
Adam Kallish Vitae

Biography

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His first interest is how education and design can become integrated by understanding the cultural contexts of schools as institutions in a larger whole: society;

His second interest is in the conceptual and theoretical nature of design itself through semiotics and other forms of inquiry;

His third interest is how technology is affecting the relationship between people, companies and human performance.

A native of Chicago, Adam graduated with a BA in Communications Design with high honors from the University of Illinois at Chicago and went on to pursue a Master of Fine Arts in Graphic Design from Rhode Island School of Design.

Adam gained insight into teaching and education at Rhode Island School of Design. He dedicated the balance of his graduate work to exploring design through education rather than existing mainstream methods of looking at education through design. His thesis "Contextual Education" looked at design education through established educational models. He also immersed himself in the study of visual semiotics and was a teaching assistant to J. Malcolm Grear and Krystof Lenk and taught RISD continuing education and summer program classes.

At North Carolina State University, School of Design as an Associate Professor (1988-1990) he taught at the undergraduate and graduate level and developed an industry relationship between industry and graphic design with Philips Corporation/Knoxville Industrial Design Center. This was an example of creating academic/industry cooperation to develop mutually beneficial projects for education and industry. He had also worked on building multi-disciplinary relationships among departments within the School of Design and campus wide.

He was awarded a Fulbright in 1990 to the National Institute of Design, Ahmedabad (India) exploring how design education developed since the drafting of the Eames Report (Charles and Ray Eames, 1957). He also taught seminars on design methods and secured software for the school through Aldus Corporation.

At an Adjunct level, Adam has taught at The School of the Art Institute of Chicago where he developed a unique course offering for upper division students called **Design Discourse**. It crossed subject matter on design methods and processes as well as professional practice issues. He also taught at the School of the Art Institute of Chicago, Department of Architecture, Interior Architecture & Designed Objects teaching a graduate seminar **Design Ecologies** which focuses on entrepreneurship and facilitation. At The University of Illinois at Chicago, Adam taught Advanced Typography which explored students developing and interpreting content using traditional book arts and digital production processes. Introduction to Graphic Design focused on the beginning visual processes using traditional graphic processes (ruling pen, paper and plaka) to communicate basic visual forces and craft. He taught a course on design methods at Northern Illinois University focusing on the writings of John Christopher Jones and other practitioners of design methods. He is currently teaching at the Illinois Institute of Technology, Institute of Design on how agile and design methods work together. Adam has guest lectured at the Indian Institute of Management (Calcutta), Indian Institute of Technology (Powai), Swire School of Design (Hong Kong), University of Chicago, University of Illinois at Chicago, Savannah College of Art & Design, North Carolina State University, Savannah College of Art and Design, and Loyola University, among other institutions.

His broad range of interests is reflected in his varied professional activities. Beginning as a senior designer for Weisz, Yang, Dunkelberger in Westport, Connecticut he was involved in adapting new computer technologies to daily design needs. He went on to work with Cagney + McDowell in Chicago, a nationally recognized firm with a diverse clientele in annual reports, and Michael Glass Design, Inc. in Chicago on signage and environmental design issues.

From an enterprise, consulting and corporate perspective, Adam held the position of Director of Innovation at ZEFER, Associate Partner for Brand Methods and Processes at USWeb/CKS (marchFIRST) and Director of Strategy & Planning for Tanagram, Inc. At Andersen Worldwide, Design Director of the Design Unit where he guided the group in providing both strategic and tactical design services to Arthur Andersen & Andersen Consulting. He was Delivery Director at Tanagram Partners which focused on creating digital ecologies and rich internet applications for a variety of industries and DARPA. At IBM, he focused on driving IBM Design Thinking and Agile through IBM Systems product teams, and became Design Principal, a board appointed position. In terms of design and transformation, he was Associate Partner within the Strategic Design Group at Infosys. He founded Trope Collaborative in 1997 (and continues partial work in) working on a wide variety of projects for diverse companies and mission based organizations.

Adam constantly searches for links between the various disciplines of design (inter-disciplinary) and other professions (transdisciplinary) in the social and natural sciences. Adam is continually interested how media affects the teaching of design and how the educational/private sector environment affects design methodologies in the studio environment. His continual goal is to merge theoretical and pragmatic points of view into a more dynamic and fruitful relationship.

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Teaching/Boards/Thesis Overview
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Teaching Positions – 1988 to 2009

Associate Professor

North Carolina State University

School of Design
Box 7701
Raleigh, North Carolina 27695
919.515.8310

National Institute of Design Fulbright Program

Ahmedabad, India
January to September 1991

Adjunct Professor

University of Illinois at Chicago

1994
School of Art and Design
University of Illinois at Chicago
106 Jefferson Hall
929 West Harrison
Chicago, Illinois 60607-7038
312.996.3337

Instructor

Northern Illinois University

Fall 2006
Visual Communications
School of Art, VAB 216
DeKalb, Illinois 60115-2883

Art Institute of Chicago

Instructor

Dept. of Visual Communications

1993-1994
Dept. of Architecture, Interior
Architecture & Designed Objects
Spring 2007-2009

The School of the
Art Institute of Chicago
36 South Wabash
12 Floor
Chicago, Illinois 60604

Adjunct Faculty

IIT/ Insitute of Design

Spring 2018 to Present
IDX 597 Special Topics
Agile Culture

Education

Rhode Island School of Design MFA in Graphic Design

June 1987
RISD/Brown University Exchange
Program, Fall Semester, 1986

University of Illinois at Chicago BA Communications Design

High honors
June 1985
Minor in Art and Design History

Boards

Integrative Teaching International ThinkTank

Founding board member (2006-2010) of the Integrative Teaching International (ITI), an educational corporation focusing on strengthening art foundations from both a pedagogic and administrative (policy) perspective.

Savannah College of Art & Design Foundations Advisory Board

Advisor to the School of Foundation Studies from 2009 to 2011 focusing on overall improvements and to create better linkages to feeder degree programs.

School of the Art Institute of Chicago Advisory Design Council

On council from 2010 to 2012 providing advice on design matters in relation to the Architecture, Interior Architecture and Designed Objects Program.

Review Groups

Institute of International Education

Fulbright National Screening
Committee on Design
2011, 2012 and 2015

Graduate Thesis

Contextural Education

Rhode Island School of Design

June 1987

Graphic design education is a diverse synthetic field combining the fine and applied arts. Each educator individually tries to understand their total educational picture by making certain connections that gives them the means to understand educational act and actions. Can there be any agreement in such a situation to provide a common frame of reference of design education? If so, can a system be created to begin a meaningful collective discourse to enhance overall understanding?

This thesis approached the reoccurring themes that become components of all educational experiences. It did not try to tackle the diversity of opinions on the subject, but recognized them at the outset. Schools do not exist in vacuums, they are in essence significant structures that enhance and delineate experiences that schools as institutions consider valuable. These decisions are affected by the context in which they exist, which begins to affect the structure, direction and most important what a particular school interprets as viable experiences in (graphic) design.

The first part of the thesis asks fundamental questions of both educating, training, and the form and structure of education. It then delves into three unique historical contexts in the development of graphic design education. The VKhUTIMAS, the Bauhaus and Hochschule fur Gestaltung (ULM)– three unique schools that not only addressed their own particular contexts, but tried to expand and understand what design was becoming. These programs were reviewed from both a pedagogic and historical perspective to show how their proximity to social, political and economic contexts in which they existed in shaped program courses.

While contexts may be different, the structure of educational experiences are similar. Contextural education recognizes the diversity of education as a weaving together of constituent parts (whatever they may be) to make a whole (education as supersign- a complex number of signs that function together in unity). It also recognizes that there are basic educational components that structure educational experiences. These can be categorized as:

Philosophy

a creed or value system that mediates the perceptions of, in this case, graphic design;

Curriculum

structures that order a set of viable experiences to achieve goals and objectives;

Taxonomy

a system for understanding how educational experiences work from the vantage point of structuring information, how we perceive it and act on it.

The core of the thesis delved into detail to map out the complexity between thought and action. It avoids questions of value as it is a fluid decision based on context. What it does try to address is the overall abstraction of educational thought by trying to make it visible and in doing so increase the awareness of both the individual educator and the institutions in which they serve.

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Fulbright Program
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Fulbright Program

**National Institute of Design (NID)
Ahmedabad, India**

Started in part by the Eames Report (Charles and Ray Eames, two internationally known American designers) in the late 1950's, NID's role as the only national design school to identify and nurture design in India and integrate it with different business and social sectors. The Eames Report was, and still is, quite a task. At the inception of NID, there were no Indian designers in the professional sense (in Hindi, there is no equivalent word for design). The school was visited by respected Western design professionals, some who were aware of Indian culture, but taught within a modern western attitude toward design. Presently, there are alumni from the 1960's, 1970's and 1980's at NID teaching, and the school.

NID fulfills some of its goals of increasing design awareness by applying design solutions through public service to meet the many pressing needs of a struggling population. The social contexts are not necessarily the same as the focus on ecological, cultural and economic problems is interfaced with the country's rich cultural traditions and craft based economy through the mediation of design skills and ideals.

Of particular interest was how culture influenced design and the ways in which educational institutions carried out an explicit responsibility to impart knowledge. These institutions had an implicit role to strengthen cultural beliefs in social, political and economic systems. At this time there was little critical research that existed on NID from a western perspective, except for some general articles about the school. It still continues to be very much a living history, with little substantive written data concerning the issue of Indian identity.

The proposed project was to investigate the relationship between (the then) Indian cultural stresses and how the Eames report was being interpreted to determine the possible futures of NID. To understand a culture and the complexities of an educational institution, one has to be simultaneously inside as a participant, and outside as an observer. This study consisted of three components: intense observation, active participation, and critical analysis.

The NID student population were currently learning on the foundation of diverse forces that had acted and continue to act on NID. Timely questions were being asked by students as to what was Indian design in a cultural and global sense? Was the design process which was so rooted and objectified in the west relevant in an eastern context? How was NID to cope with the goals of its original charter in the 1990's and beyond? This was during the Gulf War, the fall of the Berlin Wall & reunion of the two Germanys, the fall of the Soviet Block and a re-evaluation of socialist ideas.

In the participatory realm, I interacted through the shared language of design. I developed lectures, put together discussions about eastern and western views on design, and initiated cross cultural projects based on shared methodology. Questioning form in terms of global acceptance, and at the same time exploring the roots of vernacular influences was very important. New technology, such as the computer – at the time was just beginning to be introduced. It was not known at the time how this was going to affect both curriculum content and expression. Also secured was a grant from Aldus Corporation to supply several software packages for students and faculty to experiment with.

Since the act of designing is so rooted in cultural arenas, this study dealt with issues that could not possibly be answered purely in quantitative terms. This is not to imply that an objective study could not be done, but it had to take into account qualitative questions which could not be measured. The critical analysis/documentation was the link between the observation and participation – where the qualitative and quantitative methods met. I lectured at the Institute, interacted with students and faculty, traveled extensively around India to interview alumni and experience first hand their work in both the profit and not for profit sectors. I also lectured at the Indian Institute of Management (Calcutta), Rotary Clubs, and The Indian Institute of Technology (Mumbai). All of these interactions created a framework of understanding to point at several possible futures which NID could take.

With the proposition that the countries of the world are becoming intertwined by the globalization of economies and telecommunication, the global village envisioned by Marshall McLuhan was coming into being. NID, as well as other select design schools around the globe, which continue to come to grips with the intent and direction of design education. Each institution has different motives and viewpoints as to what design's role and function is in relation to culture. One of NID's goals is on mutual understanding of other cultures.

At the same time this created stresses in countries that had been dominated by western powers which wanted to keep their cultural identities intact. It is this seemingly insurmountable paradox between globalization vs. cultural identification that continues to be played out at NID. The school continues, through faculty and alumni to be a mediator between the rich past of tradition with the demands of an evolving technological mass production economy.

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Course and Course Development
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Courses Taught

Rhode Island School of Design (1986-1987)

Adult Education Courses in Graphic Design
Foundation

North Carolina State University (1988-1990)

Graduate Studio
Materials and Processes
Junior and Senior Studio
Photography for the Visual Designer
Typography

National Institute of Design, Ahmedabad (1991)

Junior Studio
Junior Seminar

University of Illinois at Chicago (1994)

Introduction to Graphic Design
Advanced Typography

School of the Art Institute of Chicago (1993-2009)

Design Discourse (1993-94)
Design Ecologies (2008-10)

Illinois Institute of Technology : Institute of Design

Agile Culture (2018)

Themes and Media Interests

Agile
Architecture
Brand Development
Transformation & Change Management
Computational Design
Corporate Identity
Collaborative/Participatory Design
Design Management
Design Methods
Design & Culture
Design History
Design Research
Design Thinking
Exhibition Design
Experience & Service Design
Landscape Architecture
Photography
Professional Practice
Semiotics

Rhode Island School of Design

Summer 1986 and 1987

Pre-College Program, Rhode Island School of Design

Pre-College Program teaching graphic design. Orientation toward a process of basic visual concepts, form translation and typographic exploration.

Fall 1986 and Spring 1987

Continuing Education Program, Rhode Island School of Design

Emphasis on building conceptual and production skills. Concentrated on typographic design and the exploration of the poster as an information medium based on research and analysis.

North Carolina State University

September 1988 to December 1990

VD 400-005 – Senior Studio

A design methods course focused on the theme “City” using exhibition design as the mode to express their research. Extensive readings into the process of design and group oriented activities. Launched a full-scale design exhibition at Brooks Hall.

VD 255 – Material and Processes 1

Redirected emphasis on mastery of graphic arts tools, materials exploration, craft and presentation.

VD 256 – Materials and Processes 2

Emphasis on photomechanical processes and how to manipulate them. Total revamping of the curriculum description. Development of links to the outside graphic arts community.

VD 400-004 – Junior Studio

Focused on design methods as a way for problem definition for problems of abstract statistical information. Students defined problems and developed solutions by dealing with all aspects of design from writing to production.

VD 400-004 – Junior Studio

This studio focused on the relation between form and content. Explored the relation between thoughts and ideas and the forms which came from them. Projects ranged from exploration of expressing the visual content of architectural manifestos to stationary systems.

VD 400-003 – Pre-Graduate Studio

Theoretical explorations of form/content. Codifying the process of signification through semiotics and other forms of inquiry. Lectures by invited guests from the School of Design and other departments in the university. Final project dealt with exploring the interface between specific functions in manuals and the products for Magnavox Corporation collaborating with the English Department.

VD 600 – Graduate Studio

Collaborative studio with product design using computers. This course was based upon a report that David Chapin, a former assistant professor in Industrial Design and I put together. Worked with Philips, North America on emerging TV remote technologies and on wayfinding/environmental design by exploring a new library interface for the university library. Initiated procurement of computers, output devices, software and continued development of typeface selections.

New Course Development at the School of Design

VD 592 – Photography for the Visual Designer

Summer Session 1989, Spring 1990, Fall 1990

Explored how visual designers use images as part of a larger vocabulary. Experiments into the nature of light, the history of photography as an extension of painting and transformation into present forms of multimedia and readings on sequence and context were explored. A wide number of experiments were done to increase awareness and to integrate results in other courses.

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Course Descriptions**National Institute of Design**

January to August 1991

Lectures on Culture and Technology

Along with general research activities at the institute, gave topical lectures to invited classes on technology and culture. Acquired a donation from Aldus Corporation of various software packages, which were used to introduce students and faculty to design applications.

Also lectured at the Indian Institute of Management (Calcutta) to senior business executives about design, The Indian Institute of Technology (Mumbai) and several rotary clubs.

Film Critique

An arrangement of American seminal films were developed to address cinema as a graphic and interpretational tool about life in America. This was linked to discussions about film as a medium of communication and mythology.

Issues in Design

Mixed industrial design and visual communications students were asked to assess their role in India's future applying their design skills as both a methodology and activity in various aspects of Indian culture. Students worked in teams to develop and defend positions from questions by their peers.

The Art Institute of Chicago**Visual Communications**

Spring 1993 to Fall 1994

Design Discourse

Teaching seminar course for upper division undergraduates on design issues in theory and practice. Stressing different methodologies in problem solving and arranging professional guest speakers and final critics. Guest speakers have included: Rick Valicenti, Thirst • Dan Wefler, Wefler & Associates • Robert Young, AIA, Midland Studio • Todd Leif, writer • Rob Dewey, (former) communications director for the American Center for Design • Wendy Pressley-Jacobs, Pressley Jacobs Design • Carlos Segura, Segura, Inc. • Sharon Helmer-Poggenpohl, IIT • Rick Robinson, (formerly of Doblin Group).

The course premise was to increase awareness of issues and developments in social, technological, political and economic realms that impact the practice of design. Students were asked to read extensive diverse readings in design, social sciences, technology, and philosophy and develop points of view by synthesizing their beliefs with those of the readings. Debates and presentations amplified the social aspect of design and the goal of critical thinking.

Architecture, Interior Architecture & Designed Objects Summer
Boot Camp

Summer 2006 & Summer 2007

Lectured to entering graduate students about design excellence and taught a module on use of digital technology for visualizing research with two other AIADO faculty.

Design Ecologies

Spring 2008-10

Propositional design and problem seeking calls for a contemporary design ethos of sustainable entrepreneurship to create new value. This seminar draws upon student experiences within the AIADO program to address post-academic practice. Design Ecologies will address issues related to practice, markets and identifying possible roles for students to focus upon given their individual interests and skills through selected readings, discussions, lectures, and assignments. Concepts of entrepreneurship, facilitation, planning & integration will be explored. Shaping emerging product ecologies through clarity of thought and purpose by practicing informed & self-principled approaches towards collaboration, funding sources, presentations, patents & trademarks, and partnerships/alliances.

Lecturers included Patents & Trademarks (Lead Attorney, ITW), Industrial Design (Streng Design, MNML), Project Management (Jackie Ropski, Tanagram), Design Trending (Nate Burgos, Sapient), Innovation (Chris Bernard, Microsoft) and Product Planning (Mark Dzierk, LAGA).

University of Illinois at Chicago

Fall 1994

AD 110 Introduction to Graphic Design

The course concerned itself with fifteen basic experiments in form fitting, basic compositional forces and analytical drawing through abstraction. Emphasis was on principles of craft and mastery of tools such as ruling pens, cutting, measuring, paper and presentation techniques. Analytical drawing was emphasized leading to the development of several pattern making compositions using systematized modules.

AD 317 Advanced Typography

The course was an in depth study of the mechanics and interpretive power of type. Students were asked to use typography as both a communicative and expressive tool to convey meaning through text and sub-text. Designed hand crafted books using traditional Japanese binding techniques, interpreting two long passages from Luis Borges "Labyrinths". Students also collaborated on developing the content and form of a group book on typography using digital technology.

Northern Illinois University

Spring 2006

ArtD404 Design Methodology

Design Methods focuses on how design can explore and maximize possibilities/constraints, and actively define and manage the specifications of design solutions. Students will be introduced to how design methods help designers focus critical thinking skills to define problem spaces for existing products or services – or the creation a new categories. This can lead to better specifications for traditional design activities.

The goal of design methods is to gain key insights, or unique essential truths that can create more holistic solutions to improve the lives of people who interact with the solution. Insight, in this case, is a clear or deep perception of a situation (through design methods) and grasping the inner nature of things intuitively.

The course will experiment with exercises with design research, divergence/convergence, brainstorming, innovation, and principles of design management. Students will then apply learnings with a service based project.

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Course Description

Illinois Institute of Technology : Institute of Design

Agile Culture
Spring 2018 to Present

Design Thinking is about defining the right work, and agile is about doing the work right. Agile culture is about clarity of purpose and that all work directly supports the overall value delivered to markets and customers. This course balances the understanding key principles, values, culture/ behaviors, and practices of Agile and applying them through learning by doing with peers on an actual problem to create a prioritized backlog of work.

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Conferences
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Conferences and Lectures (partial listing)

- 1984, Theories on Design
Illinois Institute of Design, Chicago
- 1985, AIGA National Conference, Boston, MA
Seminar on Design Education.
- 1987, ICOGRADA/ICSID Conference, Amsterdam, Holland
- 1988, Blacks on White, Duke University, Durham, NC
Minority issues in education.
- 1989, North Carolina Arts Council, Raleigh, NC
"Design Awareness and Education in North Carolina"
- 1989, Graphic Design Educators Association
Computer Integration in Pedagogical Settings.
- 1989, Public Art Dialogue=Southeast, Durham, NC
Designed traveling exhibition for conference.
- 1990, ACSA Architecture and the Moving Image
Catholic University, Washington, D.C.
- 1990, Industry and Anti-Industry, Victoria and Albert Museum, London
Affects of industrialization and interpretation through design history.
- 1992, The American Center for Design, New Emerging Technologies
Review of developments of technologies and the design process.
- 1993, Nicholas Jenson Workshop, Newberry Library, Chicago
Discussions on the development of Italian type foundries.
- 1993, 1995, 1996 Living Surfaces Conference,
American Center for Design
3 day meeting on multi-media and interactive technologies.
- 1994, Graduate School Symposium, American Center for Design
Investigation of graduate school development in design.
- 1995, Making History, American Center for Design
2 day conference on design history and how to nurture its growth.
- 1997, Design Management & the Digital Environment, DMI
4 day conference on interactivity and the marketplace.
- 1997, Winning Customer Satisfaction, Compo Group
2 day workshop on increasing client satisfaction.
- 1997, Steven Covey Principle Based Leadership
3 day workshop on increasing leadership skills.
- 1997, Copyright and Design, ACD
1 day seminar on copyright issues in the digital world.
- 1999, Design Management Institute
National Brand Conference, Montreal, Canada
- 2000, Cafe 2010, Organizing for Innovation, Institute for the Future
Emerging trends in technologies and industries
- 2000, Metropolis Magazine Net@work Conference, New York
How the internet is affecting design disciplines
- 2003, North Carolina State University, Urban Design Assistance Team
Randallstown, Maryland
- 2006, ThinkTank, School of the Art Institute of Chicago
2 day conference on the future of foundation teaching
- 2008, ThinkTank Meeting, School of the Art Institute of Chicago
2 day conference on the future of foundation teaching
- 2009, Microsoft MIX09, Las Vegas, NV
Three day conference on emerging technologies and user experience.
- 2012, EG6, Monterey, CA
Telecast lectures at Field Museum, Chicago
- 2012, Newberry Library
Nicholas Carr & The Future of the Book
- 2012, Chicago Ideas Week
- 2012, Chicago Humanities Festival
- 2013, Design Research Conference
Illinois Institute of Technology, Institute of Design
- 2013, Chicago Ideas Week
- 2016, Interconnect (IBM), Las Vegas
- 2018, Design Intersections: Design + Data + Behavior
Illinois Institute of Technology, Institute of Design
- 2019, Design Intersections
Illinois Institute of Technology, Institute of Design

Participant or Lecturer

- 1989, North Carolina Library Association, Elon College
Lecture on technology and impact on informatic environments
- 1989 CORE Conference, Minneapolis College of Art
Lecture on pedagogic experiences with technology and industry collaboration between graduate students and Philips Corporation.
- 1989, Environmental Design and Research Association (EDRA)
Black Mountain, NC. Moderator for Building Typologies.
- 1989, North Carolina Library Association, Elon College
Lecture on graphic interfaces for libraries.
- 1990, Center for Accessible Housing, North Carolina State University
National Conference on Accessible Housing
- 1990, Computer Workshop, Western Carolina University
Workshop and lecture on computers and design
- 1990, IBM/Raleigh, North Carolina
Lecture on design as a strategic tool for planning and internal presentations
- 1991, The National Institute of Design
Presentation on professional work and influences.
- 1991, Indian Petrochemicals Corporation, Baroda
Presentation on corporate communications.
- 1991, Public Relations Society of India, Baroda
Discussion on public relations and the environment.
- 1991, Calcutta Management Association
Presentation on corporate communications and professional work.
- 1991, Chitrabani, Calcutta
Presentation on professional work and image theory.

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Participant or Lecturer (cont'd)

- 1991, Indian Institute of Management, Calcutta
MXL Management Effectiveness Workshop
Presentation on industrial design, office automation and graphic design in corporate communications.
- 1991, Indian Institute of Technology, Industrial Design Centre, Bombay
Lecture on professional work and design issues in India.
- 1991, Swire School of Design, Hong Kong Polytechnic
Presentation on professional work
- 1992, American Center for Design, Chicago
Lecture on design and third-world development using India as an example.
- 1992, North Carolina State University, Raleigh
Presentation on professional work
- 1992, Alumni Series, Gallery 400, University of Illinois Chicago
Invited to discuss professional experiences since graduation
- 1994, American Center for Design Student Conference
Presentation on applying to graduate school
- 1994, University of Illinois at Chicago
Lecture on professional work
- 1993, University College Designers Association, Saint Louis
- 1994, University of Illinois at Chicago
- 2000, University of Chicago, Graduate School of Business
Innovation and Internet Development
- 2002 and 2003, Loyola University of Chicago, Visual Communications
Lectures on technology
- 2004, SEEK Conference, Northern Illinois University.
Presented session on design methods.
- 2006, Interlochen School of the Arts, Visual Arts Program
Lecture on design as an area of study
- 2006, Art Institute of Chicago, Design Objects Program
Lecture on design excellence and design methods
- 2006, Art Institute of Chicago, ThinkTank
Conference on the future of Art Foundations.
Presented and facilitated breakout sessions.
- 2006, Southeastern College Art Conference (SECAC), Nashville
Presentation on curriculum strategies and overview to design methods
- 2007, Translations, Savannah College of Art & Design
Conference on contemporary aspects to teaching foundation to architecture programs. Presented session on Urban Design Assitance Teams.
- 2007, FATE Conference, Milwaukee
Annual conference on foundation art programs and pedagogical issues.
Presented session on social architecture technologies and teaching.
- 2007, Savannah College of Art & Design
Master teacher series focusing on the future of art foundations incorporating methodology and technology
- 2008, University of the Andes, Merida, Venezuela
Presenter at the International Congress of Semiotics and Aesthetics focusing on Decision Modeling and Design Methods.
- 2008, Art Institute of Chicago, ThinkTank3
Conference on the future of Art Foundations. Presented and facilitated breakout sessions.
- 2008, University of Georgia, Athens, ThinkTank4
Conference on the future of Art Foundations. Presented and facilitated breakout sessions.
- 2008, AIGA Chicago Student Chapter, Illinois Institute of Art in Schaumburg. Presenter.
- 2008, The Presidents' Symposium of Chicago, The Entrepreneurship Institute. Panelist on Avoiding Commoditization.
- 2008, Information Architecture Institute : Idea Conference
Chicago, Illinois
- 2008, University of the Andes, Merida, Venezuela
Presenter at the International Congress of Semiotics and Aesthetics focusing on Decision Modeling and Design Methods.
- 2008, Art Institute of Chicago, ThinkTank3
Conference on the future of Art Foundations. Presented and facilitated breakout sessions.
- 2008, University of Georgia, Athens, ThinkTank4
Conference on the future of Art Foundations. Presented and facilitated breakout sessions.
- 2008, AIGA Chicago Student Chapter, Illinois Institute of Art in Schaumburg. Presenter.
- 2008, The Presidents' Symposium of Chicago, The Entrepreneurship Institute. Panelist on Avoiding Commoditization.
- 2009, Association of Collegiate Schools of Architecture (ACSA)
"Economies: Art+Architecture" Washington University, St. Louis. Panelist on "Bauhaus to BIM: Craft, Technology and Foundation Education"
- 2010, 4th International Conference on Design Principles and Practices, University of Illinois at Chicago. Colloquium session on "Rethinking the "Foundation: Resetting structures and outcomes of art + design foundations"
- 2010, Regional FATE Conference, Savannah, GA
Envisioning a New Foundation - Identity and Purpose
- 2013, North Carolina State University, College of Design
Presentation of professional work
- 2014, ADMCi (School for Digital Craftsmanship), Chicago
Presentation of professional work
- 2014, UnConference, Seneca College, Toronto Canada
Facilitated connective mind breakouts
- 2017, DIGITECH, Florida State University
Presentation on Design Thinking.
Facilitated workshop on the future of education based on university's

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Confetrences
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Participant or Lecturer (cont'd)

2019, Design for America Summit, Northwestern University
Presentation on Collaborative Teams

2020, MURAL Educational Network
Presentation on Design Thinking and Agile

2020, New School, Parsons School of Design
Presentation on Systems Design

2020, AIGA Chicago
Presentation on Collaborative Teams

2020, Better Worlds Symposium
Indian School if Design Innovation
Presentation on Resilient Systems

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Department Activities

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Departmental Involvement at North Carolina State University

Independent Study Oversight

Chris Jessee

Department of Architecture

Spring 1989

Experiencing architecture through audio/visual means

Working with a student in architecture and three other faculty, developing new ways of presentation for architects. Video documentation of slide presentation of experiencing unbuilt architecture.

Anna Taylor

Department of Product/Visual Design

Spring 1989

Hypermedia explorations for the Center for Accessible Housing.

Development of prototype stacks for orientation to the center focusing in on specific disability. Review of hypermedia as a credible means of communicating large sets of information and as an extension of graphic design.

Ellen Barnett and Kim Rowland

Department of Product/Visual Design

Fall 1990

Development of presentation of European experience from an social political, and design perspective.

Program Development

Full participation in development of curriculum and guidelines

Developed preliminary criteria for internships

Developed preliminary criteria for independent study

Faculty search and recruitment

Graduate reviews

Graduate Advising

Because of my position as Assistant faculty, I could not sit on formal committees. Acted as an advisor at large for many graduate students:

Carol Nix, Feminism and Graphic Design

Max Beck, Political Advertising and Public Perception

Rod Morton, Cultural influences of Graphic Design

Participant in trip to Washington D.C. with Meredith Davis, Fall 1989

Visited museums and focused on issues related to wayfinding and mental maps in conjunction with the National Building Museum.

Participant in graduate retreat for the School of Design, Fall 1989 and Fall 1990.

Participant on architectural trip to Washington, D.C., Fall 1990 for a cinema museum project at DuPont Circle for the Department of Architecture.

Academic Judge at the 2010 UIC Student Research Forum

Course Development

Secured Internships and Advanced Academic Study

Professional

Derrick Johnson, Herman Miller Corporation, Zeeland Michigan

Neil Fox, Richardson on Richardson, Phoenix Arizona

Academic

Laura Boone, School for Social Research, New York City

Nicholas Lowie & Sheridan Lowrey SciArc, Los Angeles, CA

Maura Dillon, Cal Arts, Los Angeles, CA

Conceived of and developed VD 592/Photography for the Visual Designer.

Focusing on theoretical issues relating to images, and how different fields use images to describe the world. Projects and exercises develop from basic light explorations to advanced manipulation of images concentrating on word, image and sequence.

Materials and Processes II-Redefined course toward photomechanical arena and the reproduction processes of different technologies. Visited color separators, printers and visiting lecturers.

Development of content for second pre-graduate studio at North Carolina State University. Initiated visiting lecture series and seminar component.

Introduced theories of semiotics and research/planning from problem definition to solutions. Coordinated research project with Philips North America to review existing product line and develop with industrial and graphic design students recommendations of future directions of technology and form and prototypes for testing of consumer manuals for home electronics.

Developed with former faculty member, and then continued relationship with Philips North America and the School of Design. The content and scope of projects was done in conjunction with the Knoxville, TN branch. Introduced a research and testing component for all work produced and tried to reduce the academic/industry gap. Procured consumer electronic equipment for the school.

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Department Activities

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Grants

North Carolina State University

Received a \$1500.00 computer grant for typeface acquisition and hard disk to access and print multiple typeface documents.

Western Carolina University

Consulted on a grant to the North Carolina Arts Council of content and design issues of a traveling design exhibition around North Carolina highlighting the process and products of graphic designers in the state.

Funded Activities

North Carolina Arts Council

Designed mailer for the Livability Roundtable held at North Carolina State University.

Department of Materials Science and Engineering, NCSU

Developed a graduate publicity poster and catalog package to recruit international students to this fast growing program.

Wilson Arts Council, Wilson, North Carolina

Designed exhibit on the process of downtown development project with Clearscapes of Raleigh and three artists. Shown at the 1989 Public Arts Conference at the Durham Arts Council.

Edward Valves Incorporated

One of worlds largest manufacturer of industrial valves. Developed core identity program.

Non-Funded Activities

Longleaf Country Club, Pinehurst, North Carolina – Consulting on CAD possibilities for housing modifications.

The Information Network – Design of major response questionnaire booklet to better facilitate needs of not for profit organizations in Wake County.

Children's Museum, North Carolina – Preliminary concepts for logo development and capabilities brochure.

NC Department of Transportation – Working with a graduate student in preliminary research for redesign of State of North Carolina driving manuals.

Chuck Davis African American Dance Company – Consulted and designed promotional piece to increase public awareness.

Numerous phone conversations with private citizens and businesses who needed advice on computers and design.

Design of exhibition booklet Seven Views In Fiber for Piper Shepard Spring 1990.

Design of poster for the Summer Cyprus Program for the Department of Architecture, Fall 1989.

Departmental Activities at NCSU

Guest Critic

Peter Batchelor, Architecture
Reinaldo Borges, Architecture
Jeffery Lee, Architecture
Fernando Magallanes, Landscape Architecture
Arthur Sullivan, Landscape Architecture
Paul Tesar, Architecture

Cross-Departmental Ties

Tried to develop ties to university wide departments, industry and Departments at the School of Design Developed relationship with Department of English and Speech and Communication who worked with graduate students on Philips Corporation project. Ann Mann, Department of English, worked with Junior Studio on composition for development of books on maps.

Reports Developed

CADS Report-A report put together along with David Chapin, former Assistant Professor of Product Design on the form and direction for a General Motors grant to develop a center for studio exploration in design at a graduate level for research using the computer. This became a part of a course that was taught Spring Semester 1989 for Philips Corporation.

Internal Activities Developed for School of Design

Developed faculty computing orientations for the Macintosh

Design Camp, School of Design 1990

Taught high school students interested in the field of design basic principals of graphic design in two and three dimensions. Introduced many new types of media and tools. Built final exhibition with students to synthesize all work produced.

National Humanities Center

Research Triangle Park, North Carolina
Exploring possibilities of collaborations with fellows.

NADIRR, Center for Design and Research, School of Design

Consulting for proposed center for the handicapped. Working with graduate student on a proposed Hypercard tutorial.

Continued resource development at the School of Design.

Worked with the Media Center and Materials Processing Laboratory in securing equipment from corporations.

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Publishing, et. al.
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Published Articles

Below is a list of traditionally published articles in journals. Adam also keeps an active blog at <http://blog.tropesites.com>

American Center for Design
Statements - Fall 1989
Computer Literacy Without a Shared Context

Span Magazine, USIA
December 1991
An American Scholar Looks at India

Design Management Institute Journal
Summer 2000
Managing Ambiguities: The Impact of Digital Technologies on Design Relationships

American Institute of Graphic Arts - Chicago
inForm - Fall 2001
The History Issue
Standing Up for Buildings that Stand Out

Design Issues
Summer 2002
Book Review, Thinking Design

American Institute of Graphic Arts - Chicago
inForm - Winter 2003
The Rock Issue
Forums Without Principle : Design Conferences and the Fuel for Business as Usual?

Design Issues
Spring 2006
Book Review, Improvisational Design

Design Issues
Summer 2007
Feeding the Lion : One Internal Design Group's Odyssey

Johnson, B. R., Cohn, J., Kallish, A. (2009).
Improving decision-making through intelligent augmented reality.
Paper presented at the 62nd Department of Defense Human Factors Engineering Technical Advisory Group, Key West, FL.

Siegesmund, Richard and Kallish, Adam
What is an inquiry-based art+design foundation?
FutureForward 1(2) pp 8-9, 2010
Integrative Teaching International

Design Issues
Spring 2018
Book Review, Make It New : A History of Silicon Valley Design

Design Issues
Summer 2019
Book Review, Design and the Creation of Value

Competitions

University of North Carolina/Charlotte. Collaboration with Fernando Magallanes of Landscape Architecture to develop a temporary site specific scheme to celebrate the opening of the new architecture building designed by Gwathmey/Siegal. Jurors included Martha Schwartz. Won second place.

Committee Involvement (North Carolina State University)

Library Committee 1988-89
Computer Committee 1988-90
Exhibition Committee 1989-90
Member of Faculty Counsel 1988-90

Audited Courses (North Carolina State University)

Fall 1989
Building Typologies
Paul Tesar

Spring 1990
Perception and the Environment
Dennis Wood

References

Upon Request