

## Robert Fraher, MFA

### *Curriculum Vitae*

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## **Education**

### ***Master of Fine Art in Graphic Design***

Interactive design emphasis

University of Minnesota, Twin Cities, College of Design, 2010

Thesis: "Interactive design and digital media for individual expression and community involvement"

### ***Bachelor of Science in Interactive Digital Media Design***

University of Minnesota, Twin Cities, College of Continuing Education, 2006

### ***Specialized Associate in Recording Engineering***

Full Sail Center for the Recording Arts, 1995

## **Academic Appointments**

### ***University of Wisconsin-Stout***

Graduate Faculty Member, Graduate School  
11.2011 – present

Assistant Professor, School of Art and Design  
8.2011 – present

### ***University of Minnesota, Twin Cities***

Graduate Instructor, Research Assistant, and Teaching Assistant  
9.2007 – 6.2010

## **Work Experience**

Interactive Designer and Flash Developer, Antidote X, Inc.  
8.2010 – 6.2011

Interactive Designer and Creative Producer, Medtronic, Inc.  
9.2002 – 9.2007

Audio Engineer, GT Media  
9.2000 – 9.2001

Sound Designer, Tilting at Windmills Theater  
3.2000 – 9.2000

Stage Manager, Premier Cruise Lines  
1.1996 – 3.1997

## Honors & Awards

### *Personal*

Best Designs Award, *Cool Home Pages: Design Inspiration*, 2012

Nominee, *CSS Winner: Awarding & Showcasing*, 2012

Outstanding Teaching Award, College of Arts, Humanities and Social Sciences, University of Wisconsin-Stout, 2012

First Place Award, *SpaceTime Interactive Works Student Competition*, Association for Computing Machinery's (ACM) Special Interest Group on Graphics and Interactive Techniques (SIGGRAPH), 2009

Nominee, Mary Hoover Award for Graduate Student Teaching Excellence, 2009

### *Student*

Dennis Sengthong, Nominee, *CSS Design Awards*, 2014

Student Showcase Award, *iDEAS\_13*, International Digital Media and Arts Association (iDMAa), 2013

Jacob Ferge, Nominee, Site of the Day, *Best Web Design Award: The Best Web Sites in the World*, 2013

Krista Farrell, Winner, *Above the Fold Awards, Student Design Competition*, 2012

## Teaching Experience

### *University of Wisconsin-Stout*

School of Art and Design

DES-730 Critical Issues in Design Education and Practice, taught one time

DES-325 Interactive Design I: Introduction to Web Design, taught eight times

DES-370 Interactive Design II: Principles and Methods, taught nine times

DES-385 Interactive Design III: Advanced Concepts, taught five times

### *University of Minnesota, Twin Cities*

College of Design

DHA2385 Design and Factors of Human Perception, taught two times

DHA1111 Creative Problem Solving, assistant taught two times

DHA1101 Introduction to Design Thinking, assistant taught one time

## Scholarship & Creative Production

*The work contained in this section is a collection of exhibited, published and presented research in the field of design and related areas of study. All work has been refereed. Asterisk (\*) indicates peer-reviewed publication. Underline indicates solo presenter. Scope is indicated where applicable (International, National, etc.).*

## ***Juried Exhibitions***

Fraher, R. (2012). The online portfolio of Robert Fraher. *iDEAS\_12: A Retrospective*, International Digital Media and Arts Association (iDMAa) 2012 conference, 11.8.12 – 11.11.12, Miami, Florida. *International*

Fraher, R. (2012). An (ec)centric self-portrait. *Self Portraits*, The Fine Arts Center of Hot Springs, 10.5.12 – 10.27.12, Hot Springs, Arkansas. *Regional*

Fraher, R. (2009). No horse in particular. *Accessibility 2009: Cross Currents*, Sumter County Gallery of Art, 10.16.09 – 11.13.09, Sumter, South Carolina. *Regional*

Hokanson, B., & **Fraher, R.** (2009). + (plus) creativity system. *Design Showcase*. Association for Educational Communications and Technology (AECT) Annual Conference, 10.27.09 – 10.31.09, Louisville, Kentucky. *International*

Fraher, R. (2009). Typespace v.1. *SpaceTime Interactive Works Student Competition*. Association for Computing Machinery's (ACM) Special Interest Group on Graphics and Interactive Techniques (SIGGRAPH) Annual Conference and Exhibition, 8.3.2009 – 8.7.2009, New Orleans, Louisiana. *International*

Fraher, R. (2009). The sonic locator. *Sound of It*. Garage Art Gallery, 4.10.2009, San Diego, California. *National*

**Scholarship & Creative  
Production (continued)**

***Invited Exhibitions***

Fraher, R. (2014). An (ec)centric self-portrait. *Illuminative: The Art of Academia*, L.E. Phillips Memorial Public Library, 6.2.14 – 9.2.14, Eau Claire, Wisconsin. *Regional*

Fraher, R. (2014). The online portfolio of Robert Fraher: LITE. *School of Art and Design Faculty Exhibition*. University of Wisconsin-Stout, 1.30.2014 – 3.10.14, Menomonie, Wisconsin. *Regional*

Fraher, R. (2013). Cursor dynamics, v.1 & v.2. *School of Art and Design Faculty Exhibition*. University of Wisconsin-Stout, 1.24.2013 – 2.21.13, Menomonie, Wisconsin. *Regional*

Fraher, R. (2011). Dynamic iconography, v.1 – v.5.1. *School of Art and Design Faculty Exhibition*. University of Wisconsin-Stout, 12.1.2011 – 2.9.12, Menomonie, Wisconsin. *Regional*  
*School of Art and Design Faculty Exchange Exhibition*. Bowling Green State University, 10.19.2011 – 11.11.11, Bowling Green, Ohio. *Regional*

***Media Publications***

\*Fraher, R., & McCarthy, S. (2010). No horse in particular: Video demo and commentary. *Aspect: The Chronicle of New Media Art*, 15.

\*Fraher, R. (2009). A requiem to modernism: The future has arrived: interactive composition. *Multi: The Rochester Institute of Technology (RIT) Journal of Diversity and Plurality in Design*, 2(2), supplementary files.

**Scholarship & Creative  
Production (continued)**

***Journal Articles***

\***Fraher, R.**, Frazier, P., Hokanson, B., & Greer, C. (2013). Toward an interactive digital media-based therapeutic modality. *The International Digital Media and Arts Association (iDMAA) Journal* 9(2), 6-13.

\***Fraher, R.**, & Martinson, B. (2011). Process and pedagogy in undergraduate graphic design education. *The Design Journal* 14(4), 390-412.

\***Fraher, R.**, & Martinson, B. (2009). A requiem to modernism: The future has arrived. *Multi: The Rochester Institute of Technology (RIT) Journal of Diversity and Plurality in Design*, 2(2), 13-24.

Hokanson, B., & **Fraher, R.** (2008). Narrative structure, myth and cognition for instructional design. *Educational Technology*, 49(1), 27-32.

***Conference Papers***

\*Fraher, R. (2013). Production-composition-audience (PCA) analysis methodology and pilot study. In T. Bussey (Ed.), *University & College Designers Association (UCDA) Design Education Summit 2013 Proceedings* (pp. 172-185). *National*

\*Fraher, R. (2012). Cursor dynamics: Aesthetic exploration of the bubble cursor. In S. Gueddana & J. Laaksolahti (Eds.), *Proceedings of the Nordic Conference on Human-Computer Interaction (NordiCHI) 2012* (pp. 765-766). New York: ACM. *International*

\***Fraher, R.**, & Boyd-Brent, J. (2010). Gestalt theory, engagement and interaction. In A. Voids & S. Voids (Eds.), *Proceedings of the Association for Computing Machinery's (ACM) Special Interest Group on Computer-Human Interaction (SIGCHI) Conference on Human Factors in Computing Systems 2010 Extended Abstracts* (pp. 3211-3216). New York: ACM. *International*

**Scholarship & Creative  
Production (continued)**

*Conference Papers*

\***Fraher, R.**, & Hokanson, B. (2008). Dynamic space: A learning tool for creating interactive concept maps. In M. Simonson (Ed.), *Proceedings of the Association of Educational Communications and Technology (AECT) 2008 Conference* (pp. 250-255). Bloomington: AECT. *International*

\*Fraher, R. (2008). Mythology as metaphor for human-computer interaction. In B. Matthews & J. Buur (Eds.), *Proceedings of the Student Interaction Design Research (SIDEr) Conference 2008* (pp. 118-123). Sønderborg: University of Southern Denmark. *International*

\*Fraher, R. (2008). A case study of an experimental online interface. In B. Matthews & J. Buur (Eds.), *Proceedings of the Student Interaction Design Research (SIDEr) Conference 2008* (pp. 75-80). Sønderborg: University of Southern Denmark. *International*

***Conference Abstracts***

\*Fraher, R. (2013). Production-composition-audience (PCA) analysis methodology and pilot study. In T. Bussey (Ed.), *University & College Designers Association (UCDA) Design Education Summit 2013 Abstracts* (pp. 45). *National*

\***Fraher, R.**, & Hokanson, B. (2008). Dynamic space: A learning tool for creating interactive concept maps. In S. Smaldino & A. Donaldson (Chairs), *Agenda for the Association of Educational Communications and Technology (AECT) 2008 Conference* (pp. 65). Bloomington: AECT. *International*



**Scholarship & Creative  
Production (continued)**

***Refereed Presentations***

**Fraher, R.**, Beck, D., Griffey, J., Nelson, M., Richison, M. (2013, November). Traditional and Emerging Ideas in Interactive Media Curriculum. *Paper presented at the International Digital Media and Arts Association (iDMAa) 2013 conference, Laguna Beach, California. International*

**Fraher, R.**, Frazier, P., Hokanson, B., & Greer, C. (2012, November). Therapeutic potential of interactive digital media. *Paper presented at the International Digital Media and Arts Association (iDMAa) 2012 conference, Miami, Florida. International*

**Hokanson, B.**, **Fraher, R.**, Goncu, G., Helle, K., & Sakaimbo, N. (2009, March). Reflections on pedagogy in creativity training. *Paper presented at the American Creativity Association (ACA) 2009 conference, Philadelphia, Pennsylvania. National*

Fraher, R. (2008, October). A requiem to modernism: The future has arrived. *Photography presented at Outside the Frame: Kendall Colloquium on Art and Design, Grand Rapids, Michigan. National*

***Exhibition Proceedings***

Fraher, R. (2009). Typespace v.1. *Association for Computing Machinery's (ACM) Special Interest Group on Graphics and Interactive Techniques (SIGGRAPH) 2009 SpaceTime Student Competition and Exhibition catalog* (pp. 3). New York: ACM

**Scholarship & Creative  
Production (continued)**

***Internet Publications***

\*Fraher, R. (2014). Student Web Awards.

*French Design Index*. Retrieved 7.1.14 from <http://www.frenchdesignindex.com/design-index-7378>.

*CSS Design Yorkshire*. Retrieved 7.1.14 from <http://www.css-design-yorkshire.com/june2014.html>.

*HTML 5 Arena*. Retrieved 7.1.14 from <http://www.html5arena.com/websites/view/5497/student-web-awards>.

*CSS Based*. Retrieved 7.1.14 from <http://www.cssbased.com/showcase/11015/student-web-awards>.

*Other publication URLs available upon request.*

\*Fraher, R. (2012). The online portfolio of Robert Fraher.

*One Page Love: The Ultimate Collection of One Page Websites*. Retrieved 8.8.12 from <http://www.onepagelove.com/robert-fraher>.

*Kreative Showcase*. Retrieved 8.8.12 from <http://www.kreativeshowcase.com/portfolio/robert-fraher>.

*Cool Home Pages: Design Inspiration*. Retrieved 8.8.12 from <http://www.coolhomepages.com/design-ideas-detail.html?id=11666>.

*CSS Winner: Awarding & Showcasing*. Retrieved 8.8.12 from <http://www.csswinner.com/details/robert-fraher/3047>.

*Other publication URLs available upon request.*

**Invited Presentations**

Emerging Trends in Interactive Design Practice panel discussion presented at Larsen Design, Minneapolis, Minnesota, 11.20.13.

Is Print Dead panel discussion presented during the Professional Advisory Board Forum, School of Art and Design, University of Wisconsin-Stout, 9.24.12.

First Year Faculty Program Experience panel discussion presented at the New Instructor Workshop, Nakatani Teaching and Learning Center, University of Wisconsin-Stout, 8.16.12.

Interface Design presented at Emerging Digerati, Weisman Art Museum, Institute for New Media Studies, University of Minnesota, Twin Cities, 2.5.07.

Experimental Interfaces presented at Flash MN User Group meeting, St. Paul, Minnesota, 5.17.06.

Deliberate Aesthetics in Interactive Design presented at Flash MN User Group meeting, St. Paul, Minnesota, 11.17.04.

**Guest Lectures**

Visual Culture, the Media, and Their Role with Artists, presented in ART-145 The Practice of Art, University of Wisconsin-Stout, 3.10.14.

Contemporary Art as a Moving Target, presented in ART-145 The Practice of Art, University of Wisconsin-Stout, 2.27.13.

Sound and Interaction presented in ARTS5650 Advanced Sound Art, University of Minnesota, Twin Cities, 3.3.09.

The Butterfly Project: Collaborative Design presented in DHA5341 Interactive Design, University of Minnesota, Twin Cities, 10.24.05.

## Grants

### *Teaching*

(2011) Fraher, R. (PI) University of Wisconsin-Stout Curricular Incubation Center, for the revision of two courses required in the Bachelor of Fine Art in Graphic Design and Interactive Media program, \$2638.

### *Research*

(2013) Fraher, R. (PI) University of Wisconsin-Stout College of Arts, Humanities, and Social Sciences, for professional development and research activities, \$1200.

(2013) **Fraher, R.** (Co-PI) & Beck, D. (Co-PI) University of Wisconsin-Stout Research Services, for faculty / student conference co-presentation, \$3000.

(2008) Hokanson, B. (Co-PI) & **Fraher, R.** (Co-PI) University of Minnesota, Twin Cities, College of Design Technology Committee, for the development of learning exercises for creativity training, \$5000.

**Teaching Development*****University of Wisconsin System***

Office of Professional and Instructional Development

Faculty College

5.28.13 – 5.31.13

***University of Wisconsin-Stout***

Nakatani Teaching and Learning Center

Graduate Research Advisement

1.17.12

First Year Faculty Pilot Program

9.1.11 – 5.21.12

New Instructor Workshop

8.16.11 – 8.18.11

***University of Minnesota, Twin Cities***

Center for Teaching and Learning

Harnessing Feedback To Improve Learning

9.2.09

Maximizing the Value of Group Work

8.26.08

Teaching Through Active Lectures

8.29.07

Active Learning: Matching Teaching to Learning Goals

8.29.07

Center for Writing

Commenting on and Grading Student Writing

8.27.07 – 8.28.07

**Graduate Research  
Assistantships**

***University of Minnesota, Twin Cities***

College of Education and Human Development, Department  
of Curriculum and Instruction

*Research Assistant for Charles Miller, Ph.D.*

Dr. Miller's research relates to emotional design  
opportunities in the field of Instructional Design.  
Responsibilities included software development,  
literature review, and scholarly writing.  
Fall 2008

College of Design

*Research Assistant for Brad Hokanson, Ph.D.*

Dr. Hokanson's research relates to the process of  
creativity training. Responsibilities included software  
development, digital media manipulation, and  
curriculum creation.  
Summer 2008

**Service**

***University of Wisconsin-Stout***

School of Art and Design

Emerging Instructional Technology Committee

9.2013 – present

9-Credit Teaching Load Ad Hoc Committee, *Member*

2.2012 – present

Curriculum Committee, *Secretary*

8.2011 – 9.2012

Department of Design

MFA in Design Program Advisory Committee

9.2013 – present

Faculty Senate, *Department Representative*

2.2012 – present

Graphic Design Search Committee, *Member*

9.2014 – present

Graphic Design Search Committee, *Member*

9.2013 – 4.2014

Graphic Design Search Committee, *Member*

9.2012 – 4.2013, *Successful Hire*

Academic Advisor

9.2011 – present

**Service (continued)*****Scholarly***

Reviewer for Fairchild Books, an imprint of Bloomsbury Publishing

6.2014 – present

International Digital Media and Arts Association (iDMAa)

Advisory Board, *Member*

6.2013 – present

Conference Peer Review Committee, *Member*

6.2012 – present

Multi: The R.I.T. Journal of Diversity and Plurality in Design,  
*Article Reviewer*

2.2009

***Community***

Julia's Journey Memorial Fundraiser, Minneapolis, Minnesota,  
benefiting the families of children undergoing cancer  
treatment at Children's Hospitals and Clinics of Minnesota  
Hematology / Oncology unit (donated \$132,377), *Event*

*Chairman*

8.2006 – 7.2010

**Professional Skills**

Interactive Design, User-Experience Design, Graphic Design,  
Motion Graphic Design, Object-Oriented Programming,  
Usability Testing, Identity and Branding, Corporate Video  
and Documentary Direction / Production, Script Writing,  
Video Editing, Audio Editing, Audio Recording, Multi-track  
Mixing, Sound Design, Audio Mastering, DVD Production,  
Digital Media

**Computer Applications*****Advanced Proficiency***

Interactive: Flash

Graphic: Photoshop, Illustrator, After Effects

Video: Final Cut Pro, DVD Studio Pro

Audio: ProTools, Peak

Digital Media: Cleaner, Compressor, Media Encoder

Administrative: Word

**Computer Applications**  
(continued)

***Intermediate Proficiency***

Interactive: Dreamweaver  
Graphic: InDesign, Acrobat, Fireworks  
Audio: Soundtrack, Soundbooth  
Eye-Tracking: Tobii Studio, ClearView  
Statistical: SPSS, Xcelsius  
Administrative: PowerPoint, Excel

**Computer Languages**

ActionScript  
CSS  
HTML  
JavaScript  
MySQL  
PHP  
XML

**Professional Memberships**

Association for Computing Machinery's (ACM) *Special Interest Group on Computer Graphics and Interactive Techniques (SIGGRAPH)*

9.2005 – present

Association for Computing Machinery's (ACM) *Special Interest Group on Computer-Human Interaction (SIGCHI)*

9.2004 – present

FlashMN User group

9.2004 – present

**Conferences Attended**

Advanced Flash, MacWorld, San Francisco, California, 1.10.07

Flashforward@MW, MacWorld, San Francisco, California, 1.8.07 – 1.9.07

Flash Forward 2004, San Francisco, California, 3.1.04 – 3.5.04

Apple WWDC 2003, San Francisco, California, 6.23.03 – 6.27.03