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JOEL KATZ

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Selected Prizes and Awards

The Garden Club of America Rome Prize in Landscape Architecture for a project in graphic notation, diagrammatic cartography, and photography, the American Academy in Rome, 2002–2003; Fellow of the American Academy in Rome

AIGA Philadelphia Fellow, 2002

Honor Award in Wayfinding, Society of Environmental Graphic Designers, 2002

Kanzaki Creativity Competition, grand prize, 1992

International Paediatric Nephrology Association: Honorary Life Member, for work done for the Fifth International Pediatric Nephrology Symposium, Philadelphia PA, 1980.

Strong Prize for American Literature, for Scholar of the House project, *And I Said No Lord*, Yale College, 1965

Education

1967

MFA and BFA in graphic design
Yale School of Art, New Haven CT

1965

BA Scholar of the House with Exceptional Distinction
Yale College, New Haven CT
Aurelian Honor Society; Manuscript Society

Books

Richard Saul Wurman with Joel Katz: *Aspen Visible*. International Design Conference in Aspen and The MIT Press, 1972.

Richard Saul Wurman, Alan Levy, and Joel Katz: *The Nature of Recreation*. American Federation of the Arts and GEE! Group for Environmental Education, Inc., The MIT Press, 1973.

Publication of Articles in

AIGA Journal of Graphic Design
GD:USA
Harper's
Messages
Print
Visible Language
Numerous articles in the *Yale Alumni Magazine*, 1966–1969

Lectures, Workshops, Projects

University of Houston, weeklong design workshop, 1975
 Project director, City Spirit grant from the National Endowment for the Arts, Galveston TX, 1975
 Bicentennial 9-screen slide show, Philadelphia '76 Inc., 1976
 Pittsburgh Graphic Design Society 1978
 Philadelphia College of Art, weeklong graphic design senior workshops, 1985 and 1986
 SUNY Purchase, 1986
 North Carolina State University, 1986
 STA Smart Design Conference, Chicago, 1986
 AIGA/Boston, 1986
 Columbus Society of Communication Arts, 1987
 AIGA/Minnesota, 1987
 Center for Communication, New York, 1987
 Apple Computer, Cupertino CA, 1988
 AIGA/Northern Ohio, 1988
 SUNY Fredonia, 1989
 Computer Graphics for Design Conference, New York, 1989
 Yale School of Art, 1990
 University of Michigan, 1990
 AIGA/North Carolina, 1991
 Carnegie Mellon University, 1991
 SIGGRAPH Conference, Las Vegas, 1991
 AIGA/Birmingham, 1992
 AIGA/Philadelphia, 1992
 University of Hartford, 1992
 Philadelphia College of Textiles (now Philadelphia University), 1994
 The Pennsylvania State University, 1995
 The Vanguard Group, 1995
 Moore College of Art and Design, 1996, 2002
 University of the Arts, visiting critic for senior degree projects, 1997–
 University of Cincinnati, 1997
 Society of Environmental Graphic Designers, 1997
 Moravian College, 1998
 Project Director, AIGA Poetry in Motion, 1999
 Delaware College of Art and Design, 1999
 TED-X, Monterey, 2000
 Lehigh University, 2000
 Rochester Institute of Technology, 2001
 Right Angle Club, 2002
 SEGD Teleconference, 2004
 SEGD Convention, 2004

Publication, Exhibition, Awards and Citations in Design

1000 (The 1000 Most Creative People in America), by Richard Saul Wurman, 2001
 ADDY Award
Advertising Communications Times
AIA Journal
 AIGA Book Show•
 AIGA Communications Graphics show•
 AIGA Functional Graphics show
AIGA Graphic Design USA annual•
 AIGA Graphic Explanations
 AIGA Informaton Graphics show•
 AIGA Maps, Charts, and Diagrams
 AIGA/Philadelphia Show•
 Allentown Art Museum
 American Alumni Council•
American Corporate Identity•
American Graphic Designers, by RitaSue Siegel. New York, McGraw-Hill, 1978.
Annual Report Trends•
AR 100•
 Art Directors Club of New York Show•
 Art Directors Club of Philadelphia Show•
 Axis Design Center, Tokyo
Bags, Boxes, & Tags, by Joyce Bautista. Gloucester MA, Rockport Publishers, Inc., 1998
 Bank Marketing Association of Penjerdel•
Best in Diagrammatic Graphics, by Nigel Holmes, London, Quarto, 1993
Best Informational Diagrams, Tokyo, PIE Books, 1999
Communications Arts Design Annual•
 Ceramiche Grazia, Deruta, Italy, visiting artist, 2003
 Cooper-Hewitt Museum, "A Historical Review of Annual Report Design"
Delaware Valley Business Magazine
 Desi Awards, *Graphic Design: USA*•
Designing Brand Identity, by Alina Wheeler, 2nd edition, New York, John Wiley & Sons, 2006
Diagram Graphics, by Fumihiko Nishioka, Tokyo, PIE Books, 1992
FP Magazine (Japan)
 Friends Select School
 Golden Ink awards•
Graphis Annual•
Graphis Diagrams
Graphis Diagram 1& 2
Graphis Magazine•
Graphis Posters•

How Magazine

Idea Magazine (Japan)

ID Magazine•

ID Magazine, Annual Design Reviews•

Images for Survival, an exhibition of posters commemorating the 40th anniversary of the bombing of Hiroshima

Information Anxiety, by Richard Saul Wurman. New York, Doubleday, 1989

Information Architects, by Richard Saul Wurman. New York, Graphis Press, 1996

Information Graphics, by Peter Wildbur and Michael Burke. London, Thames and Hudson, 1998

International Association of Business Communicators

Kanzaki Creativity Competition, grand prize, 1992

Landscape Architecture

Maps, by Michael and Susan Southworth. Boston, Little, Brown, 1982

Maps: A Guide to Innovative Design, by Gershan Weltman (Cybernetics Technology Office/Defense Advanced Research Projects Agency). Woodland Hills CA, Perceptronic, 1979

Mead Annual Report Show•

Metropolis

Museum of Modern Art, New York. "The Modern Poster"

National Museum of Modern Art, Kyoto and Tokyo, "The Modern American Poster"

Novum Gebrauchsgraphik, June 1984, feature article

Perspecta 11 and 12 (New Haven)

Philadelphia College of Art

Philadelphia Images

Philadelphia Inquirer•

Philadelphia Inquirer Sunday Magazine•

Philadelphia Magazine•

Photo Design

PIE Books, Japan•

Practical Guide to Information Design, by Ronnie Lipton. Hoboken NJ, John Wiley & Sons, 2007

Print Magazine•

Print Magazine, January/February 1984, cover and feature article, "Designing to Understand"

Print Annual Reports Casebook

Print's Best T-Shirt Promotions

Print's Regional Design Annual•

SEGD Honor Award for Wayfinding

Society of Publications Designers show•

STA 100 show•

STA: *Trademarks USA 2*

STA Designers' Playing Cards

Stars and Stripes: A Celebration of the American Flag by 96 International Designers and Artists

Typomundus 20/2

UnderStAnding (TED Conferences)

University of Louisville, exhibition of American cultural posters

University of Pittsburgh art gallery

University of Tennessee, "Design Excellence: 50 posters of the '80s"

Wayfinding: Designing and Implementing Graphic Navigational Systems, by Craig Berger. Mies, Rotovision, 2006

Who's Who in the East

William Penn Memorial Museum (Harrisburg PA)

[• Multiple occasions]

Publication and Shows of Photography

2nd Biennale di Arte Contemporanea di Porto Ercole, Italy

American Academy in Rome

Camera (Lucerne)

Corbis Images (under license)

Exhibit 231 (Philadelphia)

Eye 3 (New Haven)

Fox (Boston)

Friends Select School (Philadelphia)

The Gallery at The Mills (Philadelphia)

Harper's Wraparound

Hopkins Center (Hanover NH)

Institute of Contemporary Art (Boston)

Moore College of Art and Design (Philadelphia)

Philadelphia Inquirer

The Photo Review

Still/1 (New Haven)

Torreo (Philadelphia)

Tyler School of Art (Philadelphia)

Yale School of Art Alumni Choice Exhibition

Permanent Collections

Cooper-Hewitt Museum, New York

Museum of Modern Art, New York

Museum of Modern Art, Tokyo

Museum of Modern Art, Kyoto

Faculty Positions

2005–

Moore College of Art and Design (*2005 only*)

Philadelphia University, Philadelphia PA

Taught an elective in the department of Graphic Design Communications, “Issues in Information Design.”

1997–

University of the Arts, Philadelphia PA

Visiting critic

Critiqued the degree projects of seniors in the graphic design department.

1996 & 2002

Moore College of Art and Design, Philadelphia PA

Taught a semester-long workshop to junior design majors on information design.

1990

University of the Arts, Philadelphia PA

Visiting artist and studio director

Taught a special class of 11 seniors selected by portfolio review dealing with Supreme Court decisions pertaining to the Bill of Rights, run in conjunction with a simultaneous humanities course. The purpose of the course was to develop skill with text-intensive design at poster scale combined with real-world research and writing requirements. Students were assigned an aspect of an amendment and a case list, on which they based a 24 x 36” broadside; they did additional research and wrote their own text, aimed at a high school audience.

1974–1984

Philadelphia College of Art (now University of the Arts), Philadelphia PA

Instructor, part time

Taught sophomore electives *1974–1975*.

Taught Graphic Concepts to senior graphic design majors, *1975–1978*. Graphic Concepts was structured to permit students to choose subjects through which to explore relationships of time and space.

Taught Problem Solving to senior graphic design majors, *1980–1984*. Problem solving dealt with developing visual vocabularies and techniques to clarify complex biological and cartographic subjects, such as kidney function and dysfunction, genetics, the hand, imaginary country atlases, and route maps; the biological subjects were presented by guest experts in the field.

1971

Rhode Island School of Design, Providence RI

Adjunct professor of graphic design

1966–1969

Yale School of Art, New Haven CT

Instructor, part time

Taught photography to students of architecture during second year in the graphic design program and after graduation, *1966–1969*.

Taught publications design to graduate students in graphic design, *1969*.

Publication/Exhibition of Student Programs

AIIGA Effective Assignments in Graphic Design
 AIIGA Graphic Design: A Career Guide and Education Directory
 Steven Heller, ed.: *Teaching Graphic Design* (New York, Allworth Press, 2004)

Employment

1995–
 Joel Katz Design Associates, Philadelphia PA
 An information, wayfinding, and environmental graphic design firm
 President and Creative Director

1993–1995
 Paradigm:design, Philadelphia PA
 A multidisciplinary industrial and information design firm
 Principal and Director of Graphic Design

1992
 Katz Design Group, Philadelphia PA
 An information and graphic design firm
 President and Director of Design

1979–1992
 Katz Wheeler Design, Philadelphia PA
 An information and graphic design firm
 Partner and Director of Design

1988–1993
 StraightEdge Software, Philadelphia PA
 President and Director
 Designer of content, organization, and user interface for PrintSpec, software for the Macintosh to generate and track printing specifications.

1979
 Saul Bass, Herb Yager & Associates, Los Angeles CA
 A corporate identity and graphic design firm
 Senior designer

1976–1979
 Joel Katz Design, Philadelphia PA
 Graphic design
 Principal

1972–1976
 Murphy Levy Wurman, Architecture and Urban Planning, Philadelphia PA
 Associate
 Collaborated on two books, managed the development of graphic standards for the regional transportation authority, developed a program for an historic site signing panel program.

1971
 Freelance graphic designer, St Genis-Pouilly, France
 Designer of *Étude d'Aménagement*, a two-volume planning study for central Geneva, Switzerland, with 50 maps; also proofreader of French text.

1970–1971
 Investors Overseas Services, Geneva, Switzerland
 An international financial and investment firm
 Art Director

1967–1970

Yale Alumni Publications, New Haven CT
Associate Editor, *Yale Alumni Magazine*

In charge of design, photography, and production, and shared editorial responsibilities; wrote articles and took photographs.

Memberships

AIGA (American Institute of Graphic Arts): Director, 1982–1985; Vice President, Chapters, 1984–1985; Member, 1980– .

AIGA/Philadelphia: President, 1980–1982; Member, 1980– .

SEGD (Society of Environmental Graphic Designers): Member, 2007– .

SOF (Society of Fellows of the American Academy in Rome): Member, governing council, 2005– .