



dean james ballas cv

core creative lead skills

- > Hands on creative direction, brand/graphic/interactive design and strategy development
- > All areas of visual communication including traditional, digital and avant-garde
- > Set the vision, drive the concepts and create innovative visual communication experiences
- > Provide strong creative team leadership, vision, oversight and mentorship
- > Develop unique, stand out ideas in partnership with designers, strategists, developers, marketing, account managers, sales and clients
- > Guide the creative process from concept through fruition
- > Engage closely with clients, understand their marketing objectives and proactively contribute to their brand's evolution and success
- > Effective verbal and written communication, as well as high degree of comfort and proficiency presenting in a small-large group setting

deliverables

Creative Lead

- > Account Management
- > Art/Creative Direction
- > Cross-functional Team Leadership and Building
- > Design Management

Creative Strategy

- > Advertising Strategy
- > Creative Strategy/Planning
- > Brand Development
- > Concept Development
- > Marketing Communication
- > Public Relations
- > Social Media

Design Traditional

- > Branding
- > Corporate Identity
- > Graphic Design
- > Illustration
- > Information Graphics
- > Logo Design
- > Layout
- > Outdoor
- > Packaging
- > Point of Purchase
- > Product Design
- > Transit
- > Typography
- > Visual Communication

Design Digital

- > Develop experience concepts and designs used in online and native mobile
- > Email Promotion
- > Interaction Design
- > Responsive Web Design
- > User Experience (UX)
- > HTML5 and CSS3

Design Avant-Garde

- > Ambient
- > Environmental
- > Event/Exhibit
- > Fine Art

education

June 2005

MFA Graphic Design—Miami International University of Art & Design, Miami, FL
GPA 4.0/4.0

December 1993

BFA Communication Design—Kutztown University of Pennsylvania, Kutztown, PA
GPA 3.32/4.0

professional employment

February 2024–Present

Morehouse School of Medicine (MSM), Atlanta, GA

Role: AVP, Brand and Creative Services

Duties: Fulfill a design-for-good social mission—lead the creation and advancement of health equity to achieve health justice through emotive, engaging, and empowering visual communications. Develop, integrate, and maintain comprehensive institution-wide brand and visual communication strategies across all university and health system touchpoints that reinforce, enhance, and further strengthen the MSM brand.

January 2001–Present

dezinrogue, Atlanta, GA; Greenville, SC; New York, NY; Miami, FL; Allentown, PA

Role: Creative Director: own/manage an internationally recognized design, branding and creative strategy development firm.

Duties: Hands on design and creative direction, brand design and strategy development. Responsible for all aspects of running a design business from proposal to printing: digital technology, responsive web design, traditional print, graphic design, video and photographic media services.

Clients: American Heart Association, Community Health Care Network, VSE, Inc., Novotorium, Healthy Food Now, Veg-E-Systems, The Program for Women and Families, VillageCare, Agile Interfaces, Combank Medical, Forge3, Style Medspa, New City Realty, Raadical Restaurant, Road Runner Car Wash, Dog Fish Design, The Drain Scoop, Therapy Connections, United Tax Solutions

January 2022–February 2024

Savannah College of Art and Design (SCAD), Atlanta, GA

Role: Senior Executive Director of Design for Good

Duties: Shape a clear vision, champion, and cultivate a design for good culture through every SCAD touchpoint. Lead SCAD SERVE, the university's social impact design studio, and unleash the ingenuity, academic resources, and creative brilliance of the SCAD community to address food insecurity, homelessness, clothing shortages, and environmental sustainability and create meaningful design solutions that improve quality of life. Deliver at both strategic and tactical levels—conceptualize and offer a hands-on approach while implementing university-wide transformative community-focused design for good initiatives. Educate internal and external affiliates to ensure the SCAD community remains true to our design for good brand approach and values.

November 2015–March 2017

Deloitte, Atlanta, GA

Role: Graphic Design Manager

Duties: Guide partners and client service pursuit teams through the development of strategic communications for Deloitte's most complex pursuits. Facilitate the concept, design and development of client proposals, presentations and related business development materials that distinguish Deloitte in the marketplace. Innovative solutions ensure visual storytelling reaffirms Deloitte's visual identity and brand messaging.

June 2014–September 2015

Roper Mountain Science Center, Greenville, SC

Role: Design Lead and Computer Technology

Duties: Head of design and computer technology team. Accountable for: establishing/maintaining the creative philosophy, brand development and all aspects of design/promotion reaching from traditional print and responsive web-based to social media and environmental solutions.

January 2007–March 2009

get READY girls, Doylestown, PA

Role: Creative Director/Marketing Director

Duties: Head of the creative department. Responsible for all creative aspects of design from concept through production. Set the tone for the creative philosophy of the company and the standards for the quality of the workmanship. Oversaw the design of branding and advertising to ensure communications support get READY girls' dialogue with the consumer.

December 2005–January 2007

Crayola, Easton, PA

Role: Design Consultant

Duties: Design team leader. Emphasis on the development and concept of unconventional, new technologies developed by the product team. Focus: an imaginative, experimental design approach.

June 2004–June 2005

The AD Studio, Miami, FL

Role: Art Director

Duties: Design material for numerous types of visual communication media utilized in advertising and promotion. Work directly with clients and service bureaus for consultation of projects.

Clients: Ramada Worldwide, Wingate, Wyndham, Hard Rock Hotel, Royal Caribbean, Meliá Hotels & Resorts Meliá Hotel International, Gran Meliá, Thrifty Car Rental

October 2002–December 2004

CEMENT Marketing, New York City, NY

Role: Creative Director

Duties: Team lead of a flexible, guerrilla marketing team focusing on innovative, strategic thinking, pragmatism and creativity.

Clients: BMW Group, New York Department of Health, Sebastian Hair Care, Select NY

February 1996–June 2001

CDNOW.com, New York City, NY

Role: Creative Director

Duties: Creative team lead. Craft and continually refine web-based brand and visual identity. Instrumental in positioning CDNOW for successful joint ventures with MTV,

VH1, Rollingstone, AOL, Gap and others. Facilitate product differentiation as well as core product merchandising. Provide overall design services to the entire corporation, integrating visual image consciousness and consistency into the culture.

September 1993–February 1996

Consortium Advertising, Bethlehem, PA

Role: Art Director

Duties: Manage art department. Develop and execute progressive design concepts for clients. Play a vital role in the creative process.

Clients: United Way, Arts Alive! Magazine, Lakes and Commerce Plaza, LifePath.org

academic employment

September 2018–December 2021

Savannah College of Art and Design (SCAD), Atlanta, GA

Role: Associate Dean of Academic Services

Duties: Provide vision and leadership that align with SCAD's initiatives with a particular focus on communication arts (advertising, graphic design, illustration, photography, sequential art and writing) and fine arts (painting and sculpture). Prepare and revise academic program plans, initiate academic integrity and quality, establish academic goals, promote and serve as a model for teaching achievement, advocate on behalf of student and faculty interests and act as a liaison between students, faculty and administration.

March 2017–September 2018

Savannah College of Art and Design (SCAD), Atlanta, GA

Role: Associate Chair, Graphic Design

Duties: Provide vision of a graphic design education in the 21st century that produces designers with research abilities, media diversity and rich visual sophistication and typography who deliver content over a broad range of systems. The core of graphic design at SCAD is design thinking. This fundamentally creative process—thinking by doing—encourages students to see differently, shift focus, look from multiple perspectives and realize how perception influences meaning. SCAD's award-winning future graphic designers become fluent in the visual language that defines today's powerhouse brands and top-flight organizations.

As a leader of SCAD's Communication Arts Graphic Design Department, I regularly:

- > support recruitment and retention (i.e. conducting graduate applicant reviews, hosting campus visits, participation in SCAD Day, Summer Seminars and Rising Star events)
- > participate in weekly touchpoints with Associate Dean of Communication Arts
- > schedule weekly touchpoints with Graphic Design Faculty
- > facilitate faculty recruitment
- > curriculum development and course scheduling
- > conduct FT/PT Graphic Design Faculty course observations/evaluations
- > mentor new faculty in regards to course preparation and class management
- > work with fellow faculty to develop course content and materials
- > schedule Graphic Design Department meetings
- > assist with class coverage when other faculty must be absent
- > support my peers in attendance at department colloquia
- > coordinate efforts with other SCAD offices and departments
- > art direct, jury and submit student work in pursuit of awards and recognition
- > exhibit student work
- > meet with prospective students and parents, during preview days and visitation days
- > collaborate with admissions to support recruitment efforts i.e. offer workshops
- > schedule professional speakers (i.e. internationally recognized graphic designers) for individualized workshop instruction and group lectures
- > arrange out-of-class learning opportunities for both faculty and students
- > act as a mentor beyond advisement capacity for graphic design students
- > offer SCAD students and alumni personal attention, guidance and mentorship
- > act as internship advisor
- > write recommendation letters for graduating seniors and alumni
- > consult with past graduates for career and graduate school advice
- > spend more than the required office hours/week reviewing student work in progress, often via e-mail at home in the evenings and weekends
- > regularly attend gallery and museum exhibitions
- > update personal library of design publications, making them available for student use

August 2013–May 2015

General Assembly, Atlanta, GA

Role: Part-Time Visual Design Instructor

August 2013–May 2015

University of South Carolina Upstate, Greenville/Spartanburg, SC**Role:** Associate Professor of Graphic Design (Tenure Track)**Duties:** Develop/evolve the graphic design program with the goal of narrowing the distance between design education and practice. My roles as Creative Director and Creative Strategist have armed me with industry experience I've adapted for use in the classroom. If advancements in graphic design occur, this innovation is integrated into the course curriculum to better align design education with our industry's ever evolving demands.

January 2013–June 2013

St. John's University, New York City, NY**Role:** Associate Professor of Graphic Design

January 2012–June 2012

Lehigh University, Bethlehem, PA**Role:** Professor in the Art, Architecture and Design Program

September 2005–August 2011

Kutztown University, Kutztown, PA**Role:** Assistant Professor of Communication Design (Tenure)

Recipient of Kutztown University's 2010-2011 John P. Schellenberg Award for Excellence in Teaching and Learning. Recognized and honored for innovative approaches to teaching. Notably, taking the elements of the Historical Survey of Graphic Design large classroom lecture format and reinventing the course as an online offering and researching the methodology of "fine art distance learning" in order to discover new ways to offer virtual classes that are specifically crafted for the visual learning style of art students. The knowledge and research in the use of technology in the curriculum resulted in presentations to the College of Visual and Performing Arts faculty, at the invitation of the Dean of the College of Visual and Performing Arts, to the Kutztown University campus through the Center for Enhancement of Teaching and at the Pennsylvania State System of Higher Education system-wide conference in Harrisburg, Pennsylvania.

courses taught

Savannah College of Art and Design

GRDS 205 Typography I: Anatomy, Form and Space

Students are introduced to typography and its role in the visualization of language, historically and presently through an assortment of transmedia applications. Creative thinking is encouraged, along with prescribed techniques for the appropriate media. Prerequisite(s): ITGM 130 or MOME 130 or ADBR 150 or GRDS 201 or MATH 204.

GRDS 229 History of Graphic Design

This course surveys the pivotal events and achievements that led to the current state of graphic communication. The uniquely human pursuit to give form to ideas is traced from the pictographs painted on cave walls to the latest imaginative designs. Through lectures, videotapes, discussions, presentations and research, students are introduced to the creative thinkers, important innovations and breakthrough technologies that have shaped the evolution of visual communication. Prerequisite(s): ARTH 110.

GRDS 400 Graphic Design Studio II: Systems Visualization

This studio course addresses the designer's role in visualizing complex, integrated systems. Through the independent exploration of key principles in visual systems design, students develop strategies for managing design solutions across multiple communication media outlets. Prerequisite(s): GRDS 358.

GDX 502 Integrated Design Media

Adaptive thinkers translate solutions across a variety of current and emerging media, including print, social media and interactive experiences. Students advance their understanding of the application of media through creative problem-solving. Resulting visual solutions unify a variety of compositional elements and engage users in new, innovative ways

University of South Carolina Upstate

SART201 Graphic Design Studies

Social, cultural, political, technical and artistic frameworks that comprise the discipline of graphic design. Emphasis on reading, research and written material. Graphic design, advertising design and illustration matured in the 20th Century into recognized professions. This course emphasizes the search to give visual form to ideas and concepts as created within these professions and to delineate how these professions bring order and clarity to information dissemination.

SART214 Graphic Design I

Creative problem solving with emphasis on 2-D solutions to conceptual problems; translation of concept into form using word, image and layout; introduction to history of graphic design and typography.

SART318 Interface Design 1

Introduction to technical, aesthetic concepts and problem solving of interface design including but not limited to web design, collection and preparation for basic assets (graphics, video, sound). This 3-credit course covers the use of the Dreamweaver software, HTML and CSS to create web pages.

SART490 Senior Seminar Graphic Design

Portfolio finalization, preparation of student identity systems, oral presentation and exploration of current ethical and occupational issues.

St. John's University

ART2145 History of Visual Communications

This is 3 hour lecture class focuses on the history of design and illustration. It serves graphic design and illustration majors and students from elsewhere in the university.

Lehigh University

DES53 Graphic Design 1

This course is an introduction to the design process, with a primary focus on concept development and craft. Through projects and exercises students learn what tools are necessary to produce conceptually based design. In addition, they learn how to use typography as the basic material of communication. Students explore and appreciate typography through experimentation and design projects. Additionally, students are introduced to the basics of print production. Through critiques and presentations, students learn how to communicate their viewpoints and sensibilities.

DES253 Graphic Design 3: Brand Experience

This advanced course focuses on teamwork, developing marketing strategy and professional practice. Students learn the various aspects of design including corporate identity, branding, rebranding and self promotion. Through critiques and presentations, students learn how to communicate their viewpoints and sensibilities.

Kutztown University

CDH151 Historical Survey of Graphic Design B

Graphic design, advertising design and illustration matured in the 20th Century into recognized professions. This course emphasizes the search to give visual form to ideas and concepts as created within these professions and to delineate how these professions bring order and clarity to information dissemination.

CDE122 Introduction to Digital Design II

This Sophomore-level course is an intermediate-to-advanced course which continues to build on the concepts and skills established in CDE 022 Introduction to Digital Design I. CDE 122 Introduction to Digital Design II augments skills required to proceed with further professional growth in the Communication Design industry as well as introduce additional and more complex material. This is a studio course. 2 s.h.—3 c.h.

CDE141 Visual Translation

This Sophomore-level course is the study and practice of techniques for representing visual ideas. A variety of tools and contemporary technology will be used in developing designs for presentation. This is a studio course. 4 s.h.—6 c.h.

CDE220 Print Media Production

A half-semester course in the study of print media reproduction processes to facilitate effective preparation of art for the various contemporary printing methods. 2 s.h.—6 c.h.

CDE241 Advertising Design I

Advertising Design 1, a Junior-level course, is the study of the history and the fundamentals of advertising, the breakdown of roles within an advertising agency and the function of the advertising designer relative to this hierarchy. Emphasis will be placed on accurate communication of the advertiser's message through appropriate development of concepts, words and visuals which reflect strategy, positioning and brand personality. This is a studio course. 4 s.h.—6 c.h.

CDE242 Advertising Design II

Advertising Design II, a Junior-level course, is a continuation of the study and development of advertising. Emphasis is placed on creative solutions that are “on strategy” regardless of the media. This is a studio course. 4 s.h.—6 c.h.

CDE383 Senior Advertising Seminar: Non-Profit/Corporate Institutional

This Senior Seminar in advertising is a continuum of the study of advertising with emphasis on the total campaign as it applies to non-profit and corporate/institutional advertising. This is a studio course. 2 s.h.—6 c.h.

CDE384 Senior Advertising Seminar: Consumer Product Advertising

This Senior Seminar in advertising is a continuum of the study of advertising with emphasis on the total campaign as it applies to consumer product advertising. This is a studio course. 2 s.h.—6 c.h.

technical expertise
Fall 2005–Present

Blackboard

Blackboard is a software system designed to support teaching and learning in an educational setting. The program enables me to securely share and collaborate course content with students. Capabilities such as uploading of content, return of students’ work, peer assessment, administration of student groups, collecting and organizing student grades, questionnaires and tracking tools offer each student a single reference point for course materials. There is an added bonus of a reduction in printed paper.

Live Polling with Poll Everywhere

Poll Everywhere encourages active-learning via real-time responses from students. Presentations and live polls perfectly complement each other and make the audience experience much more interactive.

Jing Project

Jing is a supplement to my one-on-one student project critiques and e-mail discussions. It is a program that captures and shares my comments with students via the program Adobe Flash. Adobe Flash is the standard for delivering high-impact, rich web content in which designs, animations, and application user interfaces are deployed. The end user (student) receives a Flash file and simply plays the movie to receive an interactive critique. Jing is designed to be fast-visual communication enabling me to capture, annotate and share ideas instantly.

Desire2Learn

Desire2Learn is a software system designed to support teaching and learning in an educational setting. The program enables me to securely share and collaborate course content with students. Capabilities such as uploading of content, return of students’ work, peer assessment, administration of student groups, collecting and organizing student grades, questionnaires and tracking tools offer each student a single reference point for course materials. There is an added bonus of a reduction in printed paper.

SlideShare

SlideShare is the world’s largest community for sharing presentations. I upload my Historical Survey of Graphic Design lectures/presentations and connect with students outside the classroom.

Podcasts

I podcast (a series of audio/video digital-media files) my Historical Survey of Graphic Design lectures. The podcasts were distributed over the Internet by syndicated download, through Web feeds, to portable media players and personal computers. Each student was a subscriber and downloaded content automatically when a new lecture was added.

evidence of effective teaching
(furnished upon request)

Teaching Effectiveness and Professional Responsibilities

- > Provost and Dean’s Evaluation Reports
- > Department Chair Evaluations
- > Department Promotion Evaluation and Tenure
- > (PET) Committee Overall Reports
- > Peer Observations
- > Student Evaluations

incorporate professional
practices into the classroom
Fall 2006–Present

- > Course Materials
- > Examples of Student Work
- > Student Advising Evaluations
- > Teaching Philosophy
- > Ambassador of Learning
- > Alumni Letters of Support
- > John P. Schellenberg Award for Excellence in Teaching and Learning recipient

Invite professionals into classes – build a bridge between education and industry

This practice offers students opportunities to practice presenting concepts/campaigns to professionals and gain an industry perspective:

- > Steve Simpson; Steve Simpson Design, Dublin, Ireland
- > Todd Gallopo; Meat and Potatoes, Burbank, CA
- > Wendy Goodman, New York Magazine, New York, NY
- > Shannon Cotner; Dogfish Creative, Portland, OR
- > Julie Jacobs: Sage Automotive Interiors: Greenville, SC
- > Hieu Ngo: Spartanburg Regional: Spartanburg, SC
- > Tony DeJesus: Naviance: Washington, DC
- > Shannon Cotner; Giddy Up, LLC: Ann Arbor, MI
- > Jeffrey Miller; PPO&S: Harrisburg, PA
- > Greg and Holly Ricciardi; 2Online design: Conshohocken, PA
- > April Weiss and Tanya Osadche; Crayola: Easton, PA
- > Kent Eiseinhuth; The Phi Group: Reading, PA
- > Jeff Koromi; Paul Kiesche Design: Long Valley, NJ
- > Michelle Boehm; Lehigh University: Bethlehem, PA

student honors and awards
Spring 2017–Present

Contribute to enhancing the reputation of SCAD through high-profile platforms such as national and international publications and competitions.

These are valuable recruitment and retention tools for SCAD's Graphic Design Department.

Chandler Saunders, B.F.A. Graphic Design, received Judges Choice Award in the 2017 American Institute of Graphic Arts (AIGA) Student Pin-Up Show

The annual pin-up show invites students from all over the southeast to “pin-up” and show off their latest designs and meet design professionals. Held at the design firm Matchstic in Atlanta, GA. 35 to 40 of SCAD's junior and senior students attended the graphic design community design event.

Daehee Kim, B.F.A. Graphic Design, selected as the Winner of the 2017 International K-Design Award

K-Design Award breaks away from formative simplicity and complexity and grants true value on the potentials of creation into products as well as outstanding ideas which are specified with great design.

Southeast Emmy's 2017 Student Production Awards

SCAD students won 23 awards, more than all of the other universities combined. Of these, nine were first place wins. Out of the 13 categories in which university students competed, four were swept entirely by SCAD students.

- > Kendra Walton, B.F.A., Graphic Design, honorable mention for Cartoon Network rebrand.
- > Alyssa Huntt, B.F.A., Graphic Design, honorable mention for Travel Channel rebrand.

Yanbing Wu selected as a Semifinalist in the Adobe Design Achievement Awards

Yanbing Wu, M.A., Graphic Design/Visual Experience, is a semifinalist for the Adobe Design Achievement Awards for his Candler Park Drive system design.

Anna Sherlock selected as a Semifinalist in the Adobe Design Achievement Awards

Anna Sherlock, B.F.A. Graphic Design, is a semifinalist for the Adobe Design Achievement Awards for her Imitation Game Movie Script Book from GDVX 702 Ideation Models and Process.

Sukhui Jeong received an Honorable Mention in Graphis Poster Annual 2019

Sukhui Jeong, B.F.A. Graphic Design, received an honorable mention for her Evolution of the Iron poster series.

14 GRDS/GDVX students won awards in the 11th Annual IDA Awards

The International Design Awards (IDA) exists to recognize, celebrate and promote legendary design visionaries and to uncover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design. IDA aspires to draw attention to the iconoclasm of design world wide, conceptualizing and producing great work. Farmani Group assembled IDA as the design sibling of the Annual Lucie Awards for Photography, which has emerged as one of the world's most prestigious photography awards.

Link to student work featured:

<https://idesignawards.com/winners/index.php?compNum=IDA%2017&level=student>

- > Anna Sherlock, B.F.A. Graphic Design, gold in Print/Books for The Imitation Game.
- > Joshua Andrews, B.F.A. Graphic Design, gold in Print/Books for Choose Love (MLK Quote).
- > Keyuri Tatu, M.A. Graphic Design/Visual Experience, gold in Multimedia Interactive Media for Beneath.
- > Moksha Rao, M.A. Graphic Design/Visual Experience, gold in Multimedia/Interface Design for Mountain Goat App.
- > Azarya Mukhi, B.F.A. Graphic Design, gold in Print/Books for Sagmeister & Walsh design and silver in Multimedia/Interface Design for Cloak App.
- > Miruna Talpas, B.F.A. Graphic Design, gold in Print/Announcements for Guo Pei Invitation.
- > Miruna Talpas, B.F.A. Graphic Design, gold in Print/Announcements for Guo Pei Invitation.
- > Hyeona Lee, B.F.A. Graphic Design, silver in Print / Record Sleeves for The Beauty Inside.
- > Ah-Yoon Kim, B.F.A. Graphic Design, gold in Print/Direct Mail for Bauhaus Stamp Design.
- > Amy Yun Sun Kim, B.F.A. Graphic Design, silver in Posters for History of Electric Fans.
- > Tianyuan Tan, M.A. Graphic Design/Visual Experience, honorable mention for Century of Design: Netherlands, Event Poster.
- > Cody DeLong, B.F.A. Graphic Design, honorable mention for the Making The Mark: Brand Conference 2017, Event Poster.
- > Giselle Hogg, B.F.A. Graphic Design, honorable mention for the Crown App.
- > Keyuri Tatu, M.A. Graphic Design/Visual Experience, honorable mention for the Perhaps App.

Varsha Mackwana, M.A. Graphic Design/Visual Experience, had work selected for the AIGA Poster Show in the Atlanta Collective Gallery at Ponce City Market.

Rosa Sung, B.F.A. Graphic Design, had work selected for the AIGA Poster Show in the Atlanta Collective Gallery at Ponce City Market.

Other national and international publications and competitions SCAD Graphic Design students have been featured in include:

- > GRAPHIS Poster Annual
- > AIGA New York Fresh Grad
- > HOW Competition
- > Graphis New Talent Annual
- > Rookies for 2017 Competition

Spring 2014

Jeffrey Blair Awarded a 2013 International AAAward

Art Directed Jeffrey Blair in a SART 490 Senior Seminar course class project that won an International AAAward. With over 60,000 entries annually, the International AAAwards are the world's largest and arguably toughest advertising competition. The AAAwards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from everywhere worldwide.

Spring 2010

2010 Yellow Pages Advertising Challenge—Special Recognition

Art Directed student designer Jeremy Gilberto in a CDE383 Senior Advertising Seminar: Non-Profit/Corporate Institutional course class project. Jeremy created a Yellow Pages advertising campaign (a corporate identity system, yellow page print advertisements, transit advertisements, a television commercial and ambient concept) for Haven Bay, a fictional Veterinary Hospital. Jeremy placed in the top 25 out of approximately 1,050 entries representing the work of over 1,700 students.

Spring 2010

Art Directed student designer Jeremy Gilberto in an Advertising Design 11 course class project. Jeremy created a series of transit advertisements for the brand Diesel jeans. Jeremy's designs were selected for publication in CMYK's Top 100 New Creatives 47 in the categories of art direction, copywriting, design, illustration and photography.

professional colloquia

- Spring 2018
Continuing Scholarly Growth
Presenter—Typography Workshop, SCAD
Offered a typography training/workshop to Illustration Professor Thomas Burns' ILLU 318. Type and Image for Illustrators class.
- Fall 2017
Presenter—Graphic Design Workshop, SCAD
During the Fall 2017 quarter hurricane, Professor Melissa Kuperminc and I conducted a Graphic Design workshop for our evacuated SCAD Savannah students.
- Fall 2017
Presenter—Character/Paragraph Styles Workshop, SCAD
Offered a workshop to Professor Kuperminc's GRDS 205 Typography 1 class.
- Fall 2017
Presenter—Blackboard Workshop, SCAD
Offered a Blackboard training/workshop to new GRDS Faculty and other GRDS Faculty to broaden their skill sets.
- Spring 2015
Submit Proposal to Present—SECAC 2014 Conference, Tallahassee, FL
Abstract submitted focuses on how the faculty-led, student-run graphic design agency, the STUDIO, addresses transdisciplinary collaboration with the community. The partnership the STUDIO formed with USC Upstate's Johnson College of Business and Economics, particularly the Center for Innovation and Business Engagement's new business incubator is highlighted. In this joint venture, the STUDIO not only collaborates with other USC Upstate departments on the academic level (working closely with Business/Marketing faculty and students, University Communications, Student Affairs, Business Affairs, etc.), but also on the industry level via companies connected to the new business incubator that need support to meet their demanding branding and visual communication needs.
- Fall 2014
Initiated New FACS Event—Design Marathon, The University of South Carolina Upstate
You've got 24 hours to concept and create pro bono works for non-profits. Now, GO! The Design Marathon is a 24-hour event where teams of volunteer Department of Fine Arts + Communication Studies graphic design students along with professors and alumni, design and produce pro bono creative works for non-profit organizations.

The design marathon is a part of our department's creative spirit and I'm proud to be a part of this type of "use our powers for good" event.
- Spring 2014
Scholarly Student Assistantship Program Grant Recipient, The University of South Carolina Upstate
I received a RISE grant through the Office of Sponsored Awards and Research Support. We are scheduled to present our research (either poster or oral presentation) at the annual SC Upstate Research Symposium.
- Spring 2014
Initiated New FACS Event—Writers Inc. Workshop, The University of South Carolina Upstate
To support the efforts of other departments on campus, I rallied the senior graphic design students, held a Writers Inc cover design workshop resulting in high level concepts for the Writers Inc. Editorial team.
- Spring 2014
Initiated New FACS Event—Portfolio Review, The University of South Carolina Upstate
I reinitiated this event to connect to the completion of the design portfolios in SART490. Industry professionals/companies are invited to attend and review the portfolios of graduating graphic design seniors in the Department of Fine Arts + Communication Studies.
- Fall 2010
Presenter—APSCUF/PSEA Conference on Labor in Higher Education, Harrisburg, PA
Conducted a discussion where I shared the knowledge learned throughout my distance learning course development to educate other PASSHE faculty who were hesitant to embrace this technology. The distance learning course was presented as a functioning example to help other faculty understand how this learning environment is a viable option for their own courses.

- Spring 2010 **Presenter—Kutztown University Online Promotion Video, Kutztown University**
Featured in promotion video highlighting Kutztown University's online learning initiative.
- Spring 2010 **Presenter—CET Workshop: Distance Learning Interactive Content—Engaging Learning Environment, Kutztown University**
Invited by The Kutztown University Center for the Enhancement of Teaching to present methods of developing an engaging distance learning environment.
- Spring 2010 **Presenter—Graphic DesignRx, Kutztown University**
Creating Healthy Design: Why your Type Matters and More. Volunteered to assist in a day-long event to provide self-promotional design assistance to fine art students. Presented materials and worked with Senior Craft Designers to help them better understand the value of self-promotion.
- Summer 2007 **Presenter—Product Advertising Design, Art Institute of Ft. Lauderdale, FL**
Invited to participate in Graphic Design Applications class critique and lecture on product advertising design.
- Fall 2007 **Presenter—Design Thinking: From Inspiration to Innovation Conference, Kutztown University**
Concept Exercises: Hands on Problem Solving. Presented materials and worked with various levels of creative professionals in a hands-on workshop setting to introduce creative thinking and concept exercises. Conference was geared to Pennsylvania art educators.
- 2007–2009 **MFA Committee Chairman for Miami International University of Art & Design, Miami, FL**

Meryl Eve Blau: Your Voice is the Key to Our Success—New Media and the Power of Consumer Engagement. If we engage and empower the consumer to participate in a dialogue with our brand, they will become an active participant in the decision-making process; we are no longer guessing as to what they want, the consumer is telling us. Traditional methods of reaching consumers have changed dramatically. Consumers are no longer passive listeners accepting brand messages as they are provided to them; consumers have ideas and opinions they are looking to share. The purpose of this thesis is to determine if the use of new media is in fact changing the way advertising and design are conducted in terms of the way today's brands are building brand loyalty among their consumers. If we engage and empower the consumer to participate in a dialogue with our brand, they will become an active participant in the decision-making process; we are no longer guessing as to what they want, the consumer is telling us.

Gretchen Wichtermann: Thompson More Than Decoration—The Integral Role Graphic Design Plays in Children's Picture Books. This thesis examines how graphic design gives life to this creative form of children's literature and is supported by an exploration and analysis of books recently (2000-2007) honored with the prestigious Caldecott Award. Bestowed by the American Library Association (ALA), the Caldecott is the most important award given in the US to illustrators of picture books and represents high achievement in the genre. In addition to the analysis of the books, interviews were conducted with select Caldecott award winners and art directors to support the underlying argument: that graphic design components such as type, format, size, use of pictorial space, color, line, contrast and balance are integral to the communication of picture books for children.

Christina Labrise: An Exploration of the Relevancy of Self-Directed Creative Projects for the Practicing Graphic Designer. This thesis explores the creative process and the benefits of graphic designers engaging in self-directed projects. Graphic designers typically create work for external clients and as such, the act of creating self-directed work is often neglected. Routinely engaging in self-directed projects is beneficial to the practicing graphic designer and ultimately has a positive impact on client-centric work. To validate this belief, this thesis explores the process and science of creativity and studies self-directed projects created by innovative graphic designers.

national/international awards

Winter 2018

Deloitte Advisory Pursuit Centre of Excellence (PCoE) “Best-in-class” Award Winner

Three of my Deloitte proposal design projects were recently awarded “best-in-class” by the Advisory Pursuit Centre of Excellence (PCoE). Winning designs were juried and selected from an international pool of designs (every Deloitte proposal created during the 2016-2017 year) and showcased at Deloitte University during the International Partner, Principal, Managing Director and Chief Relationship Officer meeting.

Spring 2017

Deloitte Innovation and Creative Excellence (ICE) Award Recipient

One of my graphic design pieces was selected from an international pool of works created in Deloitte’s Creative Development department to receive an Innovation and Creative Excellence (ICE) award in the best packaging category. Only one design solution is selected per year to represent the “best of the best” in design innovation and creativity.

Fall 2015

International MarCom Awards—Gold Winner—AAAS Members Infographic

MarCom Awards is an international competition that recognizes outstanding achievement by marketing and communication professionals involved in the concept, writing and design of marketing and communication programs, print, visual and audio materials.

Fall 2012

7th Annual W³ Awards—Gold Winner—dezignrogue.com in General Website Self Promotion Category

The W³ Awards honors creative excellence on the web and recognizes the creative and marketing professionals behind award winning sites, videos and marketing programs.

Fall 2012

42nd Creativity Print & Packaging International Awards—Gold Winner—The Science of Design: Rorschach Inkblot Test in Poster Campaign Category

The Creativity Print and Packaging International Awards is one of the longest running independent international advertising and graphic design competitions showcasing leading-edge design from across the globe.

Spring 2012

Creativity Media & Interactive International Awards—Honorable Mention—dezignrogue.com in Website, Self-Promotion Category

The Creativity Media and Interactive International Awards is one of the longest running independent international advertising and graphic design competitions showcasing leading-edge design from across the globe.

Spring 2012

International Hermes Creative Awards—Honorable Mention—dezignrogue.com in Website Overall/Corporation Category

International Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies.

Spring 2012

The Communicator Awards—Award of Distinction—Shout Out Ross Moody in Marketing and Promotion Poster Category

The Communicator Awards is the leading international awards program. The Communicator Awards receives over 6,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world.

Spring 2012

The Communicator Awards—Award of Distinction—dezignrogue.com in Website Self Promotion Category

The Communicator Awards is the leading international awards program. The Communicator Awards receives over 6,000 entries from companies and agencies of all sizes, making it one of the largest awards of its kind in the world.

Spring 2012

American Advertising Federation Addy Awards—Bronze Winner—dezignrogue.com

With over 60,000 entries annually, the International ADDY® Awards are the world’s largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from everywhere worldwide.

Spring 2012

International AVA Awards—Gold Winner—dezignrogue.com in Website Design Category

AVA Awards is an international creative competition that recognizes outstanding achievement by creative professionals involved in the concept, direction, design and production of media that is part of the evolution of digital communication.

- Spring 2012 **International AVA Awards—Honorable Mention—dezignrogue.com in Corporation Design Category**
AVA Awards is an international creative competition that recognizes outstanding achievement by creative professionals involved in the concept, direction, design and production of media that is part of the evolution of digital communication.
- Fall 2011 **International MarCom Awards—Platinum Winner—dezignrogue Logo**
MarCom Awards is an international competition that recognizes outstanding achievement by marketing and communication professionals involved in the concept, writing and design of marketing and communication programs, print, visual and audio materials.
- Fall 2011 **International MarCom Awards—Honorable Mention—Kutztown University of Pennsylvania 2010 Holiday Card**
MarCom Awards is an international competition that recognizes outstanding achievement by marketing and communication professionals involved in the concept, writing and design of marketing and communication programs, print, visual and audio materials.
- Spring 2010 **International Hermes Creative Awards—Gold Winner—“I Want It!” Ad Campaign for Voice Systems Engineering**
International Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs and emerging technologies.
- Fall 2009 **International MarCom Awards—Gold Winner—get READY girls! Website Design**
MarCom Awards is an international competition that recognizes outstanding achievement by marketing and communication professionals involved in the concept, writing and design of marketing and communication programs, print, visual and audio materials.
- Fall 2009 **American Design Awards—get READY girls! Website Design**
The American Design Awards provide a fair and ethical platform for graphic and web designers to compete on, providing a global audience to which they can showcase their talents.
- Fall 2005 **American Advertising Federation Addy® award—Gold Winner—Self Promotion Poster Series**
With over 60,000 entries annually, the International ADDY® Awards are the world's largest and arguably toughest advertising competition. The ADDY® Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from everywhere worldwide.
- publications and media
- Fall 2013 **Design Work Reviewed and Featured**
dezignrogue's Brand Philosophy Featured in Build Your Own Brand: Strategies, Prompts and Exercises for Marketing Yourself
Robin Landa's book is a guided journal designed to help you explore, develop, distill and determine a distinctive brand essence, differentiate yourself and create your visual identity.
- Fall 2012 **Aspire Magazine—“shout out” Series Featuring Designer Corey Reifinger Highlighted**
Lehigh Carbon Community College's Magazine Aspire was named the nation's best alumni magazine for colleges in 2006.
- Spring 2012 **Screamer Co.'s SIX Annual Art Book—Mannequin Poster Design Featured**
Screamer Co. celebrates its six-year anniversary with the release of their seventh annual art book. The publication highlights collaborative works from artists all over the world.
- Spring 2012 **The New Big Book of Layouts—get READY girls! Product Catalog Featured**
Book features more than 750 outstanding, rarely seen examples of how the world's best designers create the world's best layouts.
- Spring 2012 **The New Big Book of Layouts—game day girls Product Catalog Featured**
Book features more than 750 outstanding, rarely seen examples of how the world's best designers create the world's best layouts.

- Fall 2010 **1000 More Greetings: Creative Correspondence Designed for All Occasions—Chief Petty Officer, Charles T. Crawford's Military Service Retirement Announcement Featured**
Book features examples of 1000 inspirational examples of invitations, announcements, greetings and self promotions are created using unique materials and expressive treatments.
- Spring 2010 **Untitled32.com, April 2010 issue—Featured Designer**
Untitled32.com; a design based publication for graphic designers providing inspirational articles, exceptional design work and current events.
- Fall 2008 **HGTV (Home & Garden Television), Rate My Space Television Show—Environmental Design Featured**
- Summer 2006 **M.F.A. Thesis Exhibition featured in Creativity Magazine's 2006 Guide to Ad & Design Schools** Section, pg. 48
- professional development**
Summer 2017 **Social Media Week LA Conference, Los Angeles, CA**
Social Media Week Los Angeles (brings together professionals with a curiosity and passion for new ideas, innovations and emerging trends in social media. More than 200 speakers from around the world share ideas and actionable insights.
- Spring 2016 **HOW Design Live Conference, Atlanta, GA**
One of the largest gathering of creative professionals and designers, the HOW Design Live Conference offers creative inspiration to refuel passion for visual communication work and practical knowledge a creative needs to achieve and advance in their career.
- Fall 2013 **Dr. Edward Tufte Workshop, New York City, NY**
Dr. Flynn and Academic Affairs invited me to attend a one-day workshop conducted by Dr. Edward Tufte. Tufte is perhaps the foremost person in the area of presentation of information and the application of his design principles and strategies could have tremendous implications not only for faculty and classroom teaching, but for the presentation of the university itself. I have been selected from Arts + Sciences because of my area of interest and expertise.
- Fall 2013 **Southeastern College Art Conference (SECAC), Greensboro, NC**
I attended the 2013 Southeastern College Art Conference. The non-profit organization promotes the study and practice of the visual arts in higher education on a national basis. SECAC facilitates cooperation and fosters on-going dialog about pertinent creative, scholarly and educational issues among teachers and administrators in universities, colleges, community colleges, professional art schools and museums; and among independent artists and scholars.
- Summer 2010 **InDesign Secrets Live!, Seattle Washington**
Attended three day ePublishing conference with the world's top InDesign experts and members of the Adobe InDesign team. Topics discussed: eBooks, iPad, print and interactive documents.
- lectures + workshops attended**
- Spring 2018 **Collegial**
Clear As a Bell: Rubric and Grading Essentials Workshop
This workshop addressed strategies to develop goal-focused class projects that lead to rubrics to assess student learning and promote greater student success.
- Fall 2017 and Spring 2018 **Alumni Mentor Tyler Askew, SCAD**
SCAD's Alumni Mentor program invited MFA Graphic Design graduate Tyler Askew from Askew NYC, to campus to show his portfolio, participate in critiques, conduct portfolio reviews with current students, as well as answer any questions students have, especially about post-graduate life. Tyler has worked on award-winning projects internationally with leading brands in the fashion, luxury, music, technology and sports/lifestyle sectors. Most recently, Tyler served as the Vice President of Creative at Simon Property Group (SPG)—America's largest real estate company and mall owner – where he led their successful rebranding and repositioning globally. Prior to that he worked alongside Fabien Baron at his agency Baron & Baron, creating advertising, imagery and branding for many of the

worlds biggest fashion and luxury brands. Tyler has also collaborated with many leading agencies including: AR, Aruliden/August, BBH New York, Euro RSCG, Exposure, Laird & Partners, We Are Plus, Wolff Olins.

- Winter 2018 **The ABCs of Paperless Rubrics Workshop**
The ABCs of Paperless Rubrics, where we went step-by-step through the process of creating, applying and exporting/importing rubrics in Blackboard.
- Fall 2018 **Academic Leadership Outside of the Classroom Workshop, SCAD**
As a student-centered university, SCAD is committed to providing continuous learning opportunities to its students. This workshop defines how SCAD professors extend learning opportunities beyond the boundaries of a traditional classroom to continue academic engagement out of class through pre-quarter engagement, study trips, extra help sessions, guided studio work and online engagement so that learning at SCAD becomes a 24/7 journey of discovery, learning and career preparation.
- Fall 2017 **Bookbinding Workshop, SCAD**
Presenter Fastbind.
- Spring 2017 **Alumni Mentor Julia Marsh, SCAD**
SCAD's Alumni Mentor program invited MFA Graphic Design graduate (2010) and UX/UI Designer Julia Marsh from Blizzard's GS1 Overwatch League team, to campus to show her portfolio, participate in critiques, conduct portfolio reviews with current students, as well as answer any questions students have, especially about post-graduate life.
- Fall 2013 **Advising Workshop, The University of South Carolina Upstate**
Presenter Jane Nodine, Professor.
- Fall 2013 **Website Content Management System Workshop, The University of South Carolina Upstate**
Presenter Katie Freseman, Website Content Coordinator & Social Media Manager.
- Fall 2013 **Flex General Education, The University of South Carolina Upstate**
Presenter Warren Bariess.
- Spring 2010 **Desire2Learn Training, Kutztown University**
Attended a day-long seminar featuring the usage and application of D2L, Kutztown University's new online classroom management system. Material covered (Gradebook, Quizzing/Surveys, Accessibility in D2L, Classlist, Groups, Schedule, Assignment Management, Communication Tools, etc) .
- Fall 2010 **AIGA KU Student Chapter Presentation: Return of the CD Grads, Kutztown University**
Presenters Holly Tienken and Sean Costik.
- Spring 2009 **Faculty First Thursday Series: Martin Lemelman, Kutztown University**
Professor Lemelman's lecture entitled, Brooklyn-The Art of Creating a Graphic Memoir, focused on the process, development and execution of his book "Two Cents Plain: My Brooklyn Boyhood" published in August 2010.
- Fall 2009 **Quality Matters Webinar, Kutztown University**
Attended the Quality Matters Webinar to gain knowledge about "KU Online," Kutztown University's distance learning environment.
- Fall 2009 **Faculty Shop Talk Series: Professor Kevin McCloskey, Kutztown University**
Professor McCloskey's lecture entitled, Mexico's Radical Printmaking Tradition Lives On! focused on the art of the "The Assembly of Revolutionary Artists of Oaxaca," a collective of radical young artists and their place in Mexico's long tradition of radical printmaking.
- Spring 2008 **Fresh Start: 2008 Senior Exhibition, Goggleworks, Reading PA**
Featuring works by Communication Design, Art Education, Crafts and Fine Arts students.
- Fall 2008 **Faculty First Thursday Series: Miles DeCoster, Kutztown University**
Professor Decoster's lecture entitled, Snapshots from Italy and Uccello Rosso, a book of paintings focused on his travels to Italy.

- Fall 2007 **AIGA KU Student Chapter Presentation: Return of the CD Grads, Kutztown University**
- Fall 2007 **AIGA Professors Exposed, Kutztown University**
AIGA sponsored presentation of professional design experiences by Kutztown University communication design professors Karen Kresge and Vicki Meloney.
- Spring 2006 **AIGA Professors Exposed, Kutztown University**
AIGA sponsored presentation of professional design experiences by Kutztown University communication design professors.
- Summer 2006 **J2 Tech Solutions, Seminar, Adobe Creative Suite Upgrade**
Attended and completed computer training.
- Summer 2006 **Center for the Enhancement of Teaching, Seminar, New Faculty Orientation**
Attended new faculty tenure track orientation sponsored by the Center for the Enhancement of Teaching.
-
- Spring 2018 **Professional**
Steve Simpson Lecture and Workshop, SCAD
With over 30 years experience, Steve Simpson is renowned for his hand lettered packaging design, whimsical characters and illustrated barcodes. His distinctive style, inspired by the arts & crafts movement, 50s advertising and folk art, has appeared on everything from a 1" postage stamp to a 200ft screen in Times Square.
- Spring 2018 **James Sommerville Lecture and Workshop, SCAD**
Prior to the role of VP of global design at Coca-Cola (since 2013), James was co-founder at the international design agency, Attik where he spearheaded design solutions for global brands including Coca-Cola, Virgin, Adidas, Nike, Sheraton, Heineken and Manchester United. Attik had offices in London, New York, Sydney and Los Angeles.
- Spring 2018 **Henry Kim Lecture, SCAD**
Lecture Graphic Design Discourse: Evolving Theories, Ideologies and Processes of Visual Communication by Henry Kim. Former Co-Chair of the SCAD Graphic Design Department, Atlanta. Currently the Senior Global Director of Design at Coke.
- Winter 2018 **Wendy Goodman Lecture, SCAD**
Wendy Goodman is a leader in the international design community, and has been New York magazine's Design Editor since 2007. Over the course of her career she has defined trends, discovered new talent, and worked with the best designers, architects, and photographers. She regularly hosts talks on design, at venues ranging from the 92nd Street Y to the Museum of the City of New York, and has appeared on NBC's Open House, Good Morning America, Ellen's Design Challenge, The Insider, NY1, and WNYC, among other outlets. As design editor, Goodman is responsible for New York's twice-annual design issues and regular "Great Room" features. She also oversees the stand-alone home-design magazine Design Hunting, and produces a weekly online feature.
- Winter 2018 **Design Matters Live! Steven Heller and Debbie Millman, Woodruff Arts Center**
Author and art director Steven Heller with Debbie Millman, host of Design Matters, the first and longest-running podcast on design and curator of MODA's current exhibition, Text Me: How We Live in Language discussed Heller's highly acclaimed body of work.
- Winter 2018 **Design Matters Live! Neville Brody and Debbie Millman, Woodruff Arts Center**
Neville Brody, acknowledged as a seminal designer specializing in digital design, typography and identity, with Debbie Millman, host of Design Matters, the first and longest-running podcast on design and curator of MODA's current exhibition, Text Me: How We Live in Language discussed Brody's early work including now iconic album covers at Rocking Russian and Stiff Records, his 1980s work as art director at magazines such as The Face and Arena, and his more recent portfolio which includes work for Samsung, Yamaha, LVMH, GAP, Uniqlo, Nike and NIKON.
- Spring 2017 **Luba Lukova Lecture and Workshop, SCAD**
Internationally recognized graphic designer Luba Lukova conducted an individualized instruction workshop for 25 graphic design and illustration concentration students. The workshop culminated in a lecture of her personal works.

- Spring 2017 **Dallas Shaw Lecture, SCAD**
Dallas is the most sought after fashion illustrator in the industry, acting as: artist, project designer and style ambassador to the most powerful fashion houses.
- Spring 2017 **Tegan White Lecture, SCAD**
Teagan White is an artist and illustrator specializing in intricate paintings of flora and fauna. Her work depicts nature's subtle, gentle reciprocity and wild, tragic discord through muted colors, ornamental layouts and meticulous detail.
- Fall 2013 **Debbie Millman Lecture, Anderson University**
Lecture given by internationally renown graphic artist and brand expert Debbie Millman. Millman is President Emeritus of AIGA. She is a contributing editor at Print Magazine and Co-Founder and Chair of the world's first Masters in Branding Program at the School of Visual Arts in New York City. In 2005, she began hosting, "Design Matters," the first podcast about design on the Internet. In 2011, the show was awarded a Cooper Hewitt National Design Award.
- Spring 2010 **AIGA KU Student Chapter Presentation: House Industries, Kutztown University**
Internationally recognized type foundry and design firm.
- Spring 2010 **AIGA KU Student Chapter Presentation: Taking The Plunge, Kutztown University**
Round table discussion featuring 2009 communication design graduates.
- Fall 2009 **Communication Design Department Visiting Artist Series: Brad Holland, Kutztown University**
American Illustrator best known for his work with Playboy Magazine, some consider "the most important illustrator in America today."
- Fall 2009 **Communication Design Department Visiting Artist Series: Luba Lukova, Kutztown University**
Internationally recognized image maker focusing on social justice posters.
- Spring 2009 **University Children's Literature Conference, Kutztown University, featuring Matthew Reinhold and Robert Sabuda**
Matthew Reinhold and Robert Sabuda are world renowned for their engineering of fabulous pop-up children's books.
- Spring 2009 **College of Visual and Performing Arts Visiting Artist Series: Liz Danzico, Kutztown University**
Director of School of Visual Arts' Interactive Design Program, Information Architect and Editor.
- Spring 2009 **AIGA KU Student Chapter Presentation: Herb Lubalin/Expressive Type, Kutztown University**
Ilene Strizver, well known typographer and author of Type Rules! The Designer's Guide to Professional Typography.
- Spring 2008 **College of Visual and Performing Arts Visiting Artist Series: Rene Lynch, Kutztown University**
Influential figurative artist and gallery owner based in Brooklyn, New York.
- Fall 2008 **Communication Design Department Visiting Artist Series: Tom Warburton, Kutztown University**
Cartoonist, illustrator and Kutztown University communication design alumni, Mr. Warburton is the creator of two animated series for Cartoon Network: Kenny and the Chimp and Codename: Kids Next Door.
- Fall 2007 **Communication Design Department Visiting Artist: Kathy Davis, Kutztown University**
Owner Kathy Davis Studio and Greeting Card designer.
- Spring 2007 **AIGA KU Student Chapter Presentation: Taking The Plunge Round table discussion featuring 2006 communication design graduates.**

- Spring 2007 **Sposto Interactive: James Sposto, Kutztown University**
Co-founder of Sposto Interactive.
- Spring 2007 **College of Visual and Performing Arts Visiting Artist Series: Stefan Sagmeister, Kutztown University**
Influential designer and author of Things I Have Learned in My Life So Far and Sagmeister: Made You Look.
- Fall 2006 **Communication Design Department Visiting Artist Series: Maiko Shiratori, Kutztown University**
Education Director of The One Club in New York City.
- Spring 2006 **College of Visual and Performing Arts Visiting Artist Series: Michael Licata, Kutztown University**
Partner and Senior Art Director, Munroe Creative Partners in Philadelphia.
- Spring 2006 **Communication Design Department Visiting Artist Series: Partners Design, Kutztown University**
Local brothers Jack and Jeff Gernsheimer of Partners Design, presented their work and discussed their design process.
- Fall 2006 **Communication Design Department Visiting Artist Series: Brian Turtzo, Kutztown University**
Senior Designer at Binney and Smith, redesigned the package for Silly Putty.
- Fall 2005 **AIGA KU Student Chapter Guest Speaker Series: Rob Shingle, Kutztown University**
Packaging production Artist, Godiva Chocolate Company

professional membership

American Institute of Graphic Arts (AIGA), Atlanta Chapter

AIGA, the professional association for design, stimulates thinking about design, demonstrates the value of design and empowers the success of designers at each stage of their careers. AIGA's mission is to advance designing as a professional craft, strategic tool and vital cultural force.

SECAC (Southeastern College Art Conference)

SECAC is a non-profit organization that promotes the study and practice of the visual arts in higher education on a national basis. SECAC facilitates cooperation and fosters on-going dialog about pertinent creative, scholarly and educational issues among teachers and administrators in universities, colleges, community colleges, professional art schools and museums; and among independent artists and scholars.

American Advertising Federation (AAF), Greenville SC

Cultivating a strong relationship with the American Advertising Federation (AAF) Greenville allows the University of South Carolina Upstate's Department of Fine Arts and Communication Studies to build industry contacts for our students working to enter the visual communication field. AAF Greenville is comprised of nearly 100 members working in advertising, marketing, media, public relations and other visual communication related industry businesses throughout Greenville, Spartanburg and Anderson.

The Art Directors Club of Philadelphia

The Art Directors Club is an American professional association of advertising art directors and graphic designers. The ADC's goal is to foster collaboration and inspiration among existing creatives, elevate local talents and resources and empower the next generation of creative professionals.

Delta Epsilon Iota Academic Honor Society

DEI's mission has been to educate members on career development issues, encourage students to excel academically and promote the principles of dedication, enthusiasm and initiative in all aspects of campus life.

service and contribution
to the university and community

Spring 2017–Present

Service to the Savannah College of Art and Design (SCAD)

Support SCAD Recruitment and Retention—Graphic Design Workshops

Expanding SCAD Graphic Design's reach and cementing SCAD GRDS as the go to design program for innovative visual communication. Below is a list of graphic design focused workshops offered to international educators, schools and recruiters that support SCAD's recruiting efforts and help us accomplish our program growing initiatives.

- > July 24, 2017—SCAD International Recruiters
- > October 18, 2017—Dubai
- > October 26, 2017—Dunwoody Elementary School
- > November 1, 2017—Dubai
- > December 2017—Traveled to recruit International students from schools in Kenya and Ghana during Winter 2018 break visiting:
 - > Brookhouse School
 - > International School of Kenya
 - > Al-Rayan International School
 - > International School
 - > Sos-Hermann Gmeiner International School
- > February 8, 2018—Ecuador

Partnered with Eduardo Nino-Moreno, Assistant Director of International Admissions, to invite Ray Marx, a creative educator from Ecuador, into GRDS 205 Typography I. As part of the visit, I created a scenario where our client (Mr. Marx) was stopping by to review design concepts. The class became “real world” concept design prep scenario for the client's last-minute visit.
- > February 12, 2018—Peru
- > February 15, 2018—SCAD International Recruiters
- > February 19, 2018—Ecuador
- > February 22, 2018—Panama
- > March 1, 2018—West Hall High School
- > May 4, 2018—India
- > May 14, 2018—Dubai
- > June 25, 2018—Middle East
- > July 9, 2018—Middle East
- > July 11, 2018—Taiwan, Vietnam and Korea
- > July 18, 2018—Taiwan, Vietnam and Korea

Spring 2017–Present

Support SCAD Recruitment and Retention—SCAD Day

Graphic Design Department Faculty run graphic design focused workshops during SCAD Day. These workshops are an opportunity to:

- > clearly define graphic design
- > interact with prospective students and their parents
- > keep attendees actively engaged through activity
- > effectively communicate the type of engaging learning environment they will engage in while attending SCAD

Spring 2018

Assisted Advertising Design Associate Chair and Professor, Judy Salzinger with Advertising graduate reviews.

Spring 2018

Assisted Interior Design Associate Chair and Professor, Liset Robinson's INDS 792 Graduate Interior Design Studio VI: Thesis II Informed Design Application students to discuss storyboard layouts for their final thesis project presentations.

Summer 2017

Support SCAD Recruitment and Retention—Summer Seminars

I attended all SCAD Summer Seminar closing exhibitions to reinforce the mindset GRDS Faculty support potential SCAD students' creative endeavors. The Summer Seminar workshops (demonstrations, lectures, studio work and local field trips) are intended for high school students to help them gain valuable educational experience while developing their creative vision through engaging design assignments and projects.

Summer 2017

Support SCAD Recruitment and Retention—Rising Star

I attended the Rising Star closing exhibition to reinforce the mindset GRDS Faculty support potential SCAD students' creative endeavors. This five-week program awards college credit to rising high school seniors who are ready for a university experience at SCAD.

Spring 2017–Winter 2024

Coordinate Efforts with Other SCAD Offices and Departments

I aim to work effectively and collaboratively within and across SCAD departments (i.e. Interior Design, Advertising, Photography, etc.) and will continue exploring fruitful partnerships. These out of their immediate area of study opportunities enhance learning, add value to the students' educational experiences and support the idea that all areas of visual and performing arts are connected. The newly formed partnerships are excellent recruitment, retention, revenue and reputation building opportunities for SCAD.

Fall 2017

Coordinated Effort—Partnered with Advertising Design Associate Chair and Professor Judy Salzinger on an AT&T Collaborative Learning Center (CLC) course. AT&T's Vice President of Global Brand Design (Gregg Heard) and Director of Consumer Brand Identity and Design (Mike Williams) worked with Graphic Design and Advertising students to explore how AT&T can leverage existing or new brand elements to be more iconic and ownable over various communication mediums.

The experience included a field trip to the AT&T Drive Studio. This study trip experience (in conjunction with students' close review of AT&T existing brand assets, history and future content creation goals) helped the group gain insight into AT&T's communication innovation and develop engaging AT&T stories that differentiate AT&T from their competition.

Fall 2017

Coordinated Effort—Participated in Generate, A 24-hour, Professor-led Art Competition

Identity Development for Project South Graphic Design partnered with our 2017 Alumni Mentor, Tyler Askew (Principal at ASKEW New York) to develop an identity system for the nonprofit organization Project South, the institute for the elimination of poverty and genocide. For over thirty years, Project South has become a trusted movement anchor organization for social justice work in the U.S. South. Nonprofits are considered the ethical backbone of graphic design. Working with nonprofits offers you an opportunity to utilize your talents to help others and promote good will. The work of nonprofit organizations touch each of us every day. <http://projectsouth.org>

Fall 2017

Coordinated Effort—SCAD Resident Hall Assistant Competition Judge

Groups of students created and pitched original program ideas for the hall in a Shark Tank style format.

Fall 2017

Coordinated Effort—Assisted Advertising Design Associate Chair and Professor, Judy Salzinger with Advertising graduate reviews .

Spring 2017

Coordinated Effort—Assisted Interior Design Associate Chair and Professor, Liset Robinson's INDS 792 Graduate Interior Design Studio VI: Thesis II Informed Design Application students to discuss storyboard layouts for their final thesis project presentations.

Spring 2017

Coordinated Effort with Interior Design—Graphic and Interior Design Portfolio Review and Social Collaboration

This event exposed junior and senior students to different career paths via feedback provided from various industry professionals from the Retail Design Institute, International Interior Design Association and American Institute of Graphic Arts.

Fall 2013–Summer 2015

Service to the Department of Fine Arts + Communications Studies**Club Art + Design Faculty Advisor, The University of South Carolina Upstate**

Club Art + Design (CAD) is student-based organization promoting visual arts through experiential learning, networking for potential job and career placement, informational workshops and community activities. As faculty advisor, I meet with CAD's student officers (President, Vice President, Treasurer and Public Relations) to formulate creative and student focused events. Part of this role requires working closely with student designers to formulate CAD's unique visual voice that is modern and full of energy.

Fall 2013–Summer 2015

the STUDIO Faculty Advisor, The University of South Carolina Upstate

USC Upstate Visual Arts + Design is in the process of developing an in-house design firm known as the STUDIO. This faculty-led and student-run graphic design agency will

service the visual communication and branding needs of the university, (departments and centers) and organizations in the surrounding community with emphasis on non-profits. The STUDIO will function as a small business, an experiential teaching model, which will allow students to work for payment or perform internships and independent study for academic credit.

The STUDIO is the product of one significant faculty initiative: offer our graphic design students the opportunity to apply the skills they learn in the classroom to solving real world industry challenges under our guidance and direction. Students nurture their creativity, learn how to balance their creative impulses with the constraints of operating in a professional context and build stronger relationships with other departments on campus and the community.

Fall 2013–Summer 2015

Initiated New FACS Event—FACS Professors Uncovered Lecture Series, The University of South Carolina Upstate

I developed the “FACS Professors Uncovered” lecture series as an in-depth presentation/discussion of a FACS professor’s personal works, philosophy and creative exploits outside the classroom. The series highlights one professor a semester. A great opportunity for our students to get to know us on a level beyond the usual student/professor relationship!

Fall 2013–Summer 2015

Initiated New FACS Event—Taking the Giant Leap Lecture Series, The University of South Carolina Upstate

I developed the annual spring event where a panel of recent graduates that have entered the graphic design industry within the last year offer their perspective on the transition from student to industry professional.

Fall 2013–Summer 2015

Initiated New FACS Event—resuMANIA! Workshop, The University of South Carolina Upstate

I formulated the resuMANIA! workshop as a resume, cover letter and personal branding boot camp offered to graduating Fine Arts + Communication Studies seniors that aren’t graphic design majors. Student volunteers from the SART490 senior portfolio class partner with attendees and develop their professional marketing materials (self-promotion, logo design, cover letter, resume, portfolio format, portfolio pieces photographed, etc.). This is an opportunity for graduating Fine Arts + Communication Studies seniors to get their industry marketing materials into tiptop shape!

Fall 2013–Summer 2015

Department Portfolio Presentation for Preview and Visitation Days, The University of South Carolina Upstate

Work directly with the Department of Fine Arts + Communication Studies’s Department Chair, Benjamin Myers to select and reproduce one student portfolio a year to represent the department during preview and visitation days. I guide and mentor the awarded student on final revisions, reprinting and assembling the selected portfolio. The chosen portfolio is direct reflection of the high quality work created in the graphic design program and captures the interest of potential candidates considering the The University of South Carolina Upstate.

Fall 2013–Summer 2015

Graphic Design Program Development, The University of South Carolina Upstate

The design faculty want the University of South Carolina Upstate’s graphic design program to become a regional destination for design education. We aim to:

- > Cultivate strong social bonds and design culture throughout the program.
- > Instill within our students the wisdom to be effective decision makers and innovators in their industry.
- > Fulfill the university’s metropolitan mission by making positive contributions to the continuous development of the region.
- > Ensure the sustainability of our curriculum so that it may serve the needs of our students for many years to come.

Fall 2013–Summer 2015

Mentor and Guide Adjunct and Assistant Professors, The University of South Carolina Upstate

As Associate Professor, I took on the role of mentor guiding adjunct and assistant professors as they continually refined their teaching effectiveness, scholarly growth and service to the University of South Carolina Upstate. Some examples of support included:

- > conducting regular graphic design faculty information sessions/meetings
- > sharing course content and classroom best practices
- > offering advice and support
- > conducting peer observation and evaluation reports

- Fall 2013–Summer 2015 **Student Performance Reporting, The University of South Carolina Upstate**
Fine Arts + Communication Studies implemented a student performance reporting procedure. The student performance report clarifies a student's current status on performance and outlines the professor's professional opinion of the student's potential to succeed in this major.
- Fall 2013 **Art Studio Foundations Search Committee, The University of South Carolina Upstate**
Collaborate with other Department of Fine Arts + Communications Studies Search Committee members during the applicant interview and hiring process.
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- Fall 2013–Summer 2015 **Service to the University of South Carolina Upstate**
NASAD Accreditation Committee, The University of South Carolina Upstate
Committee discusses critical information regarding the university-wide review by the National Association of Schools of Art and Design (NASAD). The review is part of the NASAD reaffirmation process and requires participation from all areas of the university.
- Fall 2013–Summer 2015 **Graphic Design Assessment Coordinator, The University of South Carolina Upstate**
Work closely with the Director of Institutional Effectiveness in the Institutional Research Assessment and Planning Department. My role as Graphic Design Assessment Coordinator is to educate faculty on assessment processes outlined in the program assessment plan, prepare oral presentation and assessment materials for each professor, compile completed assessments and write a assessment report evaluating learning outcomes.
- Fall 2013–Summer 2015 **Faculty Grievance Pool, The University of South Carolina Upstate**
Volunteered to be the Department Fine Arts + Communication Studies's representative in the Faculty Grievance Pool. Faculty who believe their rights have been violated request oral or written explanation from the respondent—the person or body who is alleged to have violated policy or procedure. The membership of the pool consists of one tenured faculty member from each academic unit.
- Fall 2013–Summer 2015 **Participate in the Upstate Direct Connect Program, The University of South Carolina Upstate**
The Department of Fine Arts + Communication Studies's design program reaches out to and educates high schools/colleges about the program. This introduction aligns with the university's Direct Connect program initiatives. Upstate Direct Connect is an opportunity for two-year colleges partnering with the University of South Carolina Upstate.
- Fall 2013–Summer 2015 **UniversityWide Focus Group 1 Point Person, The University of South Carolina Upstate**
Chancellor Dr. Thomas F. Dr. Moore and Vice Chancellor for Institutional Research, Planning and Metropolitan Studies Dr. Kathleen Brady created focus groups to engage the campus in discussions of issues pertinent to the university's future.
- Fall 2013 **HPAC Room 121 Digital Lab Layout Proposal, The University of South Carolina Upstate**
The layout of HPAC 121 digital lab layout offers challenges when attempting to effectively engage and teach students. In almost every project/assignment, students are divided into smaller creative groups emulating a real world industry environment. The current seating arrangement of desks makes it difficult for people to move around the space and gather into groups to meet and discuss. New Layouts have been developed and proposed to Dr. Dirk Schlingmann, Dean of the College of Arts and Sciences.
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- Fall 2010 **Service to Kutztown University's Communication Department**
Art Test Committee Co-Coordinator, Kutztown University
Coordinated and led Communication Design Faculty and perspective students through the Communication Design program application process. Prepared materials for the Art Test Committee, guided applicants through the process, worked with Admissions Office to expedite the application process.
- Spring 2010–Summer 2011 **CD Illustration Concentration Revision Committee, Kutztown University**
Participated in the review and revision of current illustration classes. Responsible for rewriting Illustration I syllabus for submission to University Curriculum Committee.

- Fall 2009 and Spring 2010 **Art Test Committee, Kutztown University**
Evaluated the conceptual, creative and technical ability of up to 250 high school senior applications for possible entry to the Communication Design program.
- Fall 2009–Summer 2011 **Sharadin Art Gallery Committee, Kutztown University**
Worked closely with Professor Dan Talley and Karen Stanford, Sharadin Gallery Coordinators to determine the Sharadin Gallery’s artist and exhibition schedule.
- Spring 2009–Summer 2011 **Recruitment Coordinator, Communication Design Department, Kutztown University**
Coordinated and guided the Communication Design Faculty through the Communication Design Department applicant interview and hiring process. Acted as a liaison between candidates and Kutztown University, the Dean of the College of Visual and Performing Arts, the Office of Social Equity and the Communication Design Faculty.
- Fall 2009 **Distance Learning Seminar, Kutztown University**
Presented the process of developing a distance learning course to the Communication Design Faculty. Mentored faculty interested in developing course curriculum via distance learning.
- Fall 2009–Summer 2011 **Communication Design Third Floor Aesthetics Committee, Kutztown University**
Worked with committee members to create inspirational environment on the third floor of Sharadin Art Studios.
- Spring 2008–Summer 2011 **Communication Design Promotion and Tenure Committee, Kutztown University**
Assisted in development of internal departmental tenure and promotion guidelines and explanations to be used when faculty applied for tenure or promotion. Goal is to assist University committees in determining qualifications as relevant to the communication design field.
- Fall 2007–Summer 2011 **Freshmen Open House, Kutztown University**
Met with prospective students and their parents to discuss Kutztown University Visual Arts and possible entry into the Communication Design program.
- Fall 2007–Summer 2011 **Communication Design Master of Fine Art Committee, Kutztown University**
Worked closely with committee members to create a successful MFA program for the Communication Design Department.
- Fall 2007 **Communication Design Email Signature Template, Kutztown University**
Guided the Communication Design Faculty through the creation and develop of a consistent Email signature helping to visually unify the department.
- Fall 2007 **Communication Design Master of Fine Art Feasibility Survey, Kutztown University**
Responsible for developing several surveys sent to alumni, local businesses and graduating Communication Design students. The surveys investigated the feasibility of offering a Master of Fine Arts Degree in Communication Design.
- Spring 2007 **Presenter—AIGA Sponsored “Professors Exposed”, Kutztown University**
Invited by AIGA student members to give a presentation of my professional design experiences. Lecture included a presentation to students, showing slides and examples of my design work.
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- Fall 2010 **Service to Kutztown University’s College of Visual and Performing Arts Pennsylvania Art Education Conference Advertisement, Kutztown University**
Donated graphic design services to the Department of Art Education and Crafts. Volunteered to design an advertisement for the Pennsylvania Art Education Conference 2010 catalogue.
- Spring 2010–Summer 2011 **Summer Arts Program Committee, Kutztown University**
Worked with committee members to develop a summer arts program at Kutztown University. Responsible for assisting in planning the design aspect of the program and working with committee members to develop the schedule, secure faculty and promote the program.

- Spring 2010 **College of Visual and Performing Arts Faculty First Thursday Presentation: Distance Learning, Kutztown University**
William J. Mowder, Dean, College of Visual and Performing Arts invites one professor a month to discuss their research and scholarly growth. I was asked to share the development of my distance learning course.
- Spring 2010 **Invited to participate in the College of Visual and Performing Arts promotion video.**
The Klunk & Milan advertising agency filmed and interviewed students about their successful Kutztown University experience.
- Fall 2009 **University Relations: Marketing Materials for College of Visual and Performing Arts, Kutztown University**
Selected to be a representative of the College of Visual and Performing Arts in Kutztown University's marketing materials. Posters and a recruitment brochure were distributed to high schools and prospective students, with the intention of attracting and inviting a greater quality and diversity of applicants.
- Fall 2007–Spring 2009 **Library Committee, Kutztown University**
Representative for the Kutztown University Visual Arts, Communication Design Department and Rohrbach Library.
- Fall 2006 **Poster Design Promoting the Communication Design Department Visiting Artist Series: Brian Turtzo, Kutztown University**
Volunteered to create and develop posters promoting Brian Turtzo's (Senior Designer, Binney and Smith) Silly Putty Rebrand/Package Design lecture.
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- Fall 2010 **Service to Kutztown University**
Rankin & Associates Institutional Climate Study, Kutztown University
Kutztown University contracted with Rankin & Associates to conduct an all-campus survey of the university's climate. Groups of faculty, staff and students questioned about how they experience the environment for living, learning and working at Kutztown University. The group conversations assisted the climate study working group in developing questions for the all-campus survey.
- Fall 2010 **Design 2010 University Holiday Card, Kutztown University**
Contacted by President Cevallos to design the 2010 Kutztown University Holiday Card.
- Spring 2010 **Pennsylvania State System of Higher Education (PASSHE) Identity System, Harrisburg, PA**
Guided and directed the creative process of a new corporate identity system for the Pennsylvania State System of Higher Education. The design features the outline of the Pennsylvania Commonwealth, the locations of each of the 14 PASSHE universities and a brilliant sunburst.
- Spring 2010–Summer 2011 **KUOnline Taskforce, Kutztown University**
Member of the team challenged to formulate a smooth transition of Kutztown University's content management system from Blackboard to Desire to Learn.
- Spring 2010 **Agilix Backback: Software Evaluation, Kutztown University**
Invited to evaluate a new software application for the Department of Learning Technologies. Agilix Backback enables the user to download and save course content from the content management system to a local computer providing a permanent copy of the course materials.
- Spring 2010 **Email Anti-Spam and Phishing Pilot and Evaluation, Kutztown University**
The Office of Information Technology evaluated Barracuda, an email anti-spam and phishing appliance to replace SonicWALL, Kutztown University's previous solution. SonicWALL was not effective in stopping phishing attempts. Kutztown University has been blacklisted several times as a result. Barracuda is now Kutztown University's predominant anti-spam and phishing appliance.

- Spring 2009
- iTunesU pilot program, Kutztown University**
The iTunesU pilot program evaluated Kutztown University's standard for distributing podcasts to students. Professors can make a video of each lecture, save it onto an iPod in real time and later distribute the video through iTunes U—a special free iTunes service customized for each participating educational institution. A university-funded project undertaken by Kunio Mitsuma and the iTunesU pilot team has acquired video-conferencing equipment and a device to record both video and audio in sync and in real time onto an iPod during a lecture.
- Fall 2008–Summer 2011
- Academic Technology Committee (ATC), Kutztown University**
Representative for the Kutztown University Visual Arts and Communication Design Department. ATC serves as an advocate for up-to-date technologies in the academic realm of teaching and research initiatives by reporting directly to the University Senate. One mission is to recognize and recommend priorities and policies for the enhancement of computing and other technologies at Kutztown University. The committee also serves as a communication bridge to all other technology related committees on campus for the purpose of keeping all parties involved informed of activities and needs. In addition to its role within the University Senate, the Academic Technology Committee serves in an advisory capacity to the Vice President for Information Technology.
- Spring 2007 and Fall 2007
- Middle States Committee, Kutztown University**
Standard 7: Institutional Assessment. Kutztown University developed and implemented an assessment process that evaluates its overall effectiveness in achieving its mission and goals and its compliance with accreditation standards.
- Spring 2006–Summer 2011
- Designathon, Planning Team, Kutztown University**
Designathon is a 24 hour event that creates work for the University and non-profit organizations from the Berks and Lehigh County areas. Assisted in coordinating, planning and organizing the annual Designathon. In charge of contacting potential clients, reviewing applications, choosing winners, organizing event, developing publication materials and creating online registration application.
- Spring 2006
- The Office of Human Diversity Disability Services Ambassador of Learning, Kutztown University**
Ambassador of Learning certificate of appreciation awarded in recognition of valuable contributions to students of Kutztown University.
- Spring 2006
- Pennsylvania Association of Student Financial Aid Administrators (PASFAA) Bon Voyage Banners, Kutztown University**
Volunteered to create and develop two banners (Welcome Aboard and Bon Voyage) to hang during PASFAA events.
- Fall 2005–Summer 2011
- Host Preview Day, Kutztown University**
Acted as a liaison between perspective Kutztown University students and the Communication Design Department. Held information sessions, answered questions, supplied information about the Communication Design program.
- [courses authored](#)
Fall 2009–Spring 2010
- Distance Learning Course: CDH151810 Historical Survey of Graphic Design B, Kutztown University**
Integrated technology, video segments and interactive presentations creating a student centered learning environment helping lead the way in online learning for the College of Visual and Performing Arts.
- Spring 2009
- Graduate Level Advertising Course Development for the Master of Education Degree in Art Education, Kutztown University**
Partnered with Professor Brenda Innocenti to develop a graduate level course: ARU/CDE508 The Advertising Design Experience.

community service/pro-bono
Spring 2014

No Vacancies Window Project; Spartanburg, SC

Student run Club Art + Design and the Spartanburg Art Museum teamed up to hold the “What you see is what you get” No Vacancies Window Design Project. The theme and resulting installation displayed in the windows of historical downtown buildings will challenge the public influencing viewers to understand that looks aren’t everything.

Spring 2014

International Perfume Bottle Association Convention; Spartanburg, SC

Dr. Dirk Schlingmann, Dean of the College of Arts and Sciences introduced me to Jay Kaplan, a CPA, art enthusiast and prominent collector. Mr. Kaplan is organizing a convention for the International Perfume Bottle Association. This exciting event is poised to bring hundreds of collectors to the area and Mr. Kaplan would like graphic design students to formulate ideas about how to get the community involved and assist with a possible exhibition and publicity for the event.

2012

The Committee on Special Education 8; New York, NY

Donated logo design services for The Division of Students with Disabilities & English Language Learners Committee on Special Education 8’s participation in the Avon Breast Cancer Awareness Walk. Work donated totaled \$500 worth of design work.

Spring 2005–Spring 2010

Designathon: Coordinator, Planning Committee and Team Leader, Kutztown University

In charge of co-developing, planning and organizing the annual designathon. Responsible for contacting potential clients, reviewing applications, choosing winners and coordinating event. Worked closely with students, clients and other faculty members to create a successful 24 hour period of student donated design services for non-profit clients. The 5th Annual Designathon provided 1,800 hours of community service valued at approximately \$49,250.

2006–Present

Community Health Care Network; New York City, NY

CHN focuses on providing exceptional medical and social services to all people throughout New York, regardless of age, race, income, sex, or sexual orientation. Donated design services for CHN’s Education and Outreach Quality Improvement Report. Work donated totaled 40 hours over 4 years and was equivalent to \$3,000 worth of design work.

2009

National Association of Elementary Principals; Alexandria, VA

Donated graphic design services for National Distinguished Principals (NDP) event brochure. The NDP program promotes educational excellence for pre-K-8 schooling and calls attention to the fundamental importance of the school principal. The event is sponsored by the National Association of Elementary School Principals in cooperation with the U.S. Department of Education. Work donated totaled 50 hours and was equivalent to \$3,750 worth of design work.

2009

Chief Petty Officer, Charles T. Crawford; Washington, DC

Donated graphic design services to announce military service retirement. Work donated totaled 25 hours and was equivalent to \$1,875 worth of design work. Selected to be featured in Rockport Publishers’ book, 1000 More Greetings: Creative Correspondence Designed for All Occasions.

references

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