

ZORAN BELIC W.

chief executive and creative director
imperium deSign
3857 birch street, suite 114
newport beach-cosmopolis, ca 92660, usa

contact:
+ 1 949 280 5029
zbelic@imperiumdeSign.com

MNEMONIC

Zoran Belic graduated with an MFA degree in Mixed-Multi-Media from Rutgers University (MG School of Arts, NJ, USA) in 1991, completed his BA degree studies in Philosophy (semiotics, axiology and philosophy of language at Belgrade University in 1985, and received his BFA degree in Painting/Mixed-Media from University of Arts (Beograd, Yugoslavia) in 1981. In his Ph.D. dissertation (Singidunum University, Beograd, Serbia) he explores Semiotics/Axiology of the Visual.

Currently chief executive and creative director with imperium deSign (newport beach_cosmopolis, ca, usa), Chair of FETL Council and Professor in Graphic Design Program at SCAD (Savannah, GA, 2005-W18), consultant, creative director, designer, photographer, artist and theorist for over 35 years, Zoran Belic has worked for numerous clients including: DMB&B (New York, USA), Manning, Selvage & Lee (New York), Gray Advertisement (New York), Pharmessen, Inc. (San Diego), Teslaco (Irvine), ICN Pharmaceutical, Continental Bank, PBS, US Department of Interior, Vicks (NyQuil account), Citizen, Procter & Gamble (Dash account), Air Alitalia (Rome, Italy), Burger King, Art Resource Group (Newport Beach, USA), California State University (Los Angeles, USA), University of California (Irvine, USA), International Business Law Services (Irvine, USA), SKC Gallery (Beograd), has had 18 individual exhibitions and participated in over 150 exhibitions internationally including *2nd International Biennial of Los Angeles*, *Art of Peace Biennial* in Hamburg (Germany), *XI Biennial of Paris* in Paris (France), he has given over 150 lectures to general and professional audiences, for example: *In Flux at The 3rd Multimedia Technology & Applications Conference* (Anaheim, USA), *Cybernetic Deconstruction of Place and Body at The XIII International Congress of Aesthetics* in Finland, *Cybernetic Deconstruction of Cognitive, Aesthetic and Ethical Values* (Beograd), *Philosophy and Cognition – Cognitive Methods at The Conference of The Yugoslav Association for Aesthetics* (Ljubljana, Yugoslavia), *Art and the Holistic World View at The Art and Invisible - Conference* (Castle Elmau, Germany), *Truth and Knowledge at the Inter-University Center* (Dubrovnik, Yugoslavia), and he has been published in various philosophical, art and design periodicals and books elaborating on different themes, e.g. computational technology and design, semiotics and visual arts, analytical philosophy and visual arts, mythology and visual arts, etc. Between 1984 and 1989 he collaborated with The Academy of Arts and Sciences on a *Dictionary of Visual Arts*. He is published in *Marquis' Who's Who* (... in America, ...in the West, ...in the World). He taught at MSU in the Electronic Visualization Program, University of Denver in Graphic Communication and Digital Media Studies Program, LCAD in Graphic Design Program, and University of California at Irvine in Design & Digital Arts Program, and previously worked as Art Director at the New York City office of D'Arcy, Macious, Benton & Bowles (an international full-service advertising and communications company employing 6,000 individuals in 35 countries) on corporate identity, editorial and promotional design projects and new account campaigns, e.g. New York Lottery, IBM, Coca-Cola, etc.

Granted US citizenship as an Individual of Exceptional Ability in the Sciences, Arts, or Business, Grantee of the US Department of Interior (1995) for a multi-media project on Mississippi Delta, Fellow of ULUS (Visual Arts Association, 1986-87, Beograd, Yugoslavia), Robert Watts (Fluxus Art) Memorial Scholarship recipient (1989), Belic also received 2nd Award at the International Drawing Triennial (Wroclaw, Poland, 1981) for his series of abstract drawings based on Kabbala, and 4th Award at International Exhibition of Original Drawing (Rijeka, Yugoslavia, 1988).

Zoran Belic served as Chair of Graphic Design Program at SCAD (2005-2006), Director of IVC Gallery (2004-2005), Chair of Design Program at LCAD (2001-2005), Vice-President of ULUS (2,500 Membership Visual Arts Association, Beograd, 1987-89), President of the ULUS Expanded Media Chapter (1986-89), Consultant for the ULUS Program Board (1987-89), and worked as Editor for *Mental Space* (Periodical for theory, philosophy and critical studies of visual arts) and *Dragon Series* (Publishing House).

A student and teacher of Aikido (Japanese martial art) for more than 35 years, Zoran Belic was awarded his 2nd degree black belt by Sensei Yoji Fujimoto (of Hombu Dojo, Tokyo, Japan) in 1989.

His scholastic research focuses on axiological (aesthetic, cognitive, ethical, and practical) issues and cultural, social, political, economic, psychological, technological, etc., conditions that inform artists, designers, architects, et al. in conceptualizing and articulating ideas in various signifying media.

In design, his eclectic background enables him to transcend limitations of a personal style and explore progressive and and innovative visual communication solutions.

As an artist, he has been exploring mythical, cosmological and cosmogonical archetypes via ephemeral, symbolic, and quite frequently hermetically encrypted and abstractly staged 4D visual constructs.

Zoran Belic believes in the multifaceted and polyglottic nature of contemporary global cultures and is cognizant of the polyphony of voices in the rhizomatic heritage of humanity.

DESIGN SAMPLES:

<http://www.imperiumdeSign.com/zbwstu>

[best viewed with pop_up_windows enabled]