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JOEL KATZ

Joel Katz Design
123 North Lambert Street
Philadelphia PA 19103
USA

Selected prizes and awards

Nominated for the Cooper-Hewitt National Design Award in the Design Mind and Communication Design categories, *2013–2018* nominated in the Design Mind category, *2012*

The Garden Club of America Rome Prize in Landscape Architecture for a project in graphic notation, diagrammatic cartography, and photography, the American Academy in Rome, *2002–2003;* Fellow of the American Academy in Rome

AIGA Philadelphia Fellow, *2002*

Greater Philadelphia Preservation Alliance Grand Jury Award, *2010*

Honor Award in Wayfinding, Society of Environmental Graphic Designers, *2002*

Kanzaki Creativity Competition, grand prize, *1992*

International Pediatric Nephrology Association: Honorary Life Member,
for work done for the Fifth International Pediatric Nephrology Symposium, Philadelphia PA, *1980*.

Strong Prize for American Literature, for Scholar of the House project,
And I Said No Lord, Yale College, *1965*

Education

MFA and BFA in graphic design, *1967*
Yale School of Art, New Haven CT

BA Scholar of the House with Exceptional Distinction, *1965*
Yale College, New Haven CT

Aurelian Honor Society

Manuscript Society

Books

Joel Katz: *And I Said No Lord: A 21-Year-Old in Mississippi in 1964*
Tuscaloosa, University of Alabama Press, *2014*.

Joel Katz: *Designing Information: Human Factors and Common Sense in Information Design*
New York, John Wiley & Sons, *2012*.
Included on Designers & Books/Notable Books of 2012

Alina Wheeler and Joel Katz: *Brand Atlas: Branding Intelligence Made Visible.*
New York, John Wiley & Sons, *2011*.

Richard Saul Wurman, Alan Levy, and Joel Katz: *The Nature of Recreation.*
American Federation of the Arts and GEE! Group for Environmental Education Inc., The MIT Press, *1973*.

Richard Saul Wurman with Joel Katz: *Aspen Visible.*
International Design Conference in Aspen and The MIT Press, *1972*.

Publication of articles in

AIGA Journal of Graphic Design

GD:USA

Harper's

Messages

Print

Visible Language

Numerous articles in the *Yale Alumni Magazine, 1966–1969*

Lectures, workshops, panels, projects through 2014

University of Houston, weeklong design workshop, *1975*

Project director, City Spirit grant from the National Endowment for the Arts, Galveston TX, *1975*

Bicentennial 9-screen slide show, Philadelphia '76 Inc., *1976*

Pittsburgh Graphic Design Society *1978*

Philadelphia College of Art, weeklong graphic design senior workshops, *1985 and 1986*

SUNY Purchase, *1986*

North Carolina State University, *1986*

STA Smart Design Conference, Chicago, *1986*

AIGA/Boston, *1986*

Columbus Society of Communication Arts, *1987*

AIGA/Minnesota, *1987*

Center for Communication, New York, *1987*

Apple Computer, Cupertino CA, *1988*

AIGA/Northern Ohio, *1988*

SUNY Fredonia, *1989*

Computer Graphics for Design Conference, New York, *1989*

Yale School of Art, *1990*

University of Michigan, *1990, 2011*

AIGA/North Carolina, *1991*

Carnegie Mellon University, *1991*

SIGGRAPH Conference, Las Vegas, *1991*

AIGA/Birmingham, *1992*

AIGA/Philadelphia, *1992*

University of Hartford, *1992*

Philadelphia College of Textiles (now Philadelphia University), *1994*

The Pennsylvania State University, *1995*

The Vanguard Group, *1995*

Moore College of Art and Design, *1996, 2002*

University of the Arts, visiting critic for senior degree projects, *1997–*

University of Cincinnati, *1997*

Society of Environmental Graphic Designers, *1997*

Moravian College, *1998*

Project Director, AIGA Poetry in Motion, *1999*

Delaware College of Art and Design, *1999*

TED-X, Monterey, *2000*

Lehigh University, *2000*

Rochester Institute of Technology, *2001*

Right Angle Club, *2002*

SEGD Teleconference, *2004*

SEGD Convention, *2004*

Moore College of Art & Design, *2007*

Cornell University Rome, *2007–2014*

Temple University Rome, *2007–2011*

Istituto Universitario di Architettura di Venezia, *2008*

University of Louisville, *2009*

Temple University, Dept of Landscape Architecture and Horticulture, *2009*

Louisiana State University, *2010*

Drexel University Design Charrette on transit shelters, *2010*
Kent State University, *2010*
Télécom ParisTech, Paris France, *2010*
Gobelins, l'École de l'Image, Paris France, *2010, 2012–2014*
University of the Arts, *2011*
Iowa State University in Rome, *2011*
Colgate University, *2012*
Accademia di Belle Arti, *2012*
Northeastern University, *2013*
University of Maryland Baltimore County, *2013*
Wellesley College, *2013*
Rochester Institute of Technology, *2014*

Publication, exhibition, awards and citations in design

1000 (The 1000 Most Creative People in America), by Richard Saul Wurman, *2001*
ADDY Award
Advertising Communications Times
AIA Journal
AIGA Book Show•
AIGA Communications Graphics show•
AIGA Functional Graphics show
AIGA Graphic Design USA annual•
AIGA Graphic Explanations
AIGA Information Graphics show•
AIGA Maps, Charts, and Diagrams
AIGA/Philadelphia Show•
Allentown Art Museum
American Alumni Council•
American Corporate Identity•
American Graphic Designers, by RitaSue Siegel. New York, McGraw-Hill, *1978.*
Annual Report Trends•
AR 100•
Art Directors Club of New York Show•
Art Directors Club of Philadelphia Show•
Axis Design Center, Tokyo
Bags, Boxes, & Tags, by Joyce Bautista. Gloucester MA, Rockport Publishers, Inc., *1998*
Bank Marketing Association of Penjerdel•
Best in Diagrammatic Graphics, by Nigel Holmes, London, Quarto, *1993*
Best Informational Diagrams, Tokyo, PIE Books, *1999*
Ceramiche Grazia, Deruta, Italy, visiting artist, *2003*
Center for Architecture, Philadelphia, *2010*
Communications Arts Design Annual•
Cooper-Hewitt Museum, "A Historical Review of Annual Report Design"
Delaware Valley Business Magazine
Desi Awards, *Graphic Design: USA*•
Designers & Books, *Notable Books of 2012*
Designing Brand Identity, by Alina Wheeler, 2nd edition, New York, John Wiley & Sons, *2006*
Design Firms Open for Business, by Steven Heller and Lia Talarico, New York, Allworth Press, *2013*
Diagram Graphics, by Fumihiko Nishioka, Tokyo, PIE Books, *1992*

Drawing Ideas, by Mark Baskinger and William Bardel, New York, Watson-Guptill, *2013*

FP Magazine (Japan)

Friends Select School

Golden Ink awards•

Graphis Annual•

Graphis Diagrams

Graphis Diagram 1 & 2

Graphis Magazine•

Graphis Posters•

How Magazine

Idea Magazine (Japan)

ID Magazine•

ID Magazine, Annual Design Reviews•

Images for Survival, an exhibition of posters commemorating the 40th anniversary of the bombing of Hiroshima

Information Anxiety, by Richard Saul Wurman. New York, Doubleday, *1989*

Information Architects, by Richard Saul Wurman. New York, Graphis Press, *1996*

Information Graphics, by Peter Wildbur and Michael Burke. London, Thames and Hudson, *1998*

International Association of Business Communicators

Kanzaki Creativity Competition, grand prize, *1992*

Kak magazine (Russia), *2007*

Landscape Architecture magazine

Maps, by Michael and Susan Southworth. Boston, Little, Brown, *1982*

Maps: A Guide to Innovative Design, by Gershan Weltman (Cybernetics Technology Office/Defense Advanced Research Projects Agency). Woodland Hills CA, Perceptronics, *1979*

Mead Annual Report Show•

Metropolis

Museum of Modern Art, New York. "The Modern Poster"

National Museum of Modern Art, Kyoto and Tokyo, "The Modern American Poster"

Novum Gebrauchsgraphik, June 1984, feature article

Perspecta 11 and *12* (New Haven)

Philadelphia College of Art

Philadelphia Images

Philadelphia Inquirer•

Philadelphia Inquirer Sunday Magazine•

Philadelphia Magazine•

Photo Design

PIE Books, Japan•

Practical Guide to Information Design, by Ronnie Lipton. Hoboken NJ, John Wiley & Sons, *2007*

Print Magazine•

Print Magazine, January/February 1984, cover and feature article, "Designing to Understand"

Print Annual Reports Casebook

Print's Best T-Shirt Promotions

Print's Regional Design Annual•

SEGD Honor Award for Wayfinding

Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems, by Chris Calori. Hoboken NJ, John Wiley & Sons, 2007

Society of Publications Designers show•

STA 100 show•

STA: *Trademarks USA 2*

STA Designers' Playing Cards

Stars and Stripes: A Celebration of the American Flag by 96 International Designers and Artists

Typomundus 20/2

UnderStAnding (TED Conferences)

University of Louisville, exhibition of American cultural posters

University of Pittsburgh art gallery

University of Tennessee, "Design Excellence: 50 posters of the '80s"

The Vantage Point, a publication of the Pennsylvania Chapter of the American Planning Association

Wayfinding: Designing and Implementing Graphic Navigational Systems, by Craig Berger. Mies (Switzerland), Rotovision, *2006*

Who's Who in the East•

William Penn Memorial Museum (Harrisburg PA)

[• Multiple occasions]

Publication, presentation, and shows of photography

1:1 Photo Magazine (Spain)

2nd Biennale di Arte Contemporanea di Porto Ercole, Italy

AIGA/Philadelphia SPACE

America-Italy Society (Philadelphia)

American Academy in Rome

Bridge Club of Center City (Philadelphia)

Camera (Lucerne)

Exhibit 231 (Philadelphia)

Eye 3 (New Haven)

Free Library of Philadelphia

Fox (Boston)

Friends Select School (Philadelphia)

The Gallery at The Mills (Philadelphia)

Gershman Y Open Lens Gallery (Philadelphia)

The Graphic Eye, by Stefan G. Bucher. San Francisco, Chronicle Books, *2009*

Harper's Wraparound

Hopkins Center (Hanover NH)

Institute of Contemporary Art (Boston)

Moore College of Art and Design (Philadelphia)•

Pen & Pencil Club (Philadelphia)

Philadelphia Conference

Philadelphia Inquirer

The Photo Review (Philadelphia)

Photography Society of Philadelphia

Print Center (Philadelphia)

Still/1 (New Haven)

Torreo (Philadelphia)

Temple University Rome

Tyler School of Art (Philadelphia)

University of Maine Law

Yale Club of Philadelphia•

Yale School of Art Alumni Choice Exhibition

[• Multiple occasions]

Permanent museum collections

Cooper-Hewitt Museum, New York

Museum of Modern Art, New York

Museum of Modern Art, Tokyo

Museum of Modern Art, Kyoto

Faculty positions

2011–2018

University of the Arts, Philadelphia PA
Adjunct professor in graphic design

Teaching one section of Junior Communication Studio: "Design for Understanding," required for one section of junior majors in graphic design, based on the former elective, "Visualizing Information."

2010

University of the Arts, Philadelphia PA
Adjunct professor in graphic design

Teaching one section of "Design Systems," required for sophomore majors in graphic design, which deals with the use of graphic techniques and language to explore variations in meaning.

2010

John Cabot University, Rome, Italy
Instructor teaching digital photography, summer session.

2009–2010

University of the Arts, Philadelphia PA
Adjunct professor in graphic design

Teaching an elective in the department of graphic design, "Visualizing Information," in which teams of students undertake design projects that contribute to the public good.

2005–2011

Philadelphia University, Philadelphia PA
Adjunct professor in graphic design communications

Teaching an elective in the department of Graphic Design Communications, "Issues in Information Design."

2005

Moore College of Art and Design, Philadelphia PA
Adjunct professor in graphic design

Taught an elective in the Graphic Design department, "Issues in Information Design."

1997–

University of the Arts, Philadelphia PA
Visiting critic

Critiquing the degree projects of seniors in the graphic design department.

1996, 2002

Moore College of Art and Design, Philadelphia PA

Taught a semester-long workshop to junior design majors on information design.

1990

University of the Arts, Philadelphia PA
Visiting artist and studio director

Taught a class of 11 seniors selected by portfolio review dealing with Supreme Court decisions pertaining to the Bill of Rights, run in conjunction with a simultaneous humanities course. The purpose of the course was to develop skill with text-intensive design at poster scale combined with real-world research and writing requirements, directed at a high school audience.

1974–1984

Philadelphia College of Art (now University of the Arts), Philadelphia PA
Instructor, part time

Taught sophomore electives *1974–1975*.

Taught Graphic Concepts to senior graphic design majors, *1975–1978*. Graphic Concepts was structured to permit students to choose subjects through which to explore relationships of time and space.

Taught Problem Solving to senior graphic design majors, *1980–1984*.Problem solving dealt with developing visual vocabularies and techniques to clarify complex biological and cartographic subjects, such as kidney function and dysfunction, genetics, the hand, imaginary country atlases, and route maps; the biological subjects were presented by guest experts in the field.

1971

Rhode Island School of Design, Providence RI
Adjunct professor of graphic design

1966–1969

Yale School of Art, New Haven CT
Instructor, part time

Taught photography to students of architecture during second year in the graphic design program and after graduation, *1966–1969*.

Taught publications design to graduate students in graphic design, *1969*.

Publication/exhibition of student programs

AIGA Effective Assignments in Graphic Design

AIGA Graphic Design: A Career Guide and Education Directory

Steven Heller, ed.: *Teaching Graphic Design* (New York, Allworth Press, *2004*)

Employment

2018–

Joel Katz Design, Philadelphia PA
Information design
President

1995–2017

Joel Katz Design Associates, Philadelphia PA
An information, wayfinding, and environmental graphic design firm
President and Creative Director

1993–1995

Paradigm:design, Philadelphia PA
A multidisciplinary industrial and information design firm
Principal and Director of Graphic Design

1992

Katz Design Group, Philadelphia PA
An information and graphic design firm
President and Director of Design

1979–1992

Katz Wheeler Design, Philadelphia PA
An information and graphic design firm
Partner and Director of Design

1988–1993

StraightEdge Software, Philadelphia PA
President and Director
Designer of content, organization, and user interface for PrintSpec, software for the Macintosh to generate and track printing specifications.

1979

Saul Bass, Herb Yager & Associates, Los Angeles CA
A corporate identity and graphic design firm
Senior designer

1976–1979

Joel Katz Design, Philadelphia PA
Graphic design
Principal

1972–1976

Murphy Levy Wurman, Architecture and Urban Planning, Philadelphia PA
Associate
Collaborated on two books, managed the development of graphic standards for the regional transportation authority, developed a program for an historic site signing panel program.

1971

Freelance graphic designer, St Genis-Pouilly, France
Designer of *Étude d'Aménagement,* a two-volume planning study for central Geneva, Switzerland, with 50 maps; also proofreader of French text.

1970–1971

Investors Overseas Services, Geneva, Switzerland, and Ferney-Voltaire, France
An international financial and investment firm
Art Director

1967–1970

Yale Alumni Publications, New Haven CT
Associate Editor, *Yale Alumni Magazine*

In charge of design, photography, and production, and shared editorial responsibilities; wrote articles and took photographs.

Memberships

AIGA (American Institute of Graphic Arts): Director, *1982–1985;* Vice President, Chapters, *1984–1985;* Member, *1980–* .

AIGA/Philadelphia: President, *1980–1982;* Member, *1980–* .

SEGD (Society of Environmental Graphic Designers): Member, *2001–2017* .

SOF (Society of Fellows of the American Academy in Rome): Member, governing council, *2005–2008;* Vice President, *2008–2011.*