



TERENCE O'DALY
1895 Aldrich Lane
Laurel, NY 11948
516-241-8529

■ EDUCATION

New York Institute of Technology, Old Westbury, NY
Master of Communication Arts | With Distinction (Aug. 1992)

Long Island University, Southampton College, Southampton, NY
Bachelor of Fine Art | School of Visual Arts
Magna Cum Laude (Dec. 1990)

■ DEPARTMENT & PROGRAM SERVICE | LIU POST

Chair | Department of Design & Digital Technologies (2019-2022)

Chair | Department of Art, Design and Game Development (2022-Present)

Currently serves as a chair in the College of Art & Design at LIU Post. The Department of Art, Design, and Game Development was formed in a merger of the Department of Design and Digital Technologies and The Department of Art and includes the following academic programs:

- BFA in Art (120 Credits)
- BFA in Digital Arts & Design (120 Credits)
- BFA in Digital Game Design & Development (120 Credits)
- MS Clinical Art Therapy (60 Credits)

The department serves approximately 160 students in four majors and 50 students from other departments in the College of Art & Design. As chair, my responsibilities include the following:

- Supervises three program directors and performs the role of program director for the Digital Arts & Design program.
- Supervises seven tenured faculty, three non-tenured faculty, and twelve adjunct faculty.
- Supervises and maintains ten academic teaching spaces including six Apple Macintosh computer labs, a print center, and four Fine Art studio spaces.
- Manages the operating budget for all department programs.
- labs with over 80 workstations and resolves technical issues on a day-by-day basis.

- Coordinates Outcomes Assessment reporting for all department programs.
- Coordinates academic advising sessions for students in each program of the department.
- Manages the department course schedule and faculty assignments for approximately 80 courses per semester.
- Chairs the Department Personnel Committee, Curriculum Committee, and Search Committee
- Coordinates and supervises departmental open house and recruitment events.
- Coordinates department academic advising sessions.

Director | Digital Arts & Design Program (2016-Present)

Serves as the Director of the Digital Arts & Design program. Responsibilities included scheduling all classes in the program, managing the program's operating budget, managing faculty workload assignments, supervising the management of the program computer labs and related technology with the IT department, coordinating, and drafting Outcomes Assessment reports, managing curriculum development, student advising, supervising BFA Senior Exhibitions, coordinating recruitment events and hosting open houses for prospective students.

Media Night Coordinator | Digital Arts & Design Program (2005-Present)

Coordinates and hosts these annual electronic media show presenting student work from the Digital Arts & Design program. The event showcases senior BFA projects in electronic and interactive media.

Director | Art Foundation Program (2007-2008)

Served as the Interim Director for the first-year student class in the Art Department. Responsibilities included the planning and coordination of the program curriculum and supervising Art faculty. Planned and coordinated multiple events for this program including, orientation, field trips, midterm, and final group critiques, and midterm and final art shows.

□ DEPARTMENT & PROGRAM SERVICE | SOUTHAMPTON COLLEGE

Digital Arts Program | Program Coordinator (2004-2005)

Served as department coordinator for this undergraduate major in Digital Arts. Responsibilities included curriculum development, department staffing assignments, course scheduling, program budgeting, and supervising program facilities. Served as the transitioning coordinator for this program area during the closing year of Southampton College. Supervised the transition of all academic and technological resources to the LIU Post campus.

Digital Arts Program | Program Author (2004)

Merged Electronic Media and Graphic Design concentrations into a new Digital Arts major. Created all related course descriptions, syllabi, and program budgets and prepared the program application for New York State Education Department. The NYSED approved the first draft of the application on

February 6, 2004. Merged all existing technology assets and human resources from the Graphic Design and Communication Arts majors into the new program. Planned and implemented additional new program facilities.

Arts & Media Division | Academic Advisor (2004-2005)

Served as the primary student advisor for the Communication Arts, Graphic Design and Digital Arts Programs. Personally advised between 25-35 students per semester. Responsibilities included academic career planning, regular consultation, academic counseling, and registration for all courses.

Arts & Media Division | Media Coordinator (2002-2003)

Was responsible for all facility scheduling related to technology courses, equipment maintenance, and facility operations related to the Communications and Graphic Design programs. Supervised the scheduling of work-study students.

Arts & Media Division | Interim Technology Director (2000-2001)

Supervised the technical maintenance of the Arts & Media Macintosh Computer Labs. Was responsible all for day-to-day lab operations including hardware/software updates and repairs. Also worked with department faculty and IT technicians to budget, purchase, install and maintain a new digital media Macintosh computer lab.

Arts & Media Division | Co-op Sponsor (1998-2005)

Participated with the Office of Cooperative Education to provide students with commercial working experience with community businesses.

□ TEACHING EXPERIENCE

LIU Post, Brookville, NY

Associate Professor of Design - Digital Arts & Design Program (2009-Present)

Assistant Professor of Art - Digital Arts & Design Program (2005-2009)

Southampton College, Southampton, NY

Assistant Professor of Digital Media (2002-2005)

Associate Adjunct Professor of Arts & Media (1998-2001)

Assistant Adjunct Professor of Arts & Media (1996-1997)

Has served Long Island University at both LIU Post and Southampton College campuses as a full-time faculty member. Responsibilities have included teaching studio and theory courses, student advising, curriculum development, program scheduling and budgeting, committee service, and technology implementation. Currently serves as the Chair of the Department of Art, Design, and Game Development.

□ LIU POST COURSES

ART 2 | Art Foundation 2d Design | Elements & Principles of Design

This course introduces the student to the fundamental elements and principles of design. Students explore the elements of design, including line, shape, value, and texture by developing several original two-dimensional artworks. Students also study and apply the principles of design including harmony, variety, balance, proportion, dominance, and movement to communicate their creative ideas effectively. Emphasis is placed on traditional studio art materials and methods.

ART 3 | Art Foundation 2d Design | Color Theory

This course introduces the student to the principles of color theory in two-dimensional design. Students explore the elements of design, including line, shape, value, texture, and color as they apply to color theory by developing several original two-dimensional artworks. Students also study and apply the principles of design. Emphasis is placed on both traditional and digital literacy.

ART 4 | Introduction to Digital Imaging

This course introduces Fine Art students to Adobe Photoshop for creating digital imagery. Students learn how to edit, enhance, and manipulate photographic images. Students also become familiar with peripheral technology including the use of scanners, digital cameras, and printers.

CGPH 5 | Computer Layout 1

This introductory course primarily focuses on instructing students how to use Adobe InDesign software as a tool to create layout designs for print media. Through a series of demonstrations and exercises, students gain knowledge of page layout and typography as well as the technical and aesthetic foundation for creating successful page layouts. Emphasis is placed on the development of technical aptitude and design sensibility.

CGPH 7 | Digital Illustration 1

This course introduces the student to vector-based drawing software for creating illustrations and graphic designs. Technical standards and vocabulary of the print design industry are examined. Emphasis is placed on the principles of two-dimensional design, visual organization, style, and technique. Students also become familiar with peripheral technology including the use of scanners, digital cameras, and printers.

CGPH 8 | Digital Illustration 2

This course explores intermediate to advanced illustration and graphic design techniques using Adobe Illustrator. Technical standards and vocabulary of the print design industry examined. Emphasis is placed on concept development, style, and technical expertise.

CGPH 10 | Digital Graphics Production Lab

This is an advanced course in methods for preparing digital layout designs and graphics for commercial printing. Students acquire technical expertise in creating digital press-ready mechanicals for commercial output. The course also examines advanced print production techniques including color separations, bleeds, die lines, special effects, and guidelines for different publishing methods. Emphasis is placed on the vocabulary and standards of print production.

CGPH 16 | Photoshop 1

This course introduces the student to Adobe Photoshop for creating graphic designs and digital imagery. Students learn how to use Adobe Photoshop as a graphic design tool for various applications. Students learn image editing and manipulation techniques. The course also covers industry standards on resolution and color models for creating digital imagery. Emphasis is placed on technical proficiency and creative expression.

CGPH 18 | Photoshop 2

This is an advanced course in Adobe Photoshop for design majors. The course covers advanced topics in the manipulation and enhancement of digital photographic imagery for creating digital artwork and special effects. Students entering this course are required to have basic knowledge of Adobe Photoshop.

CGPH 22 | Internet Website Design

This course covers methods for creating and publishing custom-designed websites. Students learn to use Adobe Dreamweaver to code HTML and CSS Web pages. Students also learn how to use Adobe Photoshop to create website graphics as well as how to incorporate video. Emphasis is placed on technical proficiency, content development, and design style. Methods for publishing and hosting websites are also covered.

CGPH 98 | Portfolio Preparation

The objective of this course is to ensure that students graduating with a BFA in Digital Arts & Design have a portfolio of work that professionally represents their design skills to prospective employers. Project work from previous design classes is critiqued by the professor and suggestions are made to improve each design project. Resumes and cover letter writing techniques are also covered. Class discussion will cover various aspects of entering a professional design field including different types of design positions, job search strategies, and interviewing techniques.

CGPH 26 | Web Design for Non-Design Majors

Designed and taught this course is for non-design majors who want to learn how to create basic websites without extensive knowledge of HTML, CSS, JavaScript, or graphic design software. The course introduces students to WordPress. Basic web page layout techniques and digital image preparation

methods are covered. The course focuses on using and manipulating pre-built WordPress templates. The basics of publishing and hosting websites are also covered.

CGPH 601 | Graduate Digital Design Lab

This course introduces the student to advanced techniques in Adobe Photoshop for creating digital images. Students learn how to scan, enhance and edit photographic images. Students become familiar with peripheral technology including the use of scanners, digital cameras, and printers. Students also learn how to use Adobe Photoshop to create original digital artwork.

CGPH 24 / IMA 604 | Internet Website Development

This is an advanced studio course in website development using Adobe Creative Suite & WordPress. Students learn how to use Adobe Dreamweaver to create custom website designs with HTML and CSS. Students also learn how to incorporate Javascript and PHP code to add interactivity and dynamic content to their Web pages. Emphasis is placed on HTML and CSS hand-coding skills. Students also learn to deploy and modify WordPress templates.

□ SOUTHAMPTON COLLEGE COURSES

DA 112 | Media History

Lecture course on the history of electronic communications, broadcast, and digital media. Course content covers the advent of electronic communications and broadcasting to the present-day myriad of our digital world. Emphasis is placed on the scientific and technological advancements that have made media industries possible. The vocabulary of broadcast and electronic media is also covered.

DA 220 | Digital Illustration

A computer graphics course that introduces the student to vector-based drawing software for creating illustrations and designs. Students acquire proficiency with Adobe Illustrator for creating precise two-dimensional designs for graphic applications. Basic principles of two-dimensional design and visual organization are examined. Units of measure, technical standards, and the vocabulary of vector graphic applications are emphasized.

DA 230 | Digital Imaging

This introductory computer graphics course explores digital imaging with Adobe Photoshop. Coursework covers various methods for enhancing and manipulating photography in a digital environment. Fundamentals in digital photography, scanning, and methods for using Photoshop as a special effects tool are also examined. Students learn industry standards of reproducing photography for a variety of media including video, the Internet, and print production. Digital post-production techniques are emphasized.

DA 250 | Digital Video Production

This studio course introduces students to desktop video production. Students learn the basics of using digital video equipment and digital video editing systems. Students acquire experience using video cameras, lighting, and audio equipment. Emphasis is placed on technical proficiency with Apple Final Cut Pro digital video editing software. Industry standards and vocabulary are also covered.

DA 370 | Digital Animation

An advanced studio course in three-dimensional computer animation. Coursework covers advanced techniques in modeling and rendering 3d images using Newtek Lightwave 3d. Students are also introduced to the powerful animation capabilities of Lightwave 3d including keyframing, motion graphs, and inverse kinematics. Students create complex three-dimensional scenes and animations.

DA 420 | Digital Arts Studio

Advanced studio course that provides the student the opportunity to create a body of work in a medium and subject of their choice. Students work one-on-one with the professor to develop a final senior project in Print, Video, Animation, or Web.

COMM 301 / ARTS 369 | Senior Seminar

A course designed for graduating seniors entering the fields of Communication Arts and Digital Art & Design. Students perform a self-analysis of their academic experience to identify the vocation they wish to pursue in either the workplace or graduate studies. Students complete the course with a set of polished self-promotion materials, including portfolios and electronic presentations to embark on their career path. Research and computer skills are emphasized.

□ COMMITTEE SERVICE | LIU POST

Department of Design & Digital Technologies | Personnel Committee (2015-Present)

Serves as a member of this committee to mentor and review the development of untenured faculty. Responsibilities include advising untenured faculty, reviewing, and making recommendations on the development of tenure dockets, performing class observations, and drafting committee recommendations for faculty reappointment to the Chair of the department.

Department of Design & Digital Technologies | Recruitment Committee (2015- Present)

Serves as a member of this committee to identify and engage in recruitment opportunities including LIU admissions events, program open houses, portfolio scholarship events, and recruitment efforts at regional community colleges and high schools.

Department of Design & Digital Technologies | Curriculum Committee (2015- Present)

Serves as a member of this committee to review and modify all courses related to the program and make recommendations for new courses to be offered based on emerging media and trends in the design industry. Review all course-scheduling changes and check the course schedule each semester on the LIU Post website for accuracy.

Faculty Sabbatical Appeals Committee (2019-2020)

Served as a member of this campus-wide committee to review and assist faculty in the appeal process for denied sabbatical applications.

Faculty Council (2016-2017)

Served as a member of the faculty council representing faculty in the College of Arts, Communications, and Design (CACD). Responsibilities included reporting faculty concerns and administrative issues to the council and recommending possible solutions. Made written recommendations to the University administration to develop a Content Management System (CMS) to properly maintain the accuracy of the information on the LIU Post website.

Art Department Outcomes Assessment Committee (2012-2014)

Served as a member of this committee to develop a three-year outcomes assessment plan and associated measurement rubrics for the Digital Arts & Design program.

Art Department Personnel Committee (2005-2014)

Served as a member of this committee to conduct probationary faculty observations, re-appointment applications, tenure, and promotion applications, and participated in new faculty searches and interviews.

Art Department Scholarship Committee (2005-2014)

Served as a member of this committee to award students various scholarship funds. Participated in portfolio review events and interviewed candidates to award scholarships.

Art Department Recruitment Committee | (2007-2012)

Served this committee to develop a comprehensive recruitment plan. Coordinated art portfolio reviews for faculty and worked with the campus admissions department to coordinate recruitment events. Produced and maintained a comprehensive PowerPoint presentation for the Art Department.

Campus Admissions Committee (2007-2009)

Served as a member of this committee to review admissions applications and evaluate areas of merit for consideration of applicants with marginal SAT and/or grade averages and/or special circumstances for acceptance to LIU Post.

Art Department Website Committee | Chair (2005-2009)

Chaired this committee and supervised the updating of erroneous information on the department section of the LIU website. Developed a comprehensive development plan for the Art Department to identify necessary improvements to department pages for a new LIU website.

Art Department Digital Access Committee | Chair (2005-2008)

Chaired this committee and personally supervised the salvage and move of technology assets from Southampton College to LIU Post Campus. Interfaced with the LIU Post IT department to have this equipment repaired and upgraded for use by the LIU Post studios.

□ COMMITTEE SERVICE | SOUTHAMPTON COLLEGE

Educational & Government Access Channel Committee (2003-2005)

Served as liaison for Southampton College in a joint venture between The Town of Southampton, Cablevision, and Long Island University to develop an educational and government cable television channel operated out of Southampton College. Participated in the development of operational planning, staffing, and equipment specifications for this project.

College Website Committee (2003-2004)

Served as a design consultant for the redesign of the Southampton College website. Reviewed and critiqued web designs produced by Long Island University's marketing department for a revised website in connection with the redesign of the Southampton College curriculum.

□ PROFESSIONAL DESIGN ACTIVITIES

Recent Published Design Work:

Hamptons.com (2021)

<http://hamptons.com>

Re-designed and developed this website for a premier regional online destination. Hamptons.com has over 100k active visitors per year serving the world-renowned "Hamptons" communities in Eastern Long Island. The property has published over 500k unique news and event articles, hosts 16 live cameras for premier Hamptons destinations, and promotes thousands of community events each year.

The Web Design Survival Guide (2021)

<http://thewebdesignsurvivalguide.com>

Designed, developed, and authored this public educational online web design course. The project is a five-part work in progress with anticipated completion in the Summer of 2024.

EnterpriseMacs.com (2019)

<http://enterprisemacs.com>

Designed and developed this website for my Apple technology consulting practice.

New York Title | Bridgehampton, NY (2017)

<http://newyorktitle.com>

Designed and developed this website for a title services firm.

Saunders & Associates | Bridgehampton, NY (2016)

<http://thefieldssouthampton.com>

Designed and developed this promotional website for a \$500m Luxury Real Estate development.

Saunders & Associates | Bridgehampton, NY (2012)

<http://www.saunders.com>

Designed and coded a new front-end for this Luxury Real Estate agency incorporating current best practices and industry standards. Perform comprehensive SEO analysis of the client's existing website and design SEO strategies for the site redesign.

Legacy Design Work:

Conflict - Wars of the World | TV Pilot Promotional Website (2011)

<http://www.conflictseries.com>

Designed and coded this promotional website for a cable TV Pilot on the history of warfare in the 20th Century.

AtomDays.com | Public Awareness Website (2009)

Featured in the 2010 Communication Arts Interactive Annual 16

<https://terenceodaly.com/wp-content/uploads/2024/03/ca-interactive-annual-2010-p-164.pdf>

Researched, authored, and designed this award-winning public awareness website on the history of nuclear weapons and energy proliferation. Identified and obtained public domain photography, video, and film footage at the National Archives and Records Administration (NARA). The project received a Silver Award in the 2009 W3 Awards, two Silver Awards in the 2009 Davey Awards for Web design, was featured as "Editors Web Pick of the Week" on the Communication Arts Website and was subsequently featured in the 2010 Interactive Annual of Communication Arts Magazine.

Bernard Nickels Associates | New York, NY (2009)

<http://www.bnastaffing.com>

Designed a website for this NYC and Chicago-based professional and executive recruiting firm. Created a new design for the website pages and created custom CSS (Cascading Style Sheets). Migrated existing back-end technology and existing CMS into the new design.

World Express Electronics, Inc. | Bohemia, NY (2008)

Designed a new website for this Long Island-based company. World Express Electronics is a subsidiary of the MATCO GROUP, which consists of five international companies that manufacture, distribute and recycle electronic components, computer chipsets, and microprocessors. The website integrated a searchable MySQL database of over 67,000 components.

Piccolo Fiore | New York, NY (2008)

<http://www.fabiopiccolofiore.com>

Designed and produced a new website for this NYC Fine Italian Restaurant and shot the photography for the website. Also designed custom case-bound menus for menus and other printed collateral for the restaurant.

The Tuckahoe School District | Southampton, NY (2004)

<http://www.tuckahoe.k12.ny.us>

Designed and produced this Long Island school district website. Trained district employees in the maintenance of the web page templates and design software.

Lean, Inc. | Trade Advertising Campaigns (2000-2001)

Commissioned by this advertising and marketing consulting firm to design and produce advertising campaigns for FortuneCity.com and Scoreboard, Inc. At the time, FortuneCity.com was the 24th largest Internet Property in the world. The FortuneCity.com advertising designs were widely published in U.S. industry-related trade magazines including Advertising Age, Ad Week, and the Industry Standard. The Scoreboard, Inc. advertising designs were published in Wireless Week magazine.

□ PROFESSIONAL CONSULTING ACTIVITIES

Saunders & Associates | Bridgehampton, NY (2010-Present)

Supervises all Apple Computer technology assets for this luxury real estate agency. Responsibilities include configuration and management of servers and workstation operating systems. Also provides design software training and consulting to the firm's marketing team.

Marymount College | Digital Arts & Media BA Curriculum Co-Author (2009-2010)

Co-Authored a Bachelor of Arts program in Digital Arts & Media for this Junior College located in Palos Verdes California. Responsibilities include curriculum development and technology planning related to the accreditation application with the Senior Commission of the Western Association of Schools and Colleges (WASC).

The Tuckahoe School District | Southampton, NY (2004)

Served this K-8 Long Island school district as an Apple Computer technology advisor and consultant. Configured custom operating systems and software applications for various levels of academic curriculums. Provides periodic maintenance and updates to the school's Apple Macintosh computers and related peripherals.

□ PROFESSIONAL EXPERIENCE

Electric Arts & Media, Inc. | Laurel, NY

Principal (1996-Present)

Owns and operates this award-winning graphic design and website development firm. Print design work has appeared in *Advertising Age*, *Advertising Age International*, *Ad Week*, *Wireless Week*, *Electronic Buyers News*, *Wireless Review*, and *The Industry Standard*. This design work was recognized by the W3 Awards and Davey Awards and featured in *Communication Arts Magazine*.

The Television Distribution Company | New York, NY

Motion Graphics Designer / Digital Video Producer (1995-1996)

Formed a Macintosh-based digital video and graphics studio for this New York-based television distribution and production company. Produced digital video promos and pilots. Designed all print marketing materials.

Tele-America Entertainment, Inc. | New York, NY

Associate Producer (1992-1995)

Stills Photographer (1994-1995)

Producers of award-winning cable television programming including *A&E's An Evening at the Improv*, *Comedy on the Road*, and *Girl's Night Out*. Assisted both Executive Producer and Producer for three seasons of original cable television programming production. Supervised the development of title designs, set designs, and promotional materials. Assisted in location scouting and venue evaluations. Acted as an in-house graphic designer for all development projects. Supervised production houses and service bureaus. Worked as the still photographer for all talent, locations, and staff for 52 episodes of field production.

□ AWARDS

W3 Silver Award 2009
IAVA | Website Design
AtomDays.com

Davey Silver Award 2009
Website Design in Science
AtomDays.com

Davey Silver Award 2009
Website Design in Education
AtomDays.com

□ DIGITAL DESIGN SOFTWARE & TECHNOLOGY

Adobe Photoshop CC
Adobe After Effects CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe Bridge CC

Adobe Dreamweaver CC
Apple macOS Server v5
Adobe Premier Pro CC
Apple macOS 12.5
Panic CODA 2

Apple Final Cut Studio HD
Microsoft Windows 10
Microsoft Office 365
WordPress

□ AFFILIATIONS

The Graphic Artists Guild
32 Broadway, Suite 1114
New York, NY 10004

College Art Association
275 Seventh Avenue, 18th Fl.
New York, NY 10001

Writers Guild of America
7000 West Third Street
Los Angeles, CA 90048

□ PROFESSIONAL REFERENCES

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