

Greg Hedges

201.424.2576 | gmhedges@syr.edu | 109 Herkimer St. | Syracuse, NY 13204
grehedgesdesign.com

EDUCATION **Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY**
M.S. in New Media *May 2006*

Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY
B.S. in Graphic Design *May 2000*
Minor in Music Industry
Concentration Public Relations

TEACHING EXPERIENCE **Syracuse University, S.I. Newhouse School of Public Communications**
Assistant Professor; Non-Tenure Track (Fall 2007 – Present)

Instructor, GRA 537 “Typographic Layout” *Fall 2009, Fall 2008*

Redesigned and created new curriculum and goals for the class, focusing on typographic and graphic design history and containing multiple projects designed to increase and differentiate the portfolios of the students enrolled in the class

Provided exposure and expertise on the anatomy and structure of letterforms, type handling and the principles and practices of typesetting

Developed projects that brought in less developed areas of major including use of hand-lettering, historical research and analysis, presentations methods, three-dimensional construction of packaging and motion graphics

Class comprised of 15 undergraduate students majoring in graphic design

Instructor, GRA 217 “Introduction to Graphic Design” *Fall & Spring 2007 – Present*

Instruct class on the principles and practices behind the graphic design profession focusing on visual perception and communication theory through the execution of projects including a wordmark and résumé design, poster and advertising design, identity design, magazine and publication design and web site design.

Helped develop and update the syllabus to include a focus on the theories and principles of interface design and the inclusion of other new media practices such as a class blog that students are required to post and comment in weekly

Work with students in numerous office hours in an art direction role to help guide them as they work on the various projects

Teach two sections of this required class each semester comprised of 35–40 undergraduate students enrolled in a large number of the majors at the school

Instructor, GRA 500 “The Design Studio” *Spring 2008, Spring 2009*

Developed and created this course which is run as a design studio with the students as the principal members to give them exposure to the business practices of the design profession

Exposed students to lawyers, accountants, printers and other professionals that advised and explained the process of starting and maintaining a design business, including the contractual agreements and the taxes and governmental regulations a business must follow

Students worked to develop the business and develop and pursue potential clients for the studio including work on proposals, scheduling and pricing projects

Client projects were taken from concept to completion and final delivery as the students worked with not-for-profits and other businesses in the local Syracuse community

Class comprised of 12–15 students each semester ranging in majors and including graduate and undergraduate population

TEACHING EXPERIENCE

Instructor, MPJ Web Experience *Spring 2007, Spring 2008, Spring 2009*

Created and designed this experience for the Military Photojournalism students enrolled at the Newhouse School

Students are exposed to the principles and practices of web design and coding including XHTML, CSS, XML and Adobe Flash

Worked with students as they designed, developed and launched a web site featuring multimedia content that ranges from still photos to audio/image slideshows and flash animation

Class comprised of 16 enlisted soldiers from the four branches of the military required to take this course each spring

Based on exposure of the web site to the general public two local magazines *CNY Magazine* and *CNY Business Exchange* repurposed the student work for use in their publications

Web site addresses:

newhousemilitary.syr.edu/mpj2007

newhousemilitary.syr.edu/mpj2008

newhousemilitary.syr.edu/mpj2009

Instructor, GRA 617 “Visual Communication Theory & Practice” *2006 – Present*

Co-lecture graduate students in the principles and uses of visual perception theory and work individually with 30 students as they execute various projects ranging from print to web design over a 6-week intensive summer semester

Teach, prepare lessons and work with 6 teaching assistants as they are trained to work with and guide the graduate students enrolled in the class

Helped modernize curriculum to include web design and blogging

Class comprised of around 90–100 graduate students with varying majors

Instructor, Welch Allyn (Local Business) “Introduction to Flash” *January 2009*

Developed and taught a two-week introductory software based course on Adobe Flash to the communications and marketing departments of this medical equipment engineering company located in Skaneateles, NY

Guest Speaker, NEW 508 “Newspaper Editing”, “Newspaper Design Principles” *Fall 2008*

Used my expertise in the design of publications to help guide students as a guest lecturer on news design by critiquing layouts they developed for a class assignment

Teaching Assistant, GRA 218 “Introductory Graphics Lab” *Fall 2005 – Spring 2006*

Taught 5–6 sections of the introductory graphic design lab that is a companion for the Introduction to Graphic Design course offered by the Newhouse School.

Instructed the students on how to use three software packages: Adobe InDesign, Illustrator and Photoshop

Assisted in the art-direction of student work

Developed a series of review sheets to help support the software lessons

PROFESSIONAL EXPERIENCE

ThreeOneFive Design, Syracuse, NY *July 2006 – Present*

Partner, Founding Member

Design, code and perform day-to-day business operations of this start-up firm

Develop branding strategies resulting in a cross-platform execution of identity solutions including logos, brochures, advertisements and database driven web sites and develop and implement tailored content management systems

Help secure and maintain relationships with clients whose backgrounds range from educational to consumer based markets

PROFESSIONAL EXPERIENCE

King Features Syndicate, Syracuse, NY *April 2001 – July 2005*

Designer

Responsibilities included the design of materials for the licensing and public relations departments of this comic and editorial syndicate featuring properties such as Mutts, Blondie, Betty Boop and Popeye

Designed style guides, logos, web sites, advertising campaigns, product and packaging design, art exhibits and promotional materials

Prepared mechanicals and worked with printers from price quote to final delivery

Worked with Vice President of Creative to maintain the integrity of properties

Context Studio, New York, NY *June 2000 – April 2001*

Designer

Designed both print and web related materials from concept to release

Developed logos, advertisements and tagline copywriting to be used in re-branding campaigns for Fortune 1000 businesses

Designed and developed concept boards, web interfaces and Flash applications

Also assisted in preparation of mechanicals and other pre-press related work and in art direction of projects and studio

SERVICE & CREATIVE WORK

3-D Piano with Fred Karpoff

Designer and Collaborator *2008–2009*

Worked with Professor Richard Breyer and Professor Fred Karpoff on a multi-school collaboration resulting in a 6-disc DVD instructional series and companion study guide

Helped to guide and structure the projects visual identity and marketing strategies

Designed the logo and identity system for the project and 84-page study guide

Designed and developed the web site for the project housed at 3-dpiano.com

National Press Photographer Association (NPPA)

Lecturer *April 2009*

Spoke about the importance of personal branding and logo development at the local NPPA workshop held at the S.I. Newhouse School of Public Communications

Empire State School Press Association (ESSPA)

Lab Instructor *October 2007*

Taught and led two sessions on using InDesign to high school students and their teachers as part of this scholastic visual communications program

ADVISING

Kristen Hiller, Master's in Photography Project Advisor *Fall 2009*

"Public Diplomats For Human Rights: The Faces of Faith" Web Site and Multimedia;

Patricia Mancini, Master's in Photography Project Committee Member *Fall 2007*

"Sight & Picture: Views Beyond The Cockpit" Magazine and Web Site;

Marika Garcia, Master's in Photography Project Committee Member *Fall 2007*

"The Mission Restaurant Profile" Web Site Design and Development;

Sarah Marshall, Undergraduate Honors Program Advisor *2008 – 2009*

"Syracuse Grows; A Sustainable Approach to Communications" Visual Identity and Web Site;

SKILLS

Knowledgeable of both Apple and Windows platforms; Adobe After Effects; InDesign; Illustrator; Photoshop; Dreamweaver; Flash (ActionScript 2.0 & 3.0); HTML, Coldfusion and SQL coding Languages; MySQL; Apple Final-Cut Express; Audacity; Quark Xpress; Microsoft Office Suite