

RON ODEN

Visual Information Specialist; graphic journalist, digital artist, graphic artist and illustrator

March, 2014 to Present: Specialist, Illustration & Media Production, University of Nevada Cooperative Extension (UNCE)

Illustration and media production on the following grant funded projects: Water for the Seasons; Native Waters on Arid Lands; Veggies for Kids; Herds & Harvest (Beginning Farmer and Rancher Program); Nevada Risk Management Education; and the Federally Recognized Tribes Extension Program. I create a brand for the grant program which includes logo creation and design. In addition, I develop collateral marketing and promotional materials such as brochures, advertising materials, posters, and conference materials. The most significant work is in leading the design team to create educational materials reflecting research and scope of work of each grant program. This includes creating maps, models, and curricula design.

2006 to 2014: Self-proprietorship (Ron Oden Design & Illustration), UNR contract work, and UNR work by Letter of Appointment (LOA)

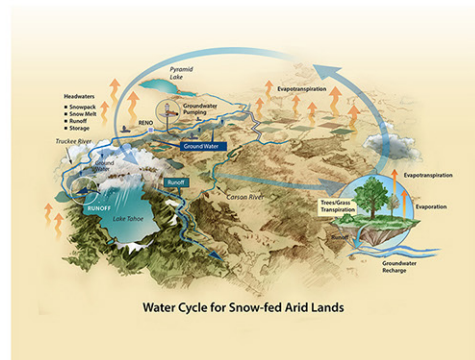
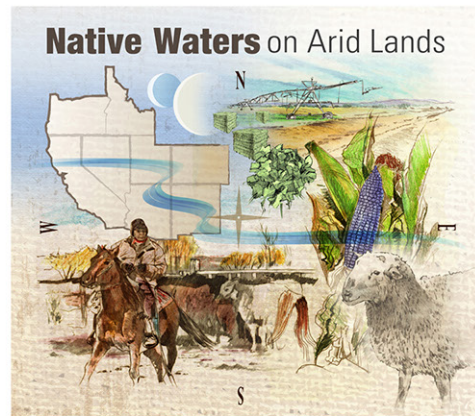
Provided complete full creative marketing, advertising and design services to select clientele nationally and abroad. For the University of Nevada, and the University of Nevada Cooperative extension, some projects included: The Knowledge Center logo design; Wolfpack (wolf in tophat "N") modified/modernized design work; pencil portraits of two UNR presidents and U.S. senator Harry Reid for event programs; a two-sided, large format fully illustrated, researched designed and mechanically produced (for print) poster titled "Preserving Tahoe," for the Academy of Environmental Sciences; three Silver and Blue Magazine cover illustrations; pen and ink engraving styled illustrations of Morrill Hall and the William J. Raggio Building, which were made into note cards and sell in the student store on campus; the first Women in Science Commencement Medal; art of "running wolves" UNR for replication on a silk scarf; modification of same (running wolves) design to vinyl wrap "PACKTransit" buses; the Boostrops program brand and logo design; a student workbook and companion 300-page teaching curriculum for Boostrops program educators; the Heart and Shield brand and logo; a guide book of best practical and legal procedures for Churchill County officers; a book on the Hopi, People of the Land, Sustaining Agriculture on the Hopi Reservation: <https://www.unce.unr.edu/publications/files/ag/2014/cm1402.pdf>

2005 to 2006: Owner, Ron Oden Design and Illustration

Provided full agency creative marketing advertising and design services to select clientele nationally and abroad. My specialties were in digital illustration, graphics and publication design, online design, media preparation for print and and most general visual presentation needs.

1998-2005: Returned to the Reno Gazette-Journal and reassumed Director of Graphics (Graphics Editor) position

Was responsible for the creation of all graphics which appeared in the newspaper, whether created by me, wire services or other sources. Responsibilities and tasks included creation of maps informational graphics, page designs, weather maps, water charts and evapotranspiration reports, wood burning, seismographic charts and many other tables and references. This position required; 1) Above average drawing skills; 2) Proficient use of graphics software and hardware (primarily Macintosh but including PC platforms and pagination stations, scanners and related systems); 3) A professional and working knowledge of color use and theory, particularly as it relates to news graphics and web printing; 4) Above average listening and communication skills; 5) the ability to research and gather information; 6) Consult with reporters, editors and outside points of contact and resources; 7) A basic knowledge of journalism and the ability to write; 8) The ability to create and set graphic style guidelines. Manage an art



An infographic titled "A Closer Look at YUCCA MOUNTAIN" detailing the project's progress. It includes sections for "Natural decay over a 10,000 year time period according to government scientists", "Surface facility", "Boring through a mountain", "Waste package design", and "Waste package". It features a 3D cutaway of the mountain and a detailed diagram of a waste package. A table at the bottom provides a comparison of "Current practice" and "Waste package" across various metrics like "Maximum depth", "Maximum diameter", and "Maximum weight".

department (5 news artists), train and mentor junior staff members. Others tasks were to assign and manage work flow and projects, write staff performance evaluations, attend daily news meetings with the RGJ editorial board, help plan news daily, weekly and anual enterprise and assist editors in the newsroom and their page designers with their daily news stories, page covers and inside page layouts.

2001-2003: Media Graphics instructor, Reynolds School of Journalism, University of Nevada Reno

Focus of study was on the utilization, purpose and methodology of graphics and graphic design applications in a world of media convergence. The premis and basis of this course was taught from a textbook titled "Graphic Communications Today," by Ted Conover. The course was supplemented by lectures and lab training. Three standard industry software applications were taught on computers, assisted by the use of audiovisual equipment.

1996-1998: Owner Rainmaker Productions

Owner and sole proprietor of Rainmaker Productions, a small design studio. Print ads, billboards, brochures, catalogs and multi-media graphics were produced, including illustrations for posters books and teaching aids. Rainmaker produced corporate logos and identity programs, graphics for all promotional purposes in a variety of industries. One particular client was JACOR Broadcasting, a corporation which owned 10 radio stations in San Deigo. For JACOR, Rainmaker provided art for a vast array of radio and television promotional materials from sports magazines, to the graphics for the Jumbotron at Qualcomm Stadium, to design work for ball caps and key chains. Some other clientswere: the Environmental Code 361 at NRaD (Naval Research and Development), U.S. Navy; Jostens Learning, Carlsbad; Upper Deck Baseball Cards; Bright Ideas, Carlsbad; San Diego Chargers and San Diego Padres spots franchises, and others. For two consecutive years, Rainmaker Productions provided volunteer design and artwork for the Annual San Diego Chapter of Taste of the Nation, to feed the homeless.

1992-1996: CSC (Computer Sciences Corporation), San Diego CA, Senior Computer Art Specialist - Cleared SECRET

Provided design work and creative digital services as a CSC contractor for Code 361 at NRaD (Naval Research and Development), U.S. Navy. Produced and illustrated volumes of computer generated graphics for visual training aid purposes, publications, and display. A working knowledge of graphic design and related software at the expert level was required to create publications, screen presentations, page designs and technical illustrations. Knowledge of printers and printing media, all current software, and how to train others was required. Work was performed on early internet development, specifically related to visual interfacing and early java scripting software, mosaic, netscape and others. Detailed and technical displays were produced for projects ranging from battlespace dominance through information management, soil testing probes for managing environmental health, to 3D television technology. Three other CSC computer artists were supervised and managed in offices located at Point Loma in San Diego.

1990-1992: San Diego Union-Tribune (now San Diego Union), Creative Services Advertising Artist

Designed and produced print advertisements, special sections and marketing assignments for the San Diego Union/Tribune Creative Services department. Received several National awards for creative advertising, and earned three prestigious Copley Ring of Truth awards of excellence.

1987-1990: Reno Gazette-Journal, Graphics Editor

Managed the editorial art department, attended daily news meetings, created cover page designs, special section layouts, sports graphics and created full color illustrations for news stories. Responsible for all graphics appearing in the paper including story promos, logos, icons, and the weather page. Was responsible for bringing the first computer generated graphics on-line at the RGJ, and responsible for systemizing the graphics department, including configuring, designing and upgrading the department

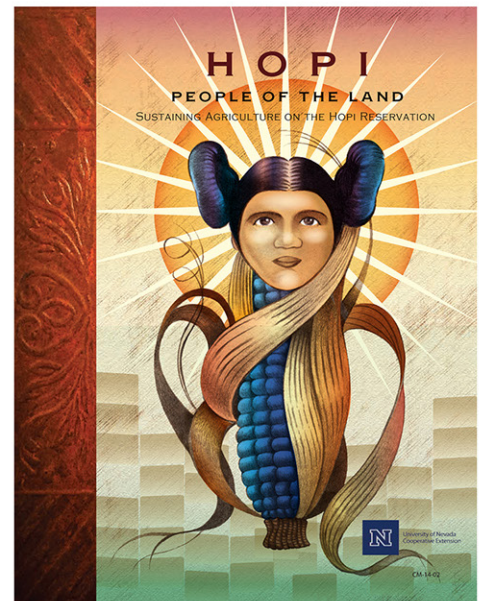


Figure 1.1. Hopi Ceremonial Calendar (mural)

Acrylic painting, 1975 by Artist Hopid members: Michael Kabotie (Lomawyeswa), Terrence Talaswima (Horvanteaw), Neil David, Milland Lomakema (Dawakema) and Delbridge Honanie (Coochsiwakimao).



Hopi Ceremonial Calendar Mural
Artist Hopid (Members 1973-1978)

Created in 1975 by Artist Hopid members, the mural is displayed at the Hopi Cultural Center and Museum at Second Mesa. In the years from 1973 to 1978, according to Michael Kabotie (Lomawyeswa), then leader of the Artist Hopid, the group came together because of their concerns for preserving the traditions and interpretations of the Hopi way. The group desired to communicate, educate and redirect a sense of purpose and values to Hopi artists with the primary objective of promoting and encouraging an honest and accurate portrayal of Hopi culture in their works. They believed that this redirection of purpose could bring and reflect a renewed American spirituality in their art. The work covers a wall space some 35 feet in width, a total of 274 square feet, and exemplifies the ceremonial culture, spiritual beauty and eloquence of the "Hopi way." The dedication quote given at the formal unveiling ceremonies written by Lomawyeswa (Michael Kabotie) reads as follows:

This mural was painted in reverence and in homage to HOPI:

*"A life force and philosophy that nurtured and gave strength to countless generations of HOPI PEOPLE
A way of life, time tested by the forces of Mother Nature for eons; survived and matured.
A concept so deep that deliberate attempts by gold and soul hungry ideologies to unroot it have failed.
A spiritual outlook so strong, that despite the hardships, it prays for all living beings to have fulfilling lives.
And those beautiful souls that live its teachings, and guide it.*

THE HOPI PEOPLE
So with the greatest honor and respect, members of ARTIST HOPID dedicate the
HOPI CEREMONIAL CALENDAR to the HOPI PEOPLE and all living beings."

ARTIST HOPID

layout and floor-plan. Provided management with research and reports needed to evaluate hardware and software needs. Successfully completed Gannett's Management training program. The graphics editor/director was responsible for annual and semi-annual reviews of three editorial artists and their training.

1986-1987: Business Owner, Design Group West, Incline Village NV

Served clients in the Reno/Tahoe area; produced effective ads and advertising materials for print and multi-media uses.

1985-1986: Media Consultants Advertising agency, Reno NV, Illustrator/Designer

Produced a high volume of successful print advertising materials including numerous television storyboards for the gaming industry in the Reno/Tahoe area. Other assignments included graphic design, production, photo art direction, outdoor advertising and the design and comprehensive layouts for a variety of creative print advertising purposes.

1979-1985: Owner, Oden Enterprises, El Cajon CA

Oden Enterprises provided print advertising, graphic production and advertising copywriting services to local clientele. More than two hundred ads were produced. Other projects were: Brochures; counter displays; package designs; billboards; television storyboards; book and magazine illustrations for local clientele and local advertising agencies. During this time, several copyrighted pieces were produced, including nine short volumes of children's books entitled grandfather's Stories for Open My World Publishing Co.

1977-1980: Illustrator (GS-9), U.S. Department of Defense, U.S. Navy, Civil Service - Cleared SECRET

Two activities were served; 1) Fleet Combat Training Center, Pacific, and 2) Naval Amphibious Base, Coronado. A high volume of training aids, publication materials and classified special projects were produced. Two large paintings commissioned by base Captain John Williams, USN, were assigned and completed, which were hung and displayed on the quarterdeck at the base commander's headquarters.

1976-1977: Volt Technical, El Segundo, Assistant Art Director - Cleared SECRET

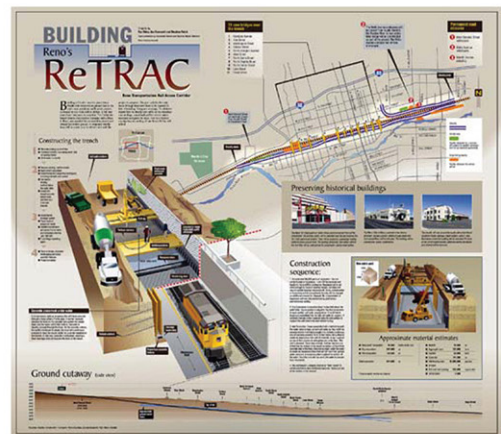
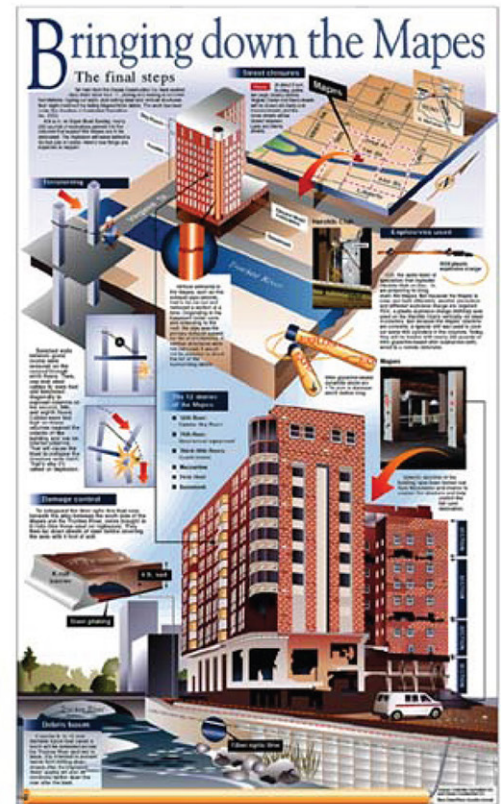
Produced 3D displays, technical and isometric renderings, schematic diagrams, performed graphic production assignments, created flip charts, designed and produced 35MM slide presentations for Volt clients. Some clients were: Hughes Aircraft, Garrett Airesearch, Northrop, IBM and Pacific Bell. Assisted managing and directing a large creative team consisting of 15 permanent employees and freelance artists.

1975-1976: Space and Missile Systems Organization (SAMS0), El Segundo CA, publications artist - Cleared SECRET

Developed and produced graphs and diagrams, flip charts, technical illustrations, graphics, publications, viewgraphs, 35MM slide presentations and other informational materials used for publications and technical training programs, including visuals for the early U.S. Space Shuttle program.

1972-1975: U.S. Navy, U.S. Naval Radioman, USS Prairie AD-15 - Cleared TOP SECRET and SPECAT

Stationed and served on the USS Prairie AD-15. Performed assigned tasks and responsibilities as a radio and cryptographic watch-stander; fleet broadcast operator; ship to shore circuit operator; incoming and outgoing message preparation clerk; publications corrections clerk. Performed required duties in equipment maintenance (PMS- planned maintenance system), and duties as an in-port and underway watch supervisor. A "Blue Water" vet and Petty Officer 3rd class, was discharged honorably on August 9, 1975.



Awards and Accomodations

- 1971 Bank of America Achievement award: In field of art
- 1971 Hawthorne, California; Art and Cultural Society scholarship
- 1971 Most talented: Hawthorne High School, Hall of Fame
- 1976 Best illustration: Marketing Tools, a professional group on San Diego
- 1989 First place: Best of Gannett: For a body of work
- 1990 Copley Ring of Truth, San Diego Union-Tribune: First place advertising
- 1991 Copley Ring of Truth, San Diego Union-Tribune: First place local ad
- 1991 Copley Ring of Truth, San Diego Union-Tribune: First place classified ad, 1991 ANME advertising award, first place, international, client Century 21
- 1994 CSC, Computer Sciences Corporation Systems, Services and Technologies Center – Employee of the Month
- 1999 Special Citation from the publisher, Reno Gazette-Journal, “Stories from the Sagebrush, Celebrating Northern Nevada at the Millennium,” written by Don Cox, photographs by Jean Dixon and paintings by Ron Oden
- 1999 First place, Information Graphic, Nevada Press Association
- 2000 First place, Best of Gannett for information graphic on how gold is produced in Nevada, and a body of work
- 2000 First place, Information Graphic, Nevada Press Association in 2000, second place, Information Graphic, Nevada Press Association in 2000, second place, Best Illustration, Nevada Press Association
- 2001 First place, Information Graphic, Nevada Press Association in 2001 Second place, Best Illustration, Nevada Press Association
- 2002 First place, Information Graphic, Nevada Press Association in 2002 First place, Best Illustration, Nevada Press Association
- 2002 Second place, Information Graphic, Nevada Press Association in 2003 APNEC (The Associated Press) First place, Yucca Mountain

Education

- Hawthorne High School, Hawthorne, CA
- Art Center, College of Design, Los Angeles, CA - Life Drawing one year scholarship (during high school)
- El Camino College, Torrance, CA
- Cuyamacha College, El Cajon, CA - After service, continuing, G.I. Bill

Notations

- Listed, “American Artist’s Bluebook,” AskART.com
- Painting titled “Liberty’s Children,” by Ron Oden, in the permanent collection of the New York State Museum.
- “Liberty’s Children appears in “The Little Brown Handbook,” 10th edition, as well as the High School Edition, by Fowler, H. Ramsey Aaron, Jane E., Addison Wesley, publisher
- Nominee for the 25th Annual Governor’s Arts Award (Nevada).
- Illustrator of numerous books, including books for children, one Spanish learning book, published by Jostens Learning, titled: Las Tres Cabritas.
- Stories published: Reno News and Review, Reno Gazette-Journal, Nevada Historical Society Quarterly, Nevada Governor’s Website (Liberty’s Children).

Public works on display:

- New York State Museum in Albany, painting titled “Liberty’s Children”
- La Mesa Post Office, La Mesa, a scenic train mural
- Reno Boys and Girls Club, two paintings: “City Dog in Reno,” and “Neon Fish Tank”
- Hidden Valley Golf Club – Bust Sculpture of Link Piazza, philanthropist and WWII military hero
- Lawlor Events Center, Reno – Large Aviation Painting, Captain Link Piazza piloting his B-25 aircraft above the Luzan Island, and making discovery of a downed and stranded P-38 pilot below on the beach.

