For over thirty years, Martin Holloway has been a respected professor in the Department of Design. Martin is the founder of the Visual Communications program and was the first director of The Design Studio. As such, Martin has made crucial connections between the students and the world of nonprofit clients that collaborate with The Design Studio. A master designer and typographer, Martin Holloway works so closely with students on an individual basis through The Design Studio that he has served as a mentor to nearly 500, directing each student through each project every step of the way.

Throughout his long and distinguished career, Martin has demonstrated his commitment to generations of students and prepared them to enter the field of design as competent, confident professionals. His creation of curricula, courses, and independent projects has brought forth a respect for research and the joy of creative energy in the classroom.

As one example of his enthusiasm for teaching and research, in 1998 Martin partnered with three students to develop the visual communications for the Liberty Hall Museum, creating a new logo, signage, visitor brochure and other design material. Using visual research, Martin directed his students in the creation of a book of historical references, including museum logos and old woodcuts and etchings in an attempt to inform their creative work with precedent and resonance.

Martin’s ability to motivate, guide and energize his students in the research process has impressed not only his students, but his colleagues as well. He has the unique ability to instill a sense of pride and self-education in mentoring his students, helping each to develop a commitment for excellence as designers. We are pleased to recognize Martin Holloway’s efforts with the 2006 Schering-Plough Research Mentor of the Year honor. Congratulations.