



Sue Vessella, Dean  
School of Media, Culture & Design

A member of the Woodbury family for more than 25 years, Dean Sue Vessella holds a Master of Fine Arts degree in Graphic Design, and is a published author in the area of design education. She has lectured at both international and national design, educational, and administrative conferences, on topics including interdisciplinary pedagogy, educational assessment, social responsibility in design, and assessment in the arts. She has also served as Associate Dean of MCD, Chair of the Graphic Design department, and Director of Educational Effectiveness and Assessment for the university.

Combining her background in educational assessment and information design, Dean Vessella has developed an assessment alignment system for the higher education community entitled AssessAbility©. As professor of Graphic Design, she has taught courses in Typography, Graphic Design, Professional Practice, Package Design, Portfolio Presentation, Advertising, Logo and Identity Design, Environmental Graphics, Design Elements, and Color Theory.

Specializing in corporate identity systems and information design, Dean Vessella also has a background in advertising, identity design, and environmental graphics, and has designed promotional material for numerous companies including NBC Sports, The Los Angeles Zoo, Orion Pictures, Southern California Committee for the Olympic Games, The City of Beverly Hills, Caesar's Palace and Casino, and multiple entertainment companies. Both an educator and award-winning designer, she has been a Creative Director for national companies, working in the area of identity design and restaurant merchandising.