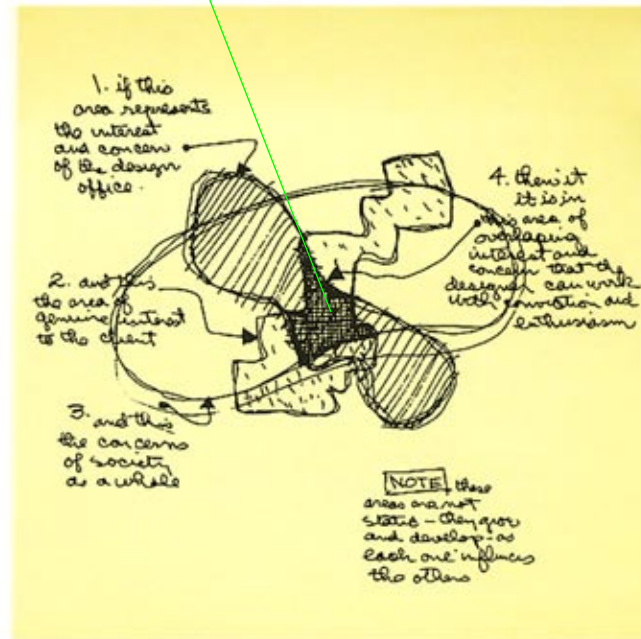


Focus:





Dear You,

Charles Eames sketched that doodle of the design process (to the left) in 1969. It consists of three loose amoeba-like graphical elements floating, overlapping, and connecting to create a representation of what design should be. The three layered forms constitute the interests and concerns of the designer, the genuine interest of the client, and concerns of society as a whole. Where the subsets intersect lay the common ground where designers can work with “conviction and enthusiasm.” Eames’ diagram highlights the responsibility of good design to the larger community and to the people that it ultimately serves.

Human ingenuity is ultimately helpful in not only selling products for a client, but also in creating something that can educate, entertain and empower individuals. That simple approach, *designing for people*, has kept me grounded and focused as a designer. Eames’ little doodle has been an inspiration to me for years. I keep a copy of it close by, reminding me of why I’m a designer.

I believe strongly that even the most difficult problems can be solved through communication and collaboration. I’d love to hear what you believe. Drop me a line at [ben\(at\)3toed.com](mailto:ben(at)3toed.com), and let’s figure out what we can do together to make this place a little better.

Benjamin Gaydos

References

Susan K. Roth,
Interim Director, VCU da Vinci
Center for Innovation in Product
Design and Development/
Associate Dean for Research
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School of the Arts, Virginia
Commonwealth University
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Chris VanWyk,
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Rob Carter,
Professor, Graphic Design,
Virginia Commonwealth
University
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Practice

2003 - 08
3toed design, Principal,
Manchester, UK, Detroit, MI,
& Richmond, VA

I founded *3toed design* in 2003 as a mobile, multi-disciplinary design studio. The flexible structure of *3toed* has allowed me to work on diverse projects from traditional print design to motion graphics, sound design to documentary film. My clients have included Co-lab* (2003 Cooper-Hewitt Design Triennial), Proven Winners, and The University of Manchester. In 2005-06 I served as the creative director for (SCENE) Metrospace in East Lansing, Michigan.

2005
Designatics, Practicum,
Cologne, Germany

Designatics is a design firm in Cologne that specializes in industrial, exhibition and graphic design. I spent 3 exciting months focussing on exhibition design and craft, developing skills in both workshop production and in planning/ project development (as well as brushing up on my German language skills).

2002-03
CiesaDesign, Junior Designer,
East Lansing, MI

CiesaDesign provided me with the opportunity to work in a small and highly respected design firm upon graduation from Michigan State University. I designed a large variety of print and packaging materials, working closely with clients throughout the creative process.

1997 - 98
Edict, Incorporated, Intern,
Auburn Hills, MI

While interning at Edict, Inc. I developed Graphical User Interfaces for Web based applications, created product and project based graphical elements for use in both Web and Windows based systems, as well as implemented dynamic database driven web sites.

Teaching

2006 - 2008
Adjunct Professor
Virginia Commonwealth
University

Courses:

- **Design, Anthropology & the Community,** Junior/Senior Level, Spring 2008
- **Print Materials** (letterpress), Junior/Senior Level, Spring 2008
- **Advanced Sequential Design,** Senior Level, Spring 2008
- **Type/Print Technology,** Sophomore Level, Spring 2008
- **Sequential Design,** Junior Level, Fall 2007
- **Imaging I,** Sophomore Level, Fall 2007
- **Sequential Design Technology,** Junior Level, 3 sections, Fall 2006 & 2007,
- **Imaging II,** Sophomore Level, Spring 2007

2006
Teacher's Assistant
Virginia Commonwealth
University

Courses:

- **Print Design,** Junior Level, Spring 2006
- **Interaction Design,** Junior Level, 2 sections, Spring 2006
- **Design: Form and Communication,** Sophomore Level, Spring 2006

May 2003 & 2004
Portfolio Reviewer
Michigan State University

Education

2005 - 2007
• M.F.A. Design/Visual
Communication,
Virginia Commonwealth
University
• 4.0 Grade Point Average
• Full-tuition Graduate
Teaching Assistantship/
• VCU Design Fellowship
• Thesis Publication:
[ethno]graphic design
• School of the Arts Graduate
Student Advisor

1997 - 2002
• B.A. Studio Art,
Graphic Design,
Michigan State University
• Magna Cum Laude (3.5 GPA)
• Cultural Anthropology Minor
• Film Studies Specialization
• Officer, MSU AIGA (2001-
2002)

Screenings

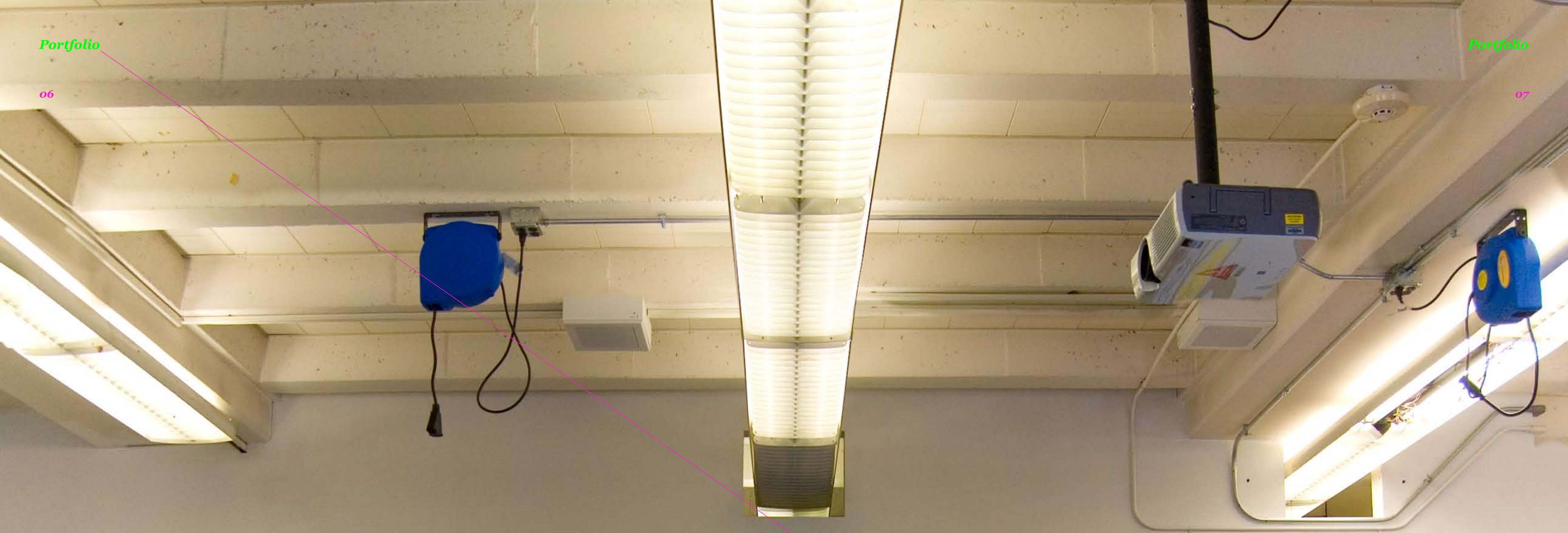
- **some joy, some pain,** Cross Roads, Richmond, VA, May 2008
- **Corporeal,** at A|V, Gallery5, Richmond, VA, April 2008
- **Voices of Our Community,** at *REPRESSED III: An Exhibition of Socially Conscious Works*, Gallery5, Richmond, VA, April, 2008
- **some joy, some pain,** at 207 Broad, Richmond, VA, May 2007
- **1/18,** at *The Flicker Film Festival*, Richmond, VA, October 2005
- **a small light,** (dir. Julia Yezbick), at The South Asian International Film Festival, New York, NY, October 2005
- **e* (and) a small light,** at *JOMAS; Series.01*, 555 Arts, Detroit, MI, June 2005
- **a small light,** at *The Nordic Anthropological Film Assoc. Festival*, Trondheim, Norway, June 2005
- **a small light,** at *The Mostra Internacional do Filme Etnográfico*, Rio de Janeiro, Brazil, September 2005
- **[auto]fable,** at *Detroit @ 00:00:55*, Cranbrook Art Museum, Bloomfield Hills MI, October 2003
- **e*,** Kresge Art Center, East Lansing, MI, March 2002

Exhibition

- **ThINK,** Group Exhibition, Richmond, VA, May, 2008
- **REPRESSED III:** *An Exhibition of Socially Conscious Works*, Group Exhibition, Gallery5, Richmond, VA, April, 2008
- **Angst der Angst,** Group Exhibition, Semantics Gallery, Cincinnati, OH, May-June, 2007
- **Re:Search:** *The 2007 Graphic Design MFA Exhibition*, Group Exhibition, 207 Broad, Richmond, VA, May 2007
- **Sonic Landscapes,** Group Exhibition, Scene Metrospace, East Lansing, MI, October-November, 2006
- **Design Process,** Group Exhibition, Pollak Building, VCU Richmond, VA, May-September, 2006,
- **The Buddy System,** Group Exhibition, 555 Arts, Detroit, MI, May 2005, & Scene Metrospace, East Lansing, MI, October 2005
- **Critical Mass 2,** Group Exhibition, Marygrove College, Detroit September 2004
- **Collaboration 1,** Group Exhibition, Lansing, MI, May 2004
- **Surfacing,** 3 Person Exhibition, Gallery 114, East Lansing, MI, May 2002

Publication /
Recognition

- Publication, *ThINK*, 2008
- Publication, *Typographic Design: Form and Communication*, 4th ed., 2006
- Publication, *Floyd 06-07*, 2007
- Awarded **full-tuition fellowship/GTA** from Virginia Commonwealth University's Design Department (4th Best Graduate Design School in US, USnews '08), 2005-07
- Publication, *JOMAS: The Journal of Motion and Sound*, 2005
- Publication, *JOWAI: The Journal of Words and Images*, 2003
- Received **2nd Place Best in Show** award in the 2002 MSU Undergraduate Art Exhibition.
- Received **Design Recognition Award** in the 2002 & 2001 MSU Undergraduate Art Exhibition.



Notes

Click on the images for more information about the project available online. You will be redirected to my website, www.stood.com.

The work presented on above is primarily print design—publication, promotional, exhibition, and identity. However, as much of my work is motion/time based and sound design, I have included a selection of [films](#) and [sound design](#) online, which may be accessed by clicking on the highlighted links.

Additionally I would be more than happy to provide a selection of work tailored to any inquiry (i.e. a [working](#) portfolio, [human-centered](#), [interactive](#), [motion](#), etc)—just drop me a line at ben@stood.com!

*Click here to see
more work!*

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