

September 15, 2025

University of Northern Iowa
1227 West 27th Street
Cedar Falls, IA 50614

Dear Senate Members,

Please regard this letter as a supporting statement to apply for Emeritus status as I am planning to retire December of 2025. I have an MFA from Iowa State University, MA from University of Northern Iowa and BFA at Youngnam University from South Korea.

I am currently an associate professor in the Department of Art and Graphic Design. I have worked at UNI since August of 2005 to start as a tenure track faculty. Prior to that year, I worked as a teaching instructor at Iowa State University for three years (2003-2005) and I specifically taught Graduate Students. I had taught as an instructor at University of Northern Iowa for one year (August, 2002-May, 2003). I also worked for several years at a prominent publishing company before I joined the faculty at UNI. My private sector experiences enabled me to develop graphic design curriculum in multiple design formats.

My specific teaching areas have been Kinetic Typography, Motion Graphics, Interactive and Web Design, Experimental Typography, Symbolism, Integrated Marketing Systems, Wayfinding Design, Product Design, User Experience & User Interface Design and Graphic Design 1 since 2005. Other than Graphic Design 1, I organized and developed all of the new class curriculum after I joined at UNI. I tried to bring our graphic design major in-line with other design schools and industry requirements. Each semester, I have always updated my class materials with the goal of keeping our classes up to date with technological developments and industry trends. As a result, many of our graduates have attained successful careers all over the country as well as overseas.

My scholarly work has emphasized motion graphics, kinetic typography and experimental typography. For the last 20 years, my designs have been presented at numerous exhibitions in all over the country as well as overseas such as Australia, Canada, China, France, Japan, London, Malaysia, New Zealand, Poland, South Korea, Spain, and Switzerland. I had presentations in numerous conferences as well as my papers being published in numerous journals such as AIGA Education Conference, UCDA Design Education Conference, Foundations in Art: Theory & Education Conference, Design Principles & Practices Conference, Korean Society of Basic Design & Art International Conference, National Council of Teachers of Mathematics Conference, International Conference on Camouflage, International Digital Media and Arts Conference, Korean Society of Basic Design & Art & UNLV International Conference, and Hawaii International Conference. In recent years, I had explored my proud Korean heritage folk art called "Minhwa" to create designs that exhibit an imaginative expression of my culture. In addition, I have been creating an abstracted typographical series where I utilize letterforms to communicate experiences and emotions that have arisen in my life. I received two Graduate College Summer Fellowships in 2006 and 2011. In 2016, I received a Professional Development Assignment. I also received numerous major grants and small grants from the Collage of Humanities, Arts and Sciences. All of my research experiences gave greater visibility to the University of Northern Iowa worldwide.

I am proud to be a member of the Department of Art and Graphic Design. My heart will always be in UNI and I will always miss my interactions with the students. I strongly believe that I strengthened the Graphic Design program during my tenure at UNI. I request to be given Emeritus status to complete my proud career as a member of the UNI Faculty.

Sincerely,
Soo Hostetler

Soo C. Hostetler
Associate Professor in Graphic Design
Department of Art and Graphic Design
University of Northern Iowa