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Education

September 2004-Present

Academy of Art University, San Francisco, Distance Education, online MFA program
MFA Illustration, December 2009

September 1982-May 1986

School of Visual Arts, New York City, BFA in Media Communications
Minor: Graphic Design and Video Production

History

January 2007-Present

Reviewing various music and art events for www.geeksofdoom.com

January 1988-Present

Sideshow Graphics, my freelance graphic design firm.

May 2008 -Present

International Academy of Design & Technology, 4511 Horizon Hill Blvd. Suite 100
San Antonio TX 78229, 210.507.5881

Juan Ramos, Program Chair for Graphic Design Department 210-507-5861

Lead Instructor for Graphic Design Department: Teaching Design Fundamental, Typography, Desktop Publishing I, Desktop Publishing II, Digital PrePress II and Career/Portfolio Development, Externship Program

Other Duties Include: Hiring New Adjuncts, Faculty Evaluation, Student Evaluation, Student Mentoring, Class Scheduling, Seminars on software, Working close with the Program Chair and the D.O.E. (Director of Education), Student Externship Program.

August 2007-May 2008

International Academy of Design & Technology, 4511 Horizon Hill Blvd. Suite 100
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Juan Ramos, Program Chair for Graphic Design Department 210-507-5861

Adjunct Faculty: Teaching Design Fundamental, Typography, Desktop Publishing I, Desktop Publishing II, Digital PrePress II and Career/Portfolio Development, Externship Program

September 1999-May 2008

San Antonio College, 1300 San Pedro Avenue, San Antonio, TX 78212, 210.733.2894
Richard Arredondo, Director of Visual Arts & Technology

Full Time Adjunct Professor teaching Introduction to Graphic Design, Illustration Techniques, Typography and Electronic PrePress. I also served on the Graphic Design Portfolio Committee. In 2006 to present I was elected by my peers to represent them on the Adjunct Faculty Council, an office I held for 2 years.

TOOLS

Quark, Adobe Creative Suite CS3 & CS4, Microsoft Office 07, Island Trapper, VAX System, EDGAR, PC File Conversion, UNIX, Ethernet, Modems, 3M Matchprint Systems, Canon Color Fiery, AGFA Scanners, X-rite Densitometers, Macintosh Accessory Programs, Kodak/AGFA Processors, SGI Cyclone worksta-

Clients

I have worked on projects for such diverse and challenging clients as The Arts & Entertainment Channel, Bianet, CBS Television, Disney, Greenpoint Savings, Knopf Publishing, National Audubon Society, Newsweek, Paramount Studios, The Empire & Majestic Theatres, San Antonio, Texas, Random House, Scholastic Books, Sony Pictures, TV Guide, Bard College, The Jerome Levy Institute of Economics, Ulster County Community College, Thomas Reprographics, H-E-B, San Antonio College Adjunct Faculty Council, YO Studios Los Angeles, CA., Oblate Monastery in San Antonio, Texas, International Academy of Design and Technology San Antonio, Texas

Organizations

San Antonio College: Visual Arts & Technology representative to Adjunct Faculty Council
SIGGRAPH of San Antonio
Watercolor Society of San Antonio
Graphic Arts Guild, NY Chapter
NAPP (National Association of Photoshop Professionals)
American Advertising Federation

Galleries and Shows:

1 Man Show at Twin Sister Bakery,
San Antonio TX *Feb. '05*

Group Show: "Outta Contex" Contemporary Art of San Antonio (CASA),
San Antonio TX *May 13th, 2005*

Group Show: "Milestones" Art SA Gallery,
San Antonio TX *November 18th, 2005*

Group Show: "9th Annual Small Scale Work, for a Larger Cause" Say Si
San Antonio TX *March 3, 2006*

Group Show: "Fine Art by Unfine Artists" ArteReyes Gallery
San Antonio TX *October 6, 2006*

Group Show: "10th Annual Small Scale Work, for a Larger Cause" Say Si
San Antonio TX *February 29, 2007*

Group Show: "1st Annual San Antonio Dirty Show" Studio E
San Antonio TX *October 28, 2008*

1 Man Show at ArteReyes Gallery,
San Antonio TX *February 6, 2009*

Group Show: "12th Annual Small Scale Work, for a Larger Cause" Say Si
San Antonio TX *February 6, 2009*

Group Show: "Rebirth" San Antonio Contemporary Art Month, IADT
San Antonio TX *August 6, 2009*

Solo Show: "Buffelumphs!, The Elephants Under the Bed" Thesis Show, Gallery 688
San Francisco, CA *November 5, - November 30, 2009*

Permanent Exhibition:

4511 Horizon Hill Blvd. San Antonio TX 78229, Fountain Head Building #1

Artwork in Private Collections:

Nick Morrison, San Francisco, CA
Linda Cohen, Chicago, Ill
David and Evie Seligman, New York City
Lynn Ward, San Antonio, Texas
Ralph Wells, San Antonio, Texas
Robyn Jamerson, Los Angeles, CA
AMEDD Museum, San Antonio, Texas

Jesse Real, San Francisco, CA
Jeff Hoogamood, Albany, New York
Ellen and Jay Gorberg, Orlando, Florida
Adam Gorberg, Albany, New York
Brian Benzenberg, San Antonio Texas
Paul Youngborg, Encinitas, CA

Teaching Philosophy

Just like students, teachers should constantly be learning new ways to teach a subject. I believe that making the subject exciting, interesting and fun is a very important part of teaching. If you aren't having fun with the subject you are teaching, both you and your students will be bored. My teaching philosophy is very simple and clear: teach the students what they need to know to do the job in the real world after graduating or leaving school for a job. One of my goals is to ensure that the students know what working in the real world of publishing is like — and what the real world job really requires. I believe that my 20+ years of experience gives me a very special advantage in — and responsibility to— pass on the things that I learned while beta testing programs that are industry standards today.

I was very lucky to be at the right place at the right time when Apple Computers changed their marketing approach to capture the desk-top, pre-press, and digital graphics and art fields. I was present when the graphic design revolution when design, layout, and production shifted from manual methods to the electronic method. Actually beta testing Quark and Photoshop are among my favorite memories.

Being part of the history of the electronic revolution in design and printing is something I am very proud of; it was both a fascinating and challenging time. I believe it is important to be able to relay to the students what actually happened during the change from all manual procedures to electronic/digital processes. Students can read it in books, but my students hear about the revolution and can ask questions about it from someone involved in and present for the paradigm shift. I also believe making those events more real to the students increases their desire to excel in any area of field.

I really enjoy sharing my 20+ years of graphic design, pre-press, printing and fine arts reproduction experience and problem solving techniques with students. If the students do not know why a program does this or that and we as teachers cannot explain or solve the challenge, we are not giving students the education they deserve and pay for. Explaining why and how particular challenges happen and how to fix or work around that challenge gives me great pleasure..

Now the common ground between graphic design, illustration and fine art is narrowing with every new drawing or painting tool or plug-in added to the software programs I believe sharing my knowledge with students is more important than ever. Teaching students how to use traditional and digital tools to produce original art gives my students the advantage of proficiency with both traditional and electronic methods I hope to help my students become modern ***"Renaissance Artists"***.

As students, we all had favorite teachers and teachers we disliked; we learned from both. I take all that I learned from both and incorporate the best information into my teaching. As educators, we also know that all students don't learn the same way. Some students need more attention, some are self starters, and some have special needs. I observe my students closely to find out which student learns best by which method; I teach to the individual students' needs as much as possible. I encourage my students to ask me every question they can think of, and I try to lead them to discover the answers they seek.

I also read industry software manuals, documentation, and articles; I attend as many seminars as I can so I can keep up with software and procedural changes— and stay ahead of any really enthusiastic students

Personal Experience

My personal experience started early; I began drawing at 3 years old. When I started drawing, I fell in love with the idea of being an artist: to be able to draw and create artwork with my head and from my heart. Throughout my education I have learned new techniques and different styles of artwork; I have learned to keep an open mind to all styles of artist, even those I dislike. I also enjoy gallery and museum openings to observe new art and trends in art. This knowledge has proven to be a great asset, allowing me to stay employed in art and art related fields during my career. This wide knowledge has allowed me to work on many types of art and a variety of projects. I believe that creative art is creative art no matter if it is fine art or graphic art/design, illustration or oil painting. I do not let artificial boundaries define my personal experience of life and art. I believe that today, all artists need an extensive and wide knowledge of techniques, styles, and methods, making each of us a *"renaissance artist"* in the manner of Da Vinci, Michelangelo, Van Gough, Cezanne, and Picasso, O'Keefe, Pollack, J.C. Leyendecker, H. Pyle, N.Rockwell, B.Potter, et al.

Career Goals

My career goals are plain and simple. I have always wanted to be an artist, to draw; to be able to create art, to be involved in the art world, to always learn about art, and to share what I have learned. This goal has not always been easy to achieve. After 20 years in the graphic design and publishing industry, after learning so much about the Mac and the related programs previously mentioned, I realized that fine art and drawing was and is my true love (*next to my wife*). My knowledge of graphic design and print production qualified me for a teaching position at a local community college (***San Antonio College***); in 2000 I began teaching and I found I also love teaching.

In 2007 I was able to take my teaching career to the next level. I left San Antonio College, now part of the Alamo Colleges, for ***International Academy of Design and Technology of San Antonio*** (IADT of S.A.). I started as an Adjunct Instructor. After one year as an adjunct at IADT I applied and was given the position of Lead Instructor for the Graphic Design Department. This position required me to be much more involved in the administration of the department. I am required to participate in the hiring committee of other graphic instructors; to recommend books, design courses, schedule classes, and advise students. I also teach Career Portfolio and administer the Externship Program. I still love to be in the classroom teaching and interacting with the students on a daily basis.

My teaching schedule allowed me to return to my roots and I began drawing more, creating artwork and connecting with the art community in San Antonio. This also gives me an opportunity to show my students by example that learning fine arts techniques and traditions in addition to graphic and digital techniques is incredibly valuable to an artist whether established or emerging.

My love for teaching inspired me to return to school myself. Earned my terminal MFA from the Academy of Art (San Francisco) will make me eligible to apply for full time positions at colleges and universities anywhere, should I choose to do so. When time and circumstances allow, I also hope to participate in an educational exchange program, learning about the art traditions of other countries, and sharing my own knowledge.