

TODD M. DECKER

DESIGN DIRECTOR



Todd M. Decker is an award-winning design director responsible for creating and guiding DIY Network's on-air brand image and network identity. In this role he oversees the design for the network's promotionals, interstitials, network navigation and identifications. In 2010, Decker is spearheading DIY Network's on-air and promotional re-branding.

Decker is the recipient of several American Advertising Federation (AAF) and Broadcast Designers Association (BDA) awards, including Addy Gold, Addy Silver and BDA Bronze for his work on "DIY FYIs," the network's 30-second how-to information guides. FYIs are an ingenious solution to DIY Network's need for a branding campaign to give potential viewers a sample of its expert home improvement programming. Decker also received a Promax Gold Award for DIY Network's 2003 Upfront Presentation.

In 2004 Decker won a Scripps Networks President's Award for his extra effort and positive impact on the company. Within the company Decker also served as a design director for Scripps Productions before joining DIY Network in 2002.

In his 18 years as a graphic designer, Decker has also held the positions of associate creative director and senior designer/ animator for Fox News Channel in New York, where he was the lead creative for the network's logo mark and brand identity launch. In addition, he was responsible for the channel's presidential election coverage graphics and studio set presentation in 2000. Other career experience includes a stint as senior designer/ animator for Pinnacle Studios in Seattle where he was the lead creative for The History Channel's "The Network of Every Millennium" on-air identifications and the co-lead creative for the channel's on-air promotional identity re-branding in 1999.

Decker is a member of the American Institute of Graphic Arts (AIGA) and the Broadcast Designers Association (BDA). He works with the University of Tennessee's design department as an intern mentor and guest speaker. Decker also volunteers his time to youth fencing and the Boy Scouts of America.

Decker graduated summa cum laude with a bachelor's degree in art from Eastern New Mexico University. He currently lives in Knoxville, Tenn., with his wife, Stefanie, and their two children.

About DIY Network

DIY Network, from the makers of HGTV and Food Network, is the go-to destination for rip-up, knock-out home improvement television. DIY Network's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. One of the fastest growing digital networks and currently in more than 53 million homes, DIY Network's programming covers a broad range of categories, including [home improvement](#) and [landscaping](#). The network's award-winning Web site, www.DIYNetwork.com, is a leader in the Nielsen Online Home and Garden category and features multiple resources, including thousands of do-it-yourself home improvement projects, expert advice, how-to videos and images, and user-friendly reference guides with step-by-step instructions.

