



SIMON FRASER UNIVERSITY

Honorary Degree Citation
The degree of Doctor of Fine Arts, *honoris causa*,
conferred on Dr. John Maeda
Friday, June 13, 2014

Madam Chancellor, it is my honour to present to you Dr. John Maeda, one of the most influential design leaders of our time.

A graphic designer, computer scientist, academic and author, Dr. Maeda is well known for his innovations at the intersection of design, computing, art and education. He developed the Design by Numbers program that taught designers and artists how to program computers, laying the groundwork for a change from utilitarian to artistic web design.

As president of the Rhode Island School of Design, he led the steam initiative to add the letter A, for the subject of art, to the STEM acronym representing the national strategic focus on courses in science, technology, engineering and math. This initiative exercised his belief that in the 21st century, art and design are transformational forces, changing our world just as science and technology did in the last century.

Dr. Maeda was a professor at Massachusetts Institute of Technology (MIT) for 12 years and associate director of research for the MIT Media Lab. An exceptional educator, researcher and practitioner, he has shown generations of students and designers how art, design, science and technology together form the interdisciplinary foundation upon which today's creative and productive thinking is built.

As a leading design theorist, he is a prolific blogger and has authored several books, including the *Laws of Simplicity*, *Creative Code* and *Redesigning Leadership*.

His appointment last year as the first design partner at Kleiner Perkins Caufield and Byers, the venture capital firm that backed ventures such as Google, Netscape and Electronic Arts, is further evidence of his thought leadership and influence. As design partner, he is tasked with helping companies integrate design DNA directly into their corporate culture, demonstrating the extent to which design has indeed become a transformative force.

Dr. Maeda exemplifies Simon Fraser University's core values through his demonstrated excellence in education, research and community engagement.

Madam Chancellor, on behalf of the senate of the university, I ask you to now to confer upon John Maeda, the Degree of Doctor of Fine Arts, *honoris causa*.