

# Gustavo Machado

Designer/Educator

<http://www.gustavo-machado.com/educator>

[gustavo@gustavo-machado.com](mailto:gustavo@gustavo-machado.com)

403-200 Balliol Street

Toronto, Ontario - M4S 1C6

647.341.9248

## **PROFILE**

Highly motivated Designer/Educator with nineteen years of professional experience in Graphic Design as well as eleven years of teaching activities at universities, colleges and training centres

## **PROFESSIONAL EXPERIENCE**

### **Sessional Faculty**

#### **OCAD**

##### **Faculty of Design**

Toronto, ON – Canada – 2008-present

- Devised syllabi and created curriculum, lectured, composed exams and administered grades
- Taught Design Process, Interaction Design Studio and Introduction to Experience Design courses following learning-centered education principles

### **Part-time Instructor**

#### **Centennial College**

##### **School of Continuing Education**

Toronto, ON – Canada – 2008-present

- Devised syllabi and created curriculum, lectured, composed exams and administered grades
- Taught Graphic Design Fundamentals, Interface Design and Usability for the Web, Intro to Web Design, and Intro to Flash Production courses following learning-centered education principles

### **Centennial College/University of Toronto at Scarborough**

#### **New Media Program**

Toronto, ON – Canada – 2007-2008

- Devised syllabi and created curriculum, lectured, composed exams and administered grades
- Taught Language of Design and Design for New Media courses following learning-centered education principles

### **Advertising Program**

Toronto, ON – Canada – 2004-2008

- Devised syllabi and created curriculum, lectured, composed exams and administered grades
- Taught New Media for Advertisers course following learning-centered education principles

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## **Part-time Instructor**

### **Rich Media Institute**

Toronto, ON – Canada – 2007-2008

- Responsible for the Online Marketing and Advertising course content
- Devised syllabi, created curriculum, and lectured
- Taught OMA course following learning-centered education principles

## **Editor**

**DesignEducation.ca** – Thousands of Design Resources

Canada – 2006-present

- Responsible for reviewing, selecting and posting multimedia content (links, documents, presentations, pictures, videos) on the Web site

## **Part-time Instructor**

**The Art Institute of Toronto** – Digital Design Program, Graphic Design Program, ITI

Toronto, ON – Canada – 2005-2008

- Developed Graphic Design and Web Design Industry Trends reports (2006, 2007) for the school's Executive Committee
- Collaborated with curriculum development committee in designing 18-month Graphic Design/Web Design Programs and creating new syllabi to existing courses
- Collaborated with curriculum development committee in reviewing the Graphic Design Bachelor Degree Program
- Collaborated with Career Services to organize Web Animation and Online Portfolio workshops directed to Animation and Game Design students
- Devised syllabi and created curriculum, lectured, composed exams and administered grades
- Taught Basic Typography, Advanced Typography, Corporate Communications, Concept Design, Website Development, Screen Design and Graphics, Web Page Scripting and Digital Portfolio courses following learning-centered education principles

## **Part-time Instructor**

**Humber College** – Digital Imaging Training Centre

Etobicoke, ON – Canada – 2005-2007

- Devised syllabi and created curriculum, lectured, composed exams and administered grades
- Taught Adobe Illustrator Level 1, Adobe Illustrator Level 2, and Typography courses following learning-centered education principles

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## **Curriculum Developer**

### **RAC Digital Arts College**

Toronto, ON – Canada – 2004-2005

- Collaborated with curriculum development committee in designing Digital Media and Game Design Programs
- Selected appropriate media and delivery methods; prepared a set of student activities and a high frequency of learning prompts following learning-centered education principles
- Adapted programs length in order to match Quebec's Ministry of Education requirements

## **Part-time Professor**

**Catholic University of Campinas** - Visual Arts Program, Advertising Program

Brazil - 2002

- Devised syllabi and created curriculum, lectured, composed exams and administered grades
- Taught Design Fundamentals I, Design Fundamentals II, and Creativity in Advertising courses following learning-centered education principles

## **SKILLS SET**

- Education, Training, Curriculum Development
- Advertising, Graphic Design, Multimedia, Web Design, Social Design
- Photography, Digital Illustration, Digital Painting
- Adobe Illustrator, Photoshop/Image Ready, InDesign, QuarkXpress, Dreamweaver, Fireworks, Flash and Contribute

## **EDUCATION**

### **MFA in Graphic Design**

Miami International University of Art & Design

USA, 2009

### **Teacher of Adults Certificate Program**

Centennial College

September 2005 - ongoing

### **Bachelor of Social Communications, Major in Advertising**

Catholic University of Campinas

Brazil, 1996

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## AWARDS AND HONOURS

- **Gold Cube Award** at the 2006 UCDA Design Competition, University & College Designers Association, Austin, August 2006
- **Coupe International Design and Image Competition Award**, Coupe Magazine, Toronto, October 2004
- **"Best of Show"** title at the 11th Annual 3 Dimensional Illustrators Awards Show, Society of Illustrators / Museum of American Illustration, New York City, September 1999

## PUBLISHED WORK

- **For a Good Cause**, Index Books, Spain, Summer 2010
- **A Homage to Typography**, Index Books, Spain, Summer 2009
- **Symbols, Pictograms and Silhouettes**, Index Books, Spain, Fall 2008
- **LogoLounge 4**, Rockport Publishers, USA, March 2008
- **The Big Book of Logos 5**, Collins Design, USA, February 2008
- **Zeixs Cube Collection: Graphic Design**, Feierabend Verlag, Germany, April 2007
- **Zeixs Cube Collection: Logotype**, Feierabend Verlag, Germany, April 2007
- **Zeixs Cube Collection: Typography**, Feierabend Verlag, Germany, April 2007
- **DNA Identity**, Index Books, Spain, May 2006
- **T-Shirt 360**, Index Books, Spain, March 2006
- **Logos from North to South America**, Index Books, Spain, January 2006
- **Worldwide Identity**, Rockport Publishers, USA, October 2005
- **Web Designer** magazine, interview, Paragon Publishing, England, February 2005
- **Then is Now: Sampling from the Past for Today's Graphics**, Rockport Publishers, USA, July 2001
- **Portfolios Online: Digital and Graphic Designers Websites**, Watson-Guptill Publications, USA, June 2001
- **Pixel Perfect: The New Digital Designer**, Watson-Guptill Publications, USA, June 2000
- **Global Graphics: Symbols - Designing with Symbols for an International Market** Rockport Publishers, USA, May 2000
- **Virtual Media: a step-by-step techniques guide**, Watson-Guptill Publications, USA, September 1999
- **Extreme Graphics**, Watson-Guptill Publications, USA, October 1998