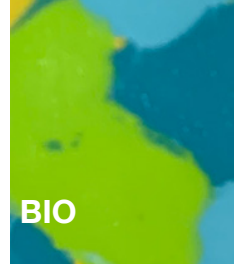




**Lee A. Hackett, MFA**  
*Director of Visual Communication*

**2025 VITA**  
**Department of Art**

**College of Humanities,  
Social Science and Arts**  
**EAST TEXAS A&M UNIVERSITY**

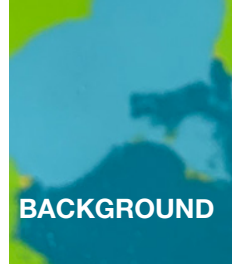


Mrs. Hackett received her MFA in Design Communication from Texas State University. Lee is an Assistant Professor at Texas A&M University-Commerce and the Director of the Visual Communication program at the A&M-Commerce Dallas location. She teaches undergraduate electronic media and method, silkscreen and the senior exit practicum, along with special topics, independent study, honors thesis and the internship class. She contributes to the classroom in additional courses in a mentorship role. Participation in the graduate program includes teaching the Design Writing course, graduate exhibition chair and committee membership as well as panel participation in multiple MFA courses.

Lee worked as a freelance prepress designer with Dallas agencies and studios, producing complex projects by providing an educated design eye, conceptual thinking, and strong technical ability for over 25 years. The creative process of taking a concept, implementing it through Macintosh applications and project management, then seeing it through to completion is her focus. Her clients ranged from branding agencies to small boutique design studios. This diverse client list provides the opportunity to work on wide-ranging projects with Procter and Gamble, Pepsi, Brinker, American Airlines and Consilient.

The qualities that proved to be a successful mix in professional practice have also served Lee in the classroom with first-year students achieving national awards for their work from her foundation courses. She has received professional recognition for her teaching contributions to the field of Visual Communication.

Screen printing is Lee's research medium. She has used her travels to study and build a collection of everyday patterns, such as wallpaper from the 1960s and '70s along with maps from New York, London and Beijing. She creates original patterns based on her research, adding to over 40 designs over the past year. Her studio contains a 96" by 60" vacuum table to accommodate the large patterns for her silkscreen designs. Highlights of Lee's work include being annually featured in the Department of Art Faculty Show and was asked to print the limited Edition Michael Schwab exhibition poster for his retrospective. In 2018 her work was recognized in Standout Prints, an international print competition juried by Crawford Mann curator of prints with the Smithsonian. Her work was one of only 75 selected from over 900 national and international submissions. In addition, Lee's screen printing work was chosen by SGC International, the nation's largest print makers organization, as part of an exhibition at the international conference in 2018. Her work was also chosen to be part of the upcoming two year traveling exhibition throughout the United States and abroad in 2019.



## EDUCATION

### **Texas State University**

Major-Design Communication

Master of Fine Arts Degree awarded May 2012

*Summa Cum Laude*

Problem in Lieu of Thesis Topic:

*Dispensing Relief: Evolving The Prescription Experience*

### **Texas A&M University-Commerce**

Major-Art/New Media

Masters of Science awarded May 2005

### **Baylor University**

Major-Commercial Art

Bachelor of Fine Arts awarded 1985

## PROFESSIONAL EDUCATION/BADGES

### **Adobe Education Institute Fellow**

### **Adobe Creative Campus Fellow**

Audition Adobe Express

Academic Portfolios and Resumes

Digital Storytelling with Video

Digital Imaging with Adobe Photoshop

### **Print Club London**

### **Adobe Creative Pro**

### **SIGGRAPH Educators Training**

## TEXAS A&M UNIVERSITY-COMMERCE

### **2005-Present**

Director of Visual Communication

### **2000-2005**

Coordinator of Communication Art

### **1992-2000**

Adjunct, Department of Art



## COURSES TAUGHT

### Texas A&M-Commerce

#### 2000-present

Art 2313 Intro to Visual Communication  
Art 310 Electronic Media  
Art 403 Practicum in VisCom  
Art 416 Advanced Electronic Media  
Art 464 Screen Printing for VisCom  
Art 475 Senior Exit Studio  
Art 478 Senior Exit Practicum  
Art 489 Advanced Screenprinting  
Art 495 Internship  
Art 497 Advanced Printing Methods  
Art 499 Graphic Design: Thinking Visually  
British Studies  
Art 499 Wayfinding: How Design Gets Us From  
Here to There—British Studies  
Art 490 Honors Thesis  
Art 542 Design Writing  
Art 589 Advanced Teaching

### Additional Instruction: Adjunct

#### Texas A&M-Commerce

*Adjunct Instructor, Department of Art*

#### 1992-2000

Fall and Spring  
Art 216 Electronic Media

#### 1994/1996/1997

Spring  
Art 416 Advanced Electronic Media

#### 1996

Spring  
Art 403 Practicum

### Texas Christian University

*Adjunct Instructor, Department of Art*

#### 1994/1998/2000

Fall and Spring  
Arts 301 Intro to Adobe Illustrator and Quark Xpress  
Advanced Computer Design-Director Multimedia

### University of North Texas

*Adjunct Instructor, Department of Art*

#### 1990

Fall  
Arts 3233  
Courses taught: Instructor of second level Macintosh,  
Adobe Illustrator and Quark Xpress

### Instruction: Professional Development

#### 1987-1988

#### Richland Community College and Eastfield College

Continuing Education through  
Rush Imagination Center  
Courses taught: Computer Graphics

#### 1992-1996

#### Capstone Communications

Software training for professionals  
Instructor of software; 2 and 3 day seminars in  
Quark Xpress,  
Adobe Illustrator (beginning and advanced),  
Design Workshop



## THESIS COMMITTEES

### Texas A&M-Commerce

#### MFA Graduate Thesis Major Advisor

##### 2024

Brian Laukaitis: Elevating Youth Interest in Professional Aviation Careers

##### 2023

Eric Venegas: Increasing BIPOC Student Interest in Visual Communication Through Graffiti and Street Art

Cathy Li: Helping East Asian International Students Acculturate To American Higher Education

##### 2022

Jennifer Holiday: "What to do Next: Survival Kit for Schools After Traumatic Events"

##### 2021

Kristha Archila: Donate/Share A Plate App: Food Waste Awareness Program For Dining Out

##### 2020

Jennifer Thompson: The Promotion Of Female Artists

##### 2019

Jeffery Martin: "Combating the Under Representation of Women in Computer Science"

##### 2017

Doug May: Festival Builder: A Solution For Developing and Promoting Cultural Events For Small Communities

Nicole Crenshaw: Lesbian, Gay, Bisexual, Transgender (LGBT) Inclusive Sex Education For New Media

Timothy Bardlavens: "Millennial Voting"

#### MFA Graduate Thesis Committee

##### 2024-2025

Kiran Koshy: A Brand Style Guide for Jesus Christ

Magdalena Aguinaga: Preserving Histories of Underrepresented People

##### 2023-2024

David Bates: Extending Dementia Patient Independence Through Episodic Micro-Transitions

Jean Cedric Koume: Entrepreneurship Through Repurposing Fashion Waste:

A Sustainable Avenue To Empower People Of Color

Brian Boyd: Re-Imagining Fire Emergency Apparatus

Antonia Shvets: Teaching Children the Value of Charitable Giving Through Toys

Christy Kaderly: Power Of Art And Play With Technological Guided Education To Help Children Heal From Divorce

##### 2022-2023

Ken Koester: Safety And Efficiency Of Medicine Package Design For The Aging Consumer

Jennifer Holiday: "What to do Next: Survival Kit for Schools After Traumatic Events"

##### 2021-2022

Ken Koester: Safety And Efficiency Of Medicine Package Design For The Aging Consumer

Antonia Shvets: Teaching Children the Value of Charitable Giving Through Toys

##### 2020-21

Delaram Habini: Budget Traveling: An App Connecting International Students With Budget Travelers



**2019-21**

Jonathon Kimbrell: Texas Jukebox Project: Archiving And Preserving West Texas Country Music And Culture On Phonograph Records

**2018**

Fall/ Spring / Fall 2018

Jill Honeycutt: Humanistic brain to hand ideation and creative problem solving in the face of digital internet overload

**2017**

Leila Yarian: Designing a Welcome University Application for New International Students Upon Their Arrival Into the United States

**2016**

Brian Delaney: Sexist Super-heroines: Re-imagining for the 21st-Century Female

**2015**

Traci McKindra: "An Iconographic Way finding System for the Multicultural Retail Environment"

**2014**

Deanna Gibson: "Multi-Sensory Tactile Game for use as a Reinforcement Tool for Elementary Students with Dyslexia"

**2013**

Amanda Chaffé: Community Connection-A System of Connecting Local Businesses

**Honors College Thesis Committee Major Advisor**

**2018**

Amy Ygnaza: A Visual Study of Neighborhood Landmarks

**2017**

Kate Eskridge: The Animation Pipeline Process: Not Just a Pretty Picture

**2013**

Arielle McMahon: An Exploration of Human Expression

Melissa Archer: Party in a Box

**2012**

Lindsey Durham: Redesigning Care

**2010**

Heather Debowshier: Urban Cultures—New York

**MFA Graduate Program Panel member**

One aspect of my contribution to the graduate program in through panel participation.

ARTS 502: Design Teaching Methods / Pedagogy 1: Pedagogy

ARTS 540: Studio 1 Creative Methods

ARTS 541 Studio 2: Design Education Theory & Practice

ARTS 545: Studio 6 Thesis Topic

ARTS 543: Studio 4 Cross-Cultural

## PROGRAM COURSES WRITTEN/DEVELOPED/UPDATED

As the Director of Visual Communication one of the facets of my responsibility is to keep three areas of emphasis, art direction, design and new media, current containing instruction and projects whose outcomes provide the skills sets students need to be successful upon graduation. Our curriculum is a tier system based on a building pedagogy. Courses are revisited often and go through annual iterations for currency. Recent changes include the following sampling:

### Fall 2024

Address the programs course sequencing to provide future VisCom students with courses the first semester of their freshman year.

### Spring 2023

I was directed to provide a curriculum and course rotation if the BFA VisCom program was located completely at our Dallas location. This included a complete restructuring of the current program layout and bringing VisCom courses to the freshman and sophomore level of the program layout.

### Fall 2021

Art 406-Illustration  
 Art 413-Copywriting  
 Art 402-Storyboarding

### Summer 2021

Art 469-Applied Typography

### Fall 2019

Art 468-Design 4

Restructured the course to utilize three different instructors, each handling a single project, start to finish in 5 weeks.

Assignments include, package or invitation, lookbook and environmental graphic system. This course layout gave students the opportunity to work with different professionals focused on the area of the assignment and acclimate them to the fast pace of the professional industry.

Art 311-Intro to User Experience

This course will be taught for the first time in the spring semester of 2020. Course objectives are:

- Gain an understanding of how design thinking requires the reason why before determining the proper solution.
- Expand upon why a brand exists.
- Explore strategies and deliverables
- Build an understanding of competitor analysis, customer ethnography, product structure, strategy and content development

### May-January 2019

ARTS 524 Winning Audiences updated title—Design Writing

Winning audiences through discussion and writing with an informed opinion on contemporary design issues. Students will read current and relevant articles, essays and books on design disciplines, design pedagogy and teaching today's design student. These readings will inform required written responses. Group discussion of topics and issues at hand is key to this class. These moderated conversations students to learn from each other, share ideas, and formulate opinions and arguments in real-time. Group discussion may vary from week-to-week.

ART 310 – Electronic Media and Methods

The study of electronic media combined with a variety of methods for visual communication comprehensive solutions. Students will learn skills for artifact building from computer application to advanced fabrication processes as applied to packaging, multi-page and promotional visual communication projects with intent of developing industry knowledge for design execution.

**January-May 2017****Art 499 – Graphic Design: Thinking Visually London**

This course focuses on British graphic design—it's contribution and influence on culture. Students will study the art of the poster, wayfinding, and typography. Class conversations address the definition and relevance of design and the role it plays in today's society. We explore, look, experience, explore some more, occasionally get completely lost and use aspects of design to help us to navigate through unfamiliar territory.

The class will look at design problem solving and creative approaches in London and broaden our understanding of other cultures. There will be lectures and discovery walks, along with studios and agency visits to learn about design thinking and creative process from a global perspective. The course includes a 2-day silkscreen workshop. Daily tours of major sites, museums and neighborhoods will broaden the London experience.

**ART 412 – Video in Visual Communication**

An introduction to video for the use of story telling to create conceptual solutions for various environments.

This course explores video in the context of visual communication with attention paid to understanding scripts, storyboarding, casting, and location scouting. Students learn basic videography skills and editing techniques reflective of the industry to produce short videos. The goal is to incorporate video components into advanced course projects. Prerequisites: ART 472

Video industry professional Gabe Duran and I chose to update video course specifically geared for visual communication majors. The class focuses on understanding industry level software, pre-video preparation, video content and appropriate editing for visual storytelling. Students learn the nuances of script writing, apply storyboarding techniques, hold professional casting calls and set up location shoots. Course outcomes focus on a two group projects, producing a commercial and a PSA.



**Spring 2022**

Full move from El Centro to 19th floor.

**Fall 2021**

Half Move from El Centro to 8750 Central, 3rd floor, final space not completed.

**January-May 2018**

Viscom Program Move to El Centro Community College, partial 3rd Floor

Prepare for and coordinate move to El Centro Manage the transition from over 15,000 square feet of dedicated VisCom space on the fourth floor of 1910 Pacific Place to 5,900 square feet of space in El Centro's C Building. I designed the layout of space, worked El Centro to double the program's dedicated space from the original 2,400 square feet offered. I authored a floor plan to meet the needs of the BFA in Visual Communication degree. The coordination of the move of Visual Communication from Pacific Avenue and El Centro was fast paced and complex. Spaces are still being tweaked as we settle into this smaller space.

**Spring 2014-Spring 2015**

Viscom Program Move to 1910 Pacific Avenue, 4th Floor

I designed and oversaw of the finish out of over 15,000 square feet of dedicated VisCom space on the fourth floor of 1910 Pacific Place and the administration of a \$300,000+ budget. The initial layout of space was loosely based on the VisCom needs document presented 3 years before. Details included the layout of 10 rooms to best use existing furniture and technology, application of appropriate data placement. I authored a floor plan to meet the needs of both Visual Communication BFA and MFA degrees, including five lecture rooms, three computer labs, photo/video studio, and a 1,600 premier letterpress and silkscreen studio. The program also houses the 2,000+ square foot VisCom Gallery space. The coordination of the move of Visual Communication from Main Street to Pacific Avenue and overseeing the continued purchases and installation of equipment went well into the spring semester.

The coordination of the move of Visual Communication from Main Street to Pacific Avenue and overseeing the continued purchases and installation of equipment went well into the spring semester. At the conclusion of this responsibility, over 270 hours in meetings were logged and 1400 emails were included in the service of this project.

**Summer 2000**

Viscom Program Moves to Dallas

Completely set up program, from carpet to computer installation, in limited space at 1910 Main Street, 3rd floor. We started with 3 rooms and before our next move, I had worked with Dallas College to add four more lecture rooms, a letterpress studio, a third computer lab and 3 additional offices.

Program personnel grew from just me in 2000, adding a faculty members in 2006, 2010 and 2013.

**Fall 2023**

Begin Dual Credit course offerings to Thomas Jefferson High School

**Spring-Fall 2020**

COVID face to face to Zoom curriculum

**Fall 2019**

Official Partnership with El Centro. I worked with CHSSA Asst. Dean David Scott and El Centro Provost Greg Morris to develop and official partnership between El Centro and the Visual Communication Program.

To align with accrediting bodies such as SACS and NASAD, I was directed to revise our curriculum structure from 4 to 3 semester credit hours and take the total number of degree hours from 126 to 120 for BFA degrees. Through the spring semester I consulted with VisCom faculty and authored a plan to revise the program course hours. This revision drove a rewrite of three different degree emphases plans, course rotation, course requirements and assessment through the entire Bachelor of Fine Art in Visual Communication. The changes will effect not only in the upper division of the program but courses taken at the main campus as well.

**May 2008**

Senior Exit Show

The Visual Communication program had a portfolio course within it's curriculum, but it was determined that a show of the best senior work was needed. I wrote a new course that combined the portfolio course with the planning and execution of a senior exhibition. The show is driven by a concept determined by the class each year and they are responsible for all branding and collateral for the event. The annual show, held in May, has evolved into a respected showcase of the program's graduating seniors. Countless alumni and other area professionals attend and it is not unusual for students to receive multiple job offers during the event.

**March 2004**

Portfolio Entry Review

Upper level Visual Communication courses in Art Direction, Design Communications, New Media and Photography are reserved for students who have participated in the portfolio entry process. The entry process is a tool for the Visual Communication faculty to see student mastery of the art foundations. The portfolio pieces requested are varied to give each student an opportunity to show their personal strength, whether it be visual, conceptual, writing, etc. The goal of the portfolio is for a student to convey potential and passion.

**August 2003**

Progress Assessment

To maintain student success, oversee course work and skill outcome for the program, I authored and implemented a program wide annual assessment. All Visual Communication majors must pass their assessments in order to proceed in their emphasis: a basic skills assessment will be administered after the third year and an emphasis assessment will be administered after the fourth year. Students who do not pass their assessments are required to correct deficiencies before continuing their program. Students are advised of the most expedient way to correct deficiencies by faculty and may be required to repeat courses to strengthen and further develop their skills areas. All majors must pass their senior exit review prior to graduation. During the fourth and fifth years, all majors will be required to enter their work in various student shows and competitions.

**2001**

Program Curriculum

Developed a three tiered curriculum based on a building block pedagogy for 4 majors.

Program course rotation and the introduction of structured educational tiers

Developed and implemented a six semester course rotation for four majors:

Art Direction, Design Communications, Illustration and two tracks in New Media.

This rotation serves a three fold purpose:

As a measure to make sure students went through the program strategically, receiving their education based on a building-block curriculum pedagogy.

A guarantee to students and their parents of a timely graduation.

An aid in the semester scheduling of 8-17 adjuncts.

**July 2000**

Program Start-up

Responsibilities with a \$149,000 budget: I organized and directed the renovation of 5,000 square feet of classroom and office space, formulated the technical layout of Macintosh and PC computer labs. I researched program technology needs, i.e. needed network layouts, hardware, software and peripherals that were reflective of professional practice for both Macintosh and PC computer labs. I conducted the search for, interviewed and hired of all program adjunct faculty; handling their contracts, classroom needs, and parking. I reviewed and revised all Communication Art BFA curriculum and mentored incoming adjuncts. Working closely with the administration of the UCD and their architects for all details that brought the program up and running within 60 days from my hire date until the first day of the 2000 Fall semester.



## Educational Recognition

### **2013 DSVC Golden Orchard Lifetime Achievement in Teaching Award**

“This award acknowledges college professors who have strengthened our profession and raised the bar for all of us by nurturing class after class after class of outstanding communicators. They are recognized for a career’s worth of cultivating a Golden Orchard of consistent, significant and enduring impact on our design community through the contribution and creativity of their students.”—Dallas Society of Visual Communications

I was the sixth recipient of this award since it’s inception in 1997.

### **2005 DSVC Golden Apple Teacher of the Year Recipient**

The National Student Show, an annual showcase of design work presented by the Society of Visual Communication (DSVC). The DSVC awards the Golden Apple annually to an outstanding professor at a college, university, or art school after evaluating student essays in recognition of nominees and their contribution to the student’s Design career path. This Teacher of the Year award and is presented annually

to the educator whose understanding of the visual communications professions, superior curriculum, and exemplary mentoring are evident in the collective quality of the work submitted by his/her students that year in the National Student Show and Conference. The DSVC considers only those candidates whose students nominate a professor by submitting a completed entry form and short essay.

The DSVC is an organization founded by visual artists for visual artists that seeks to elevate the standards of visual communications. DSVC is made up of over 900 members, comprised of designers, illustrators, photographers, writers, production artists, filmmakers, artist representatives, art directors, and creative directors, vendors and suppliers.



## National/International/Juried

**2022**

**9 inch Press International Print. Selected for international traveling exhibition.**

**Si Gallery, Austin TX** one of only 18 selected from the  
Art in the time of Corona for traveling exhibition

**2021**

**Art in the time of Corona: International  
Power and Light Print Show  
Southwest Print Fiesta 2021**

**2020**

**ShockBoxx: Mask.** Nationally, more than 700 works submitted pieces and 40 selected.  
**Viral Art Project:** Artist + the Activist Coronavirus Relief Fund.

**2019**

**SGC International International Traveling Exhibition** -Selected from the membership of the nation's  
largest organization of printmakers for their two year international traveling exhibition.

**2018**

**SGC International Exhibition and Conference, University of Texas Arlington** -One of 60 selected  
from the membership of the nation's largest organization of printmakers for their exhibition at the  
2018 conference.

**Standout Prints 2018-** Curated by Crawford Mann of the Smithsonian American Art Museum.  
One of 75 selected from over 900 international entries

## Group Shows

**2021**

AIGA Invitational Design Card Deck  
TAMUC Art Department Faculty Show

**2019**

TAMUC Art Department Faculty Show  
AIGA Invitational Design Card Deck

**2018**

Fab Four: Two selections of hand pulled, screen printed wallpaper plus Joyce and Barbara  
prints were featured in the President's Gallery  
AIGA Invitational Design Tarot Card Deck: 4 of Pentacles  
TAMUC Art Department Faculty Show: Wallpaper featured

**2017**

VisCom Faculty show: Wallpaper, Joyce and Mao screen prints 2017  
TAMUC Art Department Faculty Show: Wallpaper featured

**2016**

OSO Bay Design Symposium & Juried Show  
TAMUC Art Department Faculty Show:

**2015**

WE are ink on paper: Selected works by Lee Whitmarsh and Josh Ege

TAMUC Art Department Faculty Show

**2014**

TAMUC Art Department Faculty Show

**2013**

TAMUC Faculty show

**International Guest Judge****August 2013**

Judge of National Student Self Portrait Show, Seoul, Republic of South Korea.

I was invited to judge a national student exhibition in Seoul, Republic of South Korea. Students from all over the country were invited to submit their self portrait. Over 170 works were selected, with the top twenty receiving recognition. I was also asked to design the top awards. The exhibition, co-hosted by SpotColor Academy and TAMU-C, was held in an underground subway station. By the end of two weeks the exhibition was seen by over 3,000 people, covered by television, radio and newspaper. The Director of SpotColor Academy, Dennis Park said the national attention had spread the word of great educational opportunities with Texas A&M University-Commerce.

**Guest Speaker International****May 2014**

Tianjin University of Technology

Lecturing, program presentation, recruiting and Texas A&M University - Commerce administration representative

**July 2014**

British Studies Program

Lecture for program-Tate Modern

**August 2014**

Guest Lecture and Student Critique for Spot Color Academy. I gave a lecture to the senior students of SpotColor and conducted a critique of work with senior students.

Guest Speaker Global Frontier Program, Seoul Korea. I spoke to educators, potential students and their families about the Visual Communication field and the TAMU-C VisCom program.

**August 2013**

Academy of Art, Seoul Korea

Lecturing, recruiting and program presentation

BunDang, Seoul Korea

Lecturing, recruiting and program presentation

KonKuk University, Seoul Korea

Judging design show, lecturing, program presentation

## Guest Speaker-National/Regional

### March 2021

Educator's Forum, National Student Show, Dallas Society of Visual Communication

### March 2019

Educator's Forum, National Student Show, Dallas Society of Visual Communication

### April 2018

National Student Show, Dallas Society of Visual Communication

### November 2018

University of Southern Mississippi

Lecturing, recruiting and program presentation

### March 2015

National Student Show, Dallas Society of Visual Communication

Industry Expectation: A Conversation about Teaching Visual Communication

### January 2014

University of Southern Mississippi

Lecturing, recruiting and program presentation

### October 2014

TASA Convention

Round table lecture chair and recruiting

### January 2012

University of Southern Mississippi

Lecturing, recruiting and program presentation

### 2010/2011

University of North Texas Job Shadowing Program

Lecture on career in design education

## Tenure and Promotion Peer Review

2021-David Elizalde, Assistant Professor, College of Fine Arts: Texas Christian University

## CURRENT SERVICE TO DEPARTMENT/COLLEGE/UNIVERSITY

Adobe Creative Campus Faculty Fellow  
 Adobe Initiative Working Group and University evangelist  
 Artificial Intelligence Advisory Committee  
 CHSSA Leadership Team Plus  
 Art Department Curriculum Committee—Chair  
 CHSSA Curriculum Committee  
 Thomas Jefferson Dual Credit Committee  
 Institutional Effectiveness author for BFA VisCom  
 UX Design Advisory Board  
 University Faculty Sponsor-Adobe Ambassadors  
 Faculty Advisor-Briefly Branding Club

### Ongoing

Oversee and construct a curriculum that is filled with relevant and current courses allowing students to gain the needed skill set for positive professional placement upon graduation. Make sure that instructors are of quality and provide a professional experience so students in the program continue to receive recognition from the One Show, Graphis, Creative Quarterly and the Adobe Achievement Awards bringing the program such as honors as being named to number one design program in the state of Texas. 2000-present

Maintaining a 4 year course rotation layout for the VisCom emphases of Art Direction, Design and New Media is another level of responsibility. This rotation serves as a measure to make sure students went through the program strategically and receive their education based on a building-block curriculum pedagogy, insures prompt graduation from the program, accurate course offerings and is a strong recruiting tool. It is also an aid in the semester scheduling of 8-10 adjuncts. 2000-present

Building the course schedule each semester to make sure three tiers of three areas of emphasis have three courses to take and stay on rotation.

Handle all budgets, request for HEF

Academically advise all junior, senior one and senior two Visual Communication students, averaging about 70 students.

I authored an advising sheet for each area of emphasis and added to the VisCom rotation to include university studies and art core to help students start on track and stay there. 2000-present

Social Sciences and Art Leadership Council, Honors Day Luncheon and the Council of Academic Department Heads.

### Various Committees

Strategic Task Force Committee  
 Strategic Task Force Subcommittee Chair-Communication  
 Marketing and Grand Opening Committee-Pacific Place  
 QEP Mentor and Committee Member—Global Scholar  
 College Curriculum Committee-Chair



College Alumni Council  
Department Curriculum Committee  
Department Institutional Effectiveness

### **Additional Service/Committees**

Designed logo and branded Visual Communication program  
Rob Lawton Tribute Hosted alumni event honoring teacher and mentor  
for the Visual Communication program, AIGA national medalist Rob Lawton.  
Assisted the President's office and speaker, Chris Hill.  
Institutional Effectiveness— Plan and Results, authoring goals and student learning  
expectation to keep the program objectives and outcomes current  
Organized all student show entry. 2000-2014  
Strategic Task Force Committee  
Strategic Task Force Subcommittee Chair-Communication  
Marketing and Grand Opening Committee-Pacific Place  
QEP Mentor and Committee Member  
College Curriculum Committee-Chair  
Department Curriculum Committee  
Off-Site Location Committee-SACS  
TASA(Texas Association of Schools of Art) Conference Board  
2003-2013 Creative Summit, San Marcos TX

### **EXTERNAL BOARDS/COMMITTEES**

2012-2016 Northlake Computer Graphics Advisory Committee  
2014 Present Cedar Valley Advisory Board  
2006-2012 Creative Summit Advisory Committee  
2011 Academic Advertising and Design Advisory Committee, Irving ISD  
2006-2009 Guild Education Committee  
2005 Eastfield Design Curriculum Advisory Committee  
2003 Educational Committee of AIGA(American Institute of Graphic Arts)

### **Professional Affiliations**

DSVC (Dallas Society of Visual Communication)  
AIGA (American Institute of Graphic Arts)  
SGC International Printer makers