



Interview

People

By Day By Night – An interview with Luke McConnell, Wintec

3 months ago by Louise Kellerman

By Day By Night is an interview series that profiles graphic design tutors from design schools throughout New Zealand. We learn about their role as a teacher and their own personal design practice.

Today we hear from Luke McConnell who works at the School of Media Arts at Wintec in Hamilton.

What is your official title at work?

Senior Academic Staff Member

Programme Coordinator – Graphic and Digital Design

Can you tell us a little bit about your background, your career path, and how you got into teaching.

Teaching wasn't really on my radar when I began my journey in the design industry to be honest. I graduated with a degree in graphic design and I was ready to take on the world. I got my foot in the door working part-time as an in-house graphic designer for Gallagher Group Ltd. This however didn't pay the bills so I started up a small design studio at the back of my house and got to work developing my skills and getting to know the realities of running a business. This mix of in-house and studio work was fantastic as it provided me with a diverse range of work. One day I was trying to integrate nine different languages onto some product packaging, and the next day I was creating animated logo idents for a community anti-tagging campaign! Things then got a bit crazy when I decided to add teaching to the mix. I began teaching in the School of