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Digital artist and instructor.

- Pioneer in digital creative work (1988-present)
- Professional level skills in a wide range of commercial and fine art media, from studio drawing and painting to digital 2D, 3D design and art and hybrid work of studio and digital
- Seminal educator in developing digital art curriculum (1994-present)

I've been teaching and practicing digital art and design since that late eighties. Before that I worked as a secondary art teacher, professional photographer and sometime gallery artist. An early adventurer into the possibilities of digital creativity, I've pursued the expanding horizon of what the computer can do while still keeping in touch with traditional studio practices of drawing, painting and photography. Honing my skills in commercial design and teaching art theory and practice, my truest and most innate intention is the pursuit of the creative impulse and the myriad forms it can take in this new age of hybrid art and design.

<http://patwatsonart.com>

Education:

Master of Arts (Humanities)

California State University, Dominguez Hills, 1990

Master's Project:

The Perfect Patient (1990)

This is a pioneering effort in the integration of postmodern theory and digital creative technology; by all accounts the first ever artist-made book combining digital creative technology, studio art practice and experimental prose forms.

Bachelor of Arts (English)

California State University, Long Beach, 1974

Emphasis in creative writing and twentieth-century critical theory

Selected Professional Experience

- Lecturer, Cal-State, Monterey Bay, 1999-present

Developing new pedagogical strategies for integrating traditional and digital approaches to learning for students of non-traditional backgrounds in a postmodern framework. This also includes investigating and revealing the aesthetic and cultural significance of new technologies.

Selected Teaching Experience:

Digital Art and Design

Theory and practice of contemporary visual design and creative arts, incorporating modernist and postmodern theory, contemporary software and hardware, delivery systems, media hybridization and the cultural ramifications of the intersection of visual aesthetics, semiotic systems and digital technology

3D Modeling and Animation

Principles of art, design, creative visualization and digital graphics in three-dimensional, virtual space, emphasizing non-narrative, abstract design

Digital Culture

Survey and analysis of the impact of digital technology on our cultural, personal and social lives, emphasizing digital visualization, virtual reality simulations, interactive role-playing and hypermedia in the information age

Digital Photography

Conceptualization, preparation and delivery of photographic imagery through primarily digital means, emphasizing composition, lighting, software manipulation, printing and web delivery.

Digital Art Workshop

This advanced course for upper division digital artists focuses on using digital creative tools to make a cohesive group of pieces that make a clear statement of artistic individuality, skill and intent, utilizing traditional practices as well as digital tools, both on screen and in print.

•Associate Professor, Sierra Nevada College (Incline Village, NV), 1996-98

In collaboration with the department chair, I developed the first digital arts emphasis and major in the region (1995), began the highly experimental (at that time) integration of traditional media (paint, ink, conventional substrate) with digital media, offered the first upper division course in digital image making (Digital Darkroom, 1995), offered one of the first digital video courses and was an early explorer of digital animation for video and web delivery (1996-99). All the courses emphasize the humanistically based need for communication of literal, narrative, abstract and aesthetic content as the theoretical core of art and design.

Selected Teaching Experience:

Graphic Design, I and II

Principles of graphic design created and delivered through traditional studio practice and contemporary digital technology, from initial concept to pre-press and delivery

Digital Darkroom

Using digital bitmap image programs to create commercial imagery and unique, expressive artwork, output for print, gallery and screen display

Digital Video

Non-linear, digital video and animation software used to create narrative and non-narrative personal and commercial moving image productions

Drawing and Painting

Traditional sketching, still life and life drawing and painting techniques

Photography

35mm and large format chemical photographic processes in the darkroom, in print and in exhibition

Web Design

Design and production of HTML, GIF, vector based imagery and literal designed for internet delivery

•Outstanding Achievement Award, Sierra Nevada College (1998)

•Instructor (adjunct), Sierra Nevada College, 1994-96

Course assignments selected courses from above

•Freelance designer, 1993-96

Creative Concepts, Community Ink, Tahoe Donner Association, Harvey's Casino, Joel's Printing, Truckee-Tahoe Chamber of Commerce, Incline Village Chamber of Commerce

•Designer/Graphic artist, 1992-94

Art Associates, Reno NV

•Layout and Design, 1991-92

Ski Times Magazine, Tahoe City, CA

•Contributing Photographer, 1988-94

Outside Magazine, Surfer Magazine, Surfing Magazine, numerous other sports and lifestyle publications.

Surfing

Surfer

Wind Magazine

Breakout Magazine

Australia Surfing World

•Commercial photographer, 1985-91

O'Neill, Intl., Body Glove, Billabong, others

•Freelance writer, 1989-94

Sierra Nevada Review, Surfer Magazine, Groundswell

•Secondary instructor (Art, Photography, English)

North Monterey County HS, Castroville, CA

Selected Publications

- *Secrets Of Award Winning Digital Artists* (Jeremy Sutton, Daryl Wise, 2003)
Selected writer for critical insights and analysis of digital artwork
- *Painter 5 Studio Secrets* (Adele Droblas Greenberg, Seth Greenberg, 1998)
Featured artwork and commentary on the creation of digital art using cutting edge digital art software
- *Ultimate Guide To Painter* (Droblas & Greenberg, 1996)
Featured artwork and commentary on the creation of digital art using cutting edge digital art software
- *Sierra Nevada Review* (1999)
Cover art and illustrations for literary journal based in western Nevada

Related Professional Projects in Digital Animation, Art and Design

- Grand Banks Film Festival
- *Psychotropia*, 2008
- Tanimura-Antle Family Memorial Library architectural visualization, 2005-06
Four and a half minute animated fly-through of the proposed new CSUMB library. I instructed the student production team in the modeling, lighting and shot selection, supervised their schedules, refined their work, edited the final renders and assembled the delivered project to CSUMB University Advancement. This project compares favorably with industry standard architectural visualizations and was hailed as “cutting edge, professional quality work” by University President Cordero deNoriega.
- Presidio Museum of Monterey, large scale exhibition graphics
I produced a series of large format external banners, as well as the exhibition panels for the permanent exhibition
- Steinbeck Center, large scale exhibition graphics
I produced a series of extra large format external banners (in the Monterey Custom House Plaza) for a series of exhibitions, as well as the exhibition panels for the shows themselves
- Maritime Museum of Monterey, large scale exhibition graphics
 - *Cannery Row Remembered*, 2002

Selected Showings of Work in Traditional Media (Painting, Photography, Mixed Media)

- Group show, *Designing Faculties*, Nevada Museum of Fine Art, Reno, NV, 1999
- Selected digital art, Eastman House, Rochester, NY, 1999
- Group show, Lake Tahoe Gallery, Incline Village, NV, 1999
- Group show, Douglas Taylor Gallery, Tahoe City, CA, 1997-99
- Group Show, Backstreet Gallery, Truckee, CA, 1998
- *Splendor Of The Sierras*, Northstar-At-Tahoe, CA—Outstanding design award winner, 1997
- Group show, Gallery 916, Tahoe City, CA, 1994
- Solo show, *The Perfect Patient*, Lake Tahoe Gallery, Incline Village, NV, 1992
- Group show: Waves Of Change, Monterey Bay Aquarium, 1989

Selected Committee Work

- ITCD Curriculum Committee, 2000-present
- Communications Design Curriculum Development Sub-committee, 2004-present
- ITCD Design Committee, 1999-2000
- Culture and Ethics ULR Committee, 2004-06
- Creative and Artistic ULR Committee, 2000-2002
- Literature and Pop Culture ULR Committee, 2001-2002
- Engcom Committee, 2001-03
- Hartnell College Digital Advisory Committee, 2006
- Cabrillo College Digital Media Advisory Board, 2004-06
- Mission Trails ROP Advisory Committee, 2003-06

Notable Award:

- Outstanding Achievement Award, Sierra Nevada College, 1998
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Selected Presentations and Conference Participation

- Peninsula Art Association (San Mateo, CA), 2004
Speaker with other notable digital artists on the future of digital art
 - Santa Cruz Digital Arts Festival, speaker and featured digital artist, 2002-04
Speaker with other notable digital artists on the future of digital art and gallery artist of digital art
 - Digital Art Gallery judge, MacWorld (Moscone Center, San Francisco), 2001-2005
Screening and judging of submitted digital art to the long running digital art exhibition
 - Seybold Seminars (San Francisco, Boston, London), featured digital artist, 2000-01
Gallery digital art for international, touring show of digital work
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References on request.