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JOEL KATZ

Joel Katz Design Associates
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USA

Selected prizes and awards

Nominated for the Cooper-Hewitt National Design Award in the Design Mind and Communication Design categories, 2013; nominated in the Design Mind category, 2012

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

Greater Philadelphia Preservation Alliance Grand Jury Award, 2010

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

Kanzaki Creativity Competition, grand prize, 1992

International Pediatric 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

MFA and BFA in graphic design, 1967
Yale School of Art, New Haven CT

BA Scholar of the House with Exceptional Distinction, 1965
Yale College, New Haven CT
Aurelian Honor Society
Manuscript Society

Books

Joel Katz: *And I Said No Lord: A 21-Year-Old in Mississippi in 1964*
Tuscaloosa, University of Alabama Press, 2014.

Joel Katz: *Designing Information: Human Factors and Common Sense in Information Design*
New York, John Wiley & Sons, 2012.

Included on Designers & Books/Notable Books of 2012

Alina Wheeler and Joel Katz: *Brand Atlas: Branding Intelligence Made Visible*.
New York, John Wiley & Sons, 2011.

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.

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

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, panels, 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, 2011
 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
 SEG D Teleconference, 2004
 SEG D Convention, 2004
 Moore College of Art & Design, 2007
 Cornell University Rome, 2007–2011
 Temple University Rome, 2007–2011
 Istituto Universitario di Architettura di Venezia, 2008
 University of Louisville, 2009

Temple University, Dept of Landscape Architecture and Horticulture, 2009
 Louisiana State University, 2010
 Drexel University Design Charrette on transit shelters, 2010
 Kent State University, 2010
 Télécom ParisTech, Paris France, 2010
 Gobelins, l'École de l'Image, Paris France, 2010
 University of the Arts, 2011
 Iowa State University in Rome, 2011
 Colgate University, 2012
 Accademia di Belle Arti, 2012
 Northeastern University, 2013
 University of Maryland Baltimore County, 2013
 Wellesley College, 2013
 Rochester Institute of Technology, 2014

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 Information 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
 Ceramiche Grazia, Deruta, Italy, visiting artist, 2003
 Center for Architecture, Philadelphia, 2010
Communications Arts Design Annual•
 Cooper-Hewitt Museum, "A Historical Review of Annual Report Design"
Delaware Valley Business Magazine
 Desi Awards, *Graphic Design: USA*•

Designers & Books, *Notable Books of 2012*
Designing Brand Identity, by Alina Wheeler, 2nd edition, New York, John Wiley & Sons, 2006
Design Firms Open for Business, by Steven Heller and Lia Talarico, New York, Allworth Press, 2013
Diagram Graphics, by Fumihiko Nishioka, Tokyo, PIE Books, 1992
Drawing Ideas, by Mark Baskinger and William Bardel, New York, Watson-Guptill, 2013
 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
 Kak magazine (Russia), 2007
Landscape Architecture magazine
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, Perceptronics, 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•
 SEG D Honor Award for Wayfinding
Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems, by
 Chris Calori. Hoboken NJ, John Wiley & Sons, 2007
 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"
The Vantage Point, a publication of the Pennsylvania Chapter of the American Planning Association
Wayfinding: Designing and Implementing Graphic Navigational Systems, by Craig Berger. Mies (Switzerland),
 Rotovision, 2006
Who's Who in the East•
 William Penn Memorial Museum (Harrisburg PA)
 [• Multiple occasions]

Publication, presentation, and shows of photography

1:1 Photo Magazine (Spain)
 2nd Biennale di Arte Contemporanea di Porto Ercole, Italy
 America-Italy Society (Philadelphia)
 American Academy in Rome
 Bridge Club of Center City
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)
 Gershman Y Open Lens Gallery (Philadelphia)
The Graphic Eye, by Stefan G. Bucher. San Francisco, Chronicle Books, 2009
Harper's Wraparound
 Hopkins Center (Hanover NH)
 Institute of Contemporary Art (Boston)
 Moore College of Art and Design (Philadelphia)•
 Philadelphia Conference
Philadelphia Inquirer
The Photo Review
 Photography Society of Philadelphia
Still/1 (New Haven)
 Torreo (Philadelphia)

Temple University Rome
 Tyler School of Art (Philadelphia)
 University of Maine Law
 Yale School of Art Alumni Choice Exhibition
 [• Multiple occasions]

Permanent museum collections

Cooper-Hewitt Museum, New York
 Museum of Modern Art, New York
 Museum of Modern Art, Tokyo
 Museum of Modern Art, Kyoto

Faculty positions

2011–

University of the Arts, Philadelphia PA
 Adjunct professor in graphic design
 Teaching one section of Junior Communication Studio: "Design for Understanding," required for one section of junior majors in graphic design, based on the former elective, "Visualizing Information."

2010

University of the Arts, Philadelphia PA
 Adjunct professor in graphic design
 Teaching one section of "Design Systems," required for sophomore majors in graphic design, which deals with the use of graphic techniques and language to explore variations in meaning.

2010

John Cabot University, Rome, Italy
 Instructor teaching digital photography, summer session.

2009–2010

University of the Arts, Philadelphia PA
 Adjunct professor in graphic design
 Teaching an elective in the department of graphic design, "Visualizing Information," in which teams of students undertake design projects that contribute to the public good.

2005–2011

Philadelphia University, Philadelphia PA
 Adjunct professor in graphic design communications
 Teaching an elective in the department of Graphic Design Communications, "Issues in Information Design."

2005

Moore College of Art and Design, Philadelphia PA
 Adjunct professor in graphic design
 Taught an elective in the Graphic Design department, "Issues in Information Design."

1997–

University of the Arts, Philadelphia PA
 Visiting critic
 Critiquing 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 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, directed 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

AIGA Effective Assignments in Graphic Design

AIGA 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, 2001– .

SOF (Society of Fellows of the American Academy in Rome): Member, governing council, 2005–2008; Vice President, 2008–2011.