Scott W. Santoro

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Experience

Worksight, Principal, New York, NY, 1988–Present
A graphic design studio in lower Manhattan with a broad scope of work and clientele. Projects include: Identity and branding programs; collateral material such as brochures, posters, newsletters, interactive design, production and maintenance for web sites, trade exhibits, advertising design and placement for magazines, newspapers and the internet, book projects for both interior and jacket designs, publisher catalogue designs and production, and music retail packaging. Clients include NYC Department of Transportation, Mount Sinai Hospital, Pace College, and the Rainforest Foundation US.

Total Design, Amsterdam, The Netherlands, Summer Internship, 1987
Dutch graphic design studio established in 1963 whose founders include design legends Wim Crouwel and Ben Bos. Clients included international corporations and museums.

Doyle Dane Bernback (DDB) / Mobil Corporation, New York, NY, 1984–1986
On location at DDB's largest client at the time, Mobil Corporation, creating internal communications such as newsletters, posters, and brochures, as well as external communications including Mobil's quarterly and annual reports.

Landor Associates, New York, NY, 1982–1984
Junior designer within Landor's corporate identity department. Clients included Chase Manhattan Bank, Cranes Paper, Gloria Vanderbilt, Wellcome Pharmaceuticals, and Wolverine/Hush Puppies.

George Tscherny Design, New York, NY, 1981
Graphic design internship at this AIGA medalist's office whose projects included annual reports for General Dynamics and W.R. Grace & Co.

Education

Cranbrook Academy of Art, Bloomfield Hills, MI, **M.F.A.** in Graphic Design, 1986–1988
The cross-pollination that existed between the applied art majors and the fine art majors make Cranbrook unusual in the sense that everything I learned previously was flipped on its head. Sharpening my concept creation and formal technique took second seat to my understanding of the very structures that define communication design and why they exist.

Yale-Brissago Summer Design Program, 1982
Intensive five-week design program based on formal, Bauhaus traditions.
Instructors: Armin Hofmann, Herbert Matter, Paul Rand, and Wolfgang Weingart.

Pratt Institute, Brooklyn, NY, **B.F.A.** in Graphic Design, 1980 to 1982
Dean's List; Walter Scott Perry Award winner; Art Director of the *Prattler* student newspaper.

Hartford Art School, University of Hartford, CT; Graphic Design major, 1977 to 1979
Art Director—*The Informer* student newspaper.

Memberships

American Institute of Design (AIGA) • Manhattan Chamber of Commerce • MoMA

President of 83-85 First Avenue Owners Corp. co-op residence

Teaching	**Adjunct Professor (CCE), Pratt Institute,** Undergraduate Communications Design, 1997–Present Classes include: Light, Color & Design, Visual Communications I & II, Graphic Design I & II, and Graphic Design Senior Project I & II. Assignments range from basic visual editorialization and composition, to intensive problem-solving campaigns. Classes include lectures, group critiques, off-campus site tours, and visiting professionals.

Visiting Professor, The Cooper Union, School of Art, Undergraduate Program, 2005–2009
Graphic Design 1 + 2 (2007 to 2009), and appointment as **Frank Stanton Chair in Graphic Design** to teach *Advanced Graphic Design* (2005).

Visiting Professor, NYU, Graphic Design Certificate Program, 2003–2006
Weekend workshops: 1) *Brand Identity/Logotype Design*, 2) *Design Fundamentals*

Visiting Professor, Parsons School of Design, *Graphic Design 1,* 1984
Introduction of interpretive visual metaphors as a problem solving process.

Visiting Professor, Fashion Institute of Technology, *Typography 1,* 1984
The history, type familiarity, structure and use of letterforms in design.

Jury Member;
Committee Member;
Distinguished Critic

Pratt Academic Senate Observer— Development and Communications Committee, 2023
Shared governance body representing faculty, chairs, and teaching staff at Pratt Institute.

School of Design: Diversity, Equity, and Inclusion Working Group, 2021
Committee member with the goal to de-colonize the School of Design's curricula.

Pratt Institute Faculty Development Fund Review Committee, 2012–2020
Review of over 100 grant submissions for professors in fine and applied art departments.

Pratt Institute Faculty Peer Review Committee, 2017
Chair of the annual Institute-wide process of faculty promotion.

WorldStudio Foundation, Scholarship Review Panel, 2009, 2014
Review and award art school scholarships to high-school and college-level students.

Pratt Institute Design School Dean Search Committee, 2014
Review and interview Dean candidates for the newly created Design School.

24th International Biennial of Graphic Design Jury, Brno, Czech Republic, 2010
Hosted since 1963 by the Czech Ministry of Culture and the Moravian Gallery, the Brno Biennial is the oldest and largest exhibition of corporate, informational, and poster design.

Australian Graphic Design Association (AGDA) 2010 Poster Jury, 2009
Review, select and critique of poster that best reflected the theme: Graphic designers are positive contributors to the economy and act as catalysts for social change.

Ideas that Matter, Sappi Paper Judge (North America), 2009
Review and selection of design applicant projects for allocation of funds ($400,000).

Fulbright Scholar Program Judge, National Screening Committee (Design), 2008, 2009, 2010
Review and nomination of US student applications for study grants abroad.

American Institute of Graphic Arts (AIGA) Pratt Student Group, Faculty Advisor, 2002–2006
Initiated and served as faculty leader for Pratt design students outside the NY chapter's usual program of events.

AIGA NY Chapter; Treasurer (1998), **Vice-President** (1999–2001)
Overseeing of the chapter's administrator, communicating with the national organization, and general programming responsibilities for the season including: Season-opening Party, park cleanup, high school mentor program, *Obsessive-Compulsive Design* series (1, 2, + 3); *How to Touch Someone's Heart: Stefan Sagmeister; Demand the Impossible: Pierre Bernard;* and *Typography: Wolfgang Weingart.*

Lectures and Presentations	**VO Art Union,** China (Beijing, Shenzhen, Shijiazhuang), Summer, 2019 Graphic design lectures and workshops (ten days) in three cities (universities and VO facilities).
	Type Directors Club, *Devising Design Projects: From Conception to Deployment,* 2017 Design Incubation panelist on the development of college course plans and design projects.
	Graphic Design Is..., ANO Art China (overseas art studies consulting firm), New York, NY, 2016 Live lecture translated to students in Beijing and Shanghai, explaining the graphic design profession with work from Pratt design students, and finishing with a Q&A.
	24th International Biennial of Graphic Design, Brno, Czech Republic, 2010 Lecture as part of the symposium's title question posed: *Are Ideas Enough Today?*
	AIGA Medalist Introduction and Presenter, American Institute of Design (AIGA), 2007 Introduction and award presentation to Medalist, Edward Fella.
	Studio Tour, 1999–Present Instructor-led, chaperoned studio tour stop for college-level graphic design students 1) Arnhem School of Art, The Netherlands, 2) Central St. Martins, London, 3) The Cooper Union, NY, 4) Eastern Michigan University, 5) Suny Purchase, NY.
	Rockwell Group Guest Presenter, Studio Red, 2005 Presentation of design work and lecture to Studio Red's design staff.
	Psychedelic Language, Hood Museum of Art, Dartmouth College, 2003 Lecture given as part of the exhibit, *High Society, Psychedelic Rock Posters of Haight-Ashbury,*
	Australian Graphic Design Association (AGDA) International Speaker, 2001 Presentation of Worksight studio work in a lecture titled *Plumbing Design,* to AGDA Chapters in Sydney, Brisbane, Canberra, Melbourne, Hobart, Adelaide, and Perth.
	Insider's Tour, AIGA/NY Chapter 2001 Host as part of the student members studio tour.
	Center for Creative Studies (CCS) and the **AIGA Detroit Chapter,** Michigan, 1999 Student portfolio review and Worksight presentation.
	Pratt Institute Graduate Design Program, New York, 1997 Presentation of design work and lecture titled—*Lubricating the Vernacular.*
	Fresh Dialogue **Series,** AIGA/NY Chapter, 1997 Presentation of design work & panel discussion with Barbara Glauber and Jonathan Hoefler.
Published Writing	*Guide to Graphic Design,* Pearson Education, 2013 Textbook composed of 12 chapters (342 pages) including an e-book, audio version, online test per chapter, and 12 video interviews.
	From Cave to Code, Eye Magazine design blog article, July 29, 2013 Designer Scott W. Santoro writes about the lessons he learned while producing a textbook for graphic design students. eyemagazine.com/blog/post/from-cave-to-code
	The Education of a Graphic Designer, Allworth Press, Steven Heller, Editor, 2005 Essay titled *Making Connections* on teaching students to include their backstory in their work. *Vol. 2's* collection of essays and interviews examines how changing professional standards in graphic design have revolutionized the way design is taught, learned, and practiced.
	The Whitney Clothesline, United Designs: Graphic Design Practice & Education, Inyoung Choi, Editor, 2005 Essay on the blend of art and design, as part of a collection of essays published by the Center for Design, Research & Education, Hanyang University, Korea

| **Exhibitions** | ***30 Over 30:*** **The Cooper Union's Lubalin Center,** 2015 |
| | Critique and presentation by 30 designers of pieces from the Center's archive collection, with quotes turned into large exhibit graphics to accompany each design. |

Pratt Institute, The Rubelle and Norman Schafler Gallery, 2013 + 2014
Juried exhibition of Communications Design undergraduate department faculty.

Moravian Gallery, Brno, Czech Republic, 2010
Exhibition of work as part of the 24th International Poster Biennial jury.

The Urban Forest Project, International Project, 2006
Times Square Alliance + Worldstudio Foundation invitation to interpret "tree" as a Times Square lamp post banner; later recycled as totebag for arts scholarship auction.

I Profess: The Graphic Design Manifesto, Poster Project, 2004
One of 30 poster winners as part of a juried selection from of over 100 design educators in collaboration between Michigan State University and Montserrat College of Art to visually explain the wide range of pedagogical viewpoints of design educators throughout the US.

What's Your Problem: Graphic Design with Conscience, , Poster Project, 2002
Fordham University exhibition at Lincoln Center, New York, NY.

Strathmore Letterhead Designs of 2001, AIGA National Gallery, New York, NY, 2002

3000 Chairs: A Benefit for World Studio Foundation, 1999
Silent auction of stylized chair designs sponsored by Architectural Digest/NY Design Center.

Looking Back to the 20th Century, 1999
Shenzhen Graphic Design Association exhibition of design work in Shenzhen Guan Shanyue National Art Museum, China.

Cranbrook Design, The New Discourse, Yamagiwa Gallery, Tokyo, Japan, 1992

Speaking With Images, Pratt Institute Gallery, Brooklyn, NY, 1991

Cranbrook Alumni Show, Cranbrook Museum, Bloomfield Hills, MI, 1990

Self-Image (The Letterhead), The Israel Museum, Jerusalem, 1989

Awards

Ideas That Matter, Sappi Paper, 2007
$12,400 grant awarded to produce materials for the NYC Alliance Against Sexual Assault.

Special Library Association's Annual Conference, Swap & Shop Event, 2000
Brooklyn Business Library Capabilities Brochure—First Place/Print Materials.

Continental Anchor Engravers Award, 1997
Antarctica Business Card—Best of Category.

A.I.A. International Book Award, Chaired by Philip Johnson, 1995
Saarinen House and Garden—Related Arts.

The Bookbinders' Guild of NY, Annual Book Show, 1994, 1991
The Art of Light and Space—First Place Jacket and Merit Book Interior 1994.
Joseph Beuys—Second Place Jacket 1991.

Strathmore Graphics, Gallery Award, 1994, 1992
Finish Resource Studio Letterhead 1994 / Arkitektura Stationery Program 1992.

AIGA 50 Books, 50 Covers, 1990
Book award for the jacket design of *Artspeak*.

Articles/Podcasts Featuring Worksight	**HellgateNYC,** *The Tacky Weed Bodega Aesthetic Is Actually 'Old-School' NYC Vernacular"* hellgatenyc.com/in-defense-of-the-tacky-weed-bodega-aesthetic#coral_thread

Articles/Podcasts Featuring Worksight

HellgateNYC, *The Tacky Weed Bodega Aesthetic Is Actually 'Old-School' NYC Vernacular"*
hellgatenyc.com/in-defense-of-the-tacky-weed-bodega-aesthetic#coral_thread

The Quickie for Designers, (Podcast) Interviews by Dave Hopkins, May 2019 + 2020
www.printdesignacademy.com/podcasts/print-design-podcast?search=scott+santoro
www.printdesignacademy.com/podcasts/the-quickie-interviews-for-graphic-designers?search=santoro

Logolounge, Center Stage—Professor Spotlight, September 2018
logolounge.com/articles/professor-spotlight-scott-w-santoro

Intuit Quickbooks online magazine: *What Are the 5 Working Relationships Every Small Business Owner Needs? We Asked OWN IT Member Scott Santoro.* July 2017

DesignNET, Graphic and Product Design Magazine (Korea), 2004 vol 78 March
A Philosophical Plumber: Scott Santoro

2 + 3D, Graphic and Product Design Magazine (Poland), 2003 #7 April; *Works of Scott Santoro*

Art and Design, Central Academy of Fine Arts Magazine (Beijing, China), 2002 #1
Worksight Design

Plus Eighty One, Graphic Design Magazine (Japan), 1999 vol 6 winter
Cranbrook in New York

inForm: Pratt Institute's Graduate Newsletter (NY), 1998 vol 3 #1
Lubricating the Vernacular

Étapes Graphiques, Design and Culture Magazine (France), 1997 January #25
Graphics for Public Consumption in the USA

Print, Graphic Design Magazine (USA), 1996 Nov/Dec, *The McCoy Generation*

Baseline, Typography Magazine (UK), 1994 #17, *Type and Other Debris*

Graphics International, Graphic Design Magazine (UK), 1993 August/September
New York Design; Special Report

Published Work

Brand Design: Communication Design for Branding Albert Inyoung Choi, 2013

The Ultimate Graphic Element Collection: Liaoning Science & Technology Publ. House, 2008

KAK Magazine (Moscow): Vol. 1/41: creative gifts issue, 2007

Logos: *Logotypes from North, Central South America,* Index Book—Barcelona, 2007

Typography Workbook: *A Real-World Guide to Using Type in Graphic Design,* Rockport, 2005

Graphis Logo 6, Graphis Publications, 2004

100 Habits of Successful Designers, Rockport, in conjunction with Plazm Publications, 2004

Black and White and Two Color Design, Graphic Idea Resource, Rockport, 2004

Graphic Design on a Limited Budget: Vol. 2, Rockport, 2003

The New American Logo, Madison Square Press, 1999

Unholy Alliance, NYC '94 Text and Image, Museum Boymans-Van Beuningen, 1994

Non-Traditional Design, PBC International, 1994

Cranbrook Design: The New Discourse, Graphis, Book Review, 1994

Low-Budget/High-Quality Design, Watson Guptill, 1992

The Art School That Matters, The Journal of the Chartered Society of Designers, 1992

Cranbrook Design: The New Discourse, Rizzoli, 1991 #2

American Graphic Design Expression, The MIT Press, Design Quarterly,
"The Evolution of American Typography," 1990 #148