

FRANK HOULIHAN

Resumé / Curriculum Vitae

EDUCATION:

Ed.D, degree in Educational Leadership, Argosy University, January 2014
Master of Fine Arts degree in Graphic Design, CSU, Fullerton, January 2002
Bachelor of Arts degree in Graphic Design, State University of New York, Buffalo, MFC, 1998.

RELATED RESEARCH / TRAINING:

Brightspace LMS Hybrid Classroom: Train the Trainers Workshops, 2017-2018
Sloan Consortium Workshops – Learning Outcomes and Online Education 2012-2014
Research on teaching / taxonomies – Learning research of asynchronous and hybrid classrooms
UCLA Extension - Online Instructor Development Training 2004
UCRX Instructor Workshop - Teaching Methodology and Praxis 1996
American Film Institute - Imaging Using Electronic Media 1993
Chaffey Community College - Using Vector Illustration Software 1989
Riverside Community College - Typography and Graphic Design 1980

TEACHING EXPERIENCE:

ART INSTITUTE OF CALIFORNIA, INLAND EMPIRE, April 2007 to 2018
Classes taught: Digital Illustration; Contemporary Typography; Concept Design; Information Design; Advanced Motion Graphics; Font Design; Graphic Design Capstone; Portfolio 1; Expressive Typography; Internship/Externship; Interactive Planning; Advanced Image Manipulation; Typography Hierarchy; Grid Systems; Typography Foundations; Pre Print Production; Branding; Packaging Design; Typography for Publications; Graphic Design History; Art History Survey; Electronic Layout Foundations; Advanced Package Design; Message Making; Senior Projects; Digital Message Making; Senior Design Thesis / Projects; Multimedia Design Fundamentals; Illustrated Concept Design; Experimental Typography; Design Teams 1 & 2; Corporate Identity; Interactive Motion Graphics; Portfolio Preparation.
Internship Coordinator and Internship Advisor, 2010 to 2018.

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO, Adjunct Lecturer 2015 to present
Classes taught: Typography; Graphic Design 1,2, 3 & 4; Interactive Motion Graphics; Graphic Design History (*online*); Packaging Design; Production of Visual Information; Introduction to Composition and UI/UX Design.

UNIVERSITY OF CALIFORNIA RIVERSIDE EXTENSION, 1995 to present
Classes taught: Elements of Design, Macintosh Basics; Introduction to Graphic Design; Using Adobe Photoshop; Advanced Photoshop; Using Illustrator; Advanced Illustrator; Using QuarkXpress; Motion Graphics using AfterEffects; New Media using MacromediaFlash; Portfolio Preparation and Presentation Skills and Creating Digital Output.
Instructor: Graphic Design Certificate Program Summer 2010 through present.

DEVRY UNIVERSITY, Visiting Professor, September 2012 to 2015
Classes taught: Visual Design, Web Design, Multi Media Design & Portfolio, Business of Design

CALIFORNIA STATE UNIVERSITY, FULLERTON, 2002
Classes taught: Typography 223B, Graphic Design 323A

SEMINAR PRESENTATION to Information Services Department, Loma Linda University 12/2002

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INDUSTRY WORK RELATED TO TEACHING EXPERIENCE:

As an industry professional for over forty years, Mr. Houlihan has developed a keen understanding of the application and importance of creating effective communication. From the early days in 1978 as head of the art department of Sullivan Publications, attention to detail and understanding of the aesthetic was paramount in overseeing the creation of posters, advertisements, outdoor and community directories. Mr. Houlihan enjoyed helping set up the curriculum for Typography for Foundations and giving workshops on effective classroom typographic projects. He has enjoyed sharing his extensive type background and sensitivity with students in Type 1, Type 2, Type 3, Type 4 and Advanced Typography.

Mr. Houlihan developed a love of art and illustration from the influence of his grandfather Benjamin Feldman who was a well-known artist and graphic designer in Western New York in the 1930s. Mr. Feldman created WPA murals for the parks department as well as award winning posters. Mr. Houlihan has sold professional illustrations to the housing and furniture industry. This experience is useful to students that take the Illustrative Concept and Graphic Design History classes.

As an art director, Mr. Houlihan was instrumental in developing concepts for effective collateral marketing for Sullivan and later his own company from 1980 to present. His clients have included SONY, RiteAid, McDonalds, Panasonic, Kirin Beer, Hawaiian Tropics, Riverside City and County, Omnitrans, Foothill Transit and RTA. He has been involved directly in all stages of production from the conceptual through to completed projects. He uses this extensive background in helping prepare students in classes like Branding, Message Making, Packaging, Design Team, Senior Projects, Independent Study and Internships.

Mr. Houlihan began using the Apple Macintosh systems for creating graphic design in 1989 with the first versions of QuarkXPress and Adobe Photoshop. He attended professional advisory workshops for these companies at MacWorld in 1990 through 1994 and has always been in the vanguard of current technical development and advancement in computer driven graphic design. Local printers, UCRX and The California Museum of Photography have hired him in an advisory capacity for this skill-set. He relates this enthusiasm and proficiency to the students of Electronic Layout, Pre-Print, and Digital classes. Mr. Houlihan is expertly proficient in the Microsoft Office software as well the Adobe Graphics Suite.

Mr. Houlihan assisted the University of California, Riverside Extension Center in creating a Graphic Design Certificate program and is a current contributor to the program development.

Publication: "Teacher Presence and Course Completion in On-line Learning" 1/2014 Argosy University – Doctoral Dissertation Research.

Exhibition: "A Fractal Paradigm" 12/2002 to 1/2003 California State University, Fullerton

East Gallery - Installation of Fractal Room Geometry and four 4'x4' mounted glicees.

UCRX Instructional Class workbooks with CDs for: Using Adobe Photoshop, Advanced Photo-shop, Using Illustrator, Advanced Illustrator, Page Layout for Publication, Motion Graphics using AfterEffects; New Media using Flash

EXHIBITIONS / PUBLICATIONS

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CONTRIBUTIONS
TO THE CULTURE
OF LEARNING:

CCAD Curriculum & Institutional Effectiveness Committee – 2017 to present
Brightspace Trainer – 2017 to present
Design 4 Good 24 hour event organizer – 2016 to present
LMS Workshops – 2016 to present
Chairperson – Faculty Development Committee – 2015 to present
Gallery Committee Member – 2014 - 2015
Faculty Advisor – Student AIGA Club 2014 to present
Faculty Development Workshop – Adding Content and Lessons to LMS - 2015
Student Internship Workshop(s) – Creating an Effective Internship – 2014 - 2015
Faculty Development Workshop – Creating an Active Learning Environment – 2015
Mid Quarter Retention Workshop – How to Make “WPAP” Style Illustrations – 2014
Best of Quarter Event – Contributor and Participant 2014 - present
Internship Outreach: Local businesses Ai Tours – 2014 – 2015
Earth Day Event Committee - 2015
Ride & Shine Committee and Student Event Advisor – 2014
Graphic/Web Design PAC Committee Fall 2007 - 2015
Instructor – Ai After Dark event 2014
Faculty Representative / Graphic Design Department to the Curriculum Committee – 2013 – 2014
Study Skills Committee member 2013 – 2014
Library / Technology Committee member 2013 – 2014
Presented workshops on Basic Computer skills, Myclassonline, AfterEffects and Adobe software
2013 – 2014
Active Participant – Faculty Development Committee Spring 2008 -present
Faculty Development Workshops 2012 – 2015 – Reaching students through technology
Active Participant – Persistence Committee 2010 to 2012
Faculty Development Seminar "Assessments" September 2009
Faculty Development Workshop "Creating Electronic Portable Learning Modules" August 2009
Faculty Development Seminar "Creating Effective Lesson Plans and Syllabi" July 2009
Faculty Development Seminar "Critiquing Technique" April 2009
Supervised Student Interns Winter 2009 to present
Created Seminar Presentation "Student Persistence" for Seminar in Orange County for three AI
schools July 2008
Curriculum Development Committee Fall 2007 to Spring 2009
Informal Collaboration and Mentoring of New Instructors Spring 2008 to present
Student Portfolio Review April 2007, December 2007, April 2008 to present
Student Success Committee Summer 2007 to 2012
Best of Quarter Awards Ceremony 2010 and present

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OTHER PROFESSIONAL QUALIFYING EXPERIENCE

Have worked as a professional designer since 1975, and owned successful Graphic Design business since 1979: Frank Houlihan Design & Graphics. Recent projects include Rivers and Lands Conservancy Pride of Place, web design for PGA West, UCR signage, logo design branding, annual reports, capabilities brochures and an illustrated land conservancy report.

Post production work on radio and television media as part of Riverside County advertising campaign, 2006.

Professional and donated in-kind services in the preservation of Southern California's Native American cultures: "Voices of the Flute," a book and CD set; "Southern California's First Cultures: A Celebration," 2005 calendar; consultation for planning a regional Cultural Heritage Center.

Professional and donated in-kind service "American Diabetes, Race and Walk for the Cure."

Professional and donated in-kind service "2002 - 2017 Prestige National Intercollegiate Golf Invitational." La Quinta, PGA West.

STATEMENT OF TEACHING PHILOSOPHY

TEACHING WITHIN A MULTICULTURAL AND DIVERSE LEARNING CENTERED ENVIRONMENT

Teaching is a magnanimous avocation. It involves sharing what you know, your time and your enthusiasm for your discipline. For many students it is the beginning to one of life's most exciting adventures on the road to a degree and a rewarding profession.

I entered teaching for the intrinsic reward in the satisfaction of helping learners attain their dreams of successfully entering the profession that I have enjoyed for so many years. My continued enjoyment is in the creativity and challenge of effective communication.

My effectiveness as an educator is centered in the professional accomplishment of my students, in making a positive change in the lives of those who I teach. I work diligently to be an inspirational educator more than a pedagogue. Most satisfying is when students use the techniques they learn as a toolbox to work with overall philosophies of the craft. It is all about creating compelling art and communication that works. Many of my students have won Addys including Best of Show and National awards. Some of my students have gone on to careers at Disney, animation studios and well-known agencies. Hearing of their success is very gratifying.

In my professional life, every project, no matter how commercial, becomes an opportunity and a challenge to exercise graphic design both as an art and as a science. I carry this philosophy into my classrooms. I believe the hallmark approach to education is the learn-by-doing philosophy, where students put theory into practice.

The viewpoints of diverse cultures and viewpoints provide a more stimulating and productive experience for all and are very welcome. Everyone learns more, reinforcing a positive learning centered milieu. More specifically, the practice that I feel is most successful at the college level is a pedagogy of sharing and interaction, a balance of power, not one directional communication and authority.

I clearly and meticulously outline and delineate expectations. The responsibility for the fruition of efforts resides with both teacher and student. "Multiple-intelligence" and "Active Learning styles" is paramount to effective education.

Philosophically, I believe that good graphic design is the coalescence of form and content. The beauty of the aesthetic informs the message and elevates it from the mundane to the dynamic. We live in an exciting time when these modernist concepts are influenced by the post-modernist questioning that transforms prose to poetry. "It broadens the viewer's perception, magnifies experience and enhances vision," — Paul Rand, Design Form and Chaos, 1993.

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LETTERS
ABOUT
PERFORMANCE



University of California,
Riverside Extension
1200 University Ave.
Riverside, CA 92507
Tel 951.827.4105
Fax 951.827.7273
www.extension.ucr.edu

August 28, 2015

To Whom it may concern:

I have had the privilege to work closely with Frank Houlihan in my capacity as Director of the Science, Law and Humanities area for the past 8 years. Frank has been a presenter of several graphic design courses for the University of California Riverside Extension division for the last 20 years. He is one of our lead instructors in our Digital Arts & Design Summer Academy program and has made valuable contributions over the years to the quality of the curriculum and offerings of our digital arts and graphic design programs.

Frank is a consummate professional who knows how to set learning objectives in the syllabus and how to deliver lectures to ensure learning can be optimized at all levels. He is well-regarded by his students not only for the knowledge of his chosen subject matter but because his teaching style allows students to reach their goals. He is very supportive and collaborative working with the administrative staff in the department including submitting grades on time and adjusting his schedule to provide one-on-one time for students needing additional attention. The makeup of his classes over the years is diverse in age, gender, ethnicity, educational preparation and socio economical standing. He has demonstrated with consistency that he is very effective and capable of providing a positive learning environment; real-world experiences; strong leadership and guidance and exceptional learning experiences to his students.

The value he places on his own educational journey is at the core of his teaching philosophy and approach to creating a positive and encouraging learning environment for his students. I applaud Frank for his unwavering passion for teaching and the opportunity to make an impact on the lives and experiences of his students. I believe that Mr. Houlihan will make an exceptional and positive contribution to any teaching position he seeks.

Sincerely,

A handwritten signature in black ink, appearing to read "Sandra T. Richards". The signature is fluid and cursive, with a long horizontal stroke extending to the left.

Sandra T. Richards
Director, Science Law and Humanities programs and
Osher Lifelong Learning Institute
University of California Riverside Extension
1200 University Ave., CA 92507
(951)-827-1634: srichards@ucx.ucr.edu

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Department of Art
(714) 278-3471

January 26, 2005

To Whom it May Concern:

From fall 1998 to his graduation in January 2003, I functioned as Frank Houlihan's graduate chairperson. It's been a pleasure to work with and assist Mr. Houlihan in his academic goals. I always looked forward to our graduate committee meetings. His subject matter and presentations were always fascinating and thought-provoking. Since those days, I continue to use his work as examples of excellence to future graduate applicants.

Mr. Houlihan clearly understands the marriage between his medium and theory. He is relentless in his thirst for knowledge and from the very beginning of his graduate studies, he has functioned at the highest professional level; merging his knowledge of three-dimensional and web based animation with explorations in design and fractal theory. Mr. Houlihan is intelligent, open-minded, attentive, patient and has an approach-able and accommodating temperament that is proven to be effective with students.

He has earned the respect from both fellow students and faculty at Cal State Fullerton and along with that respect he has also made friends. Even without his academic accomplishments, Frank Houlihan stands out as a sincere and warm person and it is with great pleasure that I give you my strongest recommendation for him, both as my colleague and friend. I have no doubt in my mind that whatever endeavor Mr. Houlihan participates in, the benefit is to those around him.

Sincerely,

Sergio Lizárraga,
Associate Professor of Graphic Design

CALIFORNIA STATE UNIVERSITY, FULLERTON P.O. Box 6850, Fullerton, CA 92834-6850

The California State University: Bakersfield / Channel Islands / Chico / Dominguez Hills / Fresno / Fullerton / Hayward / Humboldt / Long Beach / Los Angeles / Maritime Academy / Monterey Bay / Northridge / Pomona / Sacramento / San Bernardino / San Diego / San Francisco / San Jose / San Luis Obispo / San Marcos / Sonoma / Stanislaus