

DUANE LOOSE  
TEACHING PHILOSOPHY

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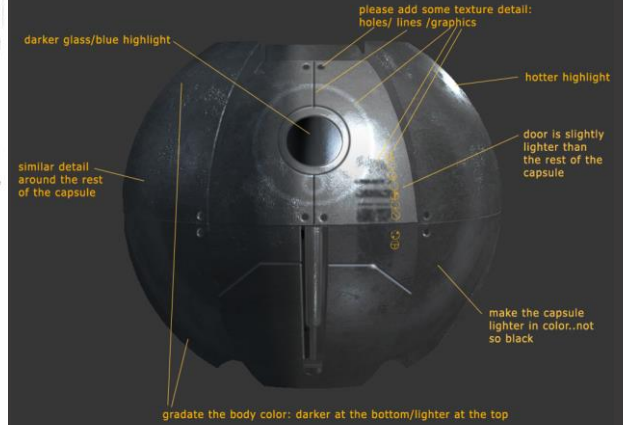
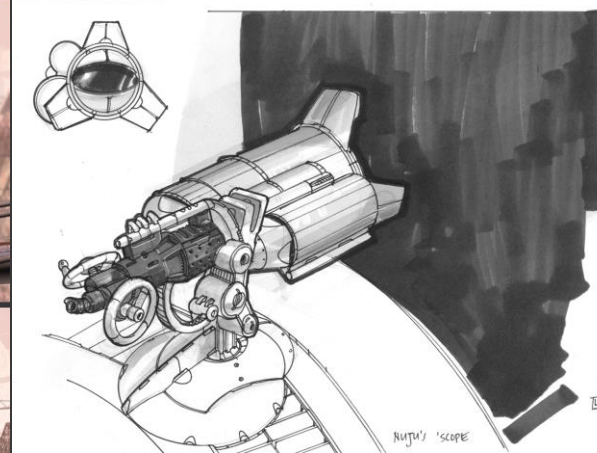
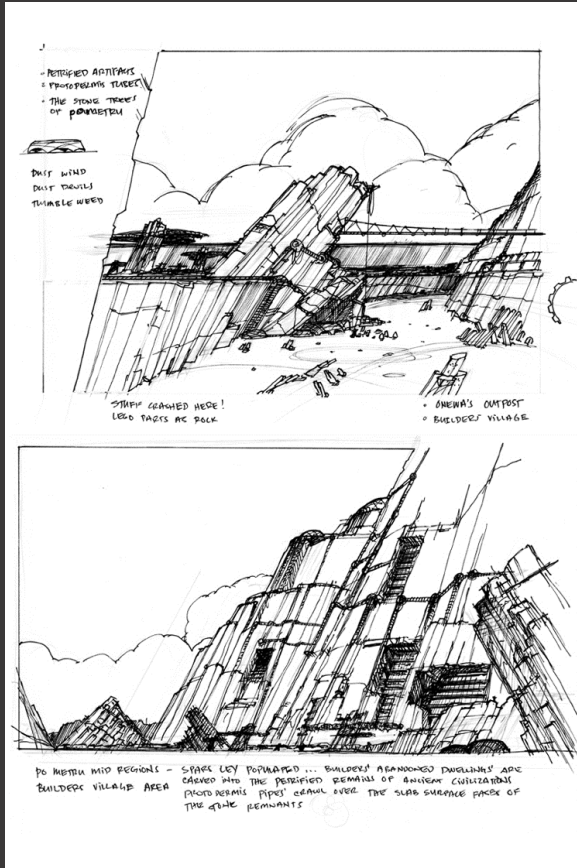
# SUMMARY

<i>Industrial Design</i>	<i>Digital Media + Games</i>	<i>Faculty   Advisor</i>
<p>General Motors Design Staff</p> <p>DEC Data General Wang Labs</p> <p>Altitude (Accenture) AlphaZED Studios Duane Loose Design</p> <p>BFA Industrial Design - 1979</p>	<p>FASA Battletech (Concept)</p> <p>Creative Capers (Sup. AD)</p> <ul style="list-style-type: none"> <li>• Disney Interactive (40)</li> <li>• Bionicle DTV (PD, VFX Sup)</li> </ul> <p>Electronic Arts (Sr. AD)</p> <ul style="list-style-type: none"> <li>• Medal of Honor - European Assault</li> <li>• Command &amp; Conquer</li> </ul> <p>Electric Farm Entertainment</p> <ul style="list-style-type: none"> <li>• Afterworld (Sony)</li> <li>• Gemini Division</li> </ul> <p>Blind Squirrel Games (St. AD) TLM Partners (St. AD)</p> <p>MFA Computer Animation - 2008</p>	<p><b><i>Industrial Design</i></b></p> <p>MIT (Grad Program) RISD Mass Art Cal State Long Beach (FT) BYU (Undergrad)</p> <p><b><i>Digital Media   Game Dev</i></b> <b><i>USC Professor of Game Art</i></b> BYU Animation (Advisor) Cal State San Marcos (Adj) Art Institute of California (Adj) Mount San Jacinto College (Adj) Woodbury University (Adj) Ferris State University (Advisor) TLM CoE</p>



# “What good are computers? They can only give you answers”

Pablo Picasso



PEOPLE  
PRINCIPLES  
PROCESS  
PRODUCT



ART DIRECTION

A Process?  
or  
A Title?









# ACTIVE LISTENING

LOVE

**L**ISTEN

**O**BSERVE

**V**ERIFY

**E**MPATHIZE



# IMAGINATION

*“The source of genius is imagination alone, the refinement of the senses that sees what others do not see or sees them differently.”*

Eugene DeLacroix



# IMAGINATION

*“A failure of imagination. We've always known there was the possibility of fire in a spacecraft. But the fear was that it would happen in space, when you're 180 miles from terra firma and the nearest fire station. That was the worry. No one ever imagined it could happen on the ground. If anyone had thought of it, the test would've been classified as hazardous. But it wasn't. We just didn't think of it. Now who's fault is that? Well, it's North American's fault. It's NASA's fault. It's the fault of every person who ever worked on Apollo. It's my fault. I didn't think the test was hazardous. No one did. I wish to God we had.”*

Astronaut Frank Borman on the Apollo 1 disaster



# IMAGINATION

*“No great discovery was ever made without a bold guess.”*



# Knowledge Feeds the Imagination



# Your Imagination

*“No great discovery was ever made without a bold guess.”*

Isaac Newton

“...is your greatest power – a gift unique to you and you alone.”



# The FAILURE of IMAGINATION

“The audience’s explicit addiction”

Failure to suspend disbelief.

Failure to engage their imaginations.



# On BEING an ARTIST — CARL JUNG

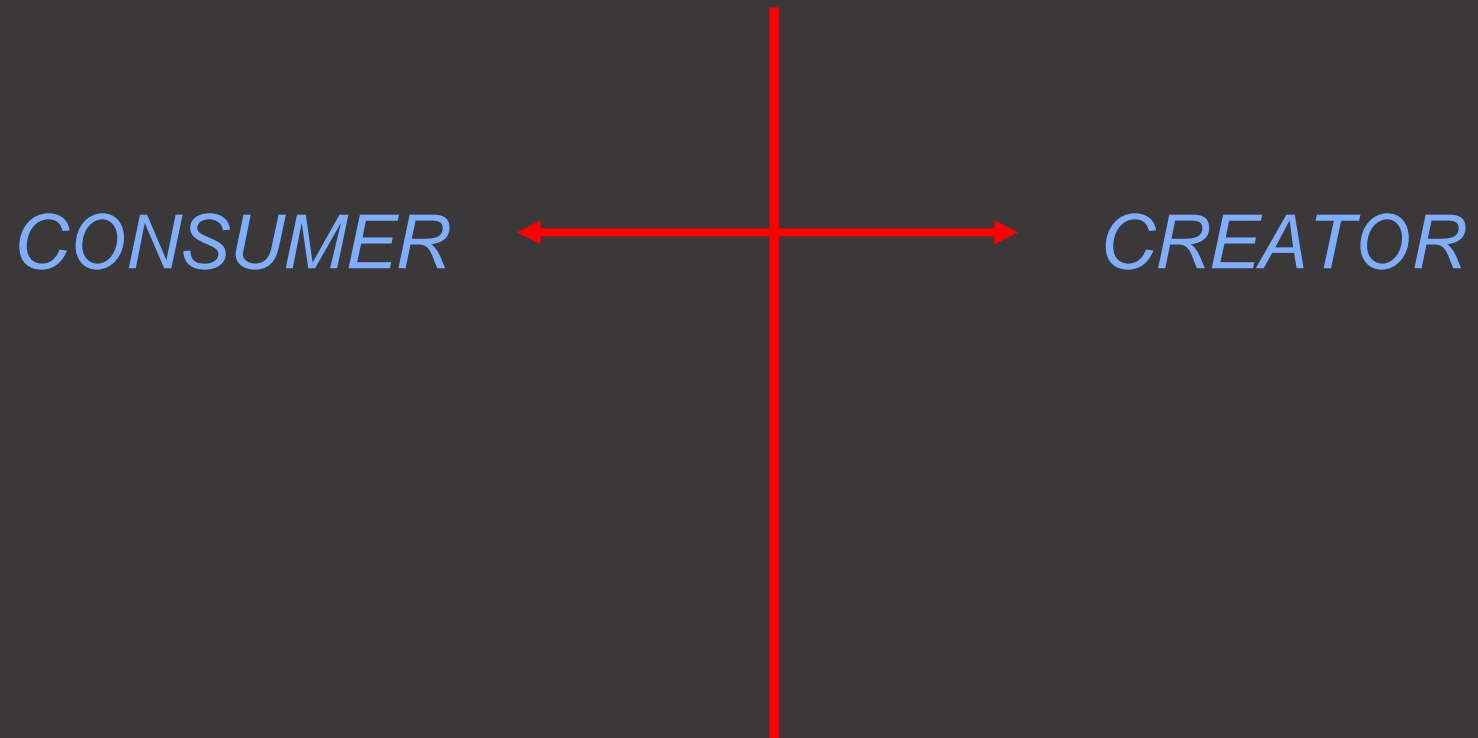
*“...as an artist “we” are “humans” in a higher sense - “we are” “the collective human” who carries and shapes the unconscious, psychic life of mankind.”*

*“There are hardly any exceptions to the rule that a person must pay dearly for the divine gift of the creative fire.”*

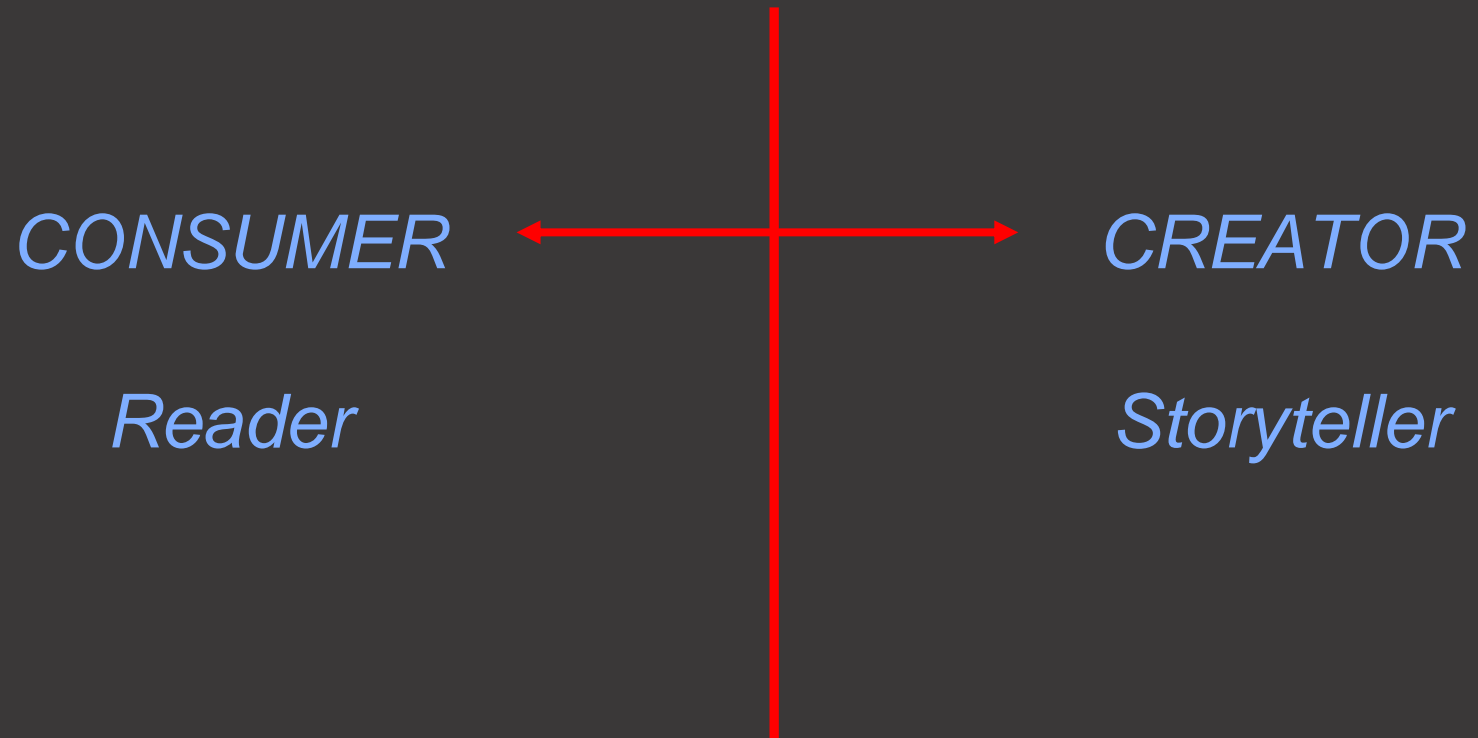


# ACROSS the LINE

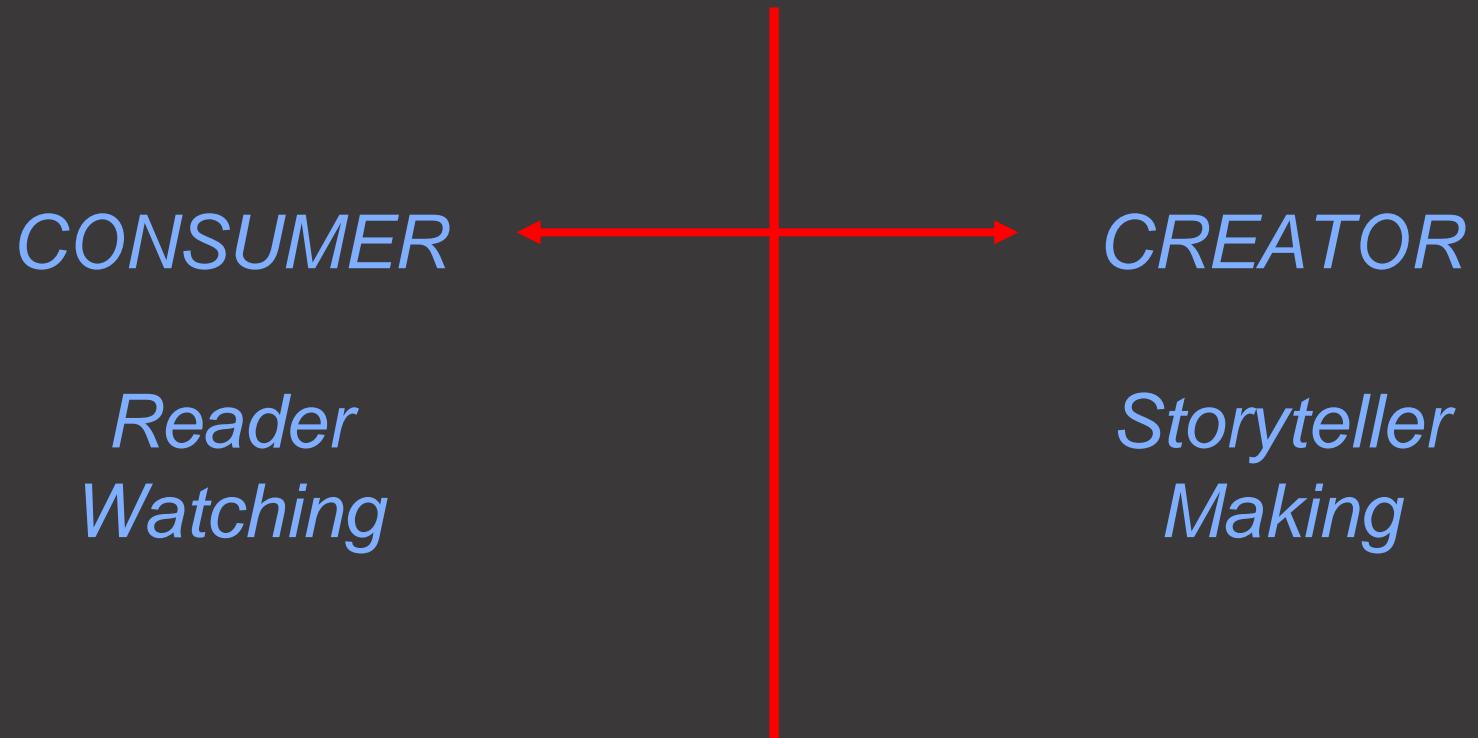
## Being ALIVE as an ARTIST



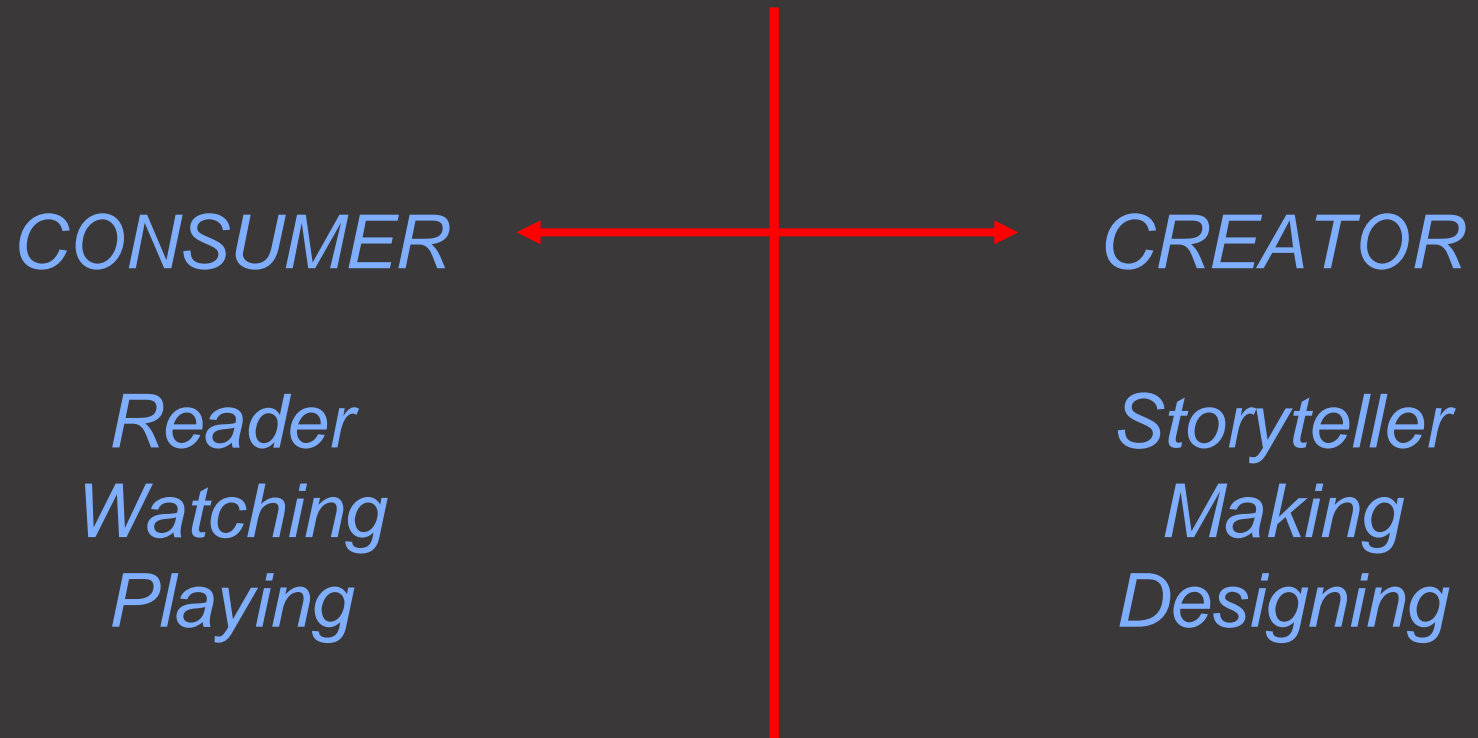
# TRANSFORMATION



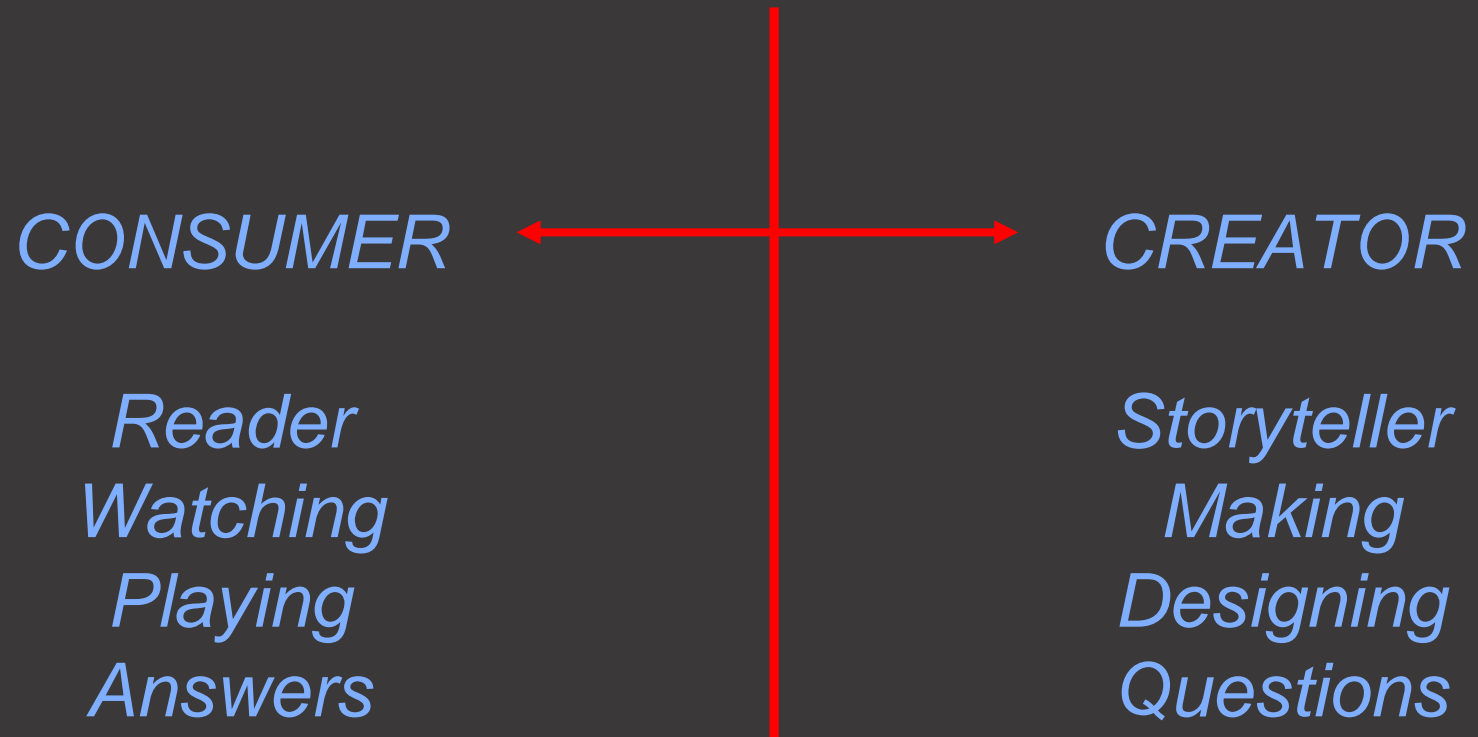
# What will you give up to get what you Want?



# BECOMING a STORYTELLER



# FINDING the QUESTIONS



# YOUR PATH – Literacy!

*“They thought that it would be a disgrace to go forth as a group. Each entered the forest at a point that (they) had chosen, where it was darkest and there was no path. If there is a path it is someone else's path and you are not on the adventure.”*

Joseph Campbell – The Heroes Journey – The Knights of the Round Table search for the Holy Grail



# My MFA Question

*“Who finishes the unfinished business of those who die in War”*



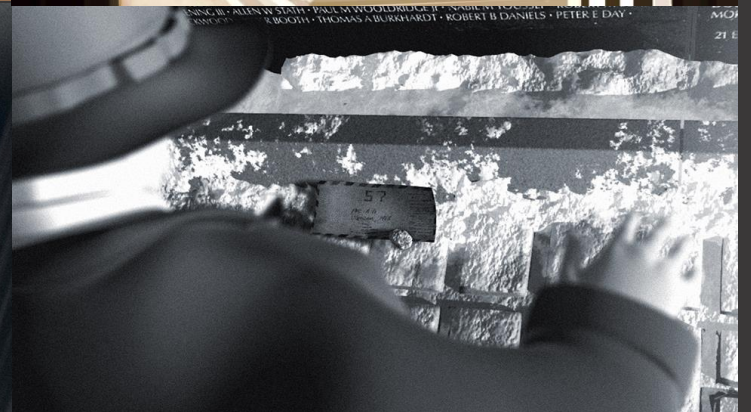
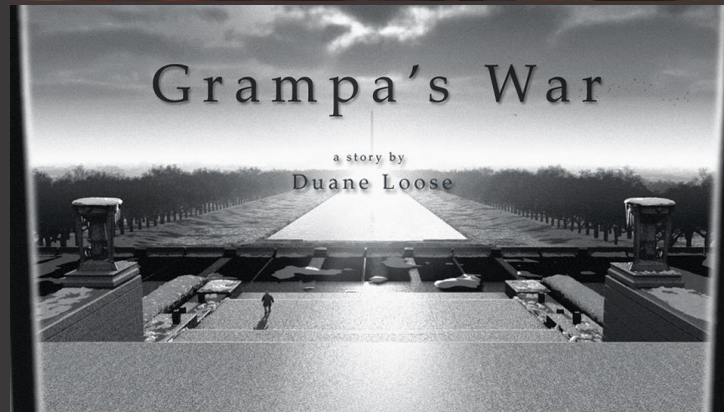
# MAYA LIN

*“It was a requirement by the veterans to list the 57,000 names. We're reaching a time that we'll acknowledge the individual in a war on a national level.”*

“Maya Ying Lin is an American designer and sculptor. In 1981, while an undergraduate at Yale University, she achieved national recognition when she won a national design competition for the planned Vietnam Veterans Memorial in Washington, D.C.”



*“Storytelling and Cultural Memory.  
Creating Artifacts of Ritual Remembrance”*



# QUESTIONS +



Thank you  
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[dloose.com](http://dloose.com)

