

CURRICULUM VITAE

University of Idaho

NAME: Gottwald, David James

DATE: August 14, 2023

RANK OR TITLE: Associate Professor

DEPARTMENT: Art and Design

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DATE OF FIRST EMPLOYMENT AT UI: August 2016

DATE OF TENURE: March 2023

DATE OF PRESENT RANK OR TITLE: August 2023

EDUCATION BEYOND HIGH SCHOOL:

Degrees:

MFA, Academy of Art University, San Francisco, CA, 2009, Graphic Design, *Cum Laude*.
BA, California State University, San Marcos, CA, 2001, History.

EXPERIENCE:

Teaching, Extension and Research Appointments:

Assistant Professor, Department of Art and Design, University of Idaho, Moscow, ID, 2016–Present
Instructor, Graphic Design Department, Academy of Art University, San Francisco, CA, 2010–2016
Instructor, MFA and BFA Workshops, Academy of Art University, San Francisco, CA, 2007–2012
Instructor, Pre-College Art Experience, Academy of Art University, San Francisco, CA, 2006–2009

Non-Academic Employment:

Oakland Museum of California, Oakland, CA
Graphic Designer | Lead Graphic Designer, 2011–2016
Graphics Assistant | Graphics Lead, History Gallery Reinstallation Project, 2009–2011

Designed over two dozen exhibits and installations (including at Oakland International Airport), ranging from 1,100 to 30,000 square feet. Led creative direction of 2D exhibit design. Developed design in-gallery, including multimedia. Designed exhibit branding and other identity projects. Led creative direction and graphic design for marketing efforts and advertising campaign work. Supervised the design staff. Reported to the Design Director.

Optional Design Group, Escondido, CA
Principal, Creative Director, 2000–2005

Co-founded and managed a small multimedia studio specializing in web design, interactive CD-ROM content, motion graphics, and digital animation. Designed and developed websites, multimedia projects, and brand identity work. Art directed contract employees and interns.

Consulting:

The Original Squeeze Company, Post Falls, ID
Brand Manager & Creative Consultant, 2010–2018

Established identity, brand strategy, and design standards for a small, independent feeding products company. Consulted on brand extensions, retail packaging, advertising and marketing, website design, and environmental graphics for trade shows.

Freelance:

Contract Designer, Various
1998–Present

Worked—and does work—with a wide variety of clients in print and digital, large and small. Branding and strategy, publications, editorial design, exhibit design, web design, interaction design, digital animation, and motion graphics.

Selected Design Commissions & Projects 2016–Present:**2022**

88 *MPH Vol 3*. Collaboration with U of I Alumni David Janssen, Jr. (MFA 2018). Hardcover book of digital photography, 8" x 10", 222pp. Exhibited at the 2023 Moscow Contemporary Benefit Auction and purchased. Photography: Dave Gottwald and David Janssen, Jr. Book Design: Dave Gottwald. Cover Design: David Janssen, Jr., Moscow, ID.

2020

“IndieCade Oasis” Spatial design consultation with Jenn Frank, Chairperson for the IndieCade 2020 conference’s Second Life virtual presence. San Carlos, CA.

“titleLOOK™” Software application identity, including brand standards, typography, color scheme, and icon applications. Bangor, ME.

2019

88 *MPH Vol 2*. Collaboration with U of I Alumni David Janssen, Jr. (MFA 2018). Hardcover book of digital photography, 8" x 10", 222pp. Exhibited at the 2020 Prichard Gallery Auction and purchased. Photography: Dave Gottwald and David Janssen, Jr. Book Design: Dave Gottwald. Cover Design: David Janssen, Jr., Moscow, ID.

“ZIMOUN: 618 motors, 804 m rope, 341 sticks, 172 boxes, 920 g cotton, 22 cm³ felt, 161 wires, 105 disks, 11 springs, 1 video” Design and produce identity system, exhibit design elements, postcard, invitation, and posters for site-specific sound installation exhibit, Moscow, ID.

2018

“Summer Design Days 2019” Design and produce recruitment poster, postcard, and other promotional collateral for both print and web for CAA’s High School Summer Design Days, Moscow, ID.

“Art Chantry Speaks and Prints” Creative direction of student-designed promotional poster; design and produce materials based on this design for deployment in both print and web for guest Art Chantry’s October 2018 campus talk and workshop, Moscow, ID.

“Visualizing Science” Adapt exhibit design elements for travelling version of multi-disciplinary group art exhibition, Idaho Falls, ID.

“Facing the Inferno” Design and produce identity system, exhibit design elements, postcard, poster, and catalog for wildfire photography exhibit, Moscow, ID.

2017

“Summer Design Days 2018” Design and produce recruitment poster, postcard, and other promotional collateral for both print and web for CAA’s High School Summer Design Days, Moscow, ID.

“Mastery” Design and produce recruitment poster and other promotional collateral for Art and Design MFA program, Moscow, ID.

“The Sonduck-Walker Wedding” Design and produce all materials, including save the date, formal invitation, RSVP card, accommodations card, and onsite graphics and signage, Oakland, CA.

88 MPH. Collaboration with MFA Candidate David Janssen, Jr. Hardcover book of digital photography, 8" x 10", 222pp. Exhibited at the 2017 CAA Faculty Show at the Prichard Gallery, and purchased at the accompanying auction. Photography: Dave Gottwald and David Janssen, Jr. Book Design: Dave Gottwald. Cover Design: David Janssen, Jr., Moscow, ID.

“Artventure” Corporate identity system; retail space consultation and graphics, business collateral and website consultation, Aliso Viejo, CA.

“Life in Totality” Design and produce poster and other promotional collateral for BFA exhibit at the UI Reflections Gallery, Moscow, ID.

“Built, Natural, Cultural, Virtual” Recruiting Consultation for University of Idaho Marketing & Communications Department. Develop concepts, positioning strategy, and copy; design 33pp booklet, Moscow, ID.

“Unmasked Possibilities” Design and produce identity system, exhibit design elements, poster, postcard, and other promotional collateral for MFA Spring 2017 exhibit at the Prichard Art Gallery, Moscow, ID.

“1.2.3... Many” Design and produce poster and other promotional collateral for BFA exhibit at the UI Reflections Gallery, Moscow, ID.

“Visualizing Science” Design and produce identity system, exhibit design elements, poster, postcard and other promotional collateral, Prichard Art Gallery window banners, advertisement for Lionel Hampton Jazz Festival program, and 50pp catalog for multi-disciplinary group art exhibition, Moscow, ID.

2016

“The Original Squeeze Company” Complete website redesign consultation, CSS styling and graphic elements, ensure adherence to brand standards by vendors and contractors, Post Falls, ID.

“Mainspring Services.” Corporate identity system redesign, including brand standards, mark, typography, color scheme, and icon applications, Bangor, ME.

TEACHING ACCOMPLISHMENTS:

Areas of Specialization:

Exhibit Design, Experiential Design, Interaction Design, Thematic Design, Typography

Courses Taught:

University of Idaho, 2016–Present

ARCH 556 Graduate Project
ART 216 Digital Tools
ART 222 Introduction to Typography
ART 271 Interaction Design I
ART 271 Introduction to Interaction Design
ART 272 Experiential Design I
ART 272 Introduction to Experiential Design
ART 323 History of Typography
ART 370 Intermediate / Advanced Experiential & Interaction Design
ART 373 Interaction / Experiential Design: Studio
ART 380 Digital Imaging
ART 490 BFA Art and Design Studio
ART 499 Directed Study
ART 500 Master's Research and Thesis
ART 515 Art and Design Faculty Studio
ART 516 MFA Art and Design Studio
ART 521 MFA Individual Critique
ART 590 MFA Thesis Exhibition
ART 597 Practicum (for ART 216 Digital Tools)
ART 597 Practicum (for ART 222 Introduction to Typography)
High School Summer Design Week / Design Days: Art and Design Track
High School Fall Design Day: Art and Design Track (Moscow and Boise)

Academy of Art University, 2010–2016

GR 105 Principles of Graphic Design
GR 327 Graphic Design 2: Integrating Principles
GR 801 MS Individual Directed Study
GR 801 MS Group Directed Study
GR 802 MS Thesis Forum 1
GR 830 MS Thesis 2 Exploration
GR 850 MS Thesis 3 Refinement

Advised to Completion as Major Professor:

Davis, Megan (MFA anticipated 2024)
Bass, Kaleb (MFA 2020)
Opatola, Ruth William (M.Arch 2019)
Lundgren, William (M.Arch 2018)

Graduate Committee Member:

Walker, Jacqueline (MFA anticipated 2024)
Mann, Robert (MFA 2020)
Matteson, Jonathan (MFA 2019)
Janssen, David Jr. (MFA 2018)

External Graduate Committee Member:

Barney, Nicholas (Utah State University, MLA)

Interior Architecture & Design Undergraduate Capstone Mentor:

Temple, Chloe (2023)
Krauss, Claire (2022)
Kerber, Kylie (2021)

Courses Developed:

ART 216 Digital Tools
ART 216 Digital Tools (Online, Blackboard LMS)
ART 216 Digital Tools (Online, Canvas LMS)
ART 222 Introduction to Typography
ART 323 History of Typography
ART 271 Interaction Design I
ART 271 Introduction to Interaction Design
ART 272 Experiential Design
ART 272 Introduction to Experiential Design
ART 370 Intermediate / Advanced Experiential & Interaction Design
ART 373 Interaction/Experiential Design: Studio
ART 380 Digital Imaging

Materials Developed:**In-Person Instruction:**

ART 271 Fall 2022: Developed all course materials, lectures, and new syllabi including projects, exercises, handouts, and images. Built course in Canvas online LMS.

ART 370 Fall 2022: Developed all course materials, lectures, and new syllabi including projects, exercises, handouts, and images. Built course in Canvas online LMS.

ART 222 Spring 2022: Developed all course materials, lectures, and new syllabi including projects, exercises, handouts, and images. Built course in Canvas online LMS.

ART 272 Spring 2022: Developed all course materials, lectures, and new syllabi including projects, exercises, handouts, and images. Built course in Canvas online LMS.

ART 323 Spring 2022: Developed all course materials, lectures, and new syllabi including projects, exercises, handouts, and images. Built course in Canvas online LMS.

ART 373 Fall 2021: Developed all course materials, lectures, and new syllabi including projects, exercises, handouts, and images.

ART 271 Fall 2020: Rewrote course catalog descriptions to align interaction design coursework with the graphic design track and with new syllabi materials. Submitted and approved.

ART 272 Fall 2020: Rewrote course catalog descriptions to align interaction design coursework with the graphic design track and with new syllabi materials. Submitted and approved.

ART 370 Fall 2020: Rewrote course catalog descriptions to align interaction design coursework with the graphic design track and with new syllabi materials. Submitted and approved.

ART 373 Fall 2020: Created entirely new course. Submitted and approved.

ART 323 Spring 2018: Developed all course materials, lectures, and new syllabi including quizzes, handouts, exams, and projects.

ART 271 Fall 2017: Rewrote course catalog descriptions to align them with contemporary industry standards and with new syllabi materials. Submitted and approved.

ART 272 Fall 2017: Rewrote course catalog descriptions to align them with contemporary industry standards and with new syllabi materials. Submitted and approved.

ART 370 Fall 2017: Rewrote course catalog descriptions to align them with contemporary industry

standards and with new syllabi materials. Submitted and approved.

ART 380 Fall 2017: Developed, adapted, and updated all course materials, lectures, and new syllabi including projects, exercises, handouts, and images.

ART 222 Spring 2017: Adapted and updated all course materials, lectures, and syllabi including projects, exercises, handouts, and images.

ART 271 Spring 2017: Developed all course materials, lectures, and new syllabi including projects, exercises, handouts, and images.

ART 370 Spring 2017: Developed all course materials, lectures, and new syllabi including projects, exercises, handouts, and images.

ART 216 Fall 2016: Developed all course materials, lectures, and new syllabi including projects, exercises, handouts, and images.

ART 272 Fall 2016: Developed all course materials, lectures, and new syllabi including projects, exercises, handouts, and images.

Online Instruction

ART 216 Summer 2021: Developed all virtual course materials, recorded video software demos, and wrote new syllabi for Canvas online LMS including projects, exercises, handouts, and images.

ART 216 Spring 2021: Developed all virtual course materials, recorded video software demos, and wrote new syllabi for Blackboard online LMS including projects, exercises, handouts, and images.

ART 222 Spring 2020: Migrated course online mid-semester for pandemic ad hoc emergency virtual learning.

ART 271 Spring 2020: Migrated course online mid-semester for pandemic ad hoc emergency virtual learning.

ART 323 Spring 2020: Migrated course online mid-semester for pandemic ad hoc emergency virtual learning.

High School Workshops / Recruitment Initiatives

Developed all virtual materials for High School Fall Design Day, General Session, and collaborated with Greg Turner-Rahman on developing virtual materials for the Art and Design Track. Fall 2020.

Developed all classroom materials for High School Fall Design Day: Art and Design Track. Fall 2019 (Moscow and Boise).

Summer 2018. Developed all classroom materials for High School Summer Design Days: Art and Design Track.

Developed all classroom materials for High School Summer Design Week: Art and Design Track. Summer 2017.

Developed recruitment materials for University of Idaho Marketing & Communications. Summer 2017.

Miscellaneous

Fall 2021. Prichard Revisioning Working Group, Design Group. Contributed photography, illustration, and site analysis for the former Prichard Gallery and the proposed new gallery in the old Moscow

Police station.

Summer/Fall 2020. Collaborated with Stacy Isenbarger on drafting Art and Design Program COVID-19 HyFlex messaging for incoming and returning students.

Spring 2017. Collaborated with Delphine Keim on the NASAD re-accreditation process and co-developed materials for the design emphasis areas, including future visioning.

Fall 2016. Collaborated with Delphine Keim on the NASAD re-accreditation process and co-developed materials for the design emphasis areas, including future visioning.

Non-credit Classes, Workshops, Seminars, Invited Lectures, etc.:

International

Gottwald, Dave. 1/18/2021. "Disneyland's New Orleans Square: A Design Overview." Invited lecture (virtual), The Big (Un)Easy: New Orleans in Literature and Culture, Florian Freitag, University of Duisburg-Essen, Duisburg and Essen, Germany.

Regional

Gottwald, Dave. 2/24/2022. "Web Portfolios for Artists." Invited lecture (virtual), Fine Art 498 Contemporary Issues Seminar/Professional Practices, David Janssen, Jr., Washington State University, Pullman, WA.

Invited critique (virtual), Fine Art 332 Introduction to Digital Media, David Janssen, Jr. Washington State University, Pullman, WA - 12/2/2020.

Invited critique (virtual), Fine Art 332 Special Topics: Typography, David Janssen, Jr. Washington State University, Pullman, WA - 6/1/2020.

Gottwald, Dave. 4/2/2020. "88MPH: American Typography on the Road." Invited lecture, 2020 Utah State Hashimoto Seminar Series, Art and Design Department, Caine College of the Arts, Utah State University, Logan, UT. *Canceled due to pandemic.*

Gottwald, Dave. 4/2/2020. "Mickey's Ten Commandments: Lessons from Disney in Guest-Centered Experience Design." Invited lecture, 2020 Utah State, Caine College of the Arts, Utah State University, Logan, UT. *Canceled due to pandemic.*

Invited critique and portfolio review, David Smellie. Utah State University, Logan, UT - 4/2/2020. *Canceled due to pandemic.*

Gottwald, Dave. 10/25/2019. "The Disneyland Effect: Theming and Experiential Placemaking for the Built Environment and Beyond." Invited lecture, 2019 Utah State LAEP Speaker Series, Landscape Architecture & Environmental Planning Department, College of Agriculture and Applied Sciences, Utah State University, Logan, UT.

Invited critique, LAEP 3500 Planting Design, Benjamin George. Utah State University, Logan, UT - 10/24/2019.

Invited critique and portfolio review, ART 201 Studio Art I: Surface/Image/Practice, Reinaldo Gil. Eastern Washington University, Cheney, WA - 6/3/2019.

Invited critique, Fine Art 361 Special Topics: Drawing NOW, David Janssen, Jr. Washington State University, Pullman, WA - 5/17/2019.

University of Idaho

2023

“The Disney Theme Park: Animation & Transmediation.” Invited lecture (virtual), ART 205: Visual Culture, Johanna Gosse.

“Filmic Grammar from Movie Sets to the Unreal Engine.” Invited lecture (virtual) with Benjamin George, VTD 356: Virtual Design IV, Rayce Bird.

2022

“Writing to Write, Writing to Think.” Invited lecture, ART 507: Graduate Seminar, Gregory Turner-Rahman.

“Movies Eat Everything: Spatial Regimes Beyond Traditional Architecture.” Invited lecture, ARCH 151: Introduction to the Built Environment, Phillip Mead.

“Space, Screens, and the In-Between.” Invited guest lecture with Gregory Turner-Rahman, VTD 400: The Virtual Universe, John Anderson.

Invited faculty critique, VTD 356: Virtual Design IV, Rayce Bird.

“Finding a Home Online.” Invited lecture (virtual), ART 410: Professional Practices, Stacy Isenbarger.

2021

“Community Engagement, Stakeholder Involvement, and Visitor Participation at the Oakland Museum of California.” Invited lecture (virtual), ART 507: Art Seminar, Johanna Gosse.

“Theming in the Built Environment: From Disneyland to Beyond.” Invited lecture (virtual), ARCH 151: Introduction to the Built Environment, Phillip Mead.

“Users/Visitors/Guests: The Nature of Interaction and Experience.” Invited lecture, ART 110: Integrated Art and Design Communication, Stacy Isenbarger.

“Transmediation and Cultural Issues within the Theme Park Model.” Invited lecture (virtual), ART 205: Visual Culture, Johanna Gosse.

“Theme Park as Medium: Some Thoughts on Thematic Design.” Invited lecture (virtual), VTD 356: Virtual Design IV, Rayce Bird.

“Pursue Your Digital Self: Online Portfolio Platforms for Art and Design Graduates.” Invited lecture (virtual), ART 410: Professional Practices, Stacy Isenbarger.

2020

“Adobe InDesign: How to Think About the Adobe Creative Cloud Apps and Introducing Page Layout.” Instructor and Presenter (virtual), College of Art & Architecture *TechTuesdays* Series.

“Presenting is Storytelling: The Narrative Arc and the Rule of Three.” Invited lecture (virtual), ART 507: Graduate Seminar, Mike Sonnichsen.

“Disneyland and the Thematic Praxis: Causes and Effects” Invited lecture (virtual), ARCH 151: Introduction to the Built Environment, Phillip Mead.

Invited faculty critique (virtual), ARCH 454 / IAD 451: Interdisciplinary Design Studio, Rula Awwad-Rafferty and Anne Marshall.

“Cinematography in the Landscape: Transitional Zones in Themed Environments.” Invited lecture (virtual) with Benjamin George, Utah State University. Landscape Architecture Lecture Series, University of Idaho.

“The Disney Parks as User Experience Design.” Invited lecture (virtual), ART 407: New Media, Greg Turner-Rahman.

“Themerica™ + Mickey’s Ten Commandments: Disney Experiential Design for Museum Exhibits.” Invited lecture (virtual), ARCH 454 / IAD 451: Interdisciplinary Design Studio, Rula Awwad Rafferty and Anne Marshall.

“Software Metaphors & Adobe InDesign: How to Think About the Creative Cloud and Best Practices for Page Layout.” Invited lecture (virtual), JAMM 267: Introduction to Media Design, Kyle Howerton.

“Designing for Participants: Coursework & Careers in Interaction & Experience Design.” Invited lecture (virtual), ART 110: Integrated Art and Design Communication, Stacy Isenbarger.

“Disneyland as Transmediated Space and the Disney Company from Paternalism to Design Empathy.” Invited lecture (virtual), ART 205: Visual Culture, Johanna Gosse.

2019

“The Disneyland Effect: Thematic Design and the Built Environment.” Invited lecture, ARCH 151: Introduction to the Built Environment, Phillip Mead.

“Software Metaphors and Introduction to Adobe InDesign.” Invited lecture, JAMM 267: Introduction to Media Design, Kyle Howerton.

“Experience, Experience, Experience.” Invited lecture, ART 110: Integrated Art and Design Communication, Stacy Isenbarger.

“The Value of Process Journaling.” Invited lecture, ART 121: Integrated Design Process, Josh Hust.

Invited faculty critique, VTD 356: Virtual Design IV, Rayce Bird.

“Internet Meme Culture on Facebook and the World of the UUUniverse.” Invited lecture, ART 205: Visual Culture, Johanna Gosse.

“Web-Based Portfolio Tips.” Presenter and Panel Facilitator, College of Art & Architecture.

“The Visual Culture of Theme Parks.” Invited lecture, ART 205: Visual Culture, Johanna Gosse.

2018

“The Origins of Cinematic Subsumption.” Invited lecture, ART 407: New Media, Greg Turner-Rahman.

“Coursework and Careers in Experience and Interaction Design.” Invited lecture, ART 110: Integrated Art and Design Communication, Stacy Isenbarger.

“Thematic Design and the Disney Theme Park Model.” Invited lecture, ARCH 151: Introduction to the Built Environment, Phillip Mead.

“Adobe CC Suite Software Metaphors and Best Practices for Adobe InDesign.” Invited lecture, JAMM 267: Introduction to Media Design, Kyle Howerton.

Invited faculty critique, VTD 356: Virtual Design IV, Rayce Bird.

“Disneyland and the Psychology of Play.” Invited lecture, ISEM 301: Innovations in Contemporary Art and Design, Greg Turner-Rahman.

2017

“Experiential Design in the Experience Economy.” Invited lecture, ISEM 301: Innovations in Contemporary Art and Design, Sally Machlis.

“Disney Theming and the Built Environment.” Invited lecture, ARCH 151: Introduction to the Built Environment, Phillip Mead.

“What Is Experience Design...and Why Should I Care?” Invited lecture, ART 110: Integrated Art and Design Communication, Stacy Isenbarger.

“Hamilton Wood Type Workshop.” Invited lecture, ART 350: Intermediate/Advanced Printmaking, Mike Sonnichsen.

“Pursue Your Digital Self: Online Portfolio Platforms for Art and Design Graduates.” Invited lecture, ART 410: Professional Practices, Roger Rowley.

2016

“How Disneyland Makes the Built Environment Better for Everyone.” Invited lecture, ARCH 151: Introduction to the Built Environment, Phillip Mead.

SCHOLARSHIP ACCOMPLISHMENTS:

Publications, Exhibitions, Performances, Recitals:

Books:

Gottwald, Dave, Gregory Turner-Rahman, and Vahid Vahdat, eds. 2022. *Virtual Interiorities*. 3 vols. Pittsburgh, PA: [Carnegie Mellon University ETC Press](#).

Books Chapters:

Gottwald, Dave. 2022. “A Journey from Total Cinema to Total World: Realizing the Film Set as Virtual Performer” in *Virtual Interiorities Book Three: Senses of Place and Space*, Dave Gottwald, Gregory Turner-Rahman, and Vahid Vahdat, eds., 45–75, Pittsburgh, PA: Carnegie Mellon University ETC Press.

Gottwald, Dave. 2022. “Introduction” in *Virtual Interiorities Book Three: Senses of Place and Space*, Dave Gottwald, Gregory Turner-Rahman, and Vahid Vahdat, eds., xiii–xvii, Pittsburgh, PA: Carnegie Mellon University ETC Press.

Peer Reviewed Journal Articles:

Gottwald, Dave 2023. “The Disney Theme Park Model as User Experience: Designing for Guests,” *Design Principles and Practices: An International Journal—Annual Review* 16 (1): 81-96. <https://doi.org/10.18848/1833-1874/CGP/v16i01/81-96>.

Gottwald, Dave. 2022. “Total Cinema, Total Theatre, Total World: From Set as Architecture to Set as Virtual Performer,” *Disegno – The Journal of Design Culture* 6 (1): 12–32. https://doi.org/10.21096/disegno_2022_1dg

Gottwald, Dave. 2021. “From Image as Place to Image as Space: *Pinocchio*, *Pirates*, and the Spatial

Philosophy of the Multiplane Camera.” *The International Journal of the Image* 12 (1): 71-93.
<https://doi.org/10.18848/2154-8560/CGP/v12i01/71-93>

Gottwald, Dave and Gregory Turner-Rahman. 2021. “Toward a Taxonomy of Contemporary Spatial Regimes: From the Architectonic to the Holistic.” *The International Journal of Architectonic, Spatial, and Environmental Design* 15 (1): 109-127. <https://doi.org/10.18848/2325-1662/CGP/v15i01/109-127> **Winner of the research network’s International Award for Excellence. Promoted to premium open access.**

Gottwald, Dave and Gregory Turner-Rahman. 2019. “The End of Architecture: Theme Parks, Video Games, and the Built Environment in Cinematic Mode.” *The International Journal of the Constructed Environment* 10 (2): 41-60. <https://doi.org/10.18848/2154-8587/CGP/v10i02/41-60> **Winner of the research network’s International Award for Excellence. Promoted to premium open access.**

Peer Reviewed Presentations:

Gottwald, Dave and Gregory Turner-Rahman. 2022. “Reconsidering the Metaverse: Spaces, Screens, and the In-Between,” [Thirteenth International Conference on The Image](#). The University of Texas at Austin, TX (virtual) - 9/28–9/29/2022.

Gottwald, Dave and Gregory Turner-Rahman. 2022. “Omnul Space: Methods and Modes of Post-architectonic, Screen-based Augmented Reality,” [Twelfth International Conference on The Constructed Environment](#). University of Monterrey, Mexico (virtual) - 4/28–4/29/2022.

Gottwald, Dave. 2022. “Disney Parks Through the Lens of User Experience Design: Liking the Guests,” [Pop Culture Association 2022 National Conference](#) (virtual) - 4/13–4/16/2022.

George, Benjamin and Dave Gottwald. 2022. “Where the Wild Things Are: Thematic Design and Creating the Illusions of Authenticity in Zoos,” [Council of Educators in Landscape Architecture \(CELA\) 2022 Annual Conference](#), Santa Ana Pueblo, NM - 3/19/2022.

Gottwald, Dave. 2022. “Guest Interactions Within The Theme Park Model Through the Lens of User Experience Design: Past Principles, Current Practices,” [Sixteenth International Conference on Design Principles & Practices](#), University of Newcastle, Australia (virtual) - 1/19–1/21/2022.

Gottwald, Dave. 2021. “All the World’s a Stage: Game Engine Manifestations in the Built Environment,” [Zip-Scene Conference on Immersive Storytelling](#), Moholy-Nagy University of Art and Design, Budapest, Hungary (virtual) - 9/30–10/2/2021.

Gottwald, Dave and Gregory Turner-Rahman. 2021. “Contemporary Spatial Regimes and the Evolution of Cinematic Subsumption,” [Eleventh International Conference on The Constructed Environment](#), University of Calgary, Calgary, Canada (virtual) - 5/12–14/2021. **Featured speakers as winners of the research network’s International Award for Excellence.**

Gottwald, Dave and Gregory Turner-Rahman. 2021. “Toward a Taxonomy of Contemporary Spatial Regimes: From the Architectonic to the Holistic,” [Fifteenth International Conference on Design Principles & Practices](#), University of Monterrey, Mexico (virtual) - 3/3–3/5/2021. **Accepted but not presented.**

Gottwald, Dave. 2021. “Permanent Sets: Harry Oliver and the Introduction of Filmic Grammar to the Built Environment,” 2021 Architecture & Film Symposium, Ball State University, Muncie, IN. **Original 2020 conference canceled due to pandemic. Presented virtually 02/20/2021.**

Gottwald, Dave. 2020. “Liking the Guests: Disney Theme Parks and the Origins of Human-Centered Experiential Design,” [University & College Designers Association \(UCDA\) 2020 Design Education Summit](#), Drake University, Des Moines, IA - 5/18–19/2020. **In-person conference canceled due to pandemic. Presented virtually 6/30/2020.**

Gottwald, Dave. 2020. "From Image as Place to Image as Space: Thematic Design, Dark Rides, and the Spatial Philosophy of the Multiplane Camera," Tenth International Conference on The Constructed Environment, University of California, Berkeley, CA - 5/13–14/2020. *In-person conference canceled due to pandemic. Presented virtually 10/26/2020.*

Gottwald, Dave. 2020. "[Deconstruct + Reconstruct: The Value of Reverse Engineering in UI/UX Pedagogy.](#)" Design Incubation Colloquium 6.3, Fordham University, New York, NY - 3/28/2020. *In-person conference canceled due to pandemic. Presented virtually 05/16/2020.*

George, Benjamin and Dave Gottwald. 2020. "Cinematography in the Landscape: Transitional Zones in Themed Environments," [Council of Educators in Landscape Architecture \(CELA\) 2020 Annual Conference](#), Louisville, KY - 3/19/2020. *Conference canceled due to pandemic.*

Gottwald, Dave and Jaap Vos. 2019. "Re-Thinking the Design Studio for an Immersive and Responsive World: Acadly, Klaxoon, and Pivothead," University & College Designers Association (UCDA) 2019 Design Education Summit, East Tennessee State University, Johnson City, TN - 5/21/2019.

Gottwald, Dave. 2018. "[Teaching the Truth About Eric Gill in the Age of #MeToo: A Classroom Case Study.](#)" Design Incubation Colloquium 4.4, Parsons School of Design, New York, NY - 6/14/2018.

Gottwald, Dave and Gregory Turner-Rahman. 2018. "Thematic Design and the End of Architecture," [Eighth International Conference on The Constructed Environment](#), Wayne State University, Detroit, MI - 5/24/2018.

Gottwald, Dave. 2017. "[Beyond the Page: InDesign for Rapid UI/UX Prototyping.](#)" Design Incubation Colloquium 4.1, San Jose State University, San Jose, CA - 9/30/2017.

Gottwald, Dave. 2017. "Operational Metaphors & Input Biases of Design Software: Old Promises, New Challenges," [University & College Designers Association \(UCDA\) 2017 Design Education Summit](#), Kutztown University, Kutztown, PA - 5/22/2017.

Peer Reviewed Papers Published in Proceedings:

Gottwald, Dave. 2021. "Permanent Sets: Harry Oliver and the Introduction of Filmic Grammar to the Built Environment" [2021 Architecture & Film Symposium Proceedings](#), 106–112.

George, Benjamin and Dave Gottwald. 2020. "Cinematography in the Landscape: Transitional Zones in Themed Environments." [Landscape Research Record 9](#), 49–64.

Papers Published in Proceedings:

Gottwald, Dave. 2020. "Liking the Guests: Disney Theme Parks and the Origins of Human-Centered Experiential Design." [2020 UCDA Design Education Summit Proceedings](#), 120–130.

Gottwald, Dave and Jaap Vos. 2019. "Re-Thinking the Design Studio for an Immersive and Responsive World: Acadly, Klaxoon, and Pivothead." [2019 UCDA Design Education Summit Proceedings](#), 153–161.

Gottwald, Dave. 2017. "Operational Metaphors & Input Biases of Design Software: Old Promises, New Challenges." [2017 UCDA Design Education Summit Proceedings](#), 67–73.

Invited:

Gottwald, Dave and Gregory Turner-Rahman. 2023. [Thirteenth International Conference on The Constructed Environment](#). University of Hawai'i at Mānoa, Honolulu, HI - 5/17–5/18/2023. *Invited but did not present.*

Gottwald, Dave. 2018. "Letters Across America: A Study in Mentorship and Creative Collaboration," [Malcolm M. Renfrew Interdisciplinary Colloquium](#), University of Idaho, Moscow, ID - 8/21/2018.

Gottwald, Dave. 2016. "Mickey's Ten Commandments," Idaho Art Education Association Annual Conference, Post Falls, ID - 10/7/2016.

Gottwald, Dave. 2015. "OMCA Natural Sciences Reopening Campaign," Arts Reach Conference, San Francisco, CA - 10/23/2015.

Gottwald, Dave. 2013. "Creating the Mood Board." Interview in *The Immersive Worlds Handbook: Designing Theme Parks and Consumer Spaces* by Scott Lukas, 170–171. Burlington, MA: Focal Press.

Gottwald, Dave. 2008. "Modern Antiques: Imagining History in Dubai." Panel presentation. [American Anthropological Association 107th Annual Meeting](#), San Francisco, CA - 11/21/2008.

Gottwald, Dave. 2008. "Maurice Woods' Design Journey." Interview and Biography for AIGA National, New York, NY - 9/1/2008.

Refereed/Adjudicated (currently scheduled or submitted):

Books:

George, Benjamin, and Dave Gottwald. *Disney and the Theming of the Postmodern Zoo: Kingdoms of Artifice*. Forthcoming from [Lexington Books](#) / [Rowman & Littlefield](#). *Contract signed 6/30/2022. Manuscript due for peer review mid-September 2024.*

Gottwald, Dave and Gregory Turner-Rahman. *Theme Parks, Video Games, and Evolving Notions of Space: The End of Architecture*. Forthcoming from [Intellect Books](#) / [The University of Chicago Press](#). *Contract signed 12/20/2021. Manuscript due for peer review mid-summer 2023.*

Books Chapters:

Gottwald, Dave. "Spatialized Animation: The Disney Dark Ride and the Multiplane Camera" in *Animate(d) Architecture*. *Submitted 12/12/2022.*

Peer Reviewed Journal Articles (currently scheduled or submitted):

Accepted Through the Editorial Process (currently scheduled or submitted):

Gottwald, Dave and Benjamin George. "Through the Eye of the Tiger: Looking at Zoo Design Cinematically." [Landscape Architecture Magazine](#). *Submitted 9/10/2021. Accepted 01/26/2022. Currently undergoing revisions.*

Exhibitions:

Moscow Contemporary Benefit Auction 2023, Moscow Contemporary, Moscow, ID - 1/13–2/4/2023.

College of Art & Architecture 2021 Faculty Exhibit, The Prichard Art Gallery, University of Idaho, Moscow, ID - 2/11–3/28/2021.

Prichard Benefit Art Auction Exhibition, The Prichard Art Gallery, University of Idaho, Moscow, ID - 12/20/2019–2/8/2020.

College of Art & Architecture 2019 Faculty Exhibit, The Prichard Art Gallery, University of Idaho, Moscow, ID - 3/1–4/6/2019.

SOLO *Main Streets USA: Photographic Explorations of Fantasy, Reality & Memory*, Reflections

Gallery, University of Idaho, Moscow, ID - 10/1–10/19/2018.

College of Art & Architecture 2017 Faculty Exhibit, The Prichard Art Gallery, University of Idaho, Moscow, ID - 10/27–12/23/2017.

Honors and Awards:

2023 Paul G. Windley Faculty Excellence and Development Award

2022 University of Idaho Alumni Award for Excellence

[2021 The Constructed Environment International Award for Excellence \(Volume 11\)](#)

2021 University of Idaho Career Impact Award, nominated

2020-21 University of Idaho Excellence in Teaching Award, nominated

[2019 The Constructed Environment International Award for Excellence \(Volume 10\)](#)

2019 College of Art & Architecture Dean's Excellence Fund Award

[2019 Design Incubation Writing Fellowship](#)

2018 College of Art & Architecture Dean's Travel Fund Award

2017 University of Idaho Alumni Award for Excellence

AS A DESIGN TEAM MEMBER:

AAM Excellence in Exhibition, Special Achievement for Civic Engagement: Respect of Audience from Multiple Viewpoints, *Altered State*, Oakland Museum of California, 2017.

Charles Redd Center for Western Studies Award for Exhibition Excellence, Western Museums Association, *Altered State*, Oakland Museum of California, 2016.

AAM Museum Publications Design Competition, Honorable Mention, poster, *SuperAwesome*, 2015.

Award of Merit, American Association of State and Local History, *Above & Below*, Oakland Museum of California 2014.

History in Progress Award, American Association of State and Local History, *Above & Below*, Oakland Museum of California 2014.

Charles Redd Center for Western Studies Award for Exhibition Excellence, Western Museums Association, *Above & Below*, Oakland Museum of California 2014.

Excellence in Motion Award of Merit, Metropolitan Transportation Commission, *Above & Below*, Oakland Museum of California 2014.

AAM Excellence in Exhibition Award, Special Distinction: Exemplary Inclusion of Community Voices, *Coming to California*, Oakland Museum of California, 2012.

AS A GRADUATE STUDENT:

SPUR *Here + Now* Student Show, "Themerica," 2010.

HOW International Design Annual, "Mundane Saves the World," 2009.

Art Directors Club Portfolio Review, 2009

Academy of Art University Spring Show, 2006–2009

SERVICE:

University and College Service:

University of Idaho Student Conduct Board, Fall 2022–Present

University of Idaho Borah Symposium Committee, **Chair** 2021–2023

University of Idaho Borah Symposium Committee, Fall 2020–Present

University of Idaho Information Technology Committee, Spring 2019

College of Art & Architecture Dept. of Design and Environments Chair Search Committee, **Chair**, Spring 2023
 College of Art & Architecture Prichard Gallery Revisioning Working Group, Fall 2021
 College of Art & Architecture Ad Hoc Restructuring Committee, Spring and Summer 2020
 College of Art & Architecture Recruitment Coordinator Search Committee, Spring 2020
 College of Art & Architecture Recruitment Taskforce, 2018–Present
 College of Art & Architecture Recruitment Coordinator Search Committee, Fall 2018
 College of Art & Architecture Design Week / Design Days / Fall Design Day Committee, 2017–Present
 College of Art & Architecture Recruitment and Retention Committee, 2017–2018

Departmental Service:

Art and Design Curriculum Working Group, Fall 2021
 Professor of Printmaking Unit Promotion & Tenure Committee, Fall 2019
 Professor of Painting/Drawing Search Committee, Fall 2018–Spring 2019
 Professor of Art History Search Committee, Fall 2017–Spring 2018

Graduate Exhibition Design and Installation Guidance:

In-Between Places. MFA Exhibition 9/11/2020–10/11/2020:
 Kaleb Bass, Theresa Rushing, Dongming Zhao.

Asterisk. MFA Exhibition 4/12/2019–5/11/2019:
 Logan Clancy, Jonathan Matteson and Ashley Vaughn.

The Damage is Done. MFA Exhibition 4/20/2017–5/12/2018:
 Kyle Howerton, David Janssen, Jr., Sarah Murff, Nate Ulmer.

Unmasked Possibilities. MFA Exhibition 4/21/2017–5/26/2017:
 James Mammone, Lindsay Mammone, David Roon, Reinaldo Gil Zambrano.

Undergraduate Exhibition Design and Installation Guidance:

Panorama. BFA Senior Exhibition 3/26/2021–4/2/2021 and 4/16/2021–4/23/2021:
 Sara(h) Ashby, Kiara Bell, Alexa Black, Ryan Boessler, Emma Boobar, Keegan Emerson, Skyla Glindeman, Kayleigh Rice, Cassandra Rozelle, Madisen Shawver, Sammy Slocum, Grace Wood.

Mélange (To Mix). BFA Senior Exhibition Spring 2020 (Online):
 Lauren Birch, Alex Brizee, Isabel Brune, Kelly Burgess, Scout Haener, Riley Helal, CJ Ingram, Kiel Kleeburg, Cadence Moffit, Kadence Morris, Griffin Moss, Erin Stewart.

Ruminate. BFA Senior Exhibition 11/15/2019–12/3/2019:
 Sabrina Dee, Courtney Haughn, Xuanlin Li, Ocean Locke, Jessica Monroe, Marrah Williams.

Cathexis. BFA Senior Exhibition II 4/15/2019–4/19/2019:
 Chelsey Flores, Laurel Gieselmann, Payton Glover, Rosalyn Gray, Wyatt Manyon, Abigail Spence, Belle Wages.

(In)Tangible. BFA Senior Exhibition I 3/22/2019–4/4/2019:
 Alondra Biberos, Ethan Coy, Damion Forell, Jen James, Britani Phelps, Sarah Vinsonhaler.

Affinity. BFA Senior Exhibition 11/9/2018–11/17/2018:
 Blake Coker, Talitha Davis, Eric Greenwood.

Ineffable. BFA Senior Exhibition 3/23/2018–4/6/2018:
 Amber Bunn, Summer Burton, Audrey DiGirolamo, Alex Gamble, Evan Linn, Shanda Sheldon, Rachl Skartved, Mercedes Rennison.

Boldly Going. BFA Senior Exhibition 11/3/2017–11/10/2017:
Katie Boyle, Brenda Ely, Justin Hoffman, Michaela Olinger.

A Way of Looking. BFA Senior Exhibition 3/31/2017–4/14/2017:
Katy Kithcart, Cody Magee, Nicole Nelson.

Indefinite. BFA Senior Exhibition II 11/11/2016–11/18/2016:
Cydnie Gray, Cameron Kelly, Rebecca Mann, Christen ‘Silas’ Merrick, Christine Ridgway.

Matryoshka. BFA Senior Exhibition I 10/28/2016–11/04/2016:
Greta B. Lustig, Cody Muir, Rosalie Wood, Heather Woolery.

Faculty Exhibition Design and Installation Guidance:

Visualizing Science. Multi-disciplinary group art exhibition, Moscow, ID - 2/10/2017–4/15/2017

Guest Speakers:

Invited, facilitated, and hosted guest speaker Art Chantry, world-renowned graphic artist and designer. Events included presentation, senior studio visits, grad studio visits, and an all-day collage and printmaking workshop facilitated and led by Mike Sonnichsen. 10/17–10/19/2018

Invited, facilitated, and hosted guest speaker Mike Moss, UX Engineer, Google. Events included presentation, all-college guest critique, BFA exhibit critique, grad studio visits, and a UX workshop. 11/1–11/3/2017

Professional and Scholarly Organizations:

Current Member, Common Grounds Research Network: The Image, 2021–Present
Current Member, Common Grounds Research Network: Design Principles & Practices, 2020–Present
Current Member, Common Grounds Research Network: The Constructed Environment, 2018–Present
Past Member, Idaho Art Education Association, 2016–2017
Past Member, American Association of Museums (AAM), 2011–2016
Past Associate Member, American Institute of Graphic Arts (AIGA), 2006–2016
AIGA San Francisco Board of Directors, Education Co-Chair, 2009–2011
AIGA San Francisco Board of Directors, Student Liaison, 2006–2009

Outreach & Recruitment Service:

Instructing and/or Presenting:

“Careers in Art and Design” (virtual; with Gregory Turner-Rahman). Various high schools - Fall 2022

High School Design Day. University of Idaho, Moscow, ID - 10/28/2022

High School Design Day (virtual). University of Idaho, Moscow, ID - 10/29/2021

High School Design Day (virtual). University of Idaho, Moscow, ID - 11/7/2020

High School Summer Design Days (virtual). University of Idaho, Moscow, ID - 6/25/2020

High School Design Day. Boise High School, Boise, ID - 12/4/2019

High School Design Day. University of Idaho, Moscow, ID - 10/11/2019

High School Design Day. University of Idaho, Moscow, ID - 10/12/2018

High School Summer Design Days. University of Idaho, Moscow, ID - 7/11–7/14/2018

High School Design Day. University of Idaho, Moscow, ID - 10/13/2017

High School Summer Design Week. University of Idaho, Moscow, ID - 6/26–7/1/2017

“The College of Art & Architecture: Creative Careers in the Experience Economy.” Design Days, Post Falls High School, Post Falls, ID - 3/9/2017

“Mood Board” (with Nishiki Sugawara-Beda). Design Days, Post Falls High School, Post Falls, ID - 3/9/2017

Sorensen Magnet School for the Arts & Humanities 5th Grade Campus Tour (with Stacy Isenbarger) - 12/9/2016

Judging:

Business Professionals of America Region II Regionals, University of Idaho, Moscow, ID - 12/13/2022

U of I 2022 Data Science Competition (virtual), University of Idaho, Moscow, ID - 5/5/2022

Invent Idaho State Finals (virtual), University of Idaho, Moscow, ID - 3/7/2021

Invent Idaho State Finals, University of Idaho, Moscow, ID - 3/6/2020

Panel Judge, 3 Minute Thesis Competition, University of Idaho, Moscow, ID - 4/11/2017

Other Facilitation and Assistance:

Advisor on restructuring of Campus Tour route and highlights - 10/9/2018

Creative direction, advisement and critique, *For Freedoms* student billboard design project. Moscow, ID - 10/2018

Assistance, Vandal Steam Roller Project. Moscow, ID - 10/29/2016

Professional Service:

Tenure and Promotion External Evaluator, University of Nevada, Las Vegas, NV – 8/2023

Article Peer Reviewer (two articles), *Design Principles and Practices: An International Journal—Annual Review* - 6/2022

Textbook Manuscript Peer Reviewer, Bloomsbury Publishing, London - 7/2021

Article Peer Reviewer, *The International Journal of Design Education* - 11/2019

Article Peer Reviewer, *The International Journal of Interdisciplinary Global Studies* - 10/2019

Article Peer Reviewer, *The International Journal of Visual Design* - 3/2019

Textbook Proposal Peer Reviewer, Bloomsbury Publishing, London - 3/2018

Non-Academic Community Service:

AIGA SF, “Compostmodern,” presentation materials, motion graphics, and animation. 2006, 2008,

2009, 2011 (pro-bono)

AIGA SF, “Adobe Design Matters Live Series,” presentation materials, motion graphics, and animation, 2007 (pro-bono)

PROFESSIONAL DEVELOPMENT:

Teaching:

UCDA Design Education Summit (virtual) - 7/2020

UCDA Design Education Summit, Johnson City, TN - 5/20–5/21/201

New Faculty Seminar Series, University of Idaho, Moscow, ID - 10/30/2018

Art Chantry Prints Workshop, University of Idaho, Moscow, ID - 10/19/2018

Letterpress Workshop, Hamilton Wood Type Museum, Two Rivers, WI - 7/8/2017

UCDA Design Education Summit, Kutztown, PA - 5/22–5/24/2017

CAA Recruitment Retreat, University of Idaho, Moscow, ID - 5/12/2017

13th Annual Advising Symposium, University of Idaho, Moscow, ID - 9/16/2016

Scholarship:

Twelfth International Conference on The Constructed Environment (virtual), University of Monterrey, Mexico - 4/28–4/29/2022

Pop Culture Association 2022 National Conference (virtual) - 4/13–4/16/2022

Sixteenth International Conference on Design Principles & Practices (virtual), University of Newcastle, Australia, 1/19–1/21/2022

CAA Research Summit (virtual), University of Idaho, Moscow, ID - 11/3/2021

Zip-Scene Conference on Immersive Storytelling, Moholy-Nagy University of Art and Design, Budapest, Hungary (virtual) - 9/30–10/2/2021

Welcome to the Metaverse II (virtual) - 6/16/2021

Eleventh International Conference on The Constructed Environment (virtual) - 5/12–5/14/202

Fifteenth International Conference on Design Principles & Practices (virtual) - 3/3–3/5/2021

2020 Architecture & Film Symposium, Ball State University, Muncie, IN (virtual) - 2/20–2/21/2021

CAA Research Summit (virtual), University of Idaho, Moscow, ID - 11/11/2020

Tenth International Conference on The Constructed Environment (virtual) - 11/2–3/2020

UCDA Design Education Summit (virtual) - 7/2020

Design Incubation Colloquium 6.3 (virtual) - 3/28/2020

CAA Research Summit, University of Idaho, Moscow, ID - 11/13/2019

The National Academies of Sciences, Engineering, Medicine: Branches from the Same Tree Workshop,
University of Idaho, Moscow, ID - 9/27/2019

UCDA Design Education Summit, Johnson City, TN - 5/20–5/21/2019

2019 Design Incubation Fellowship, New York, NY - 1/10–12/2019

CAA Research Summit, University of Idaho, Moscow, ID - 10/31/2018

Design Incubation Colloquium 4.4, New York, NY - 6/14/2018

Eighth International Conference on The Constructed Environment, Detroit, MI - 5/24–5/25/2018

Design Incubation Colloquium 4.1, San Jose, CA - 9/30/2017

UCDA Design Education Summit, Kutztown, PA - 5/22–5/24/2017