RORY KING

DESIGN, WRITING, ETC.

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Rory King is a multidisciplinary designer, art director, and educator based in New York City. In addition to his studio practice he has taught multidisciplinary design courses at Wayne State University and Pratt Institute. He received his MFA from Cranbrook Academy Of Art.

Select clients include Vox Media, Sony Music Entertainment, Instrument, Look Studios, OnePlus, Noë & Associates, We Are Listen, 321 Gallery, Even The Strong Records, and Cranbrook Art Museum.

ALFRED — REBRAND PROPOSAL

DESIGNER & BRAND CONSULTANT

2020

In-house rebrand using a dot-motif to mimic the latitude and longitude lines of the globe while signifying the distance an Alfred employee is willing to go to get the job done. As a graphic device, this dot-motif used a macro and micro zoom gesture to convey the difference between user and corporate messaging.

ALFRED — REBRAND PROPOSAL

2020

DESIGNER & BRAND CONSULTANT

E-mail newsletter, mobile phone app, website

ALFRED — UNIFORM PROPOSALS

2020

DESIGNER & BRAND CONSULTANT

Jacket uniform proposals using Alfred’s new dot-motif branding system.

UNIVERSE APP CREATOR AWARDS (PROPOSAL) — IDENTITY, WEBSITE UI

2020

DESIGNER

This identity was based off of the basic functioning of the Universe app and how it could be redefined to speak to design, technology, and collectivism on the internet.

ONEPLUS 7T — VISUAL IDENTITY / LAUNCH EVENT KEYNOTE & SOCIAL MEDIA

2019

DESIGN LEAD & ART DIRECTOR

The OnePlus7T was the first product to compete with Apple, Samsung, and Google premium phone products. In order to stand out from the competition, I led a small design team to design a visual campaign that dismissed the blurry-rainbow-gradient visual trend of most tech/smartphone companies and built a visual branding system for OnePlus that relied heavily on a thoughtful color scheme and rigid typographic hierarchy. These guidelines allowed the system to be easily applied and establish a sense of cohesion across digital assets, packaging, press kits, and other collateral.

ONEPLUS 7T — PRESS KIT & PHONE PACKAGING

2019

DESIGN LEAD & ART DIRECTOR

VOX MEDIA — PODCAST TILE ART (PROPOSALS)

2021 – 2022

PRINCIPLE DESIGNER

THE FUND FOR PRATT (PRATT INSTITUTE) — STRATEGY & MARKETING CAMPAIGN

DESIGN LEAD / STRATEGIST / CREATIVE DIRECTION

2017

Built upon the idea of disseminating Pratt Institute's curriculum, the new Fund for Pratt campaign turns the fundraising department of Pratt Institute into a producer and publisher. Direct mail spotlights the work, theories, or criticisms by Pratt alumni, faculty, and students. Essays, manifestos, instructional art, concrete poetry, and much more subvert the expectations of what direct mail can be. The email campaign profiles those same alumni, faculty, and students' processes and practices. The branding is a simple nomenclature system, allowing the collateral to be a blank canvas for the featured artist/designer/author, while also framing the collateral as documents—or evidence—of a Pratt education and the good it is doing in the world, not exclusively on the Pratt campus.

VARIOUS LOGOTYPES

2011 – Present

DESIGNER

Logotypes for various clients: VAMP Magazine, ALFM/MekkoDJ, Undercurrent.

PRATT INSTITUTE

2015 – 2017

ART DIRECTOR

Various art direction for product and lifestyle photoshoots at Pratt Institute.

URBAN LIFE — UI/PRODUCT DESIGN

2019

DESIGN LEAD

HUD displaying live arrival times for local NYC MTA bus and subway services, as well as the date, time, and local weather.

SPACESPACESPACE — INFLATABLE ARCHITECTURE

CO-ORGANIZER / DESIGNER / FABRICATOR

2018

SpaceSpaceSpace was a three-day gathering centered around alternative pedagogy, self-organizing, and exploring ways of disrupting the productions of knowledge within academic structures. Inflatable architecture was built to house the event and provide a stark contrast to the historic Cranbrook campus. It was also meant to be seen as ephemeral so that an urgency to establish and maintain a connecton between Detroit initiatives and Cranbrook could be instilled. Because the inflatable architecture was such an important facet of the SpaceSpaceSpace event, the bespoke typeface for the branding used standardized architectural handwriting as its foundation and morphed it with the bubbly forms of the inflatable architecture.

BANTU WAX — SURFBOARDS **2019**

DESIGNER (with Look Studios)

550 MADISON

2019

DESIGNER (Creative Direction: Noë & Associates)

Identity development for real estate property 550 Madison.

321 GALLERY — LOGO, IDENTITY, UX/UI

CREATIVE DIRECTOR / DESIGNER / PROGRAMMER

2016 – PRESENT

The identity for 321 Gallery is based on the gallery's DIY approach to a white-collar profession, with the "logo" mimicking the gallery's architectural floor plan while dissonant typography conditionally brands both the gallery and their artists as one entity. Each iteration attempts to draw out eccentricities that are confrontational and memorable to their audience.

ALYSSA KLAUER — BOOK DESIGN, ILLUSTRATION, TYPOGRAPHY

DESIGNER & ART DIRECTOR

2019

The book design for painter Alyssa Klauer uses the blurry and volatile brush strokes of Klauer's paintings to depict the intersection of magic, feminism, cherries, and other themes and methodologies of Klauer's practice.

PRATT SHOWS 2015 — PROGRAM BOOKLET

DESIGNER

2015

The program booklet for Pratt Institute's end-of-the-year showcase, Pratt Shows 2015, uses a spectrum of colors that begin on one spread and bleed into the next spread to convey the interdisciplinary curriculum and workings of the Institute. (2015 Type Directors Club award winner)

PRATT SHOWS 2015

Explore the year's boldest ideas, biggest thinking, and best work in Pratt Institute's spring year-end shows. More than 20 events and exhibitions—one exciting celebration. Mark your calendar.

*Check **www.pratt.edu/pratt-shows** for updates.*

- FINE ARTS M.F.A. AND B.F.A. EXHIBITIONS
  March 24–May 25
- PRATT PRESENTS
  March 31, April 20, April 29, and May 8
- DIGITAL ARTS
  April 6–May 14
- THE WRITING PROGRAM B.F.A.
  May 5 and 7
- 2015 PRATT INSTITUTE FASHION SHOW + COCKTAIL BENEFIT
  May 7
- PRATT DESIGN 2015
  May 11–14
- PHOTOGRAPHY
  May 11–23
- FILM/VIDEO
  May 11–23
- SCHOOL OF ARCHITECTURE
  May 14
- SCHOOL OF INFORMATION AND LIBRARY SCIENCE
  May 15

All shows are free and open to the public unless otherwise noted.

CALENDAR → CHECK WWW.PRATT.EDU/PRATT-SHOWS FOR UPDATES

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

MARCH

22 23 24 25 26 27 28

APRIL

29 30 31 1 2 3 4

5 6 7 8 9 10 11

12 13 14 15 16 17 18

19 20 21 22 23 24 25

MAY

26 27 28 29 30 1 2

3 4 5 6 7 8 9

10 11 12 13 14 15 16

17 18 19 20 21 22 23

24 25 26 27 28 29 30

CALENDAR → CHECK WWW.PRATT.EDU/PRATT-SHOWS FOR UPDATES

FINE ARTS M.F.A. AND B.F.A. EXHIBITIONS → MARCH 24–MAY 25

Installation view from the 2014 Selected Works exhibition at The Boiler (Photo: Dina Weiss)

FINE ARTS M.F.A. AND B.F.A. EXHIBITIONS

M.F.A. EXHIBITIONS

April 10–May 25
Opening Reception: April 10, 7–9 PM
An exhibition of selected works by second-year M.F.A. students curated by Sara Reisman

The Boiler
191 North 14th Street
Brooklyn
Gallery Hours: Tuesday–Sunday, 12–6 PM

An M.F.A. exhibition of work by all second-year graduate students will be on view in The Rubelle and Norman Schafler Gallery on Pratt's Brooklyn Campus from June 3 through late September.

B.F.A. EXHIBITIONS

B.F.A. Exhibitions for Drawing and Painting seniors will be held in East Hall Gallery throughout the semester.

B.F.A. Exhibitions in The Rubelle and Norman Schafler Gallery on Pratt's Brooklyn Campus:

PRINTMAKING
March 24–April 1
Opening reception: March 23, 5–8 PM

JEWELRY
April 7–15
Opening reception: April 6, 5–8 PM

SCULPTURE SECTION I
April 21–29
Opening reception: April 20, 5–8 PM

SCULPTURE SECTION II
May 5–13
Opening reception: May 4, 5–8 PM

The Rubelle and Norman Schafler Gallery
Chemistry Building, First Floor
Pratt Brooklyn Campus
200 Willoughby Avenue
Gallery Hours: Monday–Friday, 9 AM–4 PM

CERAMICS
April 6–10
Opening Reception: April 6, 5–7 PM

Pratt Brooklyn Campus
Pratt Studios

FINE ARTS M.F.A. AND B.F.A. EXHIBITIONS → MARCH 24–MAY 25

PRATT INSTITUTE — DESIGN SYSTEMS, PRODUCT DESIGN

DESIGNER

2016–2017

Two design systems made to help expedite the workflow of the Pratt Creative Services department. The first system was made for internal use by the Creative Services team, while the other was for external use by clients. Both accomodate typographic rules and logistics to easily translate to print or digital collateral of different formats and dimensions.

DIFFERENTIATE BY DESIGN 5 (PRATT INSTITUTE) — MAGAZINE

DESIGNER / ART DIRECTOR / ILLUSTRATOR

2015

The book is printed entirely in black and white to instill within the reader a desire for diversity (e.g., color). Portraits are converted to embossments so that the age, gender, race, or other characteristics of a person influence the text of the current and previous profiles.

LOU SWITZER—
WELL-PREPARED PRATT GRADS
FAVORED AT PROGRESSIVE
INTERIOR ARCHITECTURE FIRM

Pratt School of Art alumnus Lou Switzer is founder, chairman, and chief executive officer of The Switzer Group, the nation's largest black-owned interior architectural design firm. Clients include Fortune 500 companies such as AMC Networks, Wells Fargo, and Consolidated Edison, and the firm has worked in industries ranging from finance, insurance, legal, media, entertainment, and technology to real estate, health care, education, and not-for-profit. The Switzer Group, listed among the country's top interior design firms, is celebrating its 40th anniversary this year.

That's an impressive number of years in business. What's equally impressive is that Switzer's first two clients, Citibank and IBM, are still on his roster. And his firm boasts an enviable level of repeat business; 80 percent of clients come back with additional projects. It's not magic; it simply stems from the inherent focus on relationship-building that is embedded in Switzer's business approach.

As he says, "When I built this firm, I not only wanted to create long-term relationships with our clients; I also wanted the same relationship with employees." Two of his longest-serving employees—Stewart Fishbein (B.Arch. '77) and Beth Holechek (B.Arch. '80)—are also Pratt graduates, and there are many other Pratt alumni in his organization. (His son Gregory Switzer [B.Arch. '93] also attended Pratt and served as a recent graduate trustee.)

Switzer's commitment to hiring Pratt grads stems from his assessment of their preparation: They know how to focus on the details, can do an admirable set of drawings, and understand both the technology and the design side of the business. "Today, more schools produce students fully able to contribute from the start, but Pratt has always graduated students ready to do good work the moment they arrive," he says.

There are a number of characteristics that define Switzer and his company. He and his staff listen closely and observe well. A hallmark of The Switzer Group is designing environments that reflect clients' organizational personalities as well as their workspace needs. Whether addressing interior design, planning, or real estate issues, Switzer's staffers strive to understand each client's goals and future plans. They do this by listening closely, presenting design alternatives, and then working with the client to determine a customized option that solves all problems related to space and is also tailored to the client's function, image, and operational objectives.

Switzer is as involved with his charitable efforts as he is hands-on with clients. "I respect the opportunities given to me, and I believe in giving back," he says. He was a founding member and a trustee of the ACE Mentor Program; he also has served on the board of directors of Bedford Stuyvesant Restoration Corp. and the Make-A-Wish Foundation of Metro New York and Western New York, and on the board of trustees for the Design Industries Foundation Fighting AIDS. He is currently a member of the board of The Windward School.

Through his firm's range of clients, its staff, and its areas of focus, Switzer underscores his belief in diversity's power to elevate creativity and keep a business strong, as well as the importance of giving back—in countless ways—to the community.

9 ALUMNI PROFILE

USC SCHOOL OF ARCHITECTURE — PROGRAM

DESIGNER (Creative Direction: 2×4)

2012

Three booklets bound as one book to depict the overall progress of developing as a student and professional through the entire USC School of Architecture undergraduate and graduate programs. The book's grid structure and layout become more complex within each new booklet.

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