Teaching Philosophy

My passion for teaching originated from the love I developed for graphic design, typography, and the creative process. These things plus a desire for learning helped shape me to teach in the classroom as well as to the agency teams I have managed.

As a teacher, creative director, and designer, I feel it's important to integrate my knowledge and teaching experience to help empower students with industry-relevant skills as well as life-long learning skills. My goal is to help students find their own voice in becoming strong creative thinkers, brand communicators, and storytellers.

Below are four guiding principles in my teaching.

1. I teach my students the importance of design fundamentals in typography, layout, conceptual thinking, design techniques, and hierarchy through hands-on exercises and relevant industry software. All of which enable students to transition into developing critical thinking skills and be strong visual communicators.

2. I create a supportive learning environment where class expectations are set early for academic performance, behavior, participation, and approachability. This helps establish an open learning environment where students engage in group discussions, develop a design vocabulary, try new design approaches, and develop the confidence to succeed.

3. I strive to create an active student-teacher dialogue in my classes through group discussions, class critiques, and one-on-one discussions. This has helped my students understand the course material, be more engaged in class projects, and understand constructive feedback. I also understand students learn differently and the need to be sensitive and adaptable to those differences.

4. I help students bridge the traditional with current industry-relevant design approaches in my class curriculums. I feel this helps students understand and prepare for the expectations that will be put on them once entering their field. A focus is put on a strong creative process that includes research, a creative brief, a creative strategy, technical expertise, and industry-specific projects and campaigns.

I feel my past teaching and agency experience has helped me become a stronger instructor, where I am able to provide students with a strong understanding and perspective of the different disciplines within graphic and web design, and how they are able to connect through different marketing channels.

Lastly, I look forward to the opportunity to teach courses in design fundamentals in graphic design and web, as well as courses in concept design, packaging, multichannel marketing, design history, capstone, and portfolio.

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