Kris Rudolph
kris@kcandy.com
www.kcandy.com

TEACHING PHILOSOPHY

I enjoy merging formalist and postmodern methodologies within my teaching. As a two-dimensional or three-dimensional artist, I believe it is important for students to bring their life experiences into their work while simultaneously building upon art fundamentals. This helps to promote individual creativity while reinforcing a basic understanding of effective communication and ideas. Once students have a firm grasp on the design foundations, it is vital to break these boundaries in order to reach new levels of critical thinking. I encourage students to use these principles whether they are working within real or virtual environments or in corporate or studio setting.

I seek to provoke emotional responses by adding unusual stigma sparked from my assigned heretical readings and images. Throughout each assignment it is necessary to promote research that allows for well-informed designs to emerge. Though the use of open critiques students are challenged to answer the "but why's?", helping give validity to each project. The ability to validate ones' work is an important function when working in either the corporate environment or adjusting to art criticism.

I manage these techniques through a series of experimental projects. For example; beginning each semester with a design assignment lacking rules then repeating this task after fundamentals are set in place. This provides an opportunity to discuss the design choices artists/designers make. Students' work differently in these situations; some become overwhelmed with possibilities, while others, respectfully, may feel crowded from rhetoric. Beginning with such an open project helps to break know-it-all notions and allows students' to succeed or fail in a group setting. I think it is important to realize, that although we are an institution, we have human desires to stand out. When we are rewarded for thinking differently, we are able to find our best outlet that captures our unique creativity.

By pulling assignments off the page and reworking projects after learning has been imbued, students can think freely. Leaning how to break the rules in a successful manner allows students to retain knowledge and freedom simultaneously. The traditional format of graphic design is changing daily, it is important for students to be prepared for emerging technologies and adapt to them using these techniques.