

Derek Matthew Auxier Black

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Academic Teaching Experience

- 2019 – 2020 **Professor of Visual Communications, Academy of Design (AOD), Colombo, Sri Lanka.**
Courses Taught (Undergraduate): MI4012 -Visual Language 1, GD4007 - bootcamp 1: Think like a Graphic Designer, GD5013 - Implication: Can Graphic Design Saves Lives?, GD6014 - Realisation: Industry Briefs. All courses were taught as an affiliate partner with Northumbria University.
- 2012 – 2019 **Professor of Graphic Design, SCAD Hong Kong.**
Courses Taught (Undergraduate): Introduction to Graphic Design, Typography I, History of Graphic Design, Vector and Raster Graphics, Digital Page and Web Graphics, Graphic Design Media Management, Introduction to Typeface Design, Graphic Design Studio I, Typography II, Information Design, Publication Graphics, Trademark and Logo Design, Alternative Design Approaches, Web Design, Interface Design, Exhibition and Environmental Graphics, Graphic Design Studio II, Graphic Design Portfolio, Undergraduate Internship, Fundamentals of Typography for Advertising, Web Advertising, Advertising Design and Typography, Type and Image for Illustration, Visual Design Systems, and Color Theory and Application.
Courses Taught (Graduate): Visual Communication History, Research, and Discourse, Typographic Communication, Integrated Design Media, Graphic Design Seminars (Methodologies), Graphic Design Studio (Methodological Practice), Design Methodologies, Typography Studio I, Print Studio I, Website Design and Management, Graphic Design Seminar (Media Strategy), Graphic Design Studio (Media Practice), The Role of Graphic Design in Social Awareness, Information Visualization, Graphic Design Seminar (Typographic Strategy), Graphic Design Studio (Typographic Practice), Graphic Design M.A. Final Portfolio, M.F.A. Thesis Development, Graphic Design Studio (Visual Information Practice), Typography Studio II, Print Studio II, Typeface Design I, Typeface Design II, Visual Analysis of Static Content (Data Visualization), and Interactive Web Design.
- 2009 – 2012 **Professor of Graphic Design, Savannah College of Art and Design.**
Courses Taught (Undergraduate): History of Graphic Design, Vector & Raster, Typography 1, Typography 2, Intro to Typeface Design,
Courses Taught (Graduate): Type Studio 1, Typeface Design 1 (online & ground), Typeface Design 2, Digital Studio 2 and Typographic Communication (online).
Courses Authored: GRDS 320: Intro to Typeface Design, GRDS 353: Typography II, GRDS 503: Typographic Communication, and GRDS 734: Graduate Typographic Practices.

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Professional Teaching Experience

2019 – present

Faculty, Make Meaningful Work.

Courses taught (blended instruction): Journaling to identify and resolve conflicts, remove inefficiencies, and increase meaning in 21st century work.

<https://www.makemeaningfulwork.com>

Teaching Philosophy

My teaching philosophy is grounded in the furthering of our creative practices through the efficient transfer of design skills, theory, and the development of critical thinking. This includes the ability to effectively work on a team on industry-level projects that help prepare students with 21st Century Skills (P21) that will ensure their career readiness throughout their lives. I believe that the greatest educators empower by leveraging every moment in demonstrating respect to those that you are mentoring and being fully present at all times. My goal is to craft a deep sense of community and belonging in and out of the classroom while challenging students to achieve higher standards than they could dream and supporting them thoroughly in accomplishing these.

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Academic Leadership Experience

2019 – 2020 **Dean of Academics, Academy of Design (AOD), Colombo, Sri Lanka**
In this role, I oversee all academics at AOD to ensure continuous improvement of the student learning experience, curriculum development, assessment, institutional effectiveness, and faculty development. In this role, I will work closely with the CEO, faculty, and other staff to coordinate quality submissions to competitions, manage operational and capital budgets for academic services, direct and coordinate academic activities, and formulate and administer policies and procedures.

2015 – 2019 **Associate Dean of Academics, SCAD Hong Kong.**
In this role, I oversaw all academics at the Hong Kong campus, ensured continuous improvement of the student learning experience, oversaw curriculum development, assessment, faculty, staff, and library performance, institutional effectiveness, and the registrar at SCAD Hong Kong. In this role, I worked closely with the vice president, faculty and other academic services staff to coordinate quality submissions to competitions, managed operational and capital budgets for academic services, directed and coordinated all academic activities, and administered policies and procedures. This role included recruiting and admissions responsibilities that were inclusive of assessing 7,000+ candidates through portfolio reviews, past academic performance, interviews, and assessment of in-person design challenges at both the undergraduate and graduate levels.

Key achievements: *increased student retention from 84% to 93%. Oversaw the university maintain 100% employment (within 10 months of graduation) for 4 years in a row. Increased seat utilization from 54% to 79%, while supporting smart growth and timely graduation. Increased Thesis completion rate in every graduate program to 100% by systemically tracking and developing completion plans and schedules. Lead key developments with industry by leading Collaborative Learning Center projects (increased revenue, employment for students, and industry experience) including projects with BASF, FANCL, Commonwealth Bank of Australia, Sino Group, Hong Kong Development Bureau, Hasbro, Universal Studios Japan, and Chanel.*

2013 – 2015 **Associate Chair, School of Communication Arts, SCAD Hong Kong.**
In this role, I oversaw academics for the School of Communication Arts (Advertising and Branding, Graphic Design and Visual Experience, Illustration, Sequential Art, and Photography) at the SCAD Hong Kong location; Including faculty performance, adherence to academic policy and procedures, managing the operational and capital budgets, directing and coordinating all program activities.

Key achievements: *Increased Thesis completion rate in the graphic design graduate program to 100% by systemically tracking and developing completion plans and schedules. Lead key developments with industry by creating and leading Collaborative Learning Center projects (increased revenue, employment for students, and industry experience) including projects with Delta, Ocean Park, HSBC, and Mira Group.*

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Industry Experience

- 2021 – present Design Entrepreneur, Typographer, and Photographer, Global.
- 2020 – present Chief Marketing Officer, Parampara Jewellery, Taipei, Taiwan.
- 2020 – present Chief Marketing Officer, Yung Club, LA, New York, London, Sri Lanka.
- 2019 – 2020 Type Designer, Colombo, Sri Lanka.
- 2019 – present Academic Advisor and Faculty, Make Meaningful Work, Global.
- 2012 – 2019 Type Designer, Hong Kong S.A.R., China
- 2009 – 2012 Graphic Designer/Type Designer, Savannah, GA, USA.
- 2008 Art Director, Savannah Christian Church, Savannah, GA, USA.
- 2004 – 2008 Owner and Creative Director, Firehouse Design Studio, Madison, IN, USA.
Clients included Indiana Tourism Department, Madison Area Convention & Visitors Bureau, Madison Coffee & Tea Company, Canida Dentistry, Ohio River Valley Folk Festival, Madison Chautauqua of the Arts, Lide White Boys & Girls Club, Grumbie Candle Company, Scott-Klausing & Company, Switzerland County Historical Society, Oldham County Schools.
- 2001 – 2004 Graphic Designer and Marketing Coordinator, SKC, Inc., Louisville, KY, USA.

Education

- 2007 – 2009 **M.F.A., graphic design, Savannah College of Art and Design.**
Graphic Design with additional coursework in Typeface Design. Presidential Fellowship Award Winner.
- 1998 – 2002 **B.A., graphic design, Campbell University.**
Graphic Design with a minor in Studio Art and Theology. Artistic & Athletic Scholarship Award Winner.

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Conferences, Speeches, Papers, Articles, Etc.

- February 2023 Developing a Thesis for a Typeface, Flagler College, Remote.
- February 2023 The Blank Canvas Panel Discussion, Adelphi University, Remote.
- February 2023 Introduction to Typeface Design, Adelphi University, Remote.
- October 2022 Typography and the Visual Voice of Your Brand, The Rotary Club of Taichung, Taiwan.
- September 2022 Multilingual Typography, Chapman University, Remote.
- February 2022 Introduction to Typeface Design, Adelphi University, Remote.
- November 2021 Branding through Typography, The Architecture of Brand podcast, <https://www.architectureofbrand.com/>
- September 13, 2021 Inspiring Stories from DTLA, VoyageLA, <http://voyagela.com/dtla/inspiring-stories-from-dtla/>
- February 2021 Graphic Design Theses Reviewer, Flagler College, Remote.
- January 2021 Typeface Design Presentation, Millersville University, Remote.
- December 2020 Sustainable Athleisure by Tina Edward Gunawardhana. Hi!! magazine (print and online). http://www.hi.lk/mag_events/Sustainable-Athleisure/52-6078
- October 2020 International Photography Awards, Young Club Fashion Photography. Honorable Mention, 2020. <https://www.photoawards.com/winner/hmention.php?compName=IPA%202020&>
- November 2019 Design Katha, Keynote Speaker, The Future of Fonts, Academy of Design (AOD), Colombo, Sri Lanka.
- February 2019 Organizing Committee Member, UXHK, Hong Kong.
- January 2019 Telling Bigger and Better Stories in Digital Form by Jolene Otremba South China Morning Post
- November 2018 Collaborative Thinking Exercise, Executive Training, Chanel APAC, Hong Kong.
- October 2018 Organizing Committee Member, International Conference on Graphic Design & Digital Art, London, UK.
- Summer 2018 SCAD Educators Forum, Keynote Speaker, Cultivating Creativity through Curriculum, Hong Kong.
- Summer 2018 SCAD Educators Forum, Workshop Presenter, Teaching Programming through Type Design, Hong Kong.
- Spring 2018 SCAD Master Classes, Keynote Speaker, How luxury brands communicate through detail: a typographical examination of Mr. Porter, Hong Kong.
- Summer 2017 Hebei Province, Keynote Speaker, Higher Education Festival, Cultivating Creative Careers, Hebei, China.

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- Summer 2017 SCAD Educators Forum, Speaker, Cultivating Creativity through Curriculum, Hong Kong.
- Summer 2016 SCAD Educators Forum, Speaker and Workshop Presenter, Cultivating Creativity through Curriculum, Hong Kong.
- January 2015 The Creative Process: How our hard-wired minds fight against developing empathetic connections with our audiences, Art Map (A.M.) Post, Jan/Feb, pages 20-21, <http://artmap.com.hk/>.
- Summer 2015 SCAD Educators Forum, Speaker and Workshop Presenter, Teaching Typography through Typeface Design: Macro through Micro, Hong Kong.