

# Connor McKnight

connormcknight.net | Las Vegas, Nevada

Lead instructor at FourSkill and author of its Core Languages books, admissions and immigration consultant at Kaitu, and writer for The North China Times.

## 01 Profile

Connor McKnight is the lead instructor at FourSkill, an admissions and immigration consultant at Kaitu, and writes for The North China Times.

He is the author of the Core Languages books on FourSkill — five graded books for each of hundreds of languages, from Abkhaz to Zulu — and the graphics and images on FourSkill, Kaitu and The North China Times are his.

## 02 Professional Experience

### FourSkill

fourskill.org

#### Lead Instructor

- Lead instructor at FourSkill, which teaches languages and other skills through structured courses and spaced repetition.
- Author of the Core Languages books: 2,305 graded books in 461 languages, five per language from Novice to Distinguished.
- Designed the 4S mark and FourSkill wordmark: cut-paper letters with a strip of tape, in the five level colours.
- Art-directed the torn-paper collage art made for every FourSkill course and book.

### Kaitu

kaitu.org

#### Admissions and Immigration Consultant

- Guides students and families through admissions to schools and universities around the world, and through residency and citizenship by investment.
- Designed Kaitu's identity: the carved red seal, the wordmark set beside 開途, the palette, guidelines and stationery.
- Illustrated Kaitu's papercraft world of hand-cut paper, used across its site and films.
- Animated eighty-eight papercraft films: brand films, Academy lessons, journal and webinar films and vertical ads.
- Created the press kit, recruiting ads in fifteen sizes, vertical film ads and social cards.

### The North China Times

northchinatimes.com

#### Writer

- Writes for The North China Times, a paper of news and analysis from China, Japan, Korea, Taiwan, Hong Kong and the rest of Asia.
- Designed the paper's identity: the nameplate, the press-plate mark and the "Newsprint and Blue Pencil" palette and type.
- Created the house style for its news images: nine treatments, from engraving, riso and duotone to 3D plates and maps.
- Animated explainer films for its video desk, in series such as The Briefing, Measured, The Basics and Trade Lanes.

## 03 Books

### Core Languages

FourSkill

#### Author · Collection

|       |           |                |           |
|-------|-----------|----------------|-----------|
| 2,305 | 461       | 3,586          | 1,424,817 |
| BOOKS | LANGUAGES | GRAMMAR POINTS | WORDS     |

- Five graded books for every language FourSkill teaches, from Novice to Distinguished.
- Featured: Core Japanese Novice, Core Korean Intermediate, Core Mandarin Advanced, Core Spanish Superior, Core Ainu Distinguished.

## 04 Selected work

|                                         |                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                               |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ● ADMISSIONS AND IMMIGRATION CONSULTANT | <b>Kaitu 開途 — Admissions &amp; Immigration</b><br>Kaitu · Admissions & immigration consultant, Graphics                                                                                                                                                                       |                                                                                                                                                                                                               |
| ● LANGUAGE INSTRUCTOR                   | <b>FourSkill — Lead Instructor</b><br>FourSkill · Lead instructor, Author, Graphics                                                                                                                                                                                           |                                                                                                                                                                                                               |
| ● ART DIRECTOR                          | <b>FourSkill — Course &amp; Book Art</b><br>FourSkill · Art direction, Illustration                                                                                                                                                                                           | <b>NCT — Nine Image Treatments</b><br>The North China Times · Art direction, Image system                                                                                                                     |
| ● ILLUSTRATOR                           | <b>Kaitu — Papercraft World</b><br>Kaitu · Illustration, Animation, Art direction                                                                                                                                                                                             |                                                                                                                                                                                                               |
| ● MOTION GRAPHICS DESIGNER              | <b>Kaitu Films</b><br>Kaitu · Animation, Direction                                                                                                                                                                                                                            | <b>NCT Video Desk</b><br>The North China Times · Series design, Animation                                                                                                                                     |
| ● GRAPHIC DESIGNER                      | <b>FourSkill — Identity</b><br>FourSkill · Logo design, Identity system, Type & colour<br><br><b>Kaitu — Campaigns &amp; Press Kit</b><br>Kaitu · Creative direction, Copy, Design, Films<br><br><b>This Website</b><br>Personal · Concept, Identity, Design, Engineering, 3D | <b>Kaitu — The Seal</b><br>Kaitu · Logo design, Identity system, Brand guidelines, Stationery<br><br><b>NCT — Newsprint and Blue Pencil</b><br>The North China Times · Nameplate, Logo system, Palette & type |
| ● AUTHOR AND WRITER                     | <b>The Core Languages Library</b><br>FourSkill · Author                                                                                                                                                                                                                       | <b>The North China Times — Writer</b><br>The North China Times · Writer, Graphics                                                                                                                             |

## 05 Films

|                                                                                      |      |                                                                     |      |
|--------------------------------------------------------------------------------------|------|---------------------------------------------------------------------|------|
| <b>The Taiwan Strait, measured</b><br>The Briefing · The North China Times           | 1:38 | <b>Why Japan is shrinking</b><br>The Basics · The North China Times | 1:18 |
| <b>How Taiwan became the world's chipmaker</b><br>Five Dates · The North China Times | 1:11 | <b>Open the Road</b><br>Brand film · Kaitu                          | 0:58 |
| <b>Kaitu Academy</b><br>Academy · Kaitu                                              | 0:43 | <b>Join Kaitu</b><br>Vertical ad · Kaitu                            | 0:16 |

## 06 Writing

|                                                                                           |             |
|-------------------------------------------------------------------------------------------|-------------|
| <b>The Kaitu Journal</b>                                                                  | Contributor |
| Editorial · Kaitu's journal on admissions, residency and life abroad, with its own films. |             |

## 07 Portfolios

|                                         |                                                     |                                   |
|-----------------------------------------|-----------------------------------------------------|-----------------------------------|
| ● Cartographer<br>11 pieces             | ● Admissions and immigration consultant<br>1 pieces | ● Language instructor<br>8 pieces |
| ● Curriculum developer<br>8 pieces      | ● Art director<br>26 pieces                         | ● Illustrator<br>108 pieces       |
| ● Motion graphics designer<br>18 pieces | ● Graphic designer<br>90 pieces                     | ● Author and writer<br>12 pieces  |