524 Exhibit Design class. 5,000-square-foot exhibit showcasing the work of more than 300 DAI students each year. Class ideates, designs, and produces the show. Coordinator, 2009-2012.

Chroma: Intensity of Design
May 8-11, 2012
Cesar Chavez Student Center
San Francisco State University

Reverb: Notes on Design
May 10-13, 2011

In Pulse: the Rhythms of Design
May 11-14, 2010

Stream: Fluidity in Design
May 12-15, 2009

iLearn online teaching system – ongoing
Consulting with San Francisco State Academic Technology, conducting periodic testing and feedback on the iLearn platform. In 2012, DAI 320 Drafting and Sketching was one of only 35 SF State classes to participate in the CSU-sponsored Quality Online Learning and Teaching showcase (QOLT).

nextiLearn
DAI 523 Information Design is one of only eight participating classes in Fall 2012, campus-wide at San Francisco State, to use the pilot test “nextiLearn”, scheduled to be released next spring 2013. The class is

testing the system, providing feedback and suggesting improvements prior to campus-wide deployment in Spring 2013.

Service to the department

Department committees

Industrial Design search committee 2010-12

Successfully recruited a new Assistant Professor of Industrial Design. Meetings, design and production of announcements, candidate interviews, on-campus interviews and committee recommendations.

Curriculum committee (ongoing)

Graduate committee (ongoing)

Facilities improvements

Restoration, with a select group of students, of several spaces in DAI, in particular a new flexible space in room 124 used for multiple activities: IDSA (Industrial Design Society of America) SFSU chapter meetings, undergraduate flexible studio space, rapid visualization workshops, letterpress and bookbinding workshops. 2010-2011.

Workshops (extra-curricular)

Bookbinding workshop. Students bind their own books from start to finish. Skills learned in this workshop are applied in other graphic design classes which require the printing and binding of books. 2010-2012.

Public lectures organization and promotion

Rapid Visualization lecture. Mike Lin, currently the Director of the BeLoose Graphic Workshop (formerly the Mike Lin Graphic Workshop), is a member of the American Society of Landscape Architects (ASLA) and the American Society of Architectural Illustrators (ASAI). Prof. Lin gave a free drawing workshop to more than 75 DAI students. Fall 2010.

Data Visualization lecture. Giorgio Caviglia, PhD student in Design within the INDACO Department at Politecnico di Milano, is a researcher in the use of interactive visualization tools for experiencing and understanding digital information spaces. He is also a Visiting Researcher at Stanford University (Department of History), working on the Mapping the Republic of Letters project. Mr. Caviglia gave a free lecture on the most recent data visualization tools and practices. Fall 2011.

Graduate Student Advising – Masters Degree Committee

Mara Finley

The Mammogram Experience: An Environmental Redesign

Committee Member. Presented May 2012

April Smith

Furniture that Purifies the Air: An Integrated Indoor Air Quality Solution

Committee Member, 2012

Nelson Mitchell

An Informed Path to Saving Resources.

Committee member. Presented May 2010

Richard Esmonde

The FITS Sustainable Materials Library.

Committee member. Presented May 2010

Service to the community

Events (organized)

Jack Stauffacher: The Master of Types

In collaboration with and sponsored by Swissnex San Francisco, organized the event featuring this master printer from the Bay Area, in a conversation about his experimental work, as part of San Francisco Design Week, a larger event in the city that included design forums, studio tours, exhibitions, lectures and mixers. Attendance was more than 100 people. Speakers coordination and production of a special broadside handout, keepsake for the event. Jack Stauffacher was the 2004 American Institute of Graphic Arts (AIGA) gold medal recipient. His work is in the San Francisco Museum of Modern Art and the Los Angeles County Museum of Art collections. June 15, 2012.

Conferences (participated)

Michele Provinciali: a World Imagined Through Artifacts

Invited to present at a conference on Italian master graphic designer Michele Provinciali. Prepared a six-minute video entitled "Michele Provinciali: Imprinting of a Master", showing his influence on a generation of students. Prepared the accompanying text read 'in absentia' at the conference. Michele Provinciali was art director of design magazines such as Abitare and collaborated with industrial designers such as the Castiglioni brothers, among others. He was also a recipient of the Compasso d'Oro, the highest design award in Italy. September 15, 2012.

PROFESSIONAL POSITIONS HELD (INCLUDING PRIOR TEACHING)

2007-Present – San Francisco State University

Assistant Professor of Information Design

Design and Industry Department. College of Arts and Humanities.

Classes taught to date: Design Process, Graphic Design 2: Typography, Drafting & Sketching for Design, Information Design 2: Exhibits, Rapid Visualization, Information Design 1: Data Visualization.

2006-07 – 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. Other classes taught included Graphic Design 2 and Typography 1.

1995-2005 – GrafCo, San Francisco.

Opened in 1995, GrafCo provided graphic design, exhibition, and web design services to private and public enterprises in the bay area and out of state. 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. Designed and produced Neighbors & Neighborhoods for the San Francisco Mayor's Office of Housing. 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. 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. Recycling exhibit for the South San Francisco Recycling Center. As a community outreach, GrafCo has been involved in art workshops for local elementary school children, working with photography, painting, and light projections.

1994-95 – 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).

1994 – Melanie Doherty Design, San Francisco.

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

1992-93 – 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, story-lines and technical illustrations.

1991 – 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.

1989-90 – 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 letter-forms by learning to draw letter-forms 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.

1988 – 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.

1986-87 – 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.