

# Mike Cuenca

## Curriculum Vita

### TEACHING

**Assistant Professor**, William Allen White School of Journalism, University of Kansas, since Fall 1994.

Courses taught: Editing II (552), Photojournalism I (410), Photojournalism II (510), Picture Editing (511), Advanced Photojournalism (610), Visual Communications (310), Directed Studies in Journalism (506). Guest lectures in: Communications in Society (104), Corporate Television (589).

National awards received by students include:

College Newspaper Designer of the Year, 4th Place, Brian James, 1995

College Newspaper Designer of the Year, 2nd Place, Brian James, 1996

Society of News Design, Silver Award, Brian James, 1996

Robert F. Kennedy Journalism Awards, 1st Place, Edmee Rodriquez, 1997

NPPA College Photographer of the Year, 2nd Place (Sports), Edmee Rodriquez, 1997

Hearst Journalism Awards Program, Photojournalism Semi-Finalist, Chris Hamilton, 1998

NPPA College Photographer of the Year, 1st Place (Spot News), Chris Hamilton, 1998

NPPA College Photographer of the Year, Overall Winner, Chris Hamilton, 1999

**Research Associate**, Haskell Environmental Research Studies Center, Haskell Indian Nations University, since Fall 1999.

### RESEARCH/CREATIVE ACTIVITY

#### *Major Work*

***“Professor Mike Cuenca’s Gestalt & Typography Page,”*** September 2000. Wrote and produced online multimedia teaching presentation, created with Adobe Photoshop, Adobe ImageReady, Macromedia SoundEdit 16, Macromedia Freehand, Macromedia Director. <http://www.seekpeace.com/gestalt>

***“What’s Wrong With This Picture?: Report on the Status of Women and Minorities at the University of Kansas,”*** May 2000. Co-author of investigative report and statistical analysis of the affects of the unofficial abolition of affirmative action at Research I institution.

***“Photoshop 5.5 Workbook,”*** December 1999. Author of guide to using Photoshop 5.5.

***“Scanner Solutions,”*** September 1999. Author of guide to using optical digital scanners on the desktop.

***“Mastering Adobe InDesign,”*** Sybex, Inc., July 1999. Co-Author (Renee LeWinter) of third-party software manual for brand-new page layout application.

***“ACE Photoshop Exam Cram,”*** Certification Insider Press, November 1998. Author of certification exam guide for Adobe Photoshop 5.

- “Where's the Multimedia in Online Journalism?" *The Journal of Electronic Publishing*, September 1998. Invited article published on-line at <http://www.press.umich.edu/jep/>, an academic, peer-reviewed on-line journal. –Reprinted in *Design*, the magazine of the Society of News Design, the international organization for professional news designers, Winter 1998.
- “Getting back your clout via the Web," *News Photographer*, August 1997. Article introducing my photojournalism web innovations, presented as the lead feature in a package on web photojournalism in the trade journal of the National Press Photographers' Association, the nation's premiere industry magazine for still and video photojournalists.
- “Bettering the Old JEP," *The Journal of Electronic Publishing*, September 1997. Invited article published on-line at <http://www.press.umich.edu:80/jep/>, a new academic, peer-reviewed on-line journal.
- “Brother, Can You Spare A Paradigm?" *Computerworld*, the news weekly for Information Technology Leaders, May 5, 1997 (simultaneously published on-line at [www.computerworld.com](http://www.computerworld.com)). Invited, research-intensive feature reviewing past predictions (that have turned out to be wrong), about the impact, development and significance of various technologies when they were new or planned, in the premiere industry news magazine for information technology leaders, with a certified readership of more than 1,000,000. *Computerworld* has been honored three times as Best Computer Newspaper by the Computer Press Association and is ranked number 41 in the 1998 FOLIO: 500, the list of the most successful commercial magazines.
- “**Campaign '96; a web gallery,**" interactive web site showcasing work of JOUR 410 Photojournalism I students ([www.cc.ukans.edu/~jschool/viz/410/96.html](http://www.cc.ukans.edu/~jschool/viz/410/96.html)), December 1996. This prototype web publication showcased original interface design technology for journalism publishing, pushing the boundaries of currently accepted on-line journalism presentations. I conceived and designed the site, as well as wrote all Javascript code. Presented to the industry in the article, “Getting back your clout via the Web” (see above).
- “**Raucous Rascals make themselves at home on Monterey Bay,**" innovative multimedia web photo story ([falcon.cc.ukans.edu/~mcuenca/SL/SeaLions.html](http://falcon.cc.ukans.edu/~mcuenca/SL/SeaLions.html)), October 1996. I took all photographs, conceived, wrote, engineered the audio, designed and constructed the site. –Presented to the industry in the article, “Getting back your clout the Web” (see above). –Awards: **Honorable Mention**, Association of Educators of Journalism and Mass Communications (AEJMC) **1999 Web Design Contest**, Journalism Sites category; **Best Electronic Computer Media**, Bronze Award, **Lowell Thomas Travel Journalism Competition**, the most prestigious award available for professional travel writers, photographers and editors, sponsored by the Society of American Travel Writers Foundation and judged by a jury of faculty members of the Medill School of Journalism, Northwestern University, May 1997; **WINGS Award**, *Web Flier E-Zine*, an on-line award site cited in MacWeek magazine, February 1997.

“The Practical Manager’s Guide to Useful JavaScript Snippets,” *Computerworld*, the news weekly for Information Technology Leaders, August 19, 1996 (simultaneously published on-line www.computerworld.com). Technical article, introducing this new scripting language and presenting a survey of effective new uses for the technology to IT Leaders, only nine months after its debut, in the premiere industry news magazine for information technology leaders, with a certified readership of more than 1,000,000. *Computerworld* has been honored three times as Best Computer Newspaper by the Computer Press Association and was ranked number 52 in the 1997 FOLIO: 500, the list of the most successful commercial magazines.

“Using Gestalt Principles of Visual Perception to teach the Basics of Typographic Design,” unpublished paper, July 1996. New method of using psychological principles of visual perception to teach basic typography to beginning design students.

“5 ways to save money at the printer: how to lower manufacturing costs without compromising quality,” *FOLIO: The Magazine for Magazine Management*, August 1, 1993. Article in the premiere magazine publishing industry magazine. –Reprinted in *FOLIO: The Magazine for Magazine Management*, Special Source Book Issue for 1995, October 1994. –Award: **Best of FOLIO: Magazine 1991-1996**, reprinted as chapter of *The Handbook of Magazine Publishing*, 4th Ed., June 1996.

“Hiroshima, August 6, 1945: A City Disappears,” *Lawrence Journal-World*, Aug. 6, 1995. Full-page newspaper informational graphic produced by one journalist. All research, writing and design. Included research at the National Archives, Washington, DC.

“Media Guide for Lawyers,” Kansas Bar Association. Original design of book written by Assistant Professors David Guth and Paul Wenske. –Awards: **1997 Information America Partnership Award**, Media Education/Media Relations Program, American Bar Association, for “Media Guide for Attorneys,” January 1997; **Bronze Quill (1st Place)**, Technical Manual or Publication Presentation. Kansas City Chapter, International Association of Business Communicators, for “Media Guide for Attorneys,” Spring 1996; **PRISM Award**, Special Projects, Kansas City Chapter of the Public Relations Society of America, for “Media Guide for Attorneys,” Fall 1996.

“The Battle of the Bulge, Dec. 16, 1944–Jan. 28, 1995,” *Lawrence Journal-World*, Jan. 1, 1995. Full-page newspaper informational graphic produced by one journalist. All research, writing and design.

“How to get it from here to there,” *FOLIO: The Magazine for Magazine Management*, June 15, 1994. Article in the premiere magazine publishing industry magazine. –Reprinted as “Sending your files to the prepress house: is electronic transmission the best way to get there?” *FOLIO: The Magazine for Magazine Management*, Special Source Book Issue for 1996, October 1995.

- “Quality time with your printer," *FOLIO: The Magazine for Magazine Management*, June 15, 1994. Article in the premiere magazine publishing industry magazine.  
–Reprinted as “6 tips for getting high quality printing," *FOLIO: The Magazine for Magazine Management*, Special Source Book Issue for 1995, October 1994.
- “End the deadline wars with a truce," *FOLIO: The Magazine for Magazine Management*, January 15, 1994. Article in the premiere magazine publishing industry magazine.  
–Reprinted as “Ad sales and production: ending the deadline wars with a truce," *FOLIO: The Magazine for Magazine Management*, Special Source Book Issue for 1995, October 1994.
- “Tracy Distribution Center," 1991-1992, all videography for year-long documentation of all stages of construction of world's largest food distribution center in Tracy, CA, for **Safeway, Inc.**
- 42nd International Exhibition of Photography.** Exhibitor in prestigious juried photography show, Del Mar, CA., 1991.
- Corporate Identity/Marketing Communications/Technical Communications Campaign for **Cutters Edge Ventilation Saws**, Julian, CA., 1988-1991. Coordinated, created and produced comprehensive marketing campaign for firefighting equipment manufacturer. Agency of record for all advertising and public relations. Developed and designed all print advertising, video promotions, training videos, etc.; placed all media. Specific projects included: “Cutters Edge Ventilation Saws Technical Manual/Instructional Video," multimedia training product, for which I wrote, designed and published the printed training manual and wrote, shot and produced the video; “There Really Is Only One True Ventilation Saw," trade show video; “Cutters Edge Ventilation Saws," promotional video.
- “MSI Promo," 1988. Wrote and produced promotional video for Meeting Services, Inc., a San Diego Audio/Visual Services company. Video was integral part of successful bid for new San Diego Convention Center A/V contract.  
–Received 1989 **Award of Excellence** from **International Television Association**, San Diego chapter, in annual juried competition, reviewed blindly by the Las Vegas, NV chapter of ITVA.
- “More Than Talent/The Jim Ryun Story," feature motion picture screenplay, 1985.

### **Minor Work**

- “*Complete Idiot's Guide to Photoshop 6*," by Robert Stanley, MacMillan Publishing, September 2000. Technical edit of third-party software manual.
- “*Typography Basics*," multimedia classroom presentation, created with Macromedia Director.
- “**Journalism @ The University of Kansas**," 1998. Conceived, designed and produced prototype for new on-line marketing communications site for School of Journalism. Includes development of all graphics, all HTML and Javascript coding. (Original site not in use at this time.)

- “*Easy Photoshop 5*,” by Kate Binder, MacMillan Publishing, November 1998. Technical edit of third-party software manual.
- “Easy Online Connections: Hook Up To The ‘Net With Connection Wizard,” *How to Use Windows 98, PC Novice Learning Series*, August 1998. Technical article.
- “The Web On The Desktop: Channels Give Web Surfers More Options,” *How to Use Windows 98, PC Novice Learning Series*, August 1998. Technical article.
- “Living the Blues on an American Dream Safari,” commissioned travel article (words and photographs), *Diversions Magazine*, scheduled for publication in December 1998.
- “Installing Netscape Navigator 3.0 in Windows 95,” *PC Novice/Smart Computing*, July 1997. Technical article.
- “Holding a conversation with your Computer,” *PC Novice/Smart Computing*, July 1997. Technical article on voice recognition software.
- “All About Scanners,” *PC Novice Learning Series: Computing for Beginners*, Special Issue, June 1997. Technical article.
- “The Dark Side of Paris: A bare-bones tour of the catacombs,” *Diversions Magazine*, January 1997. Travel article.
- “Interactive CD-ROMs: A New Dimension in Reading,” *Mothering*, Winter 1997. Introduction to storytelling interactive multimedia CD-ROMs.
- Website Design/Construction, “Post-Frame Construction Information Headquarters,” **National Frame Builders Association**, November 1996.
- Website Design/Construction, **Ecological Solutions, Inc.** ([www.ecolsol.com](http://www.ecolsol.com)), October 1996.
- “Dr. Toy Website Review,” *Big Apple Parent*, September 1996. Internet website review.
- “Is Disney’s Hunchback inappropriate for children?,” *Lawrence Journal-World*, June 30, 1996. Movie review.
- “Middle of Nowhere,” feature motion picture screenplay.
- “How Can I Mend This Broken Art?,” feature motion picture screenplay.
- “Burt Rutan,” 1991, produced, directed and edited video biography of aerospace engineer for **San Diego Aerospace Museum**.
- “Quality,” 1991, produced, directed and edited employee relations video for Solar Turbines, Inc.
- “Laser Team,” 1991, wrote, produced, directed and edited employee relations video for Solar Turbines, Inc.
- “Voice of the Gods,” 1991, produced and directed video staging of dramatic play.
- “Guess Who's Coming To Dinner,” spec script written for the television series “Major Dad,” 1989.

"Candy Man," spec script written for the television series "Quantum Leap," 1989.

"Clarence Nunn: One Day At A Time," *San Diego State University Aztecs Football Program*, Fall 1988. Commissioned by SDSU Sports Information Department to write positive article/public relations piece to repair damage to the player's reputation after having tested positive for banned substances prior to bowl game the previous season.

"Made In U.S.A.," feature motion picture screenplay.

"Father Mark's Miracle," screenplay adaptation of short story "The Streets of Ashkelon" (Harry Harrison), 1985.

"Drawing the Line," feature motion picture screenplay.

### ***Invited Presentations***

"Updating your Publication Designs," Presenter of 1-day workshop sponsored by the **Kansas Press Association** and the **Kansas Press Women**, July 26, 1996, Wichita State University.

"Ethics of the Electronic Darkroom," **Mid-America Press Institute Photography Seminar**, Nov. 18-20, 1994, St. Louis, Mo.

"Beginning QuarkXPress MacLab," **Society of Newspaper Design**, 1994 International Conference, Oct. 13-15, 1994.

"New Trends in Publication Design Created by Computers," **Kansas Press Women's Fall Conference**, Sept. 17, 1994.

### ***Consultation***

Publishing Consultant, *Golf Course Management* Magazine, Golf Course Superintendents Association of America, Lawrence, Kansas. Fall 1994.

## **SERVICE**

### ***Professional***

Judge, Color Sports Photos, **Harris Group Journalism Contest**, Spring 1999.

Judge, B/W Sports Photos, **Harris Group Journalism Contest**, Spring 1999.

Judge, Color News Photos, **Harris Group Journalism Contest**, Spring 1999.

Judge, B/W News Photos, **Harris Group Journalism Contest**, Spring 1999.

MacLabs Supervisor, **Society of Newspaper Design**, 1997 International Conference, Oct. 9-11, 1997.

Design Consultation, *Kansas City Business Journal*, June 1996.

Judge, Color Sports Photos, **Harris Group Journalism Contest**, Spring 1996.

Judge, B/W Sports Photos, **Harris Group Journalism Contest**, Spring 1996.

Judge, Color News Photos, **Harris Group Journalism Contest**, Spring 1996.

Judge, B/W News Photos, **Harris Group Journalism Contest**, Spring 1996.

Design Consultation, *Haskell Messenger*, Office of the President, Haskell Indian Nations University, Summer 1995.

Design Consultation, *Lawrence Journal-World*, The MAG, July/Aug 1995.

Design Consultation, *Design, Magazine of the Society of Newspaper Designers*. No. 54, Jan/Feb/Mar 1995.

Visiting Faculty, Student Apprenticeship in Newspaper Graphics & Design, **The Poynter Institute for Media Studies**, June 12-July 8, 1994, St. Petersburg, Florida.

### **University**

Co-founder, Kansas University Sexism & Racism Victims Coalition, Spring 1999.

Chair, University Human Relations Committee, Fall 1997-Spring 1999.

Faculty mentor for student athletes, Department of Intercollegiate Athletics, Fall 1994-Spring 1999.

Member, KU Coalition Against Racism, Fall 1997-Spring 1998.

Official, Kansas Relays, April 1997.

Coordinator/Panelist, "The Student Athlete and the Student Body," Diversity Dialogue sponsored by KU Coalition Against Racism, April 1997.

Member, KU Coalition Against Racism, Fall 1996-Spring 1997.

Member, University Human Relations Committee, Fall 1996-Spring 1997.

Panelist, "Social Issues in the Media," Diversity Dialogue sponsored by KU Coalition Against Racism, September 1996.

Official, Kansas Relays, April 1996.

Official, Kansas Relays, April 1995.

### **School of Journalism**

Judge, Newspaper Design, Kansas Scholastic Press Association 1998 State Championship, Spring 1998.

Publisher, KU J-School website redesign, Fall/Spring 1998.

Student Entry Coordinator, Hearst Foundation Photojournalism Awards, Fall 1997.

Judge, JOUR 640, Ad Campaigns class presentations, Fall 1997.

Audio-Visual Committee member, Fall 1997.

Judge, JOUR 640, Ad Campaigns class presentations, Spring 1997.

Successful gift-in-kind solicitation, Tektronix Phaser 240 Color Printer, donated to WAW School of Journalism by manufacturer, Spring 1997.

Judge, JOUR 640, Ad Campaigns class presentations, Fall 1996.

Student Entry Coordinator, Hearst Foundation Photojournalism Awards, Fall 1996.  
Presenter, "Navigating Netscape," software orientation for WAW faculty/staff, Fall 1996.  
Judge, JOUR 640, Ad Campaigns class presentations, Spring 1996.  
Student Entry Coordinator, Society of Newspaper Design Awards, Spring 1996.  
Judge, JOUR 640, Ad Campaigns class presentations, Fall 1995.  
Designer, WAW School of Journalism FAX cover sheet, Fall 1995.  
Visual Communications subcommittee, Spring 1995.  
Student Entry Coordinator, Hearst Foundation Photojournalism Awards, Fall 1995.  
Search Committee, University Daily Kansan Technology Coordinator, Fall 1995.  
University Daily Kansan daily design critique, Fall 1995.  
Photographer, WAW School of Journalism Annual Report, 1995.  
Judge, Photojournalism, Kansas Scholastic Press Association 1995 Regional Contest, Spring 1995.  
Successful gift-in-kind solicitation, Tektronix Phaser 140 Color Printer, donated to WAW School of Journalism by manufacturer, Summer 1995.  
Judge, JOUR 640, Ad Campaigns class presentations, Spring 1995.  
Traveling Exhibit Coordinator, Gordon Parks Photography Contest, Spring 1995.  
Technology Committee member, Fall 1994-Fall 1995.  
Judge, JOUR 640, Ad Campaigns class presentations, Fall 1994.  
Student Entry Coordinator, Hearst Foundation Photojournalism Awards, Fall/Winter 1994-95.  
Search Committee, University Daily Kansan Advertising Advisor, Fall 1994.  
University Daily Kansan daily design critique, Fall 1994.

## **EDUCATIONAL HISTORY**

**M.A.**, 1985, University of Kansas.

"Creative and Critical Writing for and about Television and Film" (3.8 gpa). Wrote more than 1000 pages of criticism, analysis, scripts, short stories and poetry for interdisciplinary special studies masters degree (RTVF, English, Film Studies).

Co-Ancor, *Fifteen Minutes*, KU television news show produced by journalism students and aired weekly on Sunflower Cable Channel 6.

Reporting internship, KCTV-5.

Motion Picture Reviewer, *University Daily Kansan*.

Concert Photographer, Student Union Activities.

Slide Library Copy Photographer, Art History Department.

**B.G.S., 1981, Wichita State University.**

Cum Laude (3.579 gpa).

Staff Reporter/Photographer, *The Sunflower*.

Wrote and produced promotional video for Speech Communications Department.

Promoter, Student Concert Committee.

Includes 11 hours from Colorado State University, Spring 1980 (4.0 gpa)

**A.A., 1977, Butler County Community College, El Dorado, KS.**

Order of the Purple Honor Society (3.77 gpa).

Editor, *The Lantern*, Fall semester 1976 and Spring semester 1977.

13 individual awards from 1976 and 1977 Kansas Junior College Journalism Competitions, including firsts for Newswriting, Sportswriting, Features and Editorials/Columns.

Captain, Track Team 1976 and 1977. All-Conference, Jayhawk Conference Track Championships, 1976. National Junior College Athletic Association National Championships Qualifier, 55-meter high hurdles, 60-meter dash, 100-meter dash. School record holder in 60-yard dash (6.25 seconds) and 440-yard relay (42.4 seconds).

## **EMPLOYMENT HISTORY**

**Assistant Professor, 1994-Present**

William Allen White School of Journalism/University of Kansas

Teach courses in journalism and conduct research and creative activity in electronic newspaper production and design, photojournalism, digital photo reproduction, visual communications, multi-media design and production, web design and publishing.

**Writer/Producer/Director/Photographer/Videographer/Designer/Web Publisher, 1975-Present**

Freelance

Write, map and design web publications for corporate and institutional clients. Write, produce and direct for film and video. Write, design and produce print publications for advertising and marketing. Write and photograph for computer trade magazines, consumer magazines, professional journals. Technical freelancer for film and video production (videography, grip/electrician, transportation captain). Past clients include: Pizza Hut, Inc.; CUBIC Corp., Gilbert Group, Cobalt Boats, CNN, Associated Press, Wichitan Magazine, International Frame Builders Association, International Association of Personnel in Employment Security. National account commercial shoots/productions include: Wal-Mart, Toyota, Shoney's, Home Savings. Live sports shoots include: Major Indoor Soccer League Championship, NCAA Basketball, NCAA Football. Motion picture shoots include: "Nice Girls Don't Explode," "Combat Academy".

**Art Director/Production Manager, 1992-1994**

Mothering Magazine, Santa Fe, NM

Responsible for all phases of design and digital production of national consumer magazine. Inherited mechanical production process, converted to digital in one production cycle.

**Writer/Producer/Director, 1991-1992**

Solar Turbines, Inc., San Diego, CA

Responsible for production of videos for Solar and its parent company, Caterpillar, Inc., as well as other commercial, industrial and non-profit clients. Outside clients included Safeway, Inc.; Sundstrand Turbomach; San Diego Aerospace Museum; United Way. Responsible for writing, videography, computer-animations and digital video editing.

**Principal/Creative Director, 1988-1992**

Artisan Creative Communications, San Diego, CA

Principal of creative advertising/marketing communications agency. Handled all creative services, ad placement, account management, etc. Clients included Cutters Edge Ventilation Saws; Flower Hill Mall (Del Mar, CA), Ettan Press; Castle Advertising.

**Video Production Manager, 1987-1988**

Meeting Services, Inc., San Diego, CA

Responsible for video production services for San Diego's largest convention and meeting service company. Produced and staffed live and taped shows for corporate and government clients.

**Book Designer, 1987-1988**

Blake Publishing, San Diego, CA

Designed newcomer's guides and telephone directories for military installations. Electronic phototypesetting.

**Publications Manager, 1986-1987**

US Hispanic Chamber of Commerce, Kansas City, MO

Responsible for all public relations and media relations for national business development agency.

**Production Artist, 1985-1986**

Kansas Key Press, Lawrence, KS

Electronic phototypesetting and print production.

**Publications Manager, 1983-1984**

School of Education, Univ. of Kansas, Lawrence, KS

Graduate assistant. Wrote, designed and produced alumni newsletter.

**Managing Editor, 1981-1983**

Rose Hill Reporter, Rose Hill, KS

Responsible for all writing, photography, design and operation of local weekly newspaper and satellite bureau of El Dorado Times.

**Reporter/Announcer, 1980**

KAKE-TV & Radio, Wichita, KS

Double duty as overnight disc jockey/TV news-reader (audio only).

**Reporter/Announcer, 1978-1979**

KSIR Radio, Estes Park, CO

News reporter and afternoon drive disc jockey.

**Reporter/Announcer, 1975-1977**

KOYY Radio, El Dorado, KS

Disc jockey and news reporter. Delivered play-by-play and color for all Butler County Community College football and basketball games.

**Reporter/Photographer, 1975-1977**

El Dorado Times, El Dorado, KS

Covered local news and sports for daily newspaper.