

Keith Chi-hang Tam B DES, MA

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Curriculum Vitæ

Academic & professional experience

- August 2006–present **Assistant Professor & Discipline Leader, Visual Communication**
(Lecturer till December 2007)
School of Design, Hong Kong Polytechnic University, Hong Kong
- Full-time academic position. Responsibilities include teaching, research, academic leadership, administration and professional services. Scholarly and pedagogical specialisms: complex typographic structure, detail typography, calligraphy, letterform design, information design and general communication design. Leader of the Visual Communication discipline, BA (Hons) in Design programme.
- August 2004–July 2006 **Assistant Professor of Communication Design**
Emily Carr Institute, Vancouver, Canada
- Full-time tenure-track academic position. Responsibilities include undergraduate teaching at all levels and academic administration. Areas of specialization: complex typographic structure, detail typography, calligraphy, letterforms design and general communication design.
- September 2003–August 2004 **Sessional Instructor**
Emily Carr University of Art & Design, Vancouver, Canada
- Part-time appointment in the BDes Communication Design programme and Continuing Studies. Taught courses on typography, brand identity and communication design.
- 2006–present **Design consultancy projects, Hong Kong**
- *Centre for Culture and Development, Chinese University of Hong Kong* Visual identity and promotional materials for a research centre.
 - *Reaching for the stars* Design direction of a book for the Partnership Development Office, Hong Kong Polytechnic University.
 - *Remaking Hong Kong: architecture as culture* Visual identity, print publications and exhibition graphics for an exhibition held at the Hong Kong Heritage Discovery Centre.
 - *School of Design Annual Show* Typographic identity and print publications.
 - *Venice Architecture Biennale* Design director of visual identity, print publications and environmental graphics for the Hong Kong Exhibition at the Venice Architecture Biennale. Project coordination and design/typographic direction.
 - *School of Design promotional campaign* Design direction for print communication including prospectuses and posters.
- 1997–2006 **Principal & Designer**
Keith Tam Design, Vancouver, Canada
- An independent design practice with a focus on typography. Scope of work includes: typographic design for print, information design, publications, visual identity systems, custom lettering, typeface design, website design and environmental graphics.
- Selected projects
- *The Globe and Mail* Chinese lettering for the front page of a national newspaper, a special weekend edition on the rise of China.
 - *DG press* Corporate identity for a publisher. Custom lettering for logotype, stationery, application guidelines and book design.
 - *Go2* Corporate identity refinement & implementation for tourism human resources organization. Logotype, stationery system, office templates, standards manual, corporate brochure and an information resource website.
 - *Transcontinental Media* Magazine art direction & design for *Western Living Entertains*.

- 1999–2001 **Art Director / Designer**
Emily Carr Institute, Vancouver, Canada (part-time contract)
- Designed and produced a wayfinding system for the 2001 Graduation Exhibition.
 - Art-directed, designed and produced a course catalogue.
 - Designed a series of print communications including course booklets, management reports and brochures.
 - Designed *Careers in Art*, a career information resource for high-school students.
- 1999 **Design Consultant**
East Meets West Productions Inc., Vancouver, Canada (part-time contract)
- Client liaison, quote preparation, project management, client presentations, design and pre-press production.
- 1998 **Graphic Designer / Production Artist**
Image Workshop Productions Inc., Vancouver, Canada (part-time contract)
- Graphic design and pre-press production.
- 1997–98 **Graphic Designer**
ACT360° Media Limited, Richmond, Canada (part-time contract)
- Graphic design and production for print and web.
- 1997 **Art Director**
Living in Canada magazine, Richmond, Canada (freelance)

Education

- 2001–2002 **MA in Typeface Design**
Department of Typography & Graphic Communication, University of Reading, UK
Dissertation topic: Calligraphic tendencies of the development of sanserif typefaces in the twentieth century. Final project: the *Arrival* type family for directional signage.
- 1997–2001 **BDes in Communication Design**
Emily Carr University of Art & Design, Vancouver, Canada
Valedictorian for the School of Design. Received two scholarships and one award.

Research

- Current **Bilingual typography: Hong Kong case studies**
Principal Investigator. Investigating usability and aesthetic issues in Chinese and English bilingual typography. Received an internal research grant.
- Current **Creativity assessment project**
Coinvestigator. Investigating how creativity could be assessed. A collaborative project at the Hong Kong Polytechnic University. Internally funded.
- 2007–present **Multilingual typography**
Research partner. An international research project initiated by Design2Context, Zurich University of the Arts, Switzerland
- Ongoing **Chinese text typography**
Investigating issues in Chinese text typography, particularly historical and contemporary practices of detail typography and typographic cueing/structure.

Teaching

A summary of all the courses taught at undergraduate level

Courses developed at the Hong Kong Polytechnic University

- Fundamental Typography 1: Form, Function & Expression
- Fundamental Typography 2: Structure & Hierarchy
- Applied Typography: Books & Publications
- Typography: Convention & Subversion
- Applied Chinese Typography

Subjects taught at the Hong Kong Polytechnic University

- Fundamental Typography 1: Form, Function & Expression
- Applied Typography: Books & Publications
- Typography: Convention & Subversion
- Information Design
- Environmental Graphics & Interactive Media
- Introduction to Visual Communication Design: Visual Literacy, Colour & Typography
- Cooperative Workshop (work-integrated education)
- Europe Study Trip (study tour to the Netherlands and the UK)
- Independent Studies (research)
- Final Project (supervision of students' graduation projects)

Courses taught at Emily Carr University of Art & Design

- Typography I: Letters, Words and Phrases
- Typography II: Continuous Text
- Typography III: Dominant Element
- Typography IV: Complex Typography
- Communication Design Core Studio I, II & III
- Core Studio VI (graduation project)
- Design Process (foundation course)

Academic administration

Discipline Leader, Visual Communication BA (Hons) in Design

School of Design, Hong Kong Polytechnic University. Responsible for the day-to-day operation of the discipline. Involved in decision-making, hiring of new staff, management of workload and scheduling, quality assurance, outreach activities and curriculum development. Currently working towards the transition to a four-year visual communication programme.

Committee memberships at the Hong Kong Polytechnic University

- School Board of the School of Design (university-level)
- Advisory Committee on Design
- Departmental Management Committee
- Undergraduate Programmes Committee
- Outcome-based Education Committee

Committee memberships at Emily Carr University of Art & Design

- Education Council
- Course & Programming Committee
- Graduation Exhibition Taskforce
- Student Exchange Committee

 Professional services

- 2008 **Education Bureau, Hong Kong SAR Government**
Developed and conducted a professional development workshop on visual communication for secondary school teachers for the Education Bureau, Hong Kong SAR Government.
- 2008–present **Committee member**
Hong Kong Design Community
- 2007–present **External examiner**
Higher Diploma in Commercial Design programme
School of Professional & Continuing Studies, Chinese University of Hong Kong
- 2007–present **Admission panel member**
Design Incubation Programme, Hong Kong Design Centre
- 2007 **Judge, Hellenic Letters type design competition**
Member of the selection committee for the Greek typeface design competition ‘Hellenic Letters’, organized by the 3rd International Conference on Typography & Visual Communication, Thessaloniki, Greece.
- 2007 **Instructor, italic calligraphy workshop**
Instructor of an italic calligraphy workshop, part of the 3rd International Conference on Typography & Visual Communication in Thessaloniki, Greece.

 Conferences & presentations

- 2008 **Hong Kong Society of Publishing Professionals**
Delivered a presentation titled ‘Book design & typography’ as part of a training course for a group of professional publishers and editors.
- 2008 **ATypI St Petersburg**
Presented a paper titled ‘Issues in Chinese text typography’ at the 52nd annual Association Typographique Internationale conference in St Petersburg, Russia.
- 2008 **Hong Kong Design Community**
A talk on typeface design.
- 2007 **ATypI Brighton**
Presented a paper titled ‘Typographic bilingualism: a framework for the coexistence of Chinese & English texts’ at the 51st annual Association Typographique Internationale conference at the University of Brighton, UK.
- 2007 **ICTVC Thessaloniki**
Delivered a presentation titled ‘Teaching typography: perspectives & approaches’ at the 3rd annual International Conference on Typography & Visual Communication, University of Macedonia, Thessaloniki, Greece.
- 2006 **University of British Columbia**
Invited by the University of British Columbia to deliver a lecture on information design titled ‘Graphic communication: an overview’ to MBA and Master of Management in Operational Research students.
- 2004 **TypeCon San Francisco**
Participated in a panel discussion on type design at TypeCon San Francisco, the annual conference of the Society of Typographic Aficionados.
- 2003 **ATypI Vancouver**
Presentation titled ‘An introduction to Chinese typography’ delivered at the 47th annual Association Typographique Internationale conference, Vancouver.

- 2001 **Kaleidoscope Vancouver**
A post-secondary education conference. Participated in two presentations with the Emily Carr Institute on creative processes and collaborative work.
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- Publications & exhibitions
- 2007 **Conference proceedings, ATypI Brighton**
Full paper titled 'Typographic bilingualism: a framework for the coexistence of Chinese & English texts' published in the proceedings CD-ROM of the 51st annual Association Typographique Internationale conference at the University of Brighton, UK.
- 2007 **Designing with type**
Project outline and student typographic design work from the fundamental typography course at the School of Design, Hong Kong Polytechnic University published in designingwithtype.com, a typography education resource website.
- 2004 **TypeCulture**
Two essays titled 'Calligraphic tendencies in the development of sanserif type in the Twentieth Century' and 'The revival of slab-serif typefaces in the twentieth century' published on www.typeculture.com, a typography academic resource website.
- 2003 **Typography exhibition, ATypI Vancouver**
Exhibited the *Arrival* typeface at the Emily Carr University, part of the ATypI conference.
- 2003 **2+3D magazine, Poland**
A Polish translation of an article titled 'The Typographical Landscape of Wolfgang Weingart' published in issue i – 2003, Nr 6.
- Typography + Beyond**
Writings published on a personal typography resource website www.keithtam.net.
- 2006 'Design pedagogy'
'Digital typography: a primer'
'Baseline grids'
- 2002 'The revival of slab-serif typefaces in the twentieth century'
'Calligraphic tendencies in the development of sanserif types in the twentieth century'
'The typographic landscape of Wolfgang Weingart'
- 2006 **Interview by Woo Magazine**
'Interview on typography & type design with Keith Tam' by Sacha Hurley, volume 4, issue 2.
- 2002 **Graphis New Talent Design Annual**
Website titled 'Context: a study of letterforms in the environment' published.
- 2001 **Applied Arts Magazine**
Photographic work published in volume 16, no 5.
- 2001 **Voices Collective Exhibition**
Co-curated and exhibited a video work in an exhibition entitled 'Voices: Emerging Artists of Asian Descent from ECIAD, SFU and UBC', held at the Vancouver Centre for Contemporary Asian Art.

Affiliations

- 2008–present Committee member, Hong Kong Design Community
- 2001–present Member, Association Typographique Internationale (ATYP I)

Awards & acknowledgements

- 2005 **Typographica's favourite fonts of 2005**
Typeface *Arrival* selected as one of Typographica's favourite fonts of 2005.
www.typographica.org
- 2002 **Graphis new talent design annual**
Work selected in an annual collection of the best student work from around the world.
- 2001 **Applied Arts magazine**
Work selected and published.
- 2001 **Salazar Student Award**
Winner of an annual competition organized by the British Columbia Chapter of the Society of Graphic Designers of Canada.
- 2001 **Glennie Stammes Award**
An award given annually to the top graduate in Design at the Emily Carr Institute.
- 2000 **Emily Carr Institute Scholarship**
Recipient of the International Computer Arts Society (ICAS) Computer Arts Award.
- 1999 **Royal Canadian Mint**
Represented the Emily Carr University and the province of British Columbia in the coin design selection committee for the new twenty-five cent coin designs for the Royal Canadian Mint's commemorative year 2000 series.
- 1999 **Emily Carr Institute Scholarship**
Emily Carr Trust Scholarship & ICAS Computer Arts Award.

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