

FRANK HOULIHAN

Resumé / Curriculum Vitae

EDUCATION:

Ed.D, degree in Educational Leadership, Argosy University, January 2014
Master of Fine Arts degree in Graphic Design, CSU, Fullerton, January 2002
Bachelor of Arts degree in Graphic Design, State University of New York, Buffalo, MFC, 1998.

RELATED RESEARCH / TRAINING:

Brightspace LMS Hybrid Classroom: Train the Trainers Workshops, 2017-2018
Sloan Consortium Workshops – Learning Outcomes and Online Education 2012-2014
Research on teaching / taxonomies – Research of the asynchronous and hybrid classroom
UCLA Extension - Online Instructor Development Training 2004
UCRX Instructor Workshop - Teaching Methodology and Praxis 1996
American Film Institute - Imaging Using Electronic Media 1993
Chaffey Community College - Using Vector Illustration Software 1989
Riverside Community College - Typography and Graphic Design 1980

TEACHING EXPERIENCE:

ART INSTITUTE OF CALIFORNIA, INLAND EMPIRE, April 2007 to 2018
Classes taught: Digital Illustration; Contemporary Typography; Concept Design; Information Design; Advanced Motion Graphics; Font Design; Graphic Design Capstone; Portfolio 1; Expressive Typography; Internship/Externship; Interactive Planning; Advanced Image Manipulation; Typography Hierarchy; Grid Systems; Typography Foundations; Pre Print Production; Branding; Packaging Design; Typography for Publications; Graphic Design History; Art History Survey; Electronic Layout Foundations; Advanced Package Design; Message Making; Senior Projects; Digital Message Making; Senior Design Thesis / Projects; Multimedia Design Fundamentals; Design for Handhelds / New Technologies; Illustrated Concept Design; Experimental Typography; Design Teams 1 & 2; Corporate Identity; Interactive Motion Graphics; Portfolio Preparation.

Internship Coordinator and Internship Advisor, 2007 to 2018.

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO, Adjunct Lecturer 2015 to present
Classes taught: Typography; Graphic Design 1, 2, 3 & 4; Interactive Motion Graphics; Graphic Design History (*online*); Packaging Design; Production of Visual Information; Introduction to Composition and UI/UX Design.

UNIVERSITY OF CALIFORNIA RIVERSIDE EXTENSION, 1995 to present
Classes taught: Elements of Design, Macintosh Basics; Introduction to Graphic Design; Using Adobe Photoshop; Advanced Photoshop; Using Illustrator; Advanced Illustrator; Using QuarkXpress; Motion Graphics using AfterEffects; New Media; Portfolio Preparation and Presentation Skills and Creating Digital Output.

Instructor: Graphic Design Certificate Program Summer 2010 through present.

DEVRY UNIVERSITY, Visiting Professor, September 2012 to 2015
Classes taught: Visual Design, Web Design, Multi Media Design & Portfolio, Business of Design

CALIFORNIA STATE UNIVERSITY, FULLERTON, 2002
Classes taught: Typography 223B, Graphic Design 323A

SEMINAR PRESENTATION to Information Services Department, Loma Linda University 12/2002

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INDUSTRY WORK RELATED TO TEACHING EXPERIENCE:

As an industry professional for over forty years, Mr. Houlihan has developed a keen understanding of the application and importance of creating effective communication. From the early days in 1978 as head of the art department of Sullivan Publications, attention to detail and understanding of the aesthetic was paramount in overseeing the creation of posters, advertisements, outdoor and community directories. Mr. Houlihan enjoyed helping set up curriculums for Graphic Design and facilitating workshops on effective classroom technique, active learning environments and technology. He relishes sharing his extensive background and sensitivity with students in supporting their achievement of awards and gainful employment.

Mr. Houlihan developed a love of art, design and illustration from the influence of his grandfather Benjamin Feldman who was a well-known artist and graphic designer in Western New York in the 1930s. Mr. Feldman created WPA murals for the parks department as well as award winning posters. Mr. Houlihan has sold professional illustrations to the housing and furniture industry, professional marketing materials for Social Media and UI/UX and AR solutions and worked as internship coordinator for 12 years. This experience of print and screen based solutions is useful to graphic design students that pursue careers in design and marketing.

As an art director, Mr. Houlihan was instrumental in developing concepts for effective collateral marketing for Sullivan and later his own company from 1980 to present. His clients have included Simon Marketing, SONY, RiteAid, McDonalds, Panasonic, Kirin Beer, Hawaiian Tropics, Riverside City and County, Omnitrans, Foothill Transit and RTA. He has been involved directly in all stages of production from the conceptual through to completed projects. He uses this extensive background in helping prepare students in classes like Branding, Message Making, UI/UX, Web Design, Packaging, Design Team, Senior Projects, Independent Study and Internships.

Mr. Houlihan began using the Apple Macintosh systems for creating graphic design in 1989 with the first versions of QuarkXPress and Adobe Photoshop. He attended professional advisory workshops for these companies at MacWorld in 1990 through 1994 and has always been in the vanguard of current technical development and advancement in computer driven graphic design. Local printers, UCRX and The California Museum of Photography have hired him in an advisory capacity for this skill-set. He relates this enthusiasm and proficiency to the students of Electronic Layout, Pre-Print, and Digital classes. Mr. Houlihan is expertly proficient in the Microsoft Office software as well the Adobe Graphics Suite and is the campus Brightspace faculty trainer. Having received a certificate in online class development from UCLA and taught recent classes for CSUSB online, Mr. Houlihan is very proficient in hybrid and asynchronous class development.

Mr. Houlihan assisted the University of California, Riverside Extension Center in creating a Graphic Design Certificate program and is a current contributor to the program development.

Publication: "Teacher Presence and Course Completion in On-line Learning" 1/2014 Argosy University – Doctoral Dissertation Research.

Exhibition: "A Fractal Paradigm" 12/2002 to 1/2003 California State University, Fullerton East Gallery - Installation of Fractal Room Geometry and four 4'x4' mounted gllices.

UCRX Instructional Class workbooks with CDs for: Advanced Photoshop, Advanced Illustrator, Page Layout for Publication, Motion Graphics using AfterEffects and New / Experimental Media.

EXHIBITIONS / PUBLICATIONS

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CONTRIBUTIONS
TO THE CULTURE
OF LEARNING:

AAF Addy Student Awards – 2014 to 2018
CCAD Curriculum & Institutional Effectiveness Committee – 2017 to 2018
Brightspace Trainer – 2017 to 2018
Design4Good 24 hour event organizer – 2016, 2017 and 2018
LMS Workshops – 2016 to 2018
Chairperson – Faculty Development Committee – 2015 to 2018
Gallery Committee Member – 2014 - 2015
Faculty Advisor – Student AIGA Club 2014 to 2018
Faculty Development Workshop – Adding Content and Lessons to LMS - 2015
Student Internship Workshop(s) – Creating an Effective Internship – 2014 - 2015
Faculty Development Workshop – Creating an Active Learning Environment – 2015
Mid Quarter Retention Workshop – How to Make “WPAP” Style Illustrations – 2014
Best of Quarter Event – Contributor and Participant 2014 - present
Internship Outreach: Local businesses Ai Tours – 2014 to 2017
Ride & Shine Committee and Student Event Advisor – 2014
Graphic/Web Design PAC Committee Fall 2007 - 2017
Instructor – Ai After Dark event 2014
Faculty Representative / Graphic Design Department Curriculum Committee – 2013 to 2017
Study Skills Committee member 2013 – 2014
Library / Technology Committee member 2013 – 2014
Facilitated workshops in Computer skills, LMS, AfterEffects and Adobe software 2013 – 2017
Active Participant – Faculty Development Committee Spring 2008 to 2018
Faculty Development Workshops 2012 – 2017 – Reaching students through technology
Active Participant – Persistence Committee 2010 to 2017
Faculty Development Seminar "Assessments" September 2009
Faculty Development Workshop "Creating Electronic Portable Learning Modules" August 2009
Faculty Development Seminar "Creating Effective Lesson Plans and Syllabi" July 2009
Faculty Development Seminar "Critiquing Technique" April 2009
Supervised Student Interns Winter 2009 to present
Created Seminar Presentation "Student Persistence" for Seminar in Orange County for three AI schools July 2008
Curriculum Development Committee Fall 2007 to Spring 2009
Informal Collaboration and Mentoring of New Instructors Spring 2008 to present
Student Portfolio Review April 2007, December 2007, April 2008 to present
Student Success Committee Summer 2007 to 2012
Best of Quarter Awards Ceremony 2010 to 2018

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OTHER PROFESSIONAL QUALIFYING EXPERIENCE

Have worked as a professional designer since 1975, and owned successful Graphic Design business since 1980: Frank Houlihan Design & Graphics. Recent projects include Rivers and Lands Conservancy Pride of Place, UI/UX web design for PGA West, UCR signage, logo design branding, annual reports, capabilities brochures and an illustrated land conservancy report.

Post production work on radio and television media as part of Riverside County advertising campaign, 2006.

Professional and donated in-kind services in the preservation of Southern California's Native American cultures: "Voices of the Flute," a book and CD set; "Southern California's First Cultures: A Celebration," 2005 calendar; consultation for planning a regional Cultural Heritage Center.

Professional and donated in-kind service "American Diabetes, Race and Walk for the Cure."

Professional and donated in-kind service "2002 - 2017 Prestige National Intercollegiate Golf Invitational." La Quinta, PGA West.

STATEMENT OF TEACHING PHILOSOPHY

TEACHING WITHIN A MULTICULTURAL AND DIVERSE LEARNING CENTERED ENVIRONMENT

The viewpoints of diverse cultures and viewpoints provide a more stimulating and productive experience for all and are very welcome. Everyone learns more, reinforcing a positive learning centered milieu. More specifically, the practice that I feel is most successful at the college level is a pedagogy of sharing and interaction, a balance of power, not one directional communication and authority. I relish the opportunity to teach culturally diverse, underprivileged and challenged students. A project based approach rewards them with their taking charge of their learning. Sensitivity to diverse viewpoints encourages active learning.

Teaching is a magnanimous avocation. It involves sharing what you know, your time and your enthusiasm for your discipline. For many students it is the beginning to one of life's most exciting adventures on the road to a degree and a rewarding profession.

I entered teaching for the intrinsic reward in the satisfaction of helping learners attain their dreams of successfully entering the profession that I have enjoyed for so many years.

My effectiveness as an educator is centered in the professional accomplishment of my students, in making a positive change in the lives of those who I teach. I work diligently to be an inspirational educator more than a pedagogue. Most satisfying is when students use the techniques they learn as a toolbox to work with overall philosophies of the craft. It is all about creating compelling art and communication that works. Many of my students have won Addys including Best of Show and National awards. Some of my students have gone on to careers at Disney, animation studios and well-known agencies. Hearing of their success is very gratifying.

In my professional life, every project, no matter how commercial, becomes an opportunity and a challenge to exercise graphic design both as an art and as a science. I believe the hallmark approach to education is the learn-by-doing project based philosophy, where students put theory into practice. I clearly and meticulously outline and delineate expectations. The responsibility for the fruition of efforts resides with both teacher and student. Diversity, Sensitivity, Multiple-intelligence and Active Learning styles are paramount to effective education.

Philosophically, I believe that good graphic design is the coalescence of form and content. The beauty of the aesthetic informs the message and elevates it from the mundane to the dynamic. We live in an exciting time when technology and technique are creating exceptional opportunity for good design. "It broadens the viewer's perception, magnifies experience and enhances vision," — Paul Rand, Design Form and Chaos.