

Karl Gude

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SUMMARY OF EXPERIENCE, RESPONSIBILITIES:

2016-present:

Director, Media Sandbox

The Media Sandbox is an integrated media arts program of cinematic arts, game development, graphic design, web design, visual storytelling, 3D art and animation, in the College of Communications Arts and Sciences at Michigan State University.

- Tasked with facilitating and expanding creative and multidisciplinary collaboration in the college, on campus and in the community.

2006-2016:

School of Journalism at Michigan State University *Instructor, researcher*

- Four topics taught: –Communicating with Infographics; –Creativity and Complex Problem Solving; –Social Media Marketing; –Illustration and Graphics. Advocate of experiential learning (brings outside, professional projects into his classes)
- Recent research activity includes creating and interactive, educational outreach site for the National Science Foundation on the topic of evolutionary biology
- Co-founded the Media Sandbox at the College of Communication Arts and Sciences that offers creative students special courses and a community of students and faculty.
- Faculty advisor to three student groups: The Society for News Design, Media Sandbox Street Team, Ladies First

1996-2006:

Newsweek Magazine *Director of Information Graphics (from 1999)*

- Assigned and produced graphics with a staff of ten for the domestic, international and special editions of the magazine.
- Coordinated editorial content with section writers and editors.

1986-1996:

The Associated Press *Director of Information Graphics*

- Assigned, coordinated and produced thousands of diagrams, maps, charts, etc. on major news stories with a staff of 27 including artists, researchers and writers in order to meet strict publication deadlines.
- Increased the average number of daily graphics from five to 12 while improving the overall design and sophistication of the product by establishing and enforcing style guides and by training staff in new technologies.
- Modernized operation early on by introducing computer-generated graphics.
- Co-designed GraphicsNet, the AP satellite delivery system, which replaced slower modem-based transmission of news graphics to hundreds of newspaper sites worldwide.

1989-1991:

The National Sports Daily *Director of Information Graphics*

- Assigned, coordinated and produced the art department's daily sports graphics and special projects.
- Built an award-winning graphics department from the ground up by interviewing and hiring artists, design personnel, researchers and clerks for a staff of 21.

1985-1986:

New York Daily News *Director of Information Graphics*

- Managed the production of daily graphics, art and illustration.
- Trained artists in contemporary graphics styles and methods.
- Introduced Macintosh computers to the department and managed their installation and staff training.

1978-1985:

United Press International *Director of Information Graphics*

- Successfully developed a sophisticated graphics design format and trained staff in new methods and style.
- Distributed, coordinated and produced the numerous graphics projects of the department.
- Expanded the department from four artists to ten and one researcher.

Of note:

- Has spoken globally on the topic of visual communication and creativity, including a 2016 Harvard workshop on political analytics.
- Has consulted globally, with scientific institutions (such as CERN, home to the Large Hadron Collider), federal and state agencies (such as the CIA and health groups).

Has spoken at two South by Southwest (SXSW) conferences, three TEDx talks, universities, public relations conferences and groups and other organizations on the topics of Creativity and Visual Storytelling.