

# Curriculum Vitaé

Wendy Siuyi Wong, Ph.D  
<http://wsywong.info.yorku.ca>

## A. PERSONAL

### Education

- Ph.D. The Hong Kong Polytechnic University, School of Design
- M.A. in Design, The Hong Kong Polytechnic University, School of Design
- B.A. in Design, The Hong Kong Polytechnic University, School of Design

### Administrative positions

- July 2015 –  
Graduate Program Director, Department of Design, School of Arts, Media, Performance and Design (AMPS), York University, Toronto, Canada
- July 2010 – June 2011  
Associate Chair, Department of Design, Faculty of Fine Arts, York University, Toronto, Canada
- July 2006 – July 2009  
Chair, Department of Design, Faculty of Fine Arts, York University, Toronto, Canada
- July 2005 – June 2009  
Associate Director, York Centre for Asian Research (YCAR), York University, Toronto, Canada
- July 2005 – June 2006; July 2007 – June 2009  
Diploma Coordinator, Graduate Diploma in Asian Studies Program, YCAR, York University, Toronto, Canada

### Employment history

- July 2006 –  
Associate Professor, Department of Design, Faculty of Fine Arts, York University, Toronto, Canada  
Graduate Faculty, Faculty of Graduate Studies, York University, Toronto, Canada
- January 2012 – June 2014  
Associate Professor, Communication Design, Faculty of Design, Swinburne University, Melbourne, Australia
- Fall 2002 – June 2006  
Assistant Professor, Department of Design, Faculty of Fine Arts, York University, Toronto, Canada  
Graduate Faculty, Faculty of Graduate Studies, York University, Toronto, Canada
- Fall 2001 – Spring 2002  
Assistant Professor, School of Arts and Sciences, States University of New York, Institute of Technology at Utica/Rome, New York, USA
- Fall 2000 – Spring 2001  
Assistant Professor, Digital Graphic Communication, Department of Communication Studies, School of Communication, Hong Kong Baptist University, Hong Kong
- Fall 1999  
Part-time Faculty Member, Department of Communication, Emerson College, Massachusetts, USA
- Fall 1997 – Spring 1999  
Assistant Lecturer, Department of Communication Studies, School of Communication, Hong Kong Baptist University, Hong Kong
- Spring 1995 – Spring 1997  
Part-time Lecturer, Department of Design, Lee Wai Lee Technical Institute, Hong Kong  
Teaching Assistant, School of Design, The Hong Kong Polytechnic University, Hong Kong
- July 1990 – June 1994  
Art Director, CA Design, Hong Kong  
Computer Designer, LeeDavisAyers Advertising Agency, Hong Kong

Designer, Ming Pao Daily, Hong Kong  
Project Coordinator, Designing Sixty Exhibition, Hong Kong Arts Centre, Hong Kong

### Academic visiting positions

- Research Fellow, Asian Design History, Department of Design History, Royal College of Art, London, 2009-2010  
Guest instructor: Summer course – *An Investigation of Chinese Design History*, May 2010
- Scholar-in-residence, Kyoto International Manga Museum, Japan, December 2009
- Lubalin Curatorial Fellow, Herb Lubalin Study Center of Design and Typography, the Cooper Union School of Art, New York, USA 2000-2001
- Visiting Scholar, Department of East Asian Languages and Civilizations, Harvard University, USA, 1999-2000
- Visiting Fellow, School of Design, Carnegie Mellon University, USA, March 2000

### Honours & awards

- Merit Award 2010, Faculty of Fine Arts, York University. Amount: CA\$2,000
- Merit Award 2004 – 2009, Faculty of Fine Arts, York University. Amount: CA\$3,000
- Merit Award 2003, Faculty of Fine Arts, York University. Amount: CA\$2,000
- YUFA Release-time Teaching Fellowship, York University Faculty Association, York University. January 2004.  
One full course off-loaded
- Lubalin Curatorial Fellowship 2000-01, Herb Lubalin Study Center of Design and Typography, the Cooper Union School of Art, New York. April 2000. Amount: US\$15,000
- Excellent, Book Design, Title: *An Illustrated History of Hong Kong Comics*, HKDA Design Show 2000. Hong Kong Designers Association, Hong Kong. November 2000
- Academic Staff Fellowship Development Award, Hong Kong Baptist University, Hong Kong. July 1999
- Lee Hysan Foundation Fellowship, Asian Cultural Council, an affiliate of the Rockefeller Brothers Fund. July 1998.  
Amount: US\$32,000

## B. SCHOLARLY & PROFESSIONAL CONTRIBUTIONS

I have the honour of being regarded an expert in Chinese graphic design history and Chinese comic art history internationally, receiving frequent invitations to contribute to various venues and projects. An active scholar, I have published nearly 50 entries in publications, including books, book chapters, refereed journals, refereed conference proceedings, and other writings for various venues. Also, I have presented research papers at more than 40 academic conferences, and have spoken at more than 25 public lectures in prestigious international venues. I have received an SSRHC Standard Grant and curated a large-scale show on Chinese Design at the Design Exchange, a prestigious venue in Toronto. Given the international network I have cultivated and projects that I am involved in so far, it is my intention to remain an active, fully engaged scholar.

### 1. Publications

#### a) Books

- Wong, Wendy Siuyi. (2003). *Advertising, Value, and Consumer Culture: Hong Kong Television Commercials, 1970–1989*. Hong Kong: Longyin Review. [In Chinese]  
黃少儀：《廣告、價值、消費 1970-1989》。香港：龍吟榜，2003年。
- Wong, Wendy Siuyi, & Lee Wai Chun. (2003). *An Illustrated History of 13-Dot Cartoon: The Work of Lee Wai Chun*. Hong Kong: Ng Hing Kee Book & Newspaper Agency. [In Chinese]  
黃少儀、李惠珍編著：《十三點漫畫圖鑑》。香港：吳興記書報社，2003年。
- Wong, Wendy Siuyi. (2002). *Hong Kong Comics: A History of Manhua*. New York: Princeton Architectural Press.
- Wong, Wendy Siuyi. (1999). *Advertising, Culture & Everyday Life I: Hong Kong Newspaper Advertisements, 1945–1970*. Hong Kong: Luck-Win Bookstore. [In Chinese]  
黃少儀：《廣告、文化、生活：香港報紙廣告1945–1970》。香港：樂文書店，1999年。

- Wong, Wendy Siuyi, & Yeung Wai-pong. (1999). *An Illustrated History of Hong Kong Comics*. Hong Kong: Luck-Win Bookstore. [In Chinese]  
黃少儀、楊維邦編著：《香港漫畫圖鑑》。香港：樂文書店，1999年。
- b) Chapters in books
- Wong, Wendy Siuyi. (2012). The Role of Hong Kong Graphic Design in Modern Chinese Graphic Design History. In Chen Xiang Bo, and Pin Tan (Eds.), *A Documentary: Chinese Graphic Design in the 20<sup>th</sup> Century* (pp. 452-469). Guangxi, China: Guangxi Fine Arts Publishing House. [In Chinese]
  - Wong, Wendy Siuyi. (2010). Globalizing from Japan to Hong Kong and Beyond. In Toni Johnson-woods (Ed.), *Manga: An Anthology of Global and Cultural Perspectives* (pp. 332-350). New York: Continuum. (Re-print)
  - Wong, Wendy Siuyi. (2005). Political Ideology in Hong Kong's Public Service Announcements. In Kara K.W. Chan (Ed.), *Advertising and Hong Kong Society* (pp. 55-76). Hong Kong: Chinese University Press.
  - Wong, Wendy, & Lisa Cuklanz. (2001). "Humor and Gender Politics: A Textual Analysis of the First Feminist Comic in Hong Kong." In Matthew P. McAllister, Edward Sewall, and Ian Gordon (Eds.), *Comics and Ideology* (pp. 69-98). New York: Peter Lang Publishing.
  - Cuklanz, Lisa, & Wendy Siuyi Wong. (1999). "Ideological Themes in Hong Kong Public Service Announcements: Implications for China's Future." In Randy Kluver & John Powers (Eds.), *Civic Discourse, Civil Society and the Chinese Communities* (pp. 93-107). Stamford, C.T.: Ablex.
  - Wong, Wendy Siuyi. (1997). "A Construction of Modern Life in the 13-Dot Cartoon." In Kwok Yan-chi (Ed.), *(Re)-Discovering Design: A Critical Consideration of the Hong Kong Culture of Design* (pp. 117-132). Hong Kong: A Better Tomorrow Workshop. [In Chinese]
  - Wong, Wendy Siuyi. (1997). "The Concept of Ideal Childhood in Advertising Images." In Kwok Yan-chi (Ed.), *(Re)-Discovering Design: A Critical Consideration of the Hong Kong Culture of Design*, (pp. 29-52). Hong Kong: A Better Tomorrow Workshop. [In Chinese]
- c) Articles in refereed journals
- Kikuchi, Yuko, Lee, Yunah, & Wong, Wendy S. (2012). Design Histories and Design Studies in East Asia: Conclusion. *Journal of Design History*, Vol. 25(1): 99-103.
  - Wong, Wendy Siuyi. (2011). Design History and Study in East Asia: Part 2 – Greater China: People Republic of China/Hong Kong/Taiwan. *Journal of Design History*, Vol. 24(4): 375-95.
  - Wong, Wendy Siuyi. (2006). Globalizing Manga: From Japan to Hong Kong and beyond. *Mechademia: Emerging Worlds of Anime and Manga*, Vol. 1: 23-45. Minneapolis: University of Minnesota Press.
  - Wong, Wendy Siuyi. (2004). Hong Kong Comic Strips and Japanese Manga: A Historical Perspective on the Influence of American and Japanese Comics on Hong Kong Manhua. *Design Discourse*, Inaugural Preparatory Issue: 22-37.
  - Wong, Wendy Siuyi. (2002). Manhua: The Evolution of Hong Kong Cartoons and Comics. *Journal of Popular Culture*, Vol. 35(4): 25-47.
  - Wong, Wendy Siuyi, & Lisa Cuklanz. (2002). Critiques of Gender Ideology in Hong Kong Comic Arts, 1966-1999. *Journal of Gender Studies*, Vol. 11(3): 253-266.
  - Wong, Wendy Siuyi. (2001). Detachment & Reunification: A Chinese Graphic Design History in Greater China since 1979. *Design Issues*, Vol. 17(4): 51-71.
  - Wong, Wendy Siuyi. (2000). The Rise of Consumer Culture in a Chinese Society: A Reading of Banking Television Commercials in the 1970s of Hong Kong. *Mass Communication and Society*, Vol. 3(4): 393-413.
  - Wong, Wendy Siuyi. (2000). Establishing the Modern Advertising Languages: Patent Medicine Newspaper Advertisements in Hong Kong, 1945-1970. *Journal of Design History*, Vol. 13(3): 213-226.
  - Wong, Wendy Siuyi. (2000). Formulating the Creative Logic of Chinese Typography. *Journal of Visual Literacy*, Vol. 20(1): 79-88.
  - Wong, Wendy Siuyi. (1997). Construction of Ideal Childhood: Reading and Decoding TV Advertisements Directed at Children in Hong Kong. *Hong Kong Cultural Studies Bulletin*, Spring: 75-84.

d) Papers in refereed conference proceedings

- Wong, Wendy Siuyi. (2013). The Three Orders of Cultural Signification: A Proposed Design Thinking Theory Considering Cultures and Globalization. *DesignEd Asia 2013 Conference Proceedings: Delimitation—Creating with Constraints* ([http://www.designedasia.com/2013/Full\\_Papers/C6\\_THE%20THREE%20ORDERS%20OF%20CULTURAL.pdf](http://www.designedasia.com/2013/Full_Papers/C6_THE%20THREE%20ORDERS%20OF%20CULTURAL.pdf)) . The Hong Kong Polytechnic University, Hong Kong.
- Wong, Wendy Siuyi. (2012). Mythification of National Discourses in Poster Design: Rethinking Expressions of Chineseness in the Globalized World. *Proceedings of ICDHS2012 8<sup>th</sup> Conference of the International Committee for Design History & Design Studies*, p. 462-468. Sao Paulo, Brazil.
- Wong, Wendy Siuyi. (2011). Migrations and Expression of Transnational Design in a Globalized World. *Proceedings of 2011 IDA Congress Taipei Education Conference*, p. 193-199. Taipei, Taiwan.
- Wong, Wendy Siuyi. (2010). Designing Contemporary China: National Design Identity at the Crossroads. *2010 Design Research Society (DRS) International Conference Proceedings*. University of Montreal Quebec.
- Wong, Wendy Siuyi. (2008). Teaching Cross-cultural Design in North America. *DesignEd Asia 2007 Conference Proceedings: Sustaining Culture Through Design Education* (pp. 47-55). The Hong Kong Polytechnic University, Hong Kong.
- Wong, Wendy Siuyi. (2007). On Globalization of Design: Locating Chinese Names in Communication Arts Magazine. *International Association of Societies of Design Research 2007 Conference Proceedings*. The Hong Kong Polytechnic University, Hong Kong.  
[http://www.sd.polyu.edu.hk/iasdr/proceeding/papers/Wendy%20Siuyi%20-Wong\[1\].pdf](http://www.sd.polyu.edu.hk/iasdr/proceeding/papers/Wendy%20Siuyi%20-Wong[1].pdf)
- Wong, Wendy Siuyi. (2007). Contemporary Design in China: The Road to Modernity and Commercialization. *WonderGround – 2006 Design Research Society International Conference Proceedings*. CEIADE–Centro Editorial do IADE. [http://www.iade.pt/drs2006/wonderground/proceedings/fullpapers/DRS2006\\_0122.pdf](http://www.iade.pt/drs2006/wonderground/proceedings/fullpapers/DRS2006_0122.pdf)
- Wong, Wendy Siuyi. (2005). Design Identity of Hong Kong: Colonization, De-colonization, and Re-colonization. *The 6th International Conference of the European Academy of Design Conference Proceedings* (CD-Rom). Bremen: University of the Arts.
- Wong, Wendy Siuyi. (2005). Torn between Tradition and Modernity: The Future of Design Education Directions of China. *International Conference on Design Education: Tradition and Modernity Conference Proceedings* (CD-Rom). Ahmedabad: National Institute of Design.
- Wong, Wendy Siuyi. (2003). In Search of New Graphic Design Frontier in China: Establishing the Chinese-ness of International Style. *Journal of the Asian Design International Conference*, Vol. 1: The 6<sup>th</sup> Asian Design International Conference Proceedings (CD-Rom). Tsukuba: Asian Design International Conference.
- Wong, Wendy Siuyi. (2003). From On-site to On-line: Experience on Transforming Exhibition. Museums and the Web 2003 Conference Proceedings (CD-Rom). *Toronto: Archives & Museum Informatics*. Web site: [www.archimuse.com/mw2003/papers/wong/wong.html](http://www.archimuse.com/mw2003/papers/wong/wong.html).
- Wong, Wendy Siuyi, & Lisa Cuklanz. (2001). The Myths of Chinese Images Revisited: Persuasive Strategies in Hong Kong Anti-Drug Public Service Announcements. *Literature Monograph Series of the National Association of African American Studies* (pp. 271-298). Houston: National Association of African American Studies.
- Wong, Wendy Siuyi. (2000). Exploring Chinese Graphic Design Theory and Pedagogy. *Re-inventing Design Education in the University Conference Proceedings* (pp. 395-400). Perth: Curtin University of Technology.

e) Non-refereed articles

- Wong, Wendy Siuyi. (2014). Fifty Years of Popularity of Theresa Lee Wai-chun and Miss 13-Dot: Changing Identities of Women in Hong Kong. *Journal of International Comic Art*, Vol. 16(2): 582-596.
- Wong, Siuyi Wendy. (2013). Thoughts on Laa-sai Cit-gai, or Lesser Design. *Asian-Pacific Creative Landing Pad: Inflight Magazine*, Issue 5.  
<http://www.creativetransformations.asia/2013/03/thoughts-on-laa-sai-cit-gai-or-lesser-design/>
- Wong, Wendy Siuyi, & Lisa Cuklanz. (2000). The Emerging Image of the Modern Woman in Hong Kong Comics of the 1960s & 1970s. *International Journal of Comic Art*, Vol. 2(2): 33-53.
- Wong, Siuyi Wendy. (2008). From Transnationalization to Globalization: The Experience of Hong Kong. *Mechademia: Emerging Worlds of Anime and Manga*, Vol. 3: 266-268. Minneapolis: University of Minnesota Press.

- Wong, Wendy Siuyi. (2006). A Graphic Future: Contemporary Chinese Graphic Design. *DAMN<sup>6</sup>: Design, Architecture & Art Magazine*, April/May: 46-48. Belgium: Brussels.
- Wong, Wendy Siuyi. (2003). Fang Chen: 'We are one'. *Graphis: The International Journal of Design and Communication*, Issue 346, Vol. 59 (pp. 98-103). New York: Graphis Publishing.
- Wong, Wendy Siuyi, & Lisa Cuklanz. (2000). The Emerging Image of the Modern Woman in Hong Kong Comics of the 1960s & 1970s. *International Journal of Comic Art*, Vol. 2(2): 33-53.
- Wong, Wendy Siuyi. (1998). *Disruption: Journey of Women Comics Artists in Hong Kong. Cartoonet Comic Critique Magazine*, 1998, November: 4-18. [In Chinese]

f) Other work

- Contributor. Entries: A001 – Buljio Jikji Simche Yojeol; E029 – Fanghuang by Lu Zun; *The Phaidon Archive of Graphic Design*. London: Phaidon, 2012.
- Planning and creative direction. *Website for the Canadian Initiative for the Prevention of Bullying (CIPB) project* (www.cipb.ca). Principal Investigator: Debra Pepler (Department of Psychology, York). Team members: Stephan Chen (School of Analytic Studies and Information Technology, Atkinson, York), Victor Szeto (designer), Patricia Sculthorpe (language editor), and Wilson Chen (programmer). July 2005 – November 2005.
- Wong, Wendy Siuyi. (et. al.). (2004). *How to be a BOBO in 7 Days*. Hong Kong: Longyin Review.
- Wong, Wendy Siuyi. (2002). Chinese Graphic Design towards the International Sphere. Web site: www.cooper.edu/art/lubalin/cgd. New York: The Cooper Union School of Art.
- Wong, Wendy Siuyi. (July 2001 – August 2005). *Nostalgic Advertising* (2-page regular feature). Longyin Review: Chinese language advertising quarterly magazine. Hong Kong: Longyin Review.
- Wong, Wendy Siuyi, & Lisa Cuklanz. (2000). *Assessment and Audience Utilization of Hong Kong's APIs*, grant project final report to the Action Committee Against Narcotics, Hong Kong Government.
- Wong, Wendy Siuyi, & Lisa Cuklanz. (2000). *Utilization of Anti-Drug APIs Creative Strategies*. Interactive Game in CD-Rom. Hong Kong: Action Committee Against Narcotics, Hong Kong SAR Government.
- Chan, Kara K.W., Wendy Siuyi Wong & Chan S. F. (1999). *Hong Kong Advertising Cases*. Interactive educational CD-Rom. Hong Kong: Hong Kong Baptist University.

g) Publications forthcoming

- Wong, Wendy Siuyi. Contributor: Chinese design specialist. *Bloomsbury Encyclopedia of Design*. Clive Edwards (editor). London: Bloomsbury Publishing. (In press, forthcoming November 2015)  
Entries: Chinese Design, Vol. 1: 239; China Red Star Design Award (2006 – ), Vol. 1: 239; Hong Kong Design, Vol. 2: 159; Chunning, Guo, Vol. 1: 247; Jiang, Shou-Xiang (Kinor), Vol. 2: 259; Shanghai Expo, Vol. 3: 221; Taiwan Design, Vol. 3: 308; Lee, Chi-wing, Vol. 3: 317; Yip, Alan, Vol. 3: 440; Yuang-qing, Tao, Vol. 3: 441.
- Wong, Wendy Siuyi. History of Hong Kong Comics in Film Adaptations: An Accidental Legacy. *The Oxford Handbook of Adaptation Studies*. Thomas Leitch (editor). London: Oxford University Press. [In press; forthcoming 2016]
- Wong, Wendy Siuyi. Contributor: Chinese design specialist. *The Encyclopedia of Asian Design*. London: Bloomsbury Publishing. [Entries submitted 10: Translation: 3]  
Entries: 1-C-002/3 Religious, traditional ideas and aesthetic of design in pre-modern China; 1-C-018 Modern design in China before 1911; 1-C-019 Modern design in China, 1911–1949; 1-C-020 Modern design in China, 1949–1979; 1-C-022 Contemporary communication design in China; 1-C-024 Contemporary craft and product design in China, 1949–2010; 1-HK-005 Contemporary communication design in Hong Kong; 1-HK-008 Contemporary craft and product design in Hong Kong, 1945–2010; 1-AR-001 Design in autonomous regions of China; 1-Mac-002 Contemporary design and cultures in Macao  
Translation from Chinese to English: 1-TAI-001 Manhua in Taiwan; (with Jessica Li): 1-C103 Woodwork in pre-modern China; 1-C-014 Furnishing and interior in pre-modern China

## 2. Curatorship activities

- Co-curator with KC Tsang. The Four Decades of Television Commercials of Hong Kong. In *Art of Commercial*, video program, Hong Kong Arts Center, Hong Kong. November 2012.

- Curator. *Advertising in Hong Kong: The Old and New*. Richard Charles Lee Canada Hong Kong Library, University of Toronto. August 17, 2009 – July 12, 2010.
- Curator. *Miss 13-Dot: Theresa Wai-chun Lee's Legendary Hong Kong Comic Character, 13-Dot in Toronto*. The 2nd Half Gallery, Toronto. June – July, 2009.
- Curator. *Open Book: A Very Hong Kong Book Design Display 97-07*. Richard Charles Lee Canada Hong Kong Library, University of Toronto. March 7, 2008 to May 30, 2008.
- Curator. *Chinese Design. Everyday*. The Design Exchange. Toronto, Canada. February 8 to April, 2008.
- Curator. *Chinese Graphic Design towards the International Sphere*. 2000 Lubalin Curatorial Fellow, Herb Lubalin Study Center of Design and Typography, The Cooper Union School of Art, New York, USA. September 2001.
- Guest Consultant. *Art of Commercial*. Video program, Hong Kong Arts Center, Hong Kong. January & June 2001.
- Curator. *Self & Society: Hong Kong Government's Announcements of Public Interest (APIs), 1975–1997*. In Art of Commercial, video program, Hong Kong Arts Center, Hong Kong. December 1997.
- Curator. *The Sense of Design in 13-Dot: the Creativity of Lee Wai-chun*. Public exhibition, Hong Kong Designers Association, Hong Kong. April 1997.
- Guest Curator. *Chinese language advertising. In Windows on Asia-Pacific: The medium is masses*. An educational video on advertising in Asia-Pacific. Canada: Canada's Year of Asia Pacific. 1997.
- Curator. *The Complete Seventies: Hong Kong Classic Television Commercials*. In Art of Commercial, video program, Hong Kong Arts Center, Hong Kong. December 1996.
- Curator. *Hong Kong Cultural Series — The Old TV Commercials, Part 1 & 2*. In Art of Commercial, video program, Hong Kong Arts Center, Hong Kong. December 1995.
- Coordinator. *Fashionable Sixties: An Art in Public Housing Estate Project*. Public exhibition, Hong Kong Arts Center, Hong Kong. April 1995.
- Coordinator. *Hong Kong Sixties: Designing Identity*. Public exhibition, Hong Kong Arts Center, Hong Kong. November 1994.

### 3. Papers read

- Wong, Wendy Siuyi. The Power of Symbols: Civil Disobedience as Design Education in Hong Kong's Umbrella Movement. Space of Learning: Inside/Outside Graphic Design Education. AIGA Educators Conference. April 17-18, 2015.
- Wong, Wendy Siuyi. Nurturing Design Students' Creativity for the Global Context: An innovative, case-based approach to enhancing the online learning experience. Blackboard Teaching & Learning Conference. Melbourne, Australia. August 7-9, 2013.
- Wong, Wendy Siuyi. Mythification of National Discourses in Poster Design: Rethinking Expressions of Chineseness in the Globalized World. The 8<sup>th</sup> Conference of the International Committee for Design History & Design Studies. Sao Paulo, Brazil. September 5, 2012.
- Wong, Wendy Siuyi. Surveying Writings on the Design Histories of the Greater China Region. The 2012 Annual Conference of Association of Asian Studies, Toronto, Canada. March 15, 2012.
- Wong, Wendy Siuyi. Migrations and Expression of Transnational Design in a Globalized World. 2011 IDA Congress Taipei Education Conference. Taipei, Taiwan. October 26, 2010.
- Wong, Wendy Siuyi. Survey and Discourse on Design Doctoral Education in Asia. An extended abstract submitted to Doctoral Education in Design Conference 2011. May 22, 2011.
- Wong, Wendy Siuyi. Designing Contemporary China: National Design Identity at the Crossroads. 2010 Design Research Society (DRS) International Conference, July 7–9, 2010. Montreal University, Canada.
- Wong, Wendy Siuyi. Challenges of authenticity for “Chinese-Cool” design. The 8<sup>th</sup> Crossroads in Cultural Studies Conference. Lingnan University, Hong Kong. June 7–21, 2010.
- Wong, Wendy Siuyi. Teaching cross-cultural design and recognizing “Chineseness” as an international design style. Symposium of Art Education at Comprehensive Universities. Peking University. November 12, 2008.
- Wong, Wendy Siuyi. On Globalization of Design: Locating Chinese Names in Communication Arts Magazine. International Association of Societies of Design Research 2007. The Hong Kong Polytechnic University, Hong Kong. November 14, 2007.

- Wong, Wendy Siuyi. Teaching Cross-cultural Design in North America. DesignEd Asia 2007: Sustaining Culture Through Design Education. The Hong Kong Polytechnic University, Hong Kong. December 11, 2007.
- Wong, Wendy Siuyi. Images of Hong Kong in the Cathay Pacific Airways Television Commercials. Challenges of Global Metropolitanization Interdisciplinary Perspectives on: Toronto, Hong Kong, Shanghai, Singapore. York University, Toronto, Canada. September 28, 2007.
- Wong, Wendy Siuyi. National Education: A Study on Hong Kong's Public Service Announcements. Between Words and Images: Linking Cultural Production in Hong Kong and Canada. YCAR's Mini-Symposium Series: A Celebration of the 10<sup>th</sup> Anniversary of the Establishment of the Hong Kong SAR. York University, Toronto, Canada. September 24, 2007.
- Wong, Wendy Siuyi. An overview of the globalization of manga and anime. YCAR Brownbag Series. March 19, 2007.
- Wong, Wendy Siuyi. Teaching Design for Public Awareness to Design Students. Ourtopias: Ideal Cities and the Roles of Design in Remaking Urban Space. The Design Exchange National Design Conference. Toronto, Canada. June 14-16, 2007.
- Wong, Wendy Siuyi. Contemporary Design in China: The Road to Modernity and Commercialization. WonderGround – 2006 Design Research Society International Conference. Lisbon Portugal. November 1-4, 2006.
- Wong, Wendy Siuyi. Hong Kong Comics and Animation: From Paper to Silver Screen and Beyond. International Conference on Asian Comics, Animation and Gaming (ACAG) 2006. York University. May 18-19, 2006.
- Wong, Wendy Siuyi, & Albert Ng. Professional Accreditation and Graphic Design Education: The Experience of Canada. By Design: An Interdisciplinary Conference on Issues of Design Education, Business and Material Culture. The Design Exchange National Design Conference. The Toronto, O.N., Canada. October 12-15, 2005.
- Wong, Wendy Siuyi. Playing with Heritage: Semiotics and Cultural Analysis of the Online Mahjong Game in the Global Environment. The Digital Games Research Association's Second International Conference. Vancouver, B.C., Canada. June 16-20, 2005.
- Wong, Wendy Siuyi. Design Identity of Hong Kong: Colonization, De-colonization, and Re-colonization. The 6<sup>th</sup> International Conference of the European Academy of Design. University of the Arts, Bremen, Germany. March 2005.
- Wong, Wendy Siuyi. Torn between Tradition and Modernity: The Future of Design Education Directions of China. International Conference on Design Education: Tradition and Modernity. National Institute of Design (NID), Ahmedabad, India. March 2005.
- Wong, Wendy Siuyi. An Investigation of Research Frameworks for the Study of Chinese Graphic Design History. The 4<sup>th</sup> International Conference on Design History and Design Studies. Guadalajara, Mexico. November 2004.
- Wong, Wendy Siuyi. Visualization Strategy for Global Communication: Cultural Considerations in Graphic Design. Design: Refining Our Knowledge: An International Graphic Design Education Conference. University of Minnesota, Minneapolis-St. Paul, USA. October 2003.
- Wong, Wendy Siuyi. In Search of New Graphic Design Frontier in China: Establishing the Chinese-ness of International Style. The 6<sup>th</sup> Asian Design International Conference. Tsukuba, Japan. October 2003.
- Wong, Wendy Siuyi. From On-site to On-line: Experience on Transforming Exhibition. Museums and the Web 2003 Conference. Charlotte, North Carolina, USA. March 2003.
- Wong, Wendy Siuyi. Poster Frenzy in Greater China since 1990. Mind the Map: Third International Conference on Design History & Design Studies. Istanbul, Turkey. July 2002.
- Wong, Wendy Siuyi, & Lisa Cuklanz. Anti-Drug Public Service Announcements in Hong Kong. The 8<sup>th</sup> International Conference on Cross-Cultural Communication: Communication & Cultural (Ex)change. Hong Kong Baptist University, Hong Kong. July 2001.
- Wong, Wendy Siuyi, & Lisa Cuklanz. Constructions of Ideal Family Size and Composition in Hong Kong's Family Planning Public Service Advertising Campaign. Thirteenth Annual Meeting of the Far West Popular Culture and Far West American Culture Associations. Las Vegas, USA. February 2001.
- Wong, Wendy Siuyi. Exploring Chinese Graphic Design Theory and Pedagogy. Re-inventing Design Education in the University Conference, Curtin University of Technology. Perth, Australia. December 2000.
- Wong, Wendy Siuyi. Reflection of Hong Kong's Identity in Cathay Pacific Airways TV Commercials. National Communication Association Convention. Seattle, USA. November 2000.

- Wong, Wendy Siuyi, & Lisa Cuklanz. Social Critique in Hong Kong Popular Culture: An Analysis of Lau Lee Lee's Comic Art. National Communication Association Convention. Seattle, USA. November 2000.
- Wong, Wendy Siuyi. Chinese Graphic Design and Education. Graphic Design Forum 2000. Zhuhai, China. August 2000. [In Chinese]
- Wong, Wendy Siuyi, & Lisa Cuklanz. The Emerging Image of the Modern Woman in Hong Kong 1960s Comics." The Eighth Annual Comic Arts Conference. San Diego, California, USA. July 2000.
- Wong, Wendy Siuyi, & Lisa Cuklanz. Audience Response to Hong Kong Anti-Drug Public Service Announcements. The Eastern Communication Association Regional Conference. Pittsburgh, USA. April 2000.
- Wong, Wendy Siuyi, & Lisa Cuklanz. The Myths of Chinese Images Revisited: Persuasive Strategies in Hong Kong Anti-Drug Public Service Announcements. Annual Conference of the National Association of African American Studies. International Association of Asian Studies Section. Houston, USA. February 2000.
- Wong, Wendy Siuyi. Representations of Modern Living: A Study of Household Products and Appliance Advertisements in Hong Kong. National Communication Association Convention. Chicago, USA. November 1999.
- Wong, Wendy Siuyi. The Visual Agenda of Women Comic Artists in Hong Kong. National Communication Association Convention. Chicago. November 1999.
- Wong, Wendy Siuyi. Using Multimedia in the Presentation of Advertising Cases in Hong Kong. The 57th Annual Convention of the New York State Communication Association. Monticello, New York, USA. October 1999.
- Wong, Wendy Siuyi. Reading the Development of Popular Culture: Hong Kong Family Planning Association Public Service Announcements in the 70s. Conference of the Development of Media Culture in the Greater Chinese Region: Production & Consumption. The Communication Arts Research Institute, Taipei, Taiwan. June 1999. [In Chinese]
- Wong, Wendy Siuyi. Reflections of the Modern in Hong Kong Pre-television Era Newspaper Advertisements. International Communication Association Annual Conference. Visual Communication Interest Group. San Francisco, USA. May 1999.
- Wong, Wendy Siuyi. De-mythifying Chinese Typography: An Introduction. National Communication Association Convention. New York City, USA. November 1998.
- Wong, Wendy Siuyi. The Role of Patent Medicines in Hong Kong Advertising History. 4th Annual Conference of David C. Lam Institute on Asian Cultures at the Crossroads: An East-West Dialogue on the New World Order. Hong Kong Baptist University, Hong Kong. November 1998.
- Wong, Wendy Siuyi. Construction of Ideal Childhood: Reading and Decoding TV Advertisements Directed at Children in Hong Kong. Third International Conference on Cultural Criticism: Culture, Media and the Public. Chinese University of Hong Kong, Hong Kong. January 1997.

#### 4. Work in progress

- Wong, Wendy Siuyi. The Bad, the Ugly, and the Good: The Disappearance of Hong Kong in Comics, Advertising, and Graphic Design. [A book project with 12 chapters and an introductory chapter; approximate 90K words; progress: first complete draft 50% done]
- Wong, Wendy Siuyi. (2015). An Inception of a Global Graphic Design History in Hong Kong: Inheritance and Independence. *Journal of Communication Design*. [Full manuscript submitted; revision: ongoing]

#### 5. Professional service

- February 2011 – present  
Regional editor for Greater China Region. *The Encyclopedia of Asian Design*. London: Bloomsbury Publishing.
- February 2012 – present  
Editorial Board Member, *Journal of Design History*, UK
- November 2008 – November 2010  
Member, Design Research Society Council Board, UK
- May 2003 – December 2005  
Vice President, RDG Ontario Board of Directors, The Association of Registered Graphic Designers of Ontario (RGD Ontario), Canada

- July 2003 – December 2005  
Member, Registered Graphic Designer, The Association of Registered Graphic Designers of Ontario (RGD Ontario), Canada

## 6. Conference and event administration

- Co-convenor. Making Trans/national Contemporary Design History. The 10<sup>th</sup> International Conference on Design History and Design Studies (ICDHS). Host: ICDHS and the National Taiwan University of Science and Technology. 26-28 October, 2016 (on-going).
- Event organizer. *CanDID 2010: Canadian Design Info Day*. A design event for high school community. Department of Design, Faculty of Fine Arts, York University. October 23, 2010
- Event organizer and fund-raiser. *Connecting Words and Images: Exhibitions, Lectures and Screenings on Hong Kong Arts, Design and Consumption*. Sponsored by Hong Kong Economic and Trade Office. York Centre for Asian Research, York University. July 9 to August 24, 2008
- Event organizer. *YCAR's Mini-Symposium Series: A Celebration of the 10<sup>th</sup> Anniversary of the Establishment of the Hong Kong SAR*. Between Words and Images: Linking Cultural Production in Hong Kong and Canada. York Centre for Asian Research, York University. September 24, 2007
- Conference Chair & Organizer. *DGrad07: The First Canadian National Conference on Graduate Education in Design*. Department of Design, Faculty of Fine Arts, York University. June 13-14, 2007
- Event organizer. *CanDID: Canadian Design Info Day*. A design event for high school community. Department of Design, Faculty of Fine Arts, York University. January 20, 2007
- Conference Chair & Organizer. *International Conference on Asian Comics, Animation and Gaming (ACAG06) 2006*. York Centre for Asian Research, York University. May 18-19, 2006

## 7. Invited public lectures

- From Occupy to Revolution: The Hong Kong's Style's Graphic Agitation with High and Low Technology. *Hong Kong's Umbrella Revolution—What's Next? A Panel Discussion*. The York Centre for Asian Research, York University. October 6, 2014.
- Fifty Years of Popularity of Theresa Lee Wai-chun, and Miss 13-Dot Changing Identities of Women in Hong Kong. Keynote Speaker. Women's Manga Research Project & Hong Kong Arts Centre Joint International Symposium: Modern Women and Their Comics: Changing Local Identities from the 1960s to the 2000s. Hong Kong: Comix Home Base, March 29, 2014.
- Two Decades of TV Advertising in Hong Kong. Hong Kong Arts Centre, Hong Kong. November 24, 2012.
- Visualization Strategies for Designers in the Globalized World: Vernacular, Cross-cultural & Transnational Design. 4<sup>th</sup> East + West International College Students Poster Biennial, Wuhan, China. October 29, 2012.
- Shao-nu Manhua in the Shadow of Shojo Manga. Cute/Kawaii/Cawaii in the age of Globalization: Japanese Fashion and Manga for Girls. Kyoto International Manga Museum, Kyoto, Japan. November 27, 2011.
- A New Vision of a Study on Chinese Design History for the World Design History Landscape. A New Vision of Asian Culture – International Design Conference & Workshop of Culture Creative Industry. National Kaohsiung Normal University, Kaohsiung, Taiwan. June 2, 2011.
- A Historical Survey of Adaptations of Hong Kong Manhua Characters and Stories to Film. Kyoto International Manga Museum, Kyoto, Japan. January 5, 2010.
- Drawing the Ideal Modern Woman: Ms. Lee Wai-chun and her Ms. 13-Dot. The First International Comics Studies Conference: "Comics Worlds and the World of Comics: Scholarship on a Global Scale." The Kyoto Seika University International Manga Research Center, Kyoto International Manga Museum, Kyoto, Japan. December 18-20, 2009.
- A Historical Overview of Hong Kong Manhua: American and Japanese Influence. Kyoto Seika University, Kyoto, Japan. December 15, 2009.
- Rethinking the Current National Design Identity of China. Department of Design History, Royal College of Art, London, United Kingdom. November 11, 2009.
- Promotions of Design: A case study of Hong Kong Design Centre. The Experience of Design Business Promotions: Canada and Hong Kong/China. *Connecting Words and Images: Exhibitions, Lectures and*

Screenings on Hong Kong Arts, Design and Consumption. Sponsored by Hong Kong Economic and Trade Office. York Centre for Asian Research, York University. Toronto Metro Hall, Toronto, Canada. July 10, 2008.

- Elements of Chinese Design. Chinese Design. Everyday. The Design Exchange, Toronto, Canada. February 21, 2008.
- Cultural Heritage: Chinese Folk Icons and Symbols in the Past and Present. Celebrating The Year of the Rat: Chinese New Year at the Bata Shoe Museum. Bata Shoe Museum, Toronto, Canada. January 30, 2008.
- Invited commentator. Academic Forum: Chinese Graphic Design under Globalization. Exhibition of 07' Graphic Design in China. Co-organized by Publicity Department of the CPPC of Shenzhen, Shenzhen Culture Bureau, Guan Shanyue Art Museum, and Shenzhen Graphic Design Association. December 3, 2007.
- [Guest lecture] Wong, Wendy Siuyi. A political construction of Hong Kong's identity: From Cathay Pacific Airways to Committee on the Promotion of Civic Education (CPCE). Course: SOCI6745/GEOG5700/ANTH5500: The Making of Asian Studies: Critical Perspectives. Winter 2007.
- Cultural Heritage, Everyday Life and Teaching Visual Arts: Issues of Identity and Globalization. Department of Creative Arts and Physical Education. The Hong Kong Institute of Education, Hong Kong. November 21, 2007.
- Invited speaker. Design and Cultural Root Workshop. 2007 University and College Designers Association Design Conference. University and College Designers Association, Toronto, Canada. October 1, 2007.
- Hong Kong Comics, Animation, and the Transformation of Society. Hong Kong Film Festival 2007. Asian Institute, University of Toronto. May 2007.
- An Overview of Chinese Graphic Design. Transnational Art Identity & Nation (TrAIN) Lecture Series. Chelsea College of Art & Design, London, UK. October 2006.
- The Flow of Manga in the Global World. SGMS (Schoolgirls and Mobilesuits) 2005: Culture and Creation in Manga and Anime, Minneapolis College of Art and Design. October 2005.
- Hong Kong Comic Strips and Japanese Manga: A Historical Perspective on the Influences of American and Japanese Comics on Hong Kong Manhua. The Third International Design History Forum, Osaka University, 21<sup>st</sup> Century COD Program "Interface Humanities," Osaka Museum of Housing and Living, and Osaka Museum of History, Osaka, Japan. March 2003.
- Manga, Manhua: Japanese Influence on Hong Kong Comics. SGMS (Schoolgirls and Mobilesuits) 2002: Culture and Creation in Manga and Anime, Minneapolis College of Art and Design. September 2002.
- Politics and History: A Preliminary Inquiry of the Development of Graphic Design in Greater China. Department of Graphic Design, North Carolina State University. March 2002.
- Chinese-ness or International Style: The Struggles of Chinese Poster Art. Symposium for the Hong Kong International Poster Triennial 2001, Hong Kong. October 2001.
- The Past and the Future: Politics and History of Graphic Design in Greater China. GraphiCooper Design Lecture Series, Cooper Union School of Art, New York. October 2001.
- How to Learn Graphic Design. Department of Design, Central Academy of Fine Arts, Beijing, China. May 2001.
- An Analysis of Hong Kong Television Commercial Creative Strategies. Art of Commercials, Hong Kong Arts Centre, Hong Kong. January 2001.
- Advertising Culture and Social Change in Hong Kong. Asian Cultural Studies Workshop, Harvard University. December 1999.

## 8. Research grants

- Wong, Wendy Siuyi. The Bad, the Ugly, and the Good: The Disappearance of Hong Kong in Comics, Advertising, and Graphic Design. Publication Project Grant, Hong Kong Arts Development Council, Hong Kong. Grant Amount: HK\$80,000. [In progress]
- Wong, Wendy Siuyi. The Bad, the Ugly, and the Good: The Disappearance of Hong Kong in Comics, Advertising, and Graphic Design. Faculty Research Release Program 2015-16. The School of Arts, Media, Performance and Design (AMPD, formerly Faculty of Fine Arts), York University. January 2015. Funded: Half course off-loaded for Fall 2016.
- Wong, Wendy Siuyi. BDes in Global Design: In Search of a New Interdisciplinary Degree Program to Impart Communication Design Expertise and Multicultural Knowledge, proposal for YUFA Release-time Teaching Fellowship. YUFA, York University. [Application submitted: 15 November 2014. Not funded]

- Wong, Wendy Siuyi. East Asian Design History network and International Association for Hong Kong Studies, proposal for YUFA Research Development Fund. YUFA, York University. [Application submitted: 15 November 2014. Not funded]
- Principal Investigator. Co-investigate with Nathana Boonlaor, and Warnooch Chuenrudeemol, King Mongkut's University of Technology. Co-investigate with KC Tsang, the Hong Kong Polytechnic University. *A Decade of Television Commercials in China: Changes in Material Culture and Everyday life*. Invited full application submitted in 14 June 2013. Australia-China Council 2013-2014 Grant Round, Australia. [Completed; Not funded]
- Principal Investigator. Co-investigate with Nathana Boonlaor, and Warnooch Chuenrudeemol, King Mongkut's University of Technology. *Connect: Australian-Thai Indigenous and Craft Design into an International Network*. Grant proposal submitted in 30 April 2013. Australia-Thailand Institute 2013/14 Grant Round, Australia. [Completed; Not funded]
- Principal Investigator. *Connect: Australian-Thai Indigenous and Craft Design Exhibition*. Grant proposal submitted in 30 April 2013. Australia-Thailand Institute 2013/14 Grant Round, Australia. [Completed; Not funded]
- Principal Investigator. *Searching for Design Doctoral Programs in Asia*. FFA Minor Research/Creation Grant. Amount: CA\$1500. FFA Minor Research/Creation Grant. Faculty of Fine Arts, York University. January 31, 2011. [Completed]
- Principal Investigator. *Chinese Trademarks: Inspiration from the 1930s*. FFA Minor Research/Creation Grant. Grant Amount: CA\$990. FFA Minor Research/Creation Grant. Faculty of Fine Arts, York University. December 2007. [Completed]
- Principal Investigator. *Globalization and Asian Comics, Animation and Gaming: A Collection of Bibliography*. FFA Minor Research/Creation Grant. Grant Amount: CA\$768. December 2006. [Completed]
- Principal Investigator. *Professional Accreditation: The Experience of The Association of Registered Graphic Designers of Ontario (R.G.D)*. FFA Minor Research/Creation Grant & Junior Research/Creation Grant. Grant Amount: CA\$1,176. Faculty of Fine Arts, York University. March 2004. [Completed]
- Principal Investigator. *Contemporary Chinese Visual Literacy: Enhancement of Cultural Understanding. Internationalization Project 2004-05*. Office of the Vice-President Academic and Office of the Vice-President Research and Innovation, York University. December 2004. Grant Amount: CA\$15,061. [Completed]
- Principal Investigator. *Excavating a History of Contemporary Chinese Graphic Design*. Co-investigate with Fang Chen, and Michael Siu. Fall 2003 SSHRC Standard Research Grants, SSHRC. March 2004. Grant Amount: CA\$85,917. [Completed]
- Principal Investigator. *Chinese Art Deco in Graphic Design, 1910-1939*. FFA Minor Research/Creation Grant. Grant Amount: \$1,227. FFA Junior Research/Creation Grant. Grant Amount: CA\$1,336. Faculty of Fine Arts, York University. March 2004. [Completed]
- Principal Investigator. *Ideology and Culture: A Century of Chinese Graphic Design*. Research grant proposal for SSHRC Research/Creation Grants in Fine Arts, 2003. Co-investigate with Fang Chen, and Michael Siu. [Fundable but not funded]
- Principal Investigator. *Contemporary Chinese Thematic Posters and Ideology*. FFA Minor Research/Creation Grant. Grant Amount: CA\$724. FFA Junior Research/Creation Grant. Grant Amount: CA\$642. Faculty of Fine Arts, York University. March 2003. [Completed]
- Principal Investigator. *Excavating a History of Contemporary Chinese Graphic Design*. Research proposal submitted to the Earmarked Grant for Research 2001-2002, Research Grant Council. July 2002. [Granted]
- Principal Investigator. *Advertising, Value, and Consumer Culture: Hong Kong Television Commercials, 1970-1989*. Hong Kong Arts Development Council, Hong Kong. Grant Amount: HK\$30,000 (US\$3,840). April 2001. [Completed]
- Principal Investigator. *An Illustrated History of 13-Dot Cartoon*. Co-investigated with Lee Wai Chun. Hong Kong Arts Development Council, Hong Kong. HK\$70,000 (US\$9,000). April 2001. [Completed]
- Principal Investigator. *Chinese Graphic Design towards the International Sphere*. Lubalin Curatorial Fellowship 2000-01, The Cooper Union School of Art. Herb Lubalin Study Center of Design and Typography, the Cooper Union School of Art, New York. Grant Amount: US\$15,000. April 2000. [Completed]
- Principal Investigator. *Evolution of Hong Kong Advertising*. Co-investigated with Kara K.W. Chan. Faculty Research Grant, Hong Kong Baptist University. Grant Amount: HK\$77,000 (US\$9,800). February 1999. [Completed]

- Principal Investigator. *Assessment and Audience Utilization of Hong Kong's Anti-Drug APIs*. Co-investigated with Lisa Cuklanz. Action Committee Against Narcotics (ACAN) Research Sub-committee. Grant Amount: HK\$200,000 (US\$25,640). 1999 - 2000. [Completed]
- Co-investigator. *Developing a CD-Rom on strategic advertising cases in Hong Kong*. Co-investigated with Kara K.W. Chan and S.F. Chan. Teaching Development Grants, Hong Kong Baptist University. Grant Amount: HK\$64,230 (US\$8,235). October 1998. [Completed]
- Principal Investigator. *Advertising, Culture & Everyday Life I: Hong Kong Newspaper Advertisements, 1945-1970*. Hong Kong Arts Development Council. Grant Amount: HK\$79,000 (US\$10,128). July 1997. [Completed]
- Principal Investigator. *An Illustrated History of Hong Kong Comics. Co-investigated with Wai-pong Yeung*. Hong Kong Arts Development Council. Grant Amount: HK\$159,000 (US\$20,380). April 1997. [Completed]

## C. TEACHING

I have extensive international teaching experience, having taught in Hong Kong and the United States before joining York University in 2002, as well as in Australia for 2.5 years during my leave of absence. At York, I have taught undergraduate courses at all levels, two courses for the MDes program, and served as a supervisor and on the supervisory committee in both my home unit and beyond. I have long advocated innovation in teaching, evidenced by my initiation of a fully online course and new areas of design inquiry. In the future, I will continue to explore opportunities for new programs and courses to accommodate changes in the world that we are living in.

### 1. Undergraduate

York Sheridan Joint Program in Design

- Level 1000: Visual Language; Introduction to Design\* (for non-majors/online course)
- Level 2000: Research in Design; Communication Design 1
- Level 3000: Time-based Communication\*; Design & System; Design and Information Architecture; Design for Public Awareness\*; Editorial Design; Typeface Design; Communication Design 2
- Level 4000: Design Workshop; Corporate Identity Design; Independent Studies

### 2. Graduate

Master of Design, Department of Design

- Design Issues; Design Research Methods
- Masters theses supervisions/committees

#### Supervisor

- Trevor Campbell. Title: The Right to the City Brand: Using Design to Empower Individual and Collective Identities Within Branded Urban Space. Master of Design Program. Summer 2015 –
- Emmie Tsumura. Title: Pedal off the Metal: Global design & the politics of consumption. Master of Design Program. Fall 2014 – May 2015.
- Karen Kwan. Title: The Web 2.0 proposition in online design education: How social networking technologies are enabling virtual design learning. Master of Design Program. Summer 2008 – Summer 2009.
- Tae Eun Han. Title: Cultural Sensitivity in Film Title Sequence Design: A case study of film Chunhyang, a Korean costume film. Master of Design. Summer 2007 – May 2008.

#### Supervisory Committee

- Krishna Balakrishnan. Title: Strange Encounter: An investigation of graphic design-produced artifacts that discuss hybrid embodiment of Indo-Canadian identity. Master of Design Program. Fall 2014 – May 2015.
- Sanjit Kaur Singh. Title: Woven Language: Visual language of femininity represented by an “Indian” culture. Master of Design Program. Summer 2008 – Summer 2009.
- Madeline Ashby. Title: Ownership, Authority, and the Body: Does anti-fanfic sentiment reflect post-human anxiety? Graduate Program in Interdisciplinary Studies. Fall 2007 – Summer 2009.
- Ryan Clement. Title: Comic Worlds: American comics, Japanese manga, and the question of globalization. MA in Communication and Culture. Summer 2007 – May 2008.
- Donna Braggins. Title: Maclean's: The Accidental Nationalist – how hustling for ads built a national icon. Graduate Program in Interdisciplinary Studies, York University. Winter 2006 – April 2008.
- Richard Hunt. Title: Mapping the 2006 Canadian election: a user-controlled multilayered overlay map of federal electoral districts. Master of Design Program, York University. Summer 2006 – May 2007.

### 3. Courses taught at other institutions

Undergraduate

Faculty of Design, Swinburne University of Technology, Melbourne, Australia

- HDC001 20<sup>th</sup> Century Design. Hybrid course: Lecture and online tutorials. Team teaching. Convenor: Denise Whitehouse
- HDCOM321 Publication Design. Convenor. With John Bassani

- HDCOM311 Communication Design Strategy. Team teaching. Convenor: Bridgette Engeler Newbury.
- DCO20001 Brand and Identity Design. Team teaching. Convenor: Simone Taffe
- DCO20004 Design Studio: Web Design. Convenor

School of Arts and Sciences, State University of New York, Institute of Technology at Utica/Rome, New York

- Level 3000: Field & Studio Video Production\*; Principles of Design/Desktop Publishing; Communication Theory
- Level 4000: Special Topics: Animation\*; Advanced Digital Graphic Design\*

Department of Communication, Emerson College, Massachusetts, USA

- Level 3000: Copy & Layout

Department of Communication Studies (Digital Graphic Communication option), School of Communication, Hong Kong Baptist University, Hong Kong

- First year: Digital Typography\*
- Second year: Creative Digital Imaging\*; Advertising Design & Visualization; Collaborative Computer & Information Management
- Third year: Chinese Applied Arts and Graphics Workshop\*; Digital Publishing & Prepress\*; Digital Graphic Communication Honours Project

School of Design, The Hong Kong Polytechnic University, Hong Kong

- First year: Communication & Meaning (design studies)
- Second year: The Sense of Order (design studies)

Department of Design, Lee Wai Lee Technical Institute, Hong Kong:

- Certificate Level: Information Design; Publication Design & Printing Production

#### Master of Design

Faculty of Design, Swinburne University of Technology, Melbourne, Australia

- HDC671 Design Strategy for Global Context\* (Hybrid course: Lecture & online)
- HDC672 Brand Identity Design in a Multicultural Environment (team taught with Simone Taffe)
- HDG531 Fundamental Design Studio (interactive design module; convenor Elizabeth Tunstall)

#### Member of oral examination committee

- Colin McGuire. Title: Music of the Marital Arts: Rhythm, Movement, and Meaning in a Chinese Canadian Kung Fu Club. . Doctor of Philosophy, Department of Music, York University. December 2014.
- Serene Tan. Title: Landscape, Home and Nation: Chinatown Identities in Urban South East Asia. Doctor of Philosophy, Department of Geography, York University. January 2013.
- Hung Ky Nguyen. Title: Aesthetics of ambiguity and mystery in late 20<sup>th</sup> century Japanese posters. Doctor of Philosophy, Curtin University, October 2012.
- Daniel Marrone. Title: Between Panels: Nostalgia in the Work of Daniel Clowes. MA, Graduate Programs in Communication & Culture, York University. June 2009.
- Kevin Lim. Title: Asian North American Film: Images, Reactions and Criticisms. Master Program. Department of Film, York University, May 2008.

## D. SERVICE

### Academic service

#### University Level

- Stewards' Rep, Department of Design, York University Faculty Association. Fall 2014 –
- Member, Sub-committee on Honorary Degrees and Ceremonials, York University. July 2007 – June 2009
- Associate Director, Executive Committee, York Centre for Asian Research (YCAR), York University. July 2004 – June 2009
- Member. Executive Committee, LaMarsh Centre for Research on Violence and Conflict Resolution. York University. Fall 2005 – Winter 2007
- Member. Executive Committee, York Centre for Asian Research (YCAR), York University. Fall 2004 – June 2009
- Member. Senate Committee on Research (SCOR), The Senate of York University. Fall 2003 – Winter 2006
- Event coordinator & panelist. Democracy in Hong Kong: A Mini Symposium. York Centre of Asian Research, York University. September 17, 2004
- Member. Joint Committee on the Administration of the Agreement (JCOAA) Sub Committee on Employment Equity, York University. Fall 2003
- Member, Forum Working Group. Forum on Research: Building York's Research Culture on April 23, 2004. Senate Committee on Research, The Senate of York University. Spring 2004
- Creative Consultant. Prospectus and Promotional Materials Design for Undergraduate Prospectus 2000 and Orientation Day for Secondary 6 & 7 Students. Admissions Section, Academic Registry, Hong Kong Baptist University. Spring 1999

#### Faculty Level

- Member. Research Committee @ AMPD, Fall 2015
- Member. FARGAC, Faculty of Fine Arts. Fall 2014 – Winter 2015
- Member. Executive Committee, Faculty of Fine Arts. Fall 2004 – Winter 2005
- Presentation. Outside the Boxes: Threats and Opportunities. Fine Arts Faculty Hours, Faculty of Fine Arts, York University. November 24, 2004
- Member. Fine Arts Research Grants and Awards Committee, Faculty of Fine Arts, York University. 2003 – 2004
- Member. Faculty Tenure and Promotion Committee, Faculty of Fine Arts, York University. 2003 –2004
- Chair, Professional & Technical Communication Advisory Board, School of Arts & Sciences, SUNY Institute of Technology, Utica/Rome, 2001–2002

#### Departmental Level

- Chair. Typography/Graphic Design Tenure-track Faculty Search Committee, Winter 2005 (hired David Cabianca, Sandra Gabriele)
- Chair. Department Ethics Review Committee for Research Involving Human Participants, Department of Design, Faculty of Fine Arts, York University. 2003 – 2005
- Coordinator. Annual Design Show, Department of Design, Faculty of Fine Arts, York University. 2003 – 2005
- Staff Advisor. Design Students Association. Department of Design, Faculty of Fine Arts, York University. 2003 – 2005
- Coordinator. University Program Reviews, Department of Design, Faculty of Fine Arts, York University. Fall 2003
- Member. Design Studies Tenure-track Faculty Search Committee, Winter 2004 (hired Jan Hadlaw)
- Member. Information Design Tenure-track Faculty Search Committee, Winter 2004 (hired Angela Norwood)
- Member. National Portfolio Day, Department of Design, Faculty of Fine Arts, York University. November 2003
- Member. Information Design Tenure-track Faculty Search Committee, Winter 2003 (search failed)
- Member. Portfolio Evaluations, Department of Design, Faculty of Fine Arts, York University. 2002 – present

- Coordinator. Digital Graphic Communication Final Year Honors Project, Hong Kong Baptist University. 1998 –1999, 2000-2001
- Member. Course Re-accreditation Committee, Digital Graphic Communication, Hong Kong Baptist University. 1997 – 1998, 2000 – 2001

New courses proposed and implemented: Digital Typography, Creative Typography & Images, Computer Mediated Communication, Desktop Publishing & Prepress, Advanced Advertising Design & Visualization.