

Daniel McCafferty

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EDUCATION

MASTER OF FINE ART (M.F.A.)

North Carolina State University (NCSU)
Raleigh, North Carolina

Thesis: *Cultural Probes and Critical Objects.*

Recipient of GSSP scholarships for full tuition and two-year teaching assistantship position.

August 2008 – May 2010

BACHELOR OF COMMUNICATION DESIGN, HONORS (B.COM.DES.)

Nova Scotia College of Art and Design University
Halifax, Nova Scotia

Thesis: *The Free Medium: On the Othering of Water Spaces.*

Selected to design and manage the final thesis publication and exhibition for the graduating Design Honors class of 2004.

September 2000 – April 2004

RESEARCH AND CREATIVE INTERESTS

Speculative and Critical Practices; Relational Aesthetics and Participatory Design; Convivial Design; Design and Critical Cartography; Critical Theory and Graphic Design; Design in the Anthropocene; Design and Systems; Design and Politics.

TEACHING INTERESTS

Place-based design; Interdisciplinary design practices and research methods; Relational Typography; Design Thinking; Book Design; Web Typography and Design; Environmental and Site-specific Design; Mapping and Data Visualization; Design History and Theory.

RESIDENCIES, EXHIBITIONS, CONFERENCES

RISK, FAILURE AND PLAY: TEACHING AND LEARNING IN A COLLABORATIVE, STUDENT-CENTERED CORE

Accepted to present a paper on a collaboratively taught, cross-disciplinary pilot model for simultaneously teaching a Core series of Space, Surface and Time. College Art Association. *Conference*. Washington, DC. February 2016.

DESIGN ECOLOGIES. CHALLENGING ANTHROPOCENTRISM IN THE DESIGN OF SUSTAINABLE FUTURES

Different Data: Detroit + Stockholm. Data from two cities are merged into a single ecology on the walls of the exhibition space over the course of the four-day Nordic Design Research Conference, making both factual and speculative comparisons. *Conference / Exhibition*. Stockholm, Sweden. June 2015.

MUSEUM OF CONTEMPORARY ART DETROIT (MOCAD)

Different Data: Detroit. Designed and installed a 2 x 7 meter layered wall composition and three-dimensional virtual environments. *Residency / Installation*. Detroit, Michigan. December 2014.

WSU HUMANITIES CENTRE'S RE:THE CITY SYMPOSIUM

Presented on the Design Inquiry Design Cities project with other co-organizers. *Conference*. Detroit. November 2014.

**RESIDENCIES, EXHIBITIONS,
CONFERENCES**
NEIGHBOURHOOD SPACES SYMPOSIUM

Presented a paper on participatory and community-engaged design practices and methodologies. *Conference*. Windsor, Ontario. November 2014.

MID-AMERICA COLLEGE ART ASSOCIATION

Two papers accepted for different sessions at the Mid-America College Art Association (was unable to attend for personal reasons). *Conference*. San Antonio, Texas. October 2014.

HUMANITIES CENTRE RESIDENT SCHOLARS RESIDENCY

Selected to be a part of a community of humanities faculty to support and develop research and facilitate the formation of new interdisciplinary collaborations, including office hours, regular roundtable discussions. *Residency*. Detroit. September 2014–August 2015.

NEIGHBORHOOD SPACES

Drouillard Library. Residency to pursue research and/or create works in non-traditional spaces that engage, explore and connect with local communities. Sponsored by Arts Council Windsor & Region, Broken City Lab and the City of Windsor. *Residency*. Windsor. June–August 2014.

DESIGN RESEARCH SOCIETY

Co-presented on affordances of distributed, mediated virtual environments and opportunities for collaboration. *Conference*. Umeå, Sweden. June 2014.

MAPPING CULTURE

Presented on Parkdale Versions and critical approaches to mapping community knowledge. *Conference*. Coimbra, Portugal. May 2014.

UCDA, DESIGN EDUCATION

Limitations with problem/solution ideas of design. *Conference*. Madison, Wisconsin. April 2014.

CONNECTING DOTS, AIGA DESIGN EDUCATORS

New metaphors for design action. *Conference*. Cincinnati, Ohio. February 2014.

DESIGN INQUIRY:DETROIT

Co-led a series of “making” workshops, discussions, lectures, and other explorations with an international group of 18 artists/designers to explore the city as naturally emergent systems of creative activity. *Artist Residency*. Detroit. February 2014.

BROKEN CITY LAB

Participated in one-month Artist Residency program, to support research for Neighborhood Spaces. *Artist Residency*. Windsor. July 2013.

UNIVERSITY OF WINDSOR

Chosen as one of six artists for the residency program through University of Windsor’s Art Department. *Artist Residency*. Windsor. May 2013.

DESIGN INQUIRY:STATIONS

Constellations/Stations’ Library. Produced materials that mapped and archived the activity and production at Design Inquiry:Stations. *Artist Residency*. Vinalhaven, Maine. June 2013.

ALL TOMORROW’S PROBLEMS

Led weekly, future-focused workshops at Broken City Lab’s Civic Space, to discuss speculative responses to complex urban issues such as transit, youth retention, community. *Artist Residency / Workshops*. Windsor. October 2012–April 2013.

ART DEPARTMENT GALLERY

New Faculty Exhibition. Wayne State University. *Exhibition*. Detroit. November–December 2012.

**RESIDENCIES, EXHIBITIONS,
CONFERENCES**
FUNCTION 1

Presentation of *Parkdale Versions* at OCAD-U's Pecha Kucha fund-raising event for the Student Press. *Presentation*. Toronto, Ontario. November 2011.

TEXAS STATE UNIVERSITY

Presentation of *Parkdale Versions*, by Public Design Unit to Graduate class in Design. *Lecture*. October 2011.

SCOTIABANK NUIT BLANCHE

Parkdale Versions by Public Design Unit. An interactive, participatory installation, projected against an exterior wall (~40' x 65'), mapping a future versions of a community, using 3D digital artifacts, geo-located in Google Earth, designed by community members during months of free workshops provided by PDU leading up to the exhibit. *Exhibition*. Toronto. October 2011.

DESIGN INQUIRY: MAKE/DO

Considering making-do in design through constraints. "Generative Constraints: Oulipo, Design and Make Do." *Workshop/Lecture*. Vinalhaven. June 2011.

OPEN/END EXHIBITION

Posters and process work critiquing design process and outcomes. *Exhibition*. Fishmarket Gallery, Raleigh, North Carolina, April 2010.

RHETORICS OF DESIGN: DESIGN, COMMUNITY AND THE PRODUCTION OF AUTHENTICITY

Presented and moderated the panel *Design, Music and Authenticity* with panelists Elliott Earls, Kenneth Fitzgerald and Maggie Fost. *Conference Presentation / Curation*. Raleigh. February 2010.

YUXTAPONGO, EPISODE 3, EPISODE 5

Video and multi-media work exhibited on Public Access television in Raleigh, Durham, Chapel Hill, Carrboro, Hillsborough and Pittsboro. *Exhibitions*. Various Cities, North Carolina. March – June, 2009.

485-C

Awareness. Work examining contemporary corporate symbols and their ritualistic use/display. *Exhibition*. Anna Leon Owens Gallery. Halifax, Nova Scotia. June 2004.

PROFESSIONAL EXPERIENCE
WAYNE STATE UNIVERSITY

Assistant Professor. August 2012 – Present.

Coordination of the Graphic Design Concentration for the Bachelor of Fine Arts degree within the Department of Art and Art History (August 2013–August 2015):

Managing area funds, awards and purchasing; Recruiting/hiring Adjunct Faculty; Program policy development; Development of Student Learning Objectives for design and assessment methods; Course calendar planning and scheduling; Development of articulation agreements; Primary advisor for graduate student in Design; Transfer student reviews and advising; Managing Graphic Design Student Lab; Collaborations with colleagues to share and develop resources; Primary contact for internal and external communities.

Assistant Professor of Graphic Design within the Department of Art and Art History:

Taught Core to Graduate level classes; Development of new on-line course options for Design; Design and delivery of course content in concert with Student Learning Objectives; Planning and preparation for lectures, projects, critiques; Group and one-on-one instructions, documentation, evaluation; Meeting, mentoring and advising students; Development of internship program; Curriculum development and innovation.

PROFESSIONAL EXPERIENCE

Courses taught: Core Surface Studio; Orientation to Design; Introduction to Typography; Graphic Design Studio 2; Graphic Design Studio 4; Senior Seminar; Advanced Typography; Directed Study: Designer as Facilitator; Graduate Studies in Design (Directed Study).

Courses in Development: Typography 1 (on-line Studio version); Graphic Design Theory (on-line Seminar); Design Thinking; Designing for Web; Creative Coding Club for Designers.

Service to Department, College, University:

Faculty lead for Student Learning Community; Faculty lead for Area Teaching Circles; Development of Lecture Series, “Women in Detroit in Design”; Faculty lead for Summer of Coding Club; Graphic Design Representative for Bachelor of Design Program Development Committee; Scholarship Committee; Graduate Program in Art committee; Graduate Committee reviews; Salary Review Committee; Faculty lead for ad-hoc Laptop Program Committee; University Research Grant Selections Committee; Faculty lead for AIGA student group.

DIFFERENT DATA www.differentdata.org

Co-founder. Researcher/Designer/Artist. December 2014 – Present.

A collaborative design research group which examines, collects, manipulates and makes public forms of data, that serve to construct an urban cultural ecology. The group explores methods for generating and gathering data by developing an unexpected and poetic approach to visualizing connections and meaning.

PUBLIC DESIGN UNIT www.publicdesignunit.org

Co-founder. Researcher/Designer/Artist. June 2011 – Present.

A critical/speculative design practice focused on interactive, participatory and community-based initiatives. Created a site-specific interactive video installation and community-based mapping project which included 3-D modeling and digital mapping workshops to community residents through their local Public Library.

ONTARIO COLLEGE OF ART AND DESIGN UNIVERSITY

Sessional Faculty of Graphic Design within the Department of Design.

September 2010 – April 2012.

Responsible for the design and delivery of course content, in concert with learning objectives defined by the Department. Responsible for lectures, projects, critiques; group and one-on-one instructions, documentation, evaluation and grading of student work.

Served as Coordinator for Design Department Typography Sections. Proposed new interdisciplinary course “Critical Design Studio” (accepted by curriculum committee). Served as faculty lead for re-branding of OCAD-U Student Press.

Courses taught: Research Methodologies for Graphic Design; Think Tank; Open Studio; Typography 1 & 2; Graphic Design Studio 2.

SENECA COLLEGE

Sessional Instructor of Graphic Design within the Graphic Design Program.

January 2012 – April 2012.

Responsible for design and delivery of course content, in concert with learning objectives defined by the Department. Responsible for lectures, projects, critiques; group and one-on-one instructions, documentation, evaluation and grading of student work.

Courses taught: Graphic Design 2–Editorial Design; In-Studio Practicum.

DANIEL/SHANE, INC.

Founder, Director, Designer. June 2005 – Present.

A design practice focusing on collaborative projects with educators, cultural groups, artists and musicians. The studio produces conceptual multi-disciplinary design and practice-based research projects.

PROFESSIONAL EXPERIENCE**TORONTO INTERNATIONAL FILM FESTIVAL****Design Coordinator (Digital Signage).** May 2011 – September 2011.

Responsible for the design and curation of content on digital screens throughout the TIFF Bell Lightbox and systems and processes for managing content between various departments. Developed creative strategies for future deployment of digital signage; consulted on RFP for new building signage system; designed new informational/navigational digital signage to accommodate the Film Festival.

Q-30 DESIGN, INC.**Designer.** January 2006 – April 2008.

Generation of creative visual communication and design materials for print and web; providing innovative solutions and non-traditional approaches to design problems. Including concept and design of a stamp series for Canada Post (published in 08/2009); concept and design materials for the 2007 *Design Thinkers* conference (hosted by Registered Graphic Designers of Canada).

GOTTSCHALK + ASH, INTERNATIONAL**Designer.** December 2004 – December 2005.

Generation of concepts and design solutions for environmental design projects, wayfinding programs, donor walls and graphic installations. Highlights include OCAD donor wall; Royal Ontario Museum wayfinding and signage; Art Gallery of Hamilton wayfinding and signage; concepts for Medicine Hat Esplanade wayfinding and signage.

ADDITIONAL EXPERIENCE**AIGA PORTFOLIO REVIEWS**

Participated as a reviewer for student portfolio day hosted by the Detroit Chapter of AIGA. 2012–Present.

DESIGN INQUIRY:DETROIT

Framing, organizing and vetting committee for the Conference/Artist Residency. Detroit. February 2014.

BLACK GIRLS CODE

Workshop Assistant: Assisted with workshops aiming to increase the number of women of color in the digital space and empowering girls of color ages 7 – 17 to engage with digital technologies. September 2012.

3-D MODELING AND DIGITAL MAPPING

Digital Literacy Workshops: Designed and delivered 3-D Modeling and Digital Mapping workshops, free of charge, through the Public Library, as part of self-initiated Digital Literacy campaign. April 2010–October 2010.

DESIGN INQUIRY

Editor: *Make Do: Design Inquiry*—Peer Reviewed Journal. May 2011–Present.

MERCER UNION CENTRE FOR CONTEMPORARY ART

Workshop: A workshop for independent artists on the role of Typography in their professional promotions and personal branding materials. May 2011.

GALLERY 44 CENTRE FOR CONTEMPORARY PHOTOGRAPHY

Workshop: “City as Text.” A workshop for photographers examining found text in the urban environment. October 2011.

DESIGN, COMMUNITY AND THE RHETORICS OF AUTHENTICITY

Symposium Organizer and Vetting Committee Member. Also responsible for name and brand concept.

485-C

Designer: Founding member of 485-c, a design group who organized and exhibited critical design projects. 2003–2004.

ENDEARING RECORDS

Co-founder, Art Director: a record label responsible for the release, distribution and sale of albums and related products by experimental, independent bands. 1994–1999.