

Curriculum Vitae David Comberg



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Proprietor, David Comberg Design

Senior Lecturer, Department of Fine Arts, School of Design, University of Pennsylvania 2004-present

Adjunct Professor, Liberal Arts, Industrial and Graphic Design departments, The University of the Arts 1999-2007

Design Supervisor, Digital Equipment Corporation, Maynard, MA, managing six designers and two interns 1986-1992

Yale School of Art MFA

Thesis project, *Ads Interruptus*, created ironic disturbances in television ads via interactive video installation

Awards, Lectures, Workshops, Exhibitions

- **Instagram for Digital Collections**, Concurrent Session Lecture: Engaging Students Through Technology, Penn Libraries Symposium, fall 2015
- **Common Press at 10**, retrospective exhibition and symposium, Kamin Gallery, in collaboration with Matt Neff and university libraries, scheduled for spring 2016
- **Nothing: Structure as Content**, talk to Integrated Product Design second-year students, spring 2014
- **EYES**, collaborative live video projection in Meyerson lobby for PennDesign IDEA Days (with Fine Arts, Landscape faculty, Penn and public school students), fall 2013
- **Art, Design, Visualization**, panel organized/curated in collaboration with Penn Engineering, fall 2013
- **Vellum, Paper, Printing, Binding**, workshops for Cultures of the Book, Penn Rare Book Library, fall 2013
- **From War to Home**, national traveling exhibition design, photographs and texts by soldiers returning from Iraq and Afghanistan, U. S. Veterans Administration, fall 2012-2013
- **We The Designers, Re-framing Political Issues in the Obama Era**, national traveling exhibition of self-authored graphic design; collaborative project installation *Future Nation Brand*, 2012-2013
- **Typography: History and Practice**, lecture, Cultures of Book class, 2013
- **Studio Istanbul, Berlin, Havana** exhibition catalogs/web design for Silverstein Photo Abroad, 2013, 2015, 2017
- **Philadelphia Design Awards, Judges' Choice, 2010** (for design of Spiegel Lecture Series posters)
Regional design competition: 600 entries, 100 works selected for exhibition, 6 Judge's Choice awards
- **Philadelphia Design Awards**, (for Penn Humanities Forum programs and Common Press) 2010
- **Consequential**, *Cool Summer*, digital print, PennDesign Fine Arts faculty exhibition 2009
- **Type Walk**, lecture in Material Texts Seminar, University of Pennsylvania, October 2008
- **Philly (Heart) Design**, exhibition of new design (including *Philacentrik*, collaborative book project produced at the CommonPress) 2008

Letterpress Printing in the College Curriculum, conference panelist, Oak Knoll Fest XIV, October 2007

Mixed Media, Mixed Company: Conjunctions at the Common Press, exhibition of printed work, University of Pennsylvania Library, April 2007

Folio, 2007, *Print*, letterpress, Penn Fine Arts annual print portfolio

Designers Without Clients, Civic Design Initiative, AIGA National Conference, September 2005

REVOLUTION: Philadelphia, Organizing Committee and participant, AIGA National Design Education Conference, June 2005

YOUR MESSAGE HERE, Class Action retrospective exhibition with student work addressing military action in Iraq, University of Connecticut 2003

Moderator, HearSay: 10 Conversations on Design, Association of Independent Colleges of Art and Design, University of the Arts, Design Education conference, 2003

AIGA Best of New England Biennial Show, 1999 Best of Show (*Perspecta 29*, Yale Architecture Journal)

American Library Association Leab Exhibition Catalog Award, Best of Show (*From Jackson to Lincoln*, Morgan Library & Museum), 1997

I.D. Magazine Awards, Best of Show, Environmental Category, *AIDing Awareness*, Class Action, 1994

Expo, I.D. Magazine, Surrender Dorothy prototype interactive laserdisc book, 1994

Three one-day tutorials at OZCHI, the Australian Computer Human Interface conference:

Making Sense—Narrative Form in the Design of Computer Media, 1996, Hamilton, NZ

Imaginary Interfaces, 1995, Sydney

Form Through Content—Finding Designs for Interactive Media, 1994, Melbourne

International Biennale of Theatre Posters, Poland, *Fuente Ovejuna*, Yale School of Drama, in collaboration with Tom Starr, 1993

PennDesign Fine Arts Courses

*** Writing on the City: Letterforms, Technology and Philadelphia Culture**

Freshman Seminar, 2015

*** Visual Narrative**

Introduction to the practice of storytelling with images (co-teaching 2016, 2017 with Jamie Diamond)

Foundations for Art, Design + Visual Culture

Restructured introductory studio that explores the ideas and methods artists and designers use to create meaning, structure their work and the digital tools they use

Graphic Design

An introduction to visual communication that places emphasis on the elements of graphic design and principles of visual organization for the purpose of communicating a message

Typography

An advanced studio that focuses on the process of ordering words and images in space and emphasizes the ways in which typographic relationships create meaning and support communication

Cultures of the Book

A seminar cross-listed with the English and History departments that studies the materiality of books through hands-on workshops including papermaking, printing, binding, and typography

Information Design and Visualization

A studio course that explores the relationship between visual design and the field of information visualization, emphasizing structure, communication, and visual aesthetics (work with many collaborators)

Practicum

Advanced studio that provides real-world experience for students interested in collaborating with clients and designers (clients include Lea Public School, The Food Trust, Project UPstart, PennPraxis)

Senior Seminar

Fall semester exploration for development of senior thesis projects (co-taught with Jackie Tileston)

Undergraduate Independent Study

A semester-long studio investigation to produce a focused body of work

University of the Arts Classes

Typography Emphasis (Graphic Design department)

Professional Communication (Industrial Design department)

Advanced Design Methods (Industrial Design, Graduate Program)

History of Visual Communication (Liberal Arts department)

Collaborative Work

- Developed the curriculum for a new Freshman Seminar at Penn in collaboration with the the Provost's Art & Culture initiative, the Fine Arts Undergraduate program, and the Rare Book and Manuscripts Library.

Member of Class Action, artists' collective using design to advocate for social change. Numerous self-initiated projects completed in collaboration with policy-makers, media vendors, and design colleagues teaching at Rutgers, Yale, Northeastern, and University of Connecticut. Projects address a broad range of social and political issues from the representation of women speakers at a national design conference to the public perception of people with AIDS, attitudes toward gun and domestic violence, the pernicious reach of tobacco marketing, teen pregnancy, and college students' views on the US military action in Iraq.

Co-founder of the Common Press, the letterpress facility at the University of Pennsylvania. The press is a collaboration of interests, including writing (Kelly Writers House), print culture and history (the Rare Book & Manuscript Library) and visual arts and design (the School of Design), creating an environment where students can move between digital and manual image making, collaborating with writers, printmakers, designers, scholars and others with an interest in printing.

Developed the curriculum for a new graphic design history course at the University of the Arts in collaboration with the Chair of the Graphic Design department, the Research Director at the University Library, the Dean of the College of Arts and Design, and the Director of the Liberal Arts Department.

Professional practice clients include:**Arts, culture, and educational**

Arthur Ross Gallery, Design Philadelphia, Instituto Cervantes, Mexican Cultural Institute, The Morgan Library & Museum, New York Public Library, PennDesign, Penn Humanities Forum, University of Pennsylvania Museum, Rockefeller University, The University of the Arts, Yale School of Architecture, U. S. Veterans Administration, Penn Medicine, Mulgrew Dancers

Publishing

Cornell University Press, Chronicle Books, MIT Press, Oxford University Press, Princeton Architectural Press

Corporate

Saxco International, Lehman Brothers, MasterCard International, Ricoh, WRT Architecture and Planning

Class Action's work has been published in:

Billboard: Art on the Road, Mass MOCA, Cambridge: MIT Press, 1999, p72

Design Beyond Design: Critical Reflection and the Practice of Visual Communication, Jan van Toorn, 1998

From Suffragettes to She-Devils, Liz McQuiston, London: Phaidon, 1997, p17, 154-5, 172-4

Sphere, New York: World Studio Foundation, Fall 1997, p2-3

I.D. Magazine Design Review, July-Aug, 1997, p195

I.D. Magazine, Jan-Feb, 1996, p30

I.D. Magazine Design Review, July-Aug, 1994, p110-11

Statements, American Center for Design, Winter/Spring 1995, p14-19

Projects by Class Action have been exhibited at:

Jan van Eyck Academy, the Netherlands

Neuberger Museum at SUNY Purchase, NY

Westfield State College, MA

Fordham University's Center Gallery, NY

University of Connecticut Gallery, Storrs, CT

Class Action has held workshops at:

Voice: AIGA National Design Conference, Washington, D.C. (2002)

Fordham University, NY (1998, 2001)

Moore College of Art (2000)

Rhode Island School of Design (1999)

International Design Conference in Aspen (1994)

Writing

Profiles, reviews, and criticism published in *I.D. Magazine*, *Print Magazine*, *The AIGA Journal*, *Graphics International (UK)*, etc. Selected examples:

Information Design and Visualization: Connecting Data and Aesthetics

Statement for Penn Engineering, Digital Media Design publication, 2008

Too Pooped to Pop, NOT!

Book review of *Slam Dunks and No-Brainers: Language in Your Life, the Media, Business, Politics, and, Like, Whatever*, by Leslie Savan, Temple University Press

I.D., December 2005

Character Studies: Letterforms and Digital Type Design at The University of the Arts

Report on a week-long type design workshop for students in graphic design program at the University of the Arts. The visiting artists who led the workshop—Matthew Carter, Tobias Frere-Jones, Cyrus Highsmith, and Jonathan Hoefler—are internationally recognized.

Print Magazine, vol. 58, no. 2, March/April 2004

The R-Word

A statement on design and responsibility that was intended as a provocation for a participatory conference on current issues in design education.

HearSay: 10 Conversations on Design; Conference of the Association of Independent Colleges of Art and Design, University of the Arts, 2003

Peeling Back the Layers: New York's Unique Character

A report on three days in New York exploring the myth of the city as a gritty, urban jungle. Story is based on interviews with Pentagram, Isaac Mizrahi, Stefan Sagmeister, the NYC Sanitation Commissioner and other movers and shakers in the city's design cosmos.

Graphics International no. 45, Mar/Apr, 1997 (with Stuart Henley)

Hello, Road... Hello, Car

Smart highways, the coming of E-Z Pass, and the bizarre world of digital toll collection systems

I.D., Jan/Feb, 1996

Published Editions

Wharton Esherick Portfolio

Graphic design and typography for a portfolio of re-struck prints in a handmade clamshell box. Produced in collaboration with the Rare Book Library, Common Press, and Wharton Esherick Museum (spring 2010)
Edition: 100

Print

Letterpress print included in *Folio 2007*, PennDesign annual printmaking portfolio

À la Carte: Recipes from the Rare Book Library Collections

Collaborative student project at the Common Press, PennDesign Fine Arts, Rare Book Library, and Rx Restaurant, 2009
Edition: 40

LETTERS: A Portfolio of Poetry and Prints

Collaborative student project at the Common Press, PennDesign Fine Arts and Kelly Writers House, 2006
Edition: 50

13 Virtues Revisited

Collaborative student project at the Common Press for the Historical Society of Pennsylvania, PennDesign Fine Arts and Director of the University Libraries, 2006
Edition: 350

Philacentrik: Nine Views of Philadelphia

The first book produced at the Common Press. A collaboration with Matt Neff and Chris van Auken, 2006