

PINO TROGU

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CURRICULUM VITAE

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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

HONORS AND AWARDS

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

PROFESSIONAL EXPERIENCE

1. 2007-Present – San Francisco State University

Assistant Professor of Information Design, Design and Industry Department. College of Liberal and Creative Arts. Classes taught to date: Information Design 1: Data Visualization, Information Design 2: Exhibits, Drafting & Sketching for Design, Design Process, Graphic Design 2, Rapid Visualization.

2. 2009-2012 – Annual Design and Industry (DAI) Department Student Exhibition

Coordination of the Annual Design and Industry Department Student Design Exhibition, designed and produced by the 524 Exhibit Design class. 5,000-square-foot exhibit showcasing the work of more than 300 DAI students each year. The class ideates, designs, and produces the show, a 5-day event at the end of the school year.

3. 2006-07 – San Jose State University

School of Art and Design. Taught Introduction to Graphic design, Graphic Design 2 and Typography 1.

4. 1995-2005 – GrafCo, San Francisco

GrafCo provided graphic design, exhibition, and web design services to private and public enterprises in the bay area and out of state. Selected works: Traveling exhibit for the Mineral Resources Program of the United States Geological Survey (USGS). Designed and produced the exhibit *Neighbors & Neighborhoods* for the San Francisco Mayor's Office of Housing. Designed recycling exhibit for the South San Francisco Recycling Center.

5. 1994-95 – West Office Exhibition Design, San Francisco

Exhibit design and graphics for the California Science Center, 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.

6. 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.

7. 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.

8. 1989-90 – Virginia Commonwealth University, Richmond, Virginia

Assistant professor of graphic design. Freshman foundations classes, 2 and 3-D design fundamentals.

9. 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.

10. 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.

RESEARCH

11. Invited, peer-reviewed journal articles (to be published in 2014)

Summer 2014 – [Art, Design and Communication in Higher Education \(ADCHE\)](#), Glasgow, U.K.
Special issue on Narrative, Communication, and Pedagogy. How theories from outside of art and design inform theories of design, especially design education and pedagogy.

Cognitive psychology and cultural conventions in the design classroom (working title)

Summer 2014 – [FORMakademisk](#), Oslo, Norway.

Special issue: Design learning for tomorrow – design education from kindergarten to PhD

Cognition, context, and convention in effective graphic design (working title)

12. Peer-reviewed journal articles

May 2013 – *International Journal of Humanities and Social Science (IJHSS)*

[The Four-Second Window: How the Time Constraint of Working Memory and Other Psychological Principles Determine the Success of a Graphic Design](#) In print.

Vol. 3 No. 9; May 2013.

PEER-REVIEWED PROCEEDINGS AND PRESENTATIONS

13. Published papers in peer-reviewed proceedings

September 2013 – *6th Information Design International Conference*

[The Double Constraints of Convention and Cognition in Successful Graphic Design](#)

Full paper presentation. [CIDI2013](#) is a biannual scientific event promoted by the Brazilian Society of Information Design [SBDI]. The paper, [presentation at CIDI2013](#), will be published in the Conference e-Proceedings (ISBN publication). *Recife, 10-13 September 2013 UFPE | Brazil*

May 2013 – DRS // Cumulus – *2nd International Conference for Design Education Researchers*

[The Four-Second Window: How the Time Constraint of Working Memory and Other Psychological Principles Determine the Success of a Graphic Design](#). Full paper presentation at [DRS // CUMULUS Oslo 2013](#), Design Research Society. Proceedings from the 2nd International Conference for Design Education Researchers. 14-

17 May 2013, Oslo, Norway. Vol. 2; pp 846-865.

May 2013 – DRS // Cumulus – *2nd International Conference for Design Education Researchers*

[Rotational Geometry as a Teaching Tool: Applying the Work of Giorgio Scarpa](#). Full paper presentation at [DRS // CUMULUS Oslo 2013](#), Design Research Society. Proceedings from the 2nd International Conference for Design Education Researchers. 14-17 May 2013, Oslo, Norway. Vol. 2; pp 866-878.

14. Peer-reviewed conference presentations

November 2013

Resurrecting the Book Conference

[The image of the book: The interplay of the fixed sequence of pages \(the visual-spatial\) with the printed text \(the aural-verbal\) in the context of recent cognitive psychology research on working memory.](#)

Paper presented at the [Resurrecting the Book Conference](#), November 15-17, 2013, Library of Birmingham, England.

January 2012 – *Sixth International Conference on Design Principles and Practices*

“Rotational Geometry as a Teaching Tool: Applying the Work of Giorgio Scarpa”. Full paper presentation at the [Sixth International Conference on Design Principles and Practices](#). Los Angeles, January 2012.

SAN FRANCISCO STATE UNIVERSITY – CAMPUS CONTRIBUTIONS

15. SF State Academic Senate

Elected as a member of the Academic Senate in Spring 2013 to 3-year term starting Fall 2013.

The SF State Academic Senate develops policies & procedures regarding faculty & administrative appointments, curriculum, business & fiscal matters, campus development, academic standards, University goals, and much more.

16. Fall 2013 – Paul K. Longmore Institute on Disability, San Francisco State university

Fellow in a cross-learning ongoing Fall 2013 workshop during which members of the SF State teaching community learn about disability studies and in return share with the institute the expertise in their respective fields.

Consultant with the institute with regards to the ideation and planning of a major exhibition: *Patient No More! People with Disabilities Securing Civil Rights*. This will be an accessible, interactive media exhibit on the vibrant history of the San Francisco Bay Area Disability Rights Movement. Timed to coincide with the 25th anniversary of the Americans with Disabilities Act (ADA) in 2015, the exhibit will be based at the new Ed Roberts Campus in Berkeley, California, the accessible and symbolic center of the Bay Area disability community which played a leading role in the national disability rights movement.

COMMUNITY SERVICE

17. 2013 – Technical mentor, Lowell High School, San Francisco

Volunteered the equivalent of one day a week in Spring 2013 at [Lowell High School](#) in San Francisco, with the school's [CardinalBotics 4159](#) team, in the capacity of technical mentor to the students participating in the [2013 FIRST Robotics Competition](#). FIRST (For Inspiration and Recognition of Science and Technology) is an international high school robotics competition where teams of high school students compete to build robots weighing up to 120 pounds (54 kg). At the beginning of January the teams are given six weeks to construct a competitive robot to operate autonomously as well as guided by wireless controls.

FIRST mentors work extensively with team members during the build season, designing, building, and fabricating a functional robot for competition. This year I assisted the team in building a robot whose task was to shoot frisbees and climb a designated structure. I am supported the team during the three-day [FIRST Central Valley Regional Robotics Competition](#) held in Madera, CA, on March 1-3, 2013.