AIGA Design Expedition to China 2009
Travel Guide
17-31 October

xcd.aiga.org
AIGA Center for Cross-Cultural Design (AIGA\XCD) is an AIGA National Chapter established to foster greater communication between designers across cultures, as well as a better understanding of the interwoven experience of design and culture in our lives.
Zelda Harrison is President of the Board of the AIGA Center for Cross-cultural Design (AIGA XCD), a national group based in the United States that focuses on the role of culture in visual communications. AIGA XCD explores its mission with design tours (to China and Cuba), international design competitions and by facilitating travel exhibitions and partnerships with design organizations outside the United States. www.xcd.aiga.org

Zelda has also been active in her local AIGA group in Los Angeles. She initiated AIGA/LA’s “BusinessMatters,” now an annual series of workshops to support designers in promoting the value of design, sharing best practices and developing a bridge between the design and business communities. Previously, she worked in marketing and business development for consumer packaged goods.

Zelda has travelled throughout Asia, Africa, the Americas and Europe and has lived on three continents. She currently thrives at the epicenter of post-modern cross-cultural Los Angeles, where her work in visual communications focuses on informing and educating the public via printed collateral, interactive media and environmental graphics. Her client list includes entertainment networks and various academic institutions, as well as municipal, civic and cultural agencies in Los Angeles.

Zelda also provides public relations/communications counsel to nonprofit community groups.
Maria Dungler is the program manager/art director for the Division of Public Affairs at The University of Texas M. D. Anderson Cancer Center in Houston, Texas.

The institution is one of the world’s largest and most productive centers focused on cancer patient care, research, education and prevention.

A native of Caracas, Venezuela, Maria graduated from The Art Institute of Houston. She joined M. D. Anderson in 1991 as the only graphic designer in Public Affairs and now manages a team of five graphic designers who provide creative services to an audience of 18,000 employees, numerous patients and the general public. Maria’s premier projects include planning and overseeing the design and art direction for an award-winning bi-monthly employee magazine and multiple high-profile communication brochures. She also manages the institution’s Graphic Standards and recently initiated Visual Chatter, an internal design and photography blog.

Maria’s honors include a Golden Addi Award for logo design from the Houston Advertising Federation and several awards from the Houston Press Club and Ragan Communications.

Maria can be contacted via e-mail at mdungler@mdanderson.org.
Mari Hulick runs the design consultancy, “the studio”. Her practice currently centers on information design and collaborations with artists. Her recent collaborations have been with artist Carl Pope (last year they collaborated on The Mind of Cleveland project. Currently they are developing a major public art installation for the city of Philadelphia) and photographer Mary Jo Toles (their current project is a web site, installation and short-run hand-bound book on the history of Cleveland entitled The Flats).

She has done information work for Houghton Mifflin and The Museum of Natural History, designing wall graphics, interactive graphic user interfaces, and book graphics. She is Associate Professor and Department Head of Communication Design at The Cleveland Institute of Art.
Mark Gilsdorf works as a graphic designer for a Spanish-language newspaper, published in Cincinnati, Ohio, called La Jornada Latina. In addition to this weekly paper, he is responsible for the layout of biweekly issues in Detroit, Michigan and Columbus, Ohio, and a monthly edition in Pittsburgh, Pennsylvania. The Cincinnati edition has a circulation of around 50,000 each week.

After his graduation from the Art Institute of Cincinnati in 2008 with a degree in graphic design, Mark received several awards from the American Advertising Federation for work he did while in school. This included a National Silver ADDY award and several Gold ADDY awards at the local level. In addition to graphic design, Mark also works as a metal sculptor, having exhibited his work regularly at local art shows. Like many graphic designers, he often finds images of birds showing up in his work. He’s not quite sure why.
Dr. Paula DiMarco is a design educator and researcher with an interest in social awareness and visual culture. Dr. D. (as her students call her) is a professor in graphic design, at the California State University, Northridge, USA.

As an alumnus of the School of Visual Arts (NYC) and the Ohio State University, she has worked for over fifteen years in design education. Originally from the east coast of the United States, Dr. D. worked independently as a graphic designer for Met Life, MTV-Networks, SPIN Magazine, and a variety of smaller design studios in New York City. As a design consultant and co-principle of Roadwork Design Studio, she has worked on print based projects, CD-ROMs and websites for clients in NYC, San Francisco, and Los Angeles.

She has been involved in strategic design solutions for start-up companies as well as worked with non-profit organizations in the development of appropriate design strategies. She has an ongoing relationship with Los Angeles Department of Cultural Affairs where she designs collateral material for various DCA programs.

Her main mission is to humanize graphic art and design through didactic and reflective imagery in a visual culture society by maintaining integrity and social responsibility.
Gigi Frias is an art director and design educator based in the Washington, DC Metro area. Her belief is that graphic design can create better, more effective communications and help make a difference in the way the world interprets and approaches important issues.

Born in Santo Domingo, Dominican Republic and raised in Miami, Florida, Gigi earned her Bachelor’s degree in photojournalism from the University of Miami. She later earned a Master’s degree in new media from the Newhouse School at Syracuse University.

Gigi recently started working on her own and created a new company, Hearsay Design, providing print and interactive design services to a variety of clients. She also acts as the art & interactive director at ZiYen, a branding and design firm in DC.

Gigi has taught graphic and web design courses at Syracuse University and Westwood College. She has also volunteered her skills as the information architect & Web designer on the redesign of a non-profit organization’s website through the Taproot Foundation.

Design for Democracy
Thursday, November 17
6:30 Reception
7:30 Program
AAAS
1200 New York Avenue, NW
Washington, DC

Featuring
Marcia Lausen
Founding principal of Studio/lab

www.aigadc.org/events

AIGA HCD Expedition to China: Gigi Frias
Thank You

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