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LISA
WINSTANLEY

Teaching Philosophy
& Student Testimonials

lisa winstanley
design educator

I see my working title as being two fold. I am a design educator first and foremost, but this is inexorably linked with my work as a graphic artist.

Having a breadth of over nineteen years practical experience is an asset that I rely upon regularly as design educator. I passionately believe in empowering students with the knowledge and skills to develop strong conceptual approaches to visual storytelling and it is clearly evident that I can impart more by the way of example; this is where my professional practice and role as an academic intertwine.

I actively encourage students to experiment with a range of design techniques that enhance strong conceptual development and support professional practice by expanding knowledge of historical and contemporary arts practice. I also guide students to seek and participate in conversations that challenge and explore traditional and contemporary concepts and approaches to design. To me, a successful learning situation is one that raises as many questions as it answers.

I consider the core of my work to be shaping problems to create holistic visual solutions; defining function, considering the ethical, social and philosophical issues and letting go of preconceptions and assumptions are all integral parts of my teaching methodology. I feel that it is vitally important that students are taught not only the ability to conceptualise but also the fundamentals and tools of design in order to transform those concepts into a feasible reality.

I see my role as a design educator as:

1. Empowering students with the skills necessary for success in a competitive design industry
2. Encouraging students to go beyond the basics, enabling originality and lateral thinking
3. Stressing the importance of seeking knowledge outside of a teaching environment, the classroom is merely the starting point and good design cannot be created in a vacuum

I believe in the importance of delivering consistent and frequent feedback by encouraging students to actively participate in constructive critique sessions; gaining regular feedback from myself, their peers and industry representatives alike. I consider these sessions as tools to enable and empower students to gain critical insight into the effectiveness of their techniques and design realisations but most importantly to gain insight into the development of their underlying ideas, thought processes and concepts, thus challenging and questioning their current ways of thinking and facilitating new lines of thought and idea generation.

Finally, I hope to nurture the growth of design thinkers, fostering a passion for design. It is my hope that students begin to see the world through new eyes and continue to do, so long after they leave an academic environment.

“Creativity is contagious, pass it on”.

Albert Einstein

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“Self doubt became faith. Failure became success. To where I am now, a sophomore in AUK University. I give all the credit and gratitude to professor Lisa”.

Shoug Ali Haider

“Ms Lisa taught me well in graphic design and I learned a lot from her. She’s a very good graphic designer and an amazing teacher.”

Eman Al Baseer

“Ms Lisa was a really great teacher who taught us many things that we needed to know in the real world.”

Assil Wehbeh

“It was delightful to have Ms. Lisa as my teacher, not only was she an amazing teacher but a fun, caring and thoughtful person. Everything I have learned from her has helped me in achieving my career goals today. Ms. Lisa is a true inspiration for her students and motivated me to work towards my goal. Her knowledge and creativity is till alive in me and I always wish I could be part of her class again.”

Deborshree Gosh

“The person that I always learned from, to become a better designer.”

Miami Al Omair