



## Artist Statement

*The focus of my work is on developing a visual language that results from a subconscious response to informed decision making. My process often begins with a strict set of rules or parameters to guide the work. These limitations could be based on materials, scale, color or a specific type of imagery that suggests a certain narrative. From here, I work to deconstruct, transform and challenge this original structure through the process of collage, painting, printmaking and digital manipulation. Utilizing these mediums in an intuitive and responsive way, leads to new discoveries and endless variations in form. With these methods that allow for an immediate and instinctive reaction to each phase of the process, I'm interested in finding the space between abstraction and representation. My work aims to create tension between the two rather than polarizing each.*

## Biography

*Dana McClure lives and works between two studios in Brooklyn and upstate NY. She received her BFA from the School of Visual and Performing Arts at Syracuse University in 2001 and her MFA in Design & Technology from Parsons the New School for Design in 2004. Dana began her career as a graphic designer and has worked for both large NYC firms and her own art and design studio art directing print, motion, and interactive projects for business, nonprofit, cultural and culinary clients. A graduate thesis at Parsons investigating the lives of transgender youth, led to a five-year long documentary film project that she directed and co-produced with Kirby Conn and Rainlake Productions. The film, entitled 'Odd Ones Out,' won a Telly Award in 2008 and is distributed abroad through ITVS Global and in the US through Cinema Guild. Since 2003, Dana has taught undergraduate classes in 2D Design and Time-Based media at New York University and Parsons The New School for Design. Her current focus is on self-initiated visual art and product design – from fine art prints to hand-printed textiles.*

## Education

*MFA / THE NEW SCHOOL UNIVERSITY  
Parsons School Of Design / Manhattan, NY / 07.02 - 05.04  
Masters Degree in Design & Technology. Concentration in Video Installation/  
Performance & Documentary Film  
Thesis: Feature-length documentary on transgender youth*

*BFA / SYRACUSE UNIVERSITY  
School of Visual & Performing Arts &  
Newhouse School of Public Communications / Syracuse, NY / 07.97 - 05.01  
Bachelors Degree in Communication Design & Public Relations*

## Accomplishments

(Scholarly, Creative & Professional)

**09.2012** / 'Red Left Blue Right' Group Show at Picture Farm, Brooklyn, NY.

**08.2012** / Limited Edition Art prints sold via FAB.com

**08.2012** / Selected to be part of Microsoft's Limited Edition Artist Series for a product launch in 2013

**05.2012** / Invited into the Artsicle community to sell and rent original works via their online marketplace.

**12.2011** / Artwork selected by Curate NYC out of 1500 submitted works for 'Layers Current' show at Like the Spice Gallery, Brooklyn NY.

**11.2011** / Press Mention in Lucky Magazine's New Product Collection. Highlight on my Line Series Monoprints and hand-printed pillow collection

**09.2011** / Artwork Selected as part of Limited Edition Artist Series for Microsoft Sept 2012 Launch

**08.2011** / 'Chain Letter' Exhibition / Samson Projects Gallery Boston, MA

**07.2011** / Chosen for Summer 2011 Faculty Artist in Residence at Parsons The New School for Design, New York, NY

**06.2011** / Warehouse Collective Group Exhibition Brooklyn, NY

**11.2010** / Accepted Invitation to Serve on SCC (School Curriculum Committees) and CUE (Committee on Undergraduate Education) at Parsons The New School for Design

*Film Screenings & Awards for Odd Ones Out:*

**2008** / OOO was selected for a Telly Award

**2006** / MIX Film Festival, Anthology Film Archives

**2006** / Homo-A-GoGo Film Festival, Olympia, WA

**2005** / Hetrick Martin Institute, Manhattan, NY

**2005** / Gender Identity Center of Boulder, CO

## Art & Design Experience

*OWNER OF DANA MCCLURE STUDIO, Brooklyn & Upstate, NY / 05.11 - present (danamcclure.com) - an art & design studio that produces fine art prints, mixed-media collages and textile design for home interiors.*

*CO-FOUNDER OF DOUBLE TRIPLE, Brooklyn, NY / 05.07 - 05.11  
Double Triple (doubletriple.net) is an art & design studio focused on client-based projects for cultural, non-profit and entertainment industries as well as self-initiated art work.*

*FILM DIRECTOR / Rainlake Productions, NY / 09.02 - 05.08  
Directed, co-produced and edited a feature length documentary film that follows the lives of three transgender teens living in NYC over the course of four years.*

*SENIOR DESIGNER, Kirschenbaum Baum / Manhattan, NY / 03.06 - 06.06  
Art direction and visual design for interactive branding campaigns and pitches for clients including: BMW, John Frieda, Old Navy, Biore, Curel, Jergens, & Don Julio*

*MULTIMEDIA DESIGNER, AW Design / Manhattan, NY / 11.01 - 09.02  
Designed motion graphics and identity system for an international IT company based in India. Worked on branding and packaging design for various new products and services for Unilever Best Foods.*

*GRAPHIC DESIGNER, Desgrippes Gobe / Manhattan, NY / 05.01 - 10.01  
Designed environmental graphics for retail spaces and developed identity and packaging design for new lines of beauty products and cosmetics.*

*MEDIA PLANNER, Young Advocates / Manhattan, NY / 09.01 - 01.03  
Designed identity, web site, print materials, event graphics, and signage for a group of over 700 Young Advocates closely affiliated with Human Rights Watch.*

*GRAPHIC DESIGNER, JK Design / New Brunswick, NJ / 12.98 - 05.01  
Print designer for editorial and promotional materials. Clients included Canon, Phillips, Fabricland and Rutgers University.*

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## Teaching Experience (2003 - present)

*PARSONS THE NEW SCHOOL FOR DESIGN – New York, NY  
PT Faculty – (09/03 - present)  
Courses: Core Studio Time (CDT), Core Studio Image (CDT), Sound & Vision (SPACE), 2D Integrated Studio (FND), Bootcamp (MFADT)*

*NEW YORK UNIVERSITY – New York, NY  
PT Faculty – (09/07 - present)  
Courses: Multimedia Graphic Design, (SCPS) School of Continuing & Professional Studies*

*Overview:  
Read a full overview of course learning outcomes on page 2 and visit [danamcclure.com/teaching](http://danamcclure.com/teaching) for examples of student work.*