

**Elizabeth Tilak**

4707 NW Cheryl Blvd., Lawton, OK 73505

Telephone: (580) 351-1194

Email: [liztilak@yahoo.com](mailto:liztilak@yahoo.com)

Website: [www.oursilentvoices.com](http://www.oursilentvoices.com)

I believe the future lies in a virtually connected world. My objective is to teach graphic design online, work with emerging technologies and develop my Internet based art and design business. I have been working with web developers in India to develop my web-based business, including the programming for the stationery section. I am comfortable in the virtual environment both in the teaching as well as the business environment.

**PROFESSIONAL EXPERIENCE**

**2006 May Full Time Faculty - Graphic Design at the Art Institute Online**

In moving toward my objective to work in a virtual environment, I have joined the Art Institute Online as part of a major online initiative. I teach foundation and key graphic design courses as well as assist in curriculum development, mentoring and other faculty functions.

**2001 – 2006 Assistant Professor – Graphic Design**

**Fine Art Department, Cameron University, Lawton, Oklahoma, USA**

Based on my extensive industry experience, I was selected to set up a newly approved BFA Program in Graphic Design. I developed and taught the Graphic Design Program. The courses content focused on critical thinking, perceptual and visual development, and contemporary digital skills. The courses I taught were basic design, computer graphics, graphic design, illustration, typography, history of graphic design, advanced computer graphics, advanced graphic design, layout & production, senior art studio, portfolio capstone, and senior art studio and exhibition for the GD majors.

I established collaborative initiatives with the multimedia, communications, and fine arts areas of the university to strengthen and complement the graphic design content. My responsibilities also included art direction of student professional projects, and the art direction of the department website and my own website, which used as a teaching aid.

**2000- 2001 Visiting Faculty – Graphic Design, India**

**Wigan & Leigh College of Design (an Indo British collaboration), India**

I participated in the curriculum development and launching of their new graphic design program.

### **Industrial Design Center, Indian Institute of Technology (IIT), India**

IIT is recognized internationally as one of the finest educational institutions. I introduced graduate students to real world design issues, demands, and execution methodologies.

### **1989 - 1999 Principal, ET The Design Studio, India**

I specialized in Corporate Design - corporate identity manuals, system fundamentals, the entire gamut of corporate communications, signage and environments, uniforms and packaging. Projects included the Corporate Identity Program for the Anand Group of Companies. The Group has several American collaborators in the automobile accessories business - Gabriel, Perfect Circle Victor, Dana Corporation, and Purolator, which had to be brought under the Anand Umbrella. The task involved designing a Group Corporate Identity Manual and producing separate Identity Manuals for each of the Group's seven key companies with guidelines for smaller and new companies.

Other projects included the Corporate Identity Manual for Carrier Aircon India - A joint venture with Carrier USA. A unique aspect of this project was the designing of the English Logotype in specific Indian scripts while retaining the elegance of each script's original calligraphic form.

### **1988 Art Director Enterprise Advertising, India**

### **1982 - 1987 Art Director, OHI Advertising, Sultanate of Oman**

Advertising in the Middle East was a challenging task with the constraints of designing in Arabic and English and developing workable design solutions in a strictly controlled environment. Clientele included Royal Dutch Shell, British Council, Toyota, and Audi.

All three assignments involved managing the total creative function - concept, copy, visualization for product advertising, sales literature, corporate brochures, newsletters, annual reports, packaging and exhibitions. Client servicing, media and print supervision.

### **1979 - 1982 Head - Creative Communications Center, Voltas Limited, India**

A profit center set up to meet the communications needs of this diverse multi product company, one of the largest in India with activities in consumer marketing and engineering projects and with several foreign collaborations. I managed the Group's corporate communications,

exhibitions, brochures, and annual reports. My function included working with several international advertising agencies on product literature and product campaigns.

I was also instrumental in implementing their Corporate Identity Manual and in developing communication messages and media to reach different cultural groups in rural areas all around the country.

### **1978 Design Consultant - Center for Educational Technology, India**

Projects here included designing and developing teaching aids for a UNESCO/Government of India literacy project including the collection and documentation of handmade Indian toys for an international exhibition in Paris.

### **Digital Skills**

I am proficient in Adobe Illustrator, Photoshop and Indesign, Painter 7. I have a working knowledge of Macromedia Dreamweaver, Flash and Director,

## **EDUCATION**

### **1976-1977 MFA with a Teaching Assistantship**

West Virginia University, West Virginia, USA

### **1970-1975 Undergraduate studies in Graphic Design, India**

National Institute of Design, Ahmedabad.

The Sir JJ School of Art, Mumbai.

## **References**

Dr. Frank Zittle, Director, Academic Research Center, Cameron University

[fzittle@cameron.edu](mailto:fzittle@cameron.edu)

Dr. Don Sullivan, University Advancement, Cameron University

[dons@cameron.edu](mailto:dons@cameron.edu)

Mr. R C Sarin, Chairman (retd.), Carrier (India) Limited

[rksarin@vsnl.com](mailto:rksarin@vsnl.com)