



LOGO CONCEPT & ABOUT THE ARTIST

The artist, designer of the Phoenix Sister Cities Teach Abroad Logo and program participant **Ryan Parker** is a Phoenix native that comes from a long, diverse line of teachers, although he never thought he'd be one himself.

He attended Chaparral High School with the idea of honing his art-making skills. During two summers, he worked for the City of Scottsdale as a recreation leader and drawing instructor for kids, which gave him his first taste of teaching.

Ryan attended the University of Arizona to pursue his degree in visual communications with an illustration emphasis. Concurrently, his passion for language grew as he became an English writing tutor for two organizations at the university, where he helped students from a wide range of ethnic backgrounds. He also spent a summer studying art and history in Orvieto, Italy.

After graduating in 2005 with his VisCom degree freelancing and creating art for his friends he was inspired to start his official art career as a graphic designer and eventually ascended to an art director position for new digital media. He also worked with Phoenix Art Museum as gallery attendant. After learning about Sister Cities through a friend, Ryan realized teaching was the perfect avenue to slake his thirst for international travel and share his love for communication.

As a program participant immersed in the Japanese culture and everything the program has to offer, Mr. Ryan Parker was the ideal candidate to design the Teach Abroad logo. A symbol that incorporates both Japanese and American cultures while concurrently portraying a vision for teaching. After research and conceptualizing various ideas, the strongest concept evolved from the idea to do western lettering (the characters T and A) in the brush-painted, calligraphic style of Japanese *shodo*. It succeeds in both conveying the idea of the teacher/student relationship, as well as tying together east and west by using typography that is a blend of the two cultures.