



L. Creighton Dinsmore

Curriculum Vitae

I have been involved in visual brand consultation for over 30 years as a Senior Designer, Design Director and Principal. I now hope to share the extensive experience I have gained in order to educate, equip and inspire the next generation of design students as a full-time professor of Graphic Design.

EDUCATION

MFA Degree in Graphic Design (in progress – 60 credits completed out of 63), 2010 – Present
Academy of Art University, School of Graphic Design, San Francisco, CA

B.S.D. Graphic Design, 1982

University of Cincinnati, College of Design, Architecture and Art, Cincinnati, OH
Cooperative Education Class award, 1982

ACADEMIC EXPERIENCE

2010 - Present, Graphic Design Lead Faculty, International Academy of Design & Technology, Sacramento, CA
Faculty oversight, program administration, scheduling, academic advising and instruction.

2010 - 2012, Graphic Design Chair, International Academy of Design & Technology, Sacramento, CA
Faculty development, oversight, curriculum, program administration, scheduling, advising and instruction.

2009 - 2010, Professor of Graphic Design, International Academy of Design & Technology, Sacramento, CA
Teaching Graphic Design theory, practice and principles, academic advising and portfolio preparation.

2009 - Adjunct Professor of Graphic Design, International Academy of Design & Technology, Sacramento, CA
Teaching Graphic Design theory, practice and principles in design, typography, layout, and color theory.

2009 - Adjunct Professor of Graphic Design, Art Institute of California, Sacramento, CA
Teaching Graphic Design theory, practice and principles in typography and color theory.



GRAPHIC DESIGN EXPERIENCE

2000 - 2008, Landor Associates, San Francisco, CA

Experience working on a design team to create and implement both large and small identity or print collateral projects for a variety of corporations including Visa, Barclay's Ishares, LG, Kia, FedEx, P&G, U.S. Olympic Team, Boeing, Gerdau, Waste Management, Charles Schwab, YWCA, Red Lobster, Kumho Asiana, Microsoft Windows packaging and Brocade.

1994 - 2000, 2009 - Present, L. Creighton Dinsmore Design, Elk Grove, CA

Experience in heading a small design business, as an independent contractor and as a freelance designer for such clients as TWA, U.S. Airways, Air Lingus, South African Airways, Make A Wish Foundation, Edison Energy, 3Com, Quantum and McDonald's.

1982 - 1994, Landor Associates, Environmental Group and Corporate Identity Group, San Francisco, CA

Experience working on a design team to create and implement both retail and corporate identity projects for such companies as Arco, Safeway, HP, Alcatel, British Airways, Garuda Indonesian Air, Statoil, Shell, WGN, Northwest Airlines, Sitmar Cruise Line, USF, American Express, Hilton Hotels and Red Lobster.

Design experience includes:

Creation and ideation of multiple design directions based on a design strategy and creative brief; Creation and ideation of multiple identities for client presentation; Extension of brand systems and house styles; Creation of typographic and photographic styles; Development of brand guidelines around the implementation of complex identity systems; Experience in client presentation and communication.

ACADEMIC ACCOMPLISHMENTS

Ten Faculty All-Star Awards based on student evaluations, student satisfaction and classroom management
Improved retention, LDA, SAP and overall student satisfaction every year as Program Chair (2010–2012)
Improved faculty attrition and the overall rigor and quality of the program as Program Chair and Lead Faculty

GRAPHIC DESIGN AWARDS

Graphis, British Graphic Design, American Corporate Identity, World Trademarks and Logotypes and Print's Regional Annual

Portfolio available upon request or online at dinsdesign.co



PHILOSOPHY OF EDUCATION STATEMENT

I don't believe in visual learning or auditory learning. I believe in sensory learning. I am a graphic designer and an educator who holds that the designer must absorb and process everything that goes on around them, not only in the classroom. The sense of color, the surface of paper, the form of an idea. Design is what you see, hear, feel, smell and experience. It's all around you. This is education. Students need to understand that design is not just what you do, but a major part of who you are. My goal is to use my design experience to guide, push, inspire and cultivate a passion in the student to continue to rise to the next level and forge a life-long career in graphic design.

An instructor is like a conductor. You don't play the music. You make sure that everyone has an instrument, the notes are there to follow, constructive correction and guidance are provided and the necessary educational foundation is laid in order to play the music well. I believe the instructor sets the environment. An environment where success takes place and confidence in themselves and what they can do is realized. I think we all can look back at when our career began or when we were pursuing our educational goals as a student and remember a teacher that made a great impact on us as designers or inspired us to strive harder or reach deeper. Or that one class in which we finally realized that design was what we wanted to do. That is the impact that I want to have on my students. I also want them to have that singular moment when they know design is what they were meant to do. To play such an important and pivotal role in the development of a career is very impactful.

I have been a graphic designer for over 30 years and have designed for one of the top branding consultancies in the world. During this time, I have gained a wealth of knowledge from working in a very competitive environment. This knowledge is what I want to pass on to the next generation of students. Experience is not something you select off the shelf or receive as a gift. It is something that is gained over many years with perseverance and determination. It is invaluable knowledge that is not meant to be held on to, but is earned in order to be shared. I want to pour into another student the knowledge and experience that was poured into me. That is learning. I want what I do to mean more, to have a greater effect, to be transformative. Teaching what I know to someone who does not can do just that. It is education from the advantage of experience. When I teach, I am doing so based upon what I have gleaned from years of experience, not what I think or have read. This allows me to receive the respect and attention of my students and allow me to be a more effective teacher and classroom manager.