

Carlos Chávez Córdoba

1740 Tanager Street, #302

Ventura CA, 93003

C:805-320-6114 E:chas1010@roadrunner.com W:carloscordova.com

## **Curriculum Vitae**

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### **Education**

M.A., Art, California State University, Northridge – *Drawing*

B.A., Art, University of California, Santa Barbara, College of Creative Studies – *Painting and Drawing*

La Universidad Autónoma de México, México, D.F. – *Study Abroad Program*

### **Area of Specialization**

Graphic Design, Fine Art, *Drawing and Painting*

### **Software Skills**

Adobe Illustrator CS2, Adobe InDesign CS2, Adobe Photoshop CS2, QuarkXPress 6, Microsoft Word, PowerPoint

### **Teaching Experience**

1981 – 1982, Antelope Valley College, Lancaster, CA – *Part-Time Teacher, Fine Art*

2004 – Present, ITT Technical Institute, Oxnard, CA – *Adjunct Instructor, College of Drafting & Design/Career Advisor*

2005 – 2007, Brooks Institute, Ventura, CA – *Adjunct Instructor, Graphic Design*

2006 – Present, Moorpark College, Moorpark, CA – *Adjunct Instructor, Graphics*

### **Course List and Descriptions**

*Rapid Visualization* – An introductory course focusing on quick sketching techniques used within the architectural and mechanical drafting professions. Students learn and develop an understanding of the efficient use of line, tone, shape, value, contrast, color and perspective. Students are encouraged to develop their own unique style of visual expression.

*Introduction to Graphics* – This course introduces advertising, printing, and the history of fine art and graphics. Provides practical applications in design, and various printing processes. Reviews employment trends and opportunities.

*Digital Illustration* – This class concentrates on the use of the computer as an illustration and page layout tool. In-depth work with illustration, page layout and ancillary software programs, with the goal of creating illustrations and layouts to accompany photographs in a final page design. Class should prepare students for work in traditional print-based media and electronic media.

*Typography 2* – This class concentrates on advanced typographic topics, including grid systems and multiple page layouts. This class should provide advanced understanding of type and layout, and prepares students for work in print and electronic media.

*Graphic Design 1* – Introduces conceptual, production and visual design methods, emphasizing the graphic design industry. Introduction to communication problem solving through graphic design with emphasis on graphic reproduction processes as well as technology trends. Provides hands-on production experience.

*Design Fundamentals* – Introduces students to a solid foundation for expanding their abilities as designers. Develops visual and technical skills through problem solving and analytical thinking. Craftsmanship and use of design tools are emphasized through compositional and color exercises.

*Modern and Contemporary Art* – This course focuses on the major artists, movements and issues in painting, sculpture, architecture and other media in both the modern and contemporary periods.

*Print Design, InDesign & QuarkXPress* – This course introduces multimedia students to print-based media through the use of QuarkXPress, InDesign, Illustrator and Photoshop. Single-page and multi-page layout and design is emphasized. Printing specifications and file preparation is stressed along with a field trip to a commercial printer.

## Professional Experience

2006 – Present, Moorpark College, Moorpark, CA – *Adjunct Instructor, Graphics*

2005 – 2/2007, Brooks Institute, Ventura, CA – *Adjunct Instructor, Graphic Design*

2001 – Present, ITT Technical Institute, Oxnard, CA – *Career Advisor/Adjunct Instructor, College of Drafting & Design*

Instructor of drawing, graphic design, portfolio development. Assisted students in securing employment in the fields of Graphic Design, Multimedia, Drafting and Digital Entertainment & Game Design. Developed and implemented marketing plans to achieve goals. Built and developed effective relationships with local and regional corporations, non-profit and governmental organizations and community partners. Recruited students from diverse cultural and educational backgrounds. Monitored student's progress, conducted classroom presentations at high schools, promoted the school at chamber of commerce meetings, college career days, trade shows, job fairs and community activities.

2000 – 2001 Randstad Creative Talent, Los Angeles, CA – *Recruiter*

Assembled a superior roster of international creative talent, including, art directors, web developers, multimedia designers and graphic designers, from national agencies. Interviewed prospective candidates and provided career coaching and assistance in securing employment. Built effective employer relations in the corporate design and advertising industry. Set appointments by phone and in person with various corporate employers, IT managers, and human resource directors.

1999 – 2000 Córdova Design, Los Angeles, CA – *Art Director/Designer*

Designed and managed a highly successful promotional launch of Arden Realty, Inc.'s, \$21 million transformation of Westwood Center, one of the premier, contemporary business centers in West Los Angeles. Met with prospective and existing clients and employees and presented marketing and design materials for print and web. Managed design projects from concept to final production, wrote design and marketing proposals and presentations. Supervised commercial lithography press runs, photographic art shoots, design and art direction.

1995 – 1999 Grey Advertising, Inc., Los Angeles, CA – *Senior Graphic Designer*

Secured the \$5 million Coldwell Banker, Relocation Services, Inc., account, with a winning design. Concept development and design for all corporate collateral materials, brand management, trade show exhibits, logo design and advertising. Managed design staff and supervised press checks. Scheduled work under tight deadlines and led photographic shoots, design projects and vendor negotiation. Met with department managers on a regular basis for sales and design presentations for new project development.

## Exhibition Record

1981 – *M.A. Thesis Exhibition*, California State University, Northridge

1981 – *2-Person Invitational Exhibition*, Mexican Museum, San Francisco, CA

2005 – *A Juried Theme Show, "The Power of Word"*, Reynolds Gallery, Westmont College, Santa Barbara, CA

*Juror*, Richard West, former director, Santa Barbara Museum of Art and Frye Museum, Seattle, WA, *Honorable Mention*

2006 – *A Juried Show*, UCSB Faculty Club Gallery, University California, Santa Barbara, CA

*Juror*, Wayne Hoffman, Artist, Represented by Delphine Gallery, Santa Barbara, CA, *Juror's Choice Award*

*A Juried Show*, The Faulkner Gallery, Santa Barbara, CA

*Juror*, Santa Barbara Art Association, Santa Barbara, CA, *Award*

2007 – *Small Images*, Santa Barbara City College, Santa Barbara, CA

*Juror*, Alison Saar, Los Angeles based artist, *First Place Award, 2-Dimensional category*

## Bibliography

1984 – *Review/Article, "Art Work"*, Marsha Kinder and Kenneth Atchity, Editors, Dreamworks – An Interdisciplinary Quarterly, Vol. 4, No. 2, Human Sciences Press, NY

1991 – *Award of Excellence, Brochure/Folder, Champion Papers*, "ADLA: 6" marks the 43rd competition of the Art Directors Club of Los Angeles, Publisher, Madison Square Press, NY

1993 – *The Best of Business Card Design, "Carey Contracts"*, Rockport Publishers, MA

## Professional Associations

Christians in the Visual Arts, CIVA