

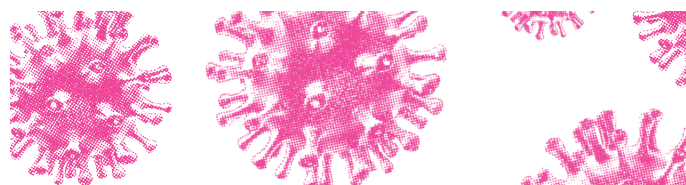


**Lee A. Hackett, MFA**  
*Director of Visual Communication*

**2020 VITA**  
**Department of Art**

**College of Humanities,  
Social Science and Arts**

**TEXAS A&M UNIVERSITY - COMMERCE**



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## BIO

Lee has 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 range 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 have proven 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 contributes to the honors and graduate programs with lectures, panel and thesis committee participation and 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. Lee's work is 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 2018, 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 starting in 2019.

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 campus. 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 Winning Audiences course, graduate exhibition chair and committee membership as well as panel participation in multiple MFA courses.

## 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

### **Print Club London**

**Adobe Illustrator**

**Macromedia Director**

**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

## PROFESSIONAL PRACTICE

### **1990-Present**

Freelance Pre-press Production Designer

Client Short List:

Procter and Gamble	Harcourt Brace	VHA
Spence Publishing	American Standard	Trane
Brinker-Bennigans	Diet Coke York	NEC
American Airlines	Pepsi	Consilient

### **1988-1992**

JC Penney's Corporate

Designer-Children's Visual Merchandising

### **1985-1988**

Rush Imagination Center

Computer Graphics Instructor

## SELECTED NATIONAL PROFESSIONAL RECOGNITION

How Magazine-MAI catalog

PRINT Annual-Bennigans Menu, Dennard, Lacey and Associates

How Magazine-Bennigans Menu, Dennard, Lacey and Associates

New York Publishing-School-Harcourt Books, Dennard, Lacey and Associates

Communication Arts-Harcourt-Illustration, Dennard, Lacey and Associates

TOPS Regional Addy-Bennigans Menu, Dennard, Lacey and Associates

Texas Graphics Excellence Award-NEC America, Inc, User Guide, O&W Studio

## TEACHING

### Texas A&M-Commerce

#### 2020

##### Spring

Art 478.301 Senior Exit Practicum  
Art 464.301 Screen Printing for VisCom  
Art 495.301 Internship  
Art 524 Winning Audiences

#### 2019

##### Spring

Art 478.301 Senior Exit Practicum  
Art 464.301 Screen Printing for VisCom  
Art 489.301 (4)Advanced Screenprinting  
Art 495.301 Internship  
Art 524 Winning Audiences

##### Summer

Art 499 Graphic Design: Thinking Visually British Studies

##### Fall

Art 2313. 001 Visual Communication I  
Art 310.301 Electronic Media and Method  
Art 310.303 Electronic Media and Method  
Art 495.301 Internship  
Art 489.301 Independent Study  
Art 589.301 Advanced Teaching

#### 2018

##### Spring

Art 478.801 Senior Exit Practicum  
Art 490.801 Honors Thesis  
Art 464.801 Screen Printing for VisCom  
Art 462.801 Visual Communication Branding  
*Teaching mentorship Kathryn Kitchens*

##### Fall

Art 310.301 and 303 Electronic Media and Method  
Art 495.301 Internship  
Art 497.301 Independent Study  
Art 414.302 Motion Graphics  
*Teaching mentorship Jonathan Hunter*  
Art 468.301 Design 4  
*Teaching mentorship Kathryn Kitchens/Garrett Owen/Brian Owens*

#### 2017

##### Spring

Art 211 Introduction to Visual Communication  
Art 478.801 VisCom Senior Practicum  
Art 497.801 Silkscreen  
Art 463.801 and 802 Advanced Typography  
*Teaching mentorship Douglas May*

##### Summer

Art 489.801 Defining the Visual  
Art 499 Graphic Design: Thinking Visually  
British Studies

##### Fall

Art 310 801 and 803 Electronic Media and Method  
Art 468.801 Design Communications IV  
*Teaching mentorship Kathryn Kitchens*

**2016**

Spring

Art 497.801 Silkscreen

Art 491.801 Honors Thesis

**2016** con'td.

Art 497.801 Senior Exit Practicum

Summer

Art 499 Wayfinding: How Design Gets Us From Here to There  
Taught in London for A&M-Commerce Regent Scholars Program

Fall

Art 310 801 and 803 Electronic Media

Art 467.801—Design III

*Teaching mentorship Kathryn Kitchens*

Art 495—Internship

**2015**

Spring

Art 478.801 and 802 Senior Exit Practicum

Art 490.801 Honors Thesis

Art 497.801 Independent Study

Fall

Art 310.801 and 802 Electronic Media

Art 495.801 Internship

Art 497.801 Independent Study

Art 412 Video in Visual Communication

*Teaching mentorship Gabriel Duran***2014**

Spring

Art 475.801 VisCom Senior Studio

Art 490.801 Honor's Thesis

Art 497.801 Independent Study

Summer

Art 499 Wayfinding: How Design Gets You From Here to There  
Texas A&M University-Commerce, British Studies

Fall

Art 310.801 and 803 Electronic Media

Art 495.801 Internship

Art 211.001 and 002 Introduction to Visual Communication

*Teaching mentorship Deanna Gibson and Veronica Vaughn***2013**

Spring

Art 416.801 and 802 Advanced Electronic Media

Art 497.801 Independent Study

Art 475.801 and 802 VisCom Senior Studio

Art 463.801 Advanced Typography

*Teaching mentorship Mandy Engleman*

PHO 350.801 Adv Digital Photography

Teaching mentorship AJ Wood

Fall

Art 310.801, 802 and 803 Electronic Media

Art 495.801 Internship

**2012**

Spring

Art 211.001 Introduction to Visual Communication

Art 475.801 VisCom Senior Studio

Art 416.801 Advanced Electronic Media

**2012** con'td.

Summer

Art 499 Wayfinding: How Design Gets You From Here to There  
Texas A&M University-Commerce, British Studies

Fall

Art 310.801, 802 and 803 Electronic Media

**2011**

Spring

Art 416.801 and 802 Advanced Electronic Media  
Art 497.801 Senior Studio

Fall

Art 310.801 and 802 Electronic Media

**2010**

Spring

Art 416.801 Advanced Electronic Media

Fall

Art 310.801 and 802 Electronic Media

**2009**

Spring

Art 416.801 Advanced Electronic Media

**2009** *cont'd.*

Fall

Art 310.801 and 802 Electronic Media

**2008**

Spring

Art 416.801 and 802 Advanced Electronic Media  
Art 403.888 Practicum

Fall

Art 310.888 and 889 Electronic Media

**2007**

Spring

Art 416.888 Advanced Electronic Media  
Art 403.888 Practicum

Fall

Art 310.888 and 889 Electronic Media

**2006**

Spring

Art 416.888 and 889 Advanced Electronic Media  
Art 403.888 Practicum

Fall

Art 310.888 and 889 Electronic Media

**2005**

Spring

Art 310.888 Electronic Media  
Art 416.888 and 889 Advanced Electronic Media  
Art 495.888 Internship  
Art 489.888 Special Topics

Fall

Art 310.801 and 802 Electronic Media

**2004**

Spring

Art 310.888 Electronic Media

Art 495.888 Internship

Fall

Art 310.888 and 889 Electronic Media

Art 495.888 Internship

**2003**

Spring

Art 416.888 and 889 Advanced Electronic Media

Art 495.888 Internship

Art 489.888 Special Topics

Fall

Art 310.888 and 889 Electronic Media

**2002**

Spring

Art 416.888 and 889 Advanced Electronic Media

Fall

Art 310.888 Electronic Media

**2001**

Spring

Art 416.888 Advanced Electronic Media

Fall

Art 310.888 and 889 Electronic Media

**2000**

Fall

Art 310.888 and 889 Electronic Media

**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

## TEACHING—THESIS COMMITTEES

### Texas A&M-Commerce

#### MFA Graduate Thesis Major Advisor

#### **Current**

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

#### **2019/20**

Fall/Spring

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

Fall/ Spring/Fall

Jennifer Thompson: The Promotion Of Female Artists

#### **2018/19**

Fall/ Spring/Fall 2017-2019

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

#### **2017**

Fall/ Spring/Fall 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**

### **2019**

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**

Fall/ Spring 2017-2018

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

### **2016**

Fall/ Spring

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

### **2015**

Fall/ Spring

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

### **2014**

Fall/ Spring / Summer

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

### **2013**

Fall/ Spring / Summer

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.

### **Fall**

ARTS 502: Design Teaching Methods / Pedagogy 1: Pedagogy

ARTS 540: Studio 1 Creative Methods

ARTS 545: Studio 6 Thesis Topic

ARTS 543: Studio 4 Cross-Cultural

**Spring**

ARTS 541 Studio 2: Design Education Theory & Practice

**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.

**Fall 2019**

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

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.

ART 360 – Creative Thinking

Students will explore a variety of approaches to conceptual solutions based in visual communication. Approaches will include fast paced creative problem solving techniques and on the spot brainstorming. Co-written with VisCom faculty.

ART 473 – Advertising Concepts

This course focuses on the development of strategic advertising visual concepts and copy writing, with emphasis on brainstorming and group collaboration. Students develop their skills through the creation of advertising traditional and innovative applications. Prerequisites: ART 365 and 472

ART 474 – Campaign Concepts

Students expand their conceptual thinking by authoring solutions to advanced problems in advertising. Students focus on applying innovative campaign solutions for clients across a wide array of the current media. Prerequisites: ART 472

**January-May 2017**

I updated my course in London to be more specific to design majors.

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.

The New Media Emphasis was completely reviewed in 2016 to address change in professional practice and need. The focus was moved away from high-end animation and refocused on web and app based media and production.

#### ART 311 – Intro to User Experience

Students explore how design is used to guide user experience. Exercises develop an understanding of design interfaces through the exploration of user personas and ethnography methods.

#### ART 312 – Web and Mobile Development

An introduction to the production of web and mobile media solutions. Students will learn to author projects with audience interaction as the goal through the study of typography, navigation, interface, information architecture and the basics of programming.

#### ART 313 – 2 -D Animation

This course develops skills in basic two dimensional animation techniques. Students focus on the production of animated assets for use in a variety of platforms.

#### ART 317 – Three-Dimensional Imaging

This course focuses on 3D modeling. Students will develop the skill sets involved in creating 3D artifacts for use in various media. Prerequisites: ART 311 and 365.

#### ART 411 – Advanced User Experience in Multimedia

An advanced study of multimedia projects and mobile apps with the incorporation and understanding of positive user experience. Students apply authoring techniques to incorporate digital imagery, audio and video into a interactive solutions. Prerequisites: ART 311 and 365.

#### ART 414 – Motion Graphics

Exploration of linear animation. Students will learn the basics of how to composite multiple assets and apply special effects over a time sequence. Students learn authoring techniques to incorporate digital imagery, audio and video into their conceptual solutions. Prerequisites: ART 365

#### ART 416 – Advanced Motion Graphics

Advanced creation of projects involving motion graphics. Students learn advanced techniques for the integration of 2-D, 3-D and special effects into motion graphics. Concepts and solutions focus on gaming, web and mobile devices. Prerequisites: ART 414.

#### ART 417 – Advanced Animation

Students learn the creation of complex animations using a cross section of software to produce conceptual solutions. Prerequisites: ART 410.

#### ART 466 – Design Communications II

Development of design solutions for multiple clients to create portfolio pieces using a variety of design concepts, methods, and technologies. Emphasis will be upon the visual and thematic relationships of design and its execution applied to a wide variety of projects that may include book covers, posters and packaging. Prerequisite: ART 365.

#### ART 467 – Design Communications III

Advanced problems in design communications with an emphasis upon conceptual design applications for solutions across a broad range of products for a single client, focusing on web and mobile app solutions. Prerequisites: ART 466.

#### ART 468 – Design Communications IV

Development of design solutions for multiple clients to create portfolio pieces using a variety of design concepts, meth-

ods, and technologies. Emphasis will be upon the visual and thematic relationships of design and its execution applied to a wide variety of projects that may include environmental graphics and multi-piece projects. Prerequisites: ART 466.

#### ART 469 – Applied Typography

This course focuses on unique approaches to typography in visual communication. Students will study and produce typography using various methods, focusing on hand skills and conceptual thinking to execute techniques. Prerequisites: ART 463.

#### ART 472 – Art Direction

This course introduces students to the development of conceptual solutions for client based advertising problems. Relationships between design and copy with an emphasis on contemporary advertising trends will be studied and critiqued. Prerequisites: ART 365

#### **January 2016**

Upon moving into the Pacific space, screen printing was introduced to the curriculum, first as a 497 Special Topics, then fully integrated into the program.

#### ART 464 – Screen Printing for Visual Communication

Students will explore the silkscreen printing process through demonstration, technique application and client driven design projects. Correct art authoring, film output, screen preparation, multi-color, split fountain, halftones, and print registration will be covered. Prerequisites: ART 365.

#### **January-March 2015**

To meet student need and professional expectations, the following courses were added or updated.

#### Art 310 – Electronic Media and Method

The electronic media course historically had focused on Adobe Illustrator. In an effort to maximize computer application courses, the VisCom faculty decided to combine the packages of Illustrator and Indesign into one semester to gain more senior level courses focused on the app design and user 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.

#### ART 462 – Visual Communication Branding

The course focuses on the understanding of branding as it relates to the identity of a company, organization, or individual in the current business environment. Students will execute a communications plan and use branding concepts and strategies to produce multiple projects. Prerequisites: ART 466 and 472.

I worked with Saul Torres, Creative Director of RSW and global brand specialist to update the course that furthers the knowledge and understanding of the definition of global brand. Each student is assigned a mid-level business to apply an updated brand identity. The course outcome is a portfolio piece consisting of a large, multi-piece brand application for their assigned client.

#### ART 463 – Advanced Typography

Advanced study of typography and its application in visual communication. Students learn through concept development, typographical refinements, and polished execution of projects focusing on type relationships. Prerequisites : ART 300, 310 and 360.

We continue to look at the aspects of typography and have moved it into the required course listing for all areas of emphasis. Student gain a more indepth knowledge of typeface pairing for a more positive outcome to typographic based assignments. Douglas May collaborated and served as the first instructor.

Art 497 Creative Thinking which would become Art 360 Creative Thinking

To introduce students to the research aspect of design thinking and its application, the VisCom faculty worked with Rick Gavos to develop a course that contains, design research, ethnography, information graphic design and creative problem solving. This course will be purposed was standard curriculum in the Fall of 2016.

#### **May 2014**

The VisCom suite of Senior exit courses were formalized in.

ART 475 – Visual Communication Senior Studio

Students prepare for the job market with a focus on portfolio completion, interview skills and resume presentation with the application of professional series of critiques. Students also conceptualize, design and produce all collateral for their senior exit show, including invitations and websites.

ART 478 – Visual Communication Senior Practicum

The course focuses on all aspects of the Senior Exit Portfolio group show. Students work in a group setting to develop a single brand that encompasses multiple collateral pieces and a variety of social media. Project budgets and time lines are addressed. Students will hear industry speakers and visit studios and agencies. The class culminates in an exhibition at the end of the semester. Prerequisites: Permission of instructor.

#### **May 2012**

Art 499: Wayfinding: How Design Gets You From Here to There and June found me in London with eight BFA students teaching the month long design course focusing on how design and typography contribute to a successful system. We studied directional systems, heard lectures from internationally known British typographers, visited design studios and agencies and saw the original London Tube Map. Four of our days were in Paris, allowing the students wonderful cultural and design comparison contrast.

#### **November-December 2011**

In 2011 was decided by the Department of Art that each area needed an introduction course for all students of the department. Its focus was to let students choose an area and experience an introduction to the area to make a determination on their area of emphasis. The course is taught on the main campus.

ART 211 – Introduction to Visual Communication

An introduction to visual communication in computer based electronic media. Emphasis on typography, design, and visual concept development through software application methods and techniques

#### **January-December 2001**

The following courses listing features courses in their original form with the authoring of the program. Each course was expanded to include SLO's, project parameters, etc. based on the course description.

ART 309 – Digital Imaging for Communication Art

Introduction to digital photo manipulation and the manipulation of other images. Students will learn the Preparation of images for use with print production, animation and web-based applications.

ART 310 – Electronic Media

A broad-based practicum in computer-based electronic media with emphasis on advanced applications in visual communication. Area of emphasis will include typography, graphic design, illustration, digital imaging, and pre-press preparation. Prerequisite pass program portfolio entry

ART 311 – Multimedia I

An introduction to producing multimedia presentations. Students learn authoring techniques to incorporate digital imagery, audio and video into a running interactive presentation.

ART 312 – Internet Development I

Introduction to web site design and publishing. Students learn the basics of HTML programming to incorporate graphics into functional interactive sites, including HTML tags, frames and scripting.

ART 313 – Interactive Vector Graphics and Animation

Vector-based graphics for the implementation of internet applications ranging from a navigational interface to 2D animation.

ART 317 – Three-Dimensional I

Overview of 3D modeling, texturing, lighting, and animation. Exploration of the tool sets involved in creating and animating the 3D scene.

ART 407 – History of Graphic Design

A survey of the evolution of graphic arts as they relate to the history of art. Topics include formal, stylistic, social, political, economic, and historical aspects. Emphasis on art movements, schools of thought, individuals, and technology as they interrelate with visual communication.

ART 408 – History of Advertising and Consumerism

This course is designed to give a broad overview of the nature of a consumerist society. Lectures will explore the history, causes, and types of consumerism, the significance of some purchase categories, America's evolving definition of "the good life," the impact of advertising, and the role of the individual in this complex socio-economic dynamic

ART 409 – History of New Media

A survey of the technology, ideas, and movements of new media as used in visual communication. Course focuses on new media technologies in historical and social contexts.

ART 410 – Three-Dimensional II

The creation of complex mechanical and organic 3D objects. Students explore the fundamentals of lighting, mapping, and rendering of 3D models.

ART 411 – Multimedia II

An introduction to producing multimedia presentations. Students learn authoring techniques to incorporate digital imagery, audio and video into a running interactive presentation.

ART 412 – Internet Development II

An introduction to the preparation of video files for use on the internet. This course explores video in the context of visual communication. Students learn basic videography skills and editing techniques with the goal to incorporate video components into advanced course projects.

ART 414 – Motion Graphics

Exploration of linear animation. Students will learn the basics of how to composite and apply special effects to graphics, audio, and video over a time sequence.

ART 416 – Advanced Electronic Media

Advanced study in electronic media with emphasis on complex illustration and graphic design, focusing on creative problem-solving and individual style.

ART 417 – Three-Dimensional III

Creation of complex environments with multiple 3D objects. Emphasis on the creation of realism through the use of custom mapping, lighting and rendering.

ART 418 – Three-Dimensional IV

Animation of three-dimensional environments and incorporation of special effects in time based sequence.

## Visual Communication Program Milestones and Development

### Fall 2019

Official Partnership with El Centro. I will be working 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.

### 2019

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 course taken at the main campus as well.

**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.

**May 2008**

Senior Exit Show

The Visual Communication program had a portfolio course within its 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 administration 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.

### **Personal 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 its inception in 1998.

#### **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.

### **RESEARCH**

#### **National/International/Juried**

##### **2020**

##### **AIGA Invitational Design Card Deck**

**ShockBoxx: Mask.** Nationally, more than 700 works submitted pieces and 40 selected.

**Viral Art Project:** Artist + the Activist Coronavirus Relief Fund. u

##### **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

### 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

Art Department Faculty Show: Wallpaper featured

### 2017

VisCom Faculty show: Wallpaper, Joyce and Mao screen prints 2017

Art Department Faculty Show: Wallpaper featured 2017

### 2016

OSO Bay Design Symposium & Juried Show

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

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

### August 2013

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.

### 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 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 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

## **SERVICE TO DEPARTMENT/COLLEGE/UNIVERSITY**

### **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 5 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

I build 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

CHSSA Executive Council

**In addition:**

February One Show Student concept meetings

March NASAD lead visit coordination in Dallas.

April Search Committee member for the new Executive Director of Marketing Communication

May One Show International Student Conference and Awards Show, New York NY  
Travel with award winning student group to New York for a week long conference, portfolio review and award ceremony. 2005-2014, 16, 18, 19

Senior Exit Show and portfolio review  
All digital progress assessment coordination for Tier One and Two assessment with full-time faculty and adjuncts

July Institutional Effectiveness— Plan, authoring goals and student learning expectations to keep the program objectives and outcomes current

August Teaching overload. Art 2313 on the main campus. Lead instructor for two sections.

Worked with VisCom faculty to author the Design Lab  
The Lab has two parts, The Design Lab workshop developed by Virgil Scott to work with professionals towards understanding creative thinking and it's process.  
I developed the Design Lab partnership the outlined steps and processes to involve non-profit or companies engaged in social responsibility the opportunity to work with our VisCom students for one semester to develop a marketing/media plan.

September Executive Council, College of Humanities, Social Science and Art-ongoing  
Search Committee Head for Visual Communication Administrative Assistant  
Department Curriculum Committee

Developed the Capital Campaign Strategy for Keturi DeLong with Visual Communication faculty.

November College Curriculum Committee  
Hold Mass Academic advising meeting for all upper level Visual Communication majors

December Senior Exit applications for course suite  
Graduate Panels  
Global Scholar Application Reviewer  
Tier 2 & 3 Concept reviews for Client Briefs for the One Show

**2018**

January-May

Prepare for and coordinate move to El Centro

The management of the finish out of over 15,000 square feet of dedicated VisCom space on the fourth floor of 1910 Pacific Place and administration of a HEF budget of over \$300,000 continued in 2015. 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. 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.

Back to school meeting for adjuncts and faculty

Update Portfolio Entry requirements and post

## 2017

- January    Jeremy Sharp Opening
- February    DSVC School of the Month  
AIGA Mentor Matchmaking  
Bart Cleveland Workshop  
Dallas Addys
- April        High School Student Workshops  
Changing the World with Design  
Ink  
Teacher Workshops  
Ideas In Motion)
- March       VisCom Faculty Show  
SXSW EduExpo  
Changing the World with Design (4)  
National Student Show
- April        High School Student Workshop  
Changing the World with Design (4)  
Duncanville High School Tour and Design Challenge  
High School Teacher Workshop  
Motion Graphics (11)
- May         Steam Roller Printing Event-Professional Workshop  
Steam Roller (14)  
Two Graduate Panel presentations  
Senior Exit Show  
Tier One Assessment  
Tier Two Assessment  
Presented Ink inc. workshop at the Dallas Society of Visual Communication meeting as  
a recruiting effort for workshops
- August      BFA in VisCom recruiting booklet—Worked with Josh Ege to produce a booklet highlighting  
the VisCom program for use in recruiting.
- September   Institutional Effectiveness— Plan and Results, authoring goals and student learning  
expectations to keep the program objectives and outcomes current

- November Alumni Retrospective—Managed the entry of over 100 alumni into show. Coordinated collateral design work with alumnus Dick Mitchell. Over 250 people attended the opening.
- December  
 Graduate Panels  
 Global Scholar Application Reviewer

## 2016

- January Awarded \$25,000 grant based on proposal written for high school student and teacher workshops
- February Global Presentation and reception  
 Production of BFA 24 page recruiting brochure
- March Attended National Student Show and Conference
- April Attended Big [D]esign Conference with students
- May Senior Exit Show  
 Tier One Assessment  
 Tier Two Assessment
- July Tour and programs talks with potential students as well as visitors such as President Keck, alumni John Norman and Bart Cleveland, and scholarship contributors Alton and Louise Biggs.
- September Michael Schwab Exhibition  
 Josh Ege and I screenprinted his limited edition poster. Over 200 in attendance  
 Big D Design Conference  
 Global Honors Programs Presentation of Student Work from Regent's Scholar Course in London and Paris  
 Institutional Effectiveness— Plan and Results, authoring goals and student learning expectations to keep the program objectives and outcomes current
- October High School Teacher Workshops  
 Photoshop (6)  
 Ink (15)
- November Rex Peteet Opening  
 High School Student Workshops  
 Blank Page/ Ideas In Motion (14)  
 TAEA conference recruiting booth  
 Hosted One Stop Shop recruiters A day of presenting what Viscom is, how the program works and who our audience is
- December Three Graduate Panel presentations

## 2015

The management of the finish out of over 15,000 square feet of dedicated VisCom space on the fourth floor of 1910 Pacific Place and administration of a HEAF budget of over \$300,000 continued in 2015. 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. 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.

- January Presidential Appointment to Pacific Place Ribbon Cutting Committee

- February Academic Meeting for all freshman and sophomores on main campus to introduce the Visual Communication program. Every Spring Semester
- March All digital portfolio entry process  
 Attended the National Student Show and Conference with students  
 Attended Big [D]esign Conference with students  
 Program meeting for all Tiers One, Two and Three Students attending the UCD for semester schedule announcements, program advice and updates. Every semester
- April Presidential Appointment to search committee for new Chief Marketing Officer position  
 The organization of student participation in the One Show Education Festival Week International Invitation Exhibition in New York City takes place every spring.  
 This was the programs 8th consecutive year to be included.
- May I worked with Provost Greg Davis and Professor Omar Hernandez with El Centro Community College to build a pathway degree for transfer students. Once the articulation is finalized it will be a template for other area community college articulation opportunities.  
 Senior Exit Show
- July Dean's project: Art direction of the-\$25 book project-the flying pig animation  
 Authored the standards and best practices for the VisCom Gallery exhibitions and visiting artist.
- August Tier One Orientation for Visual Communication transfer students. 2010-present
- September Worked with the Design department at Collin College to work towards an articulation agreement.  
 Held first visiting artist workshop for students with visiting professional Carlos Hernandez of Burning Bones Press  
 Scholarship Committee.  
 Institutional Effectiveness— Plan and Results, authoring goals and student learning expectations to keep the program objectives and outcomes current
- November Guest Speaker for Freshman Success Class.  
 August/January Fall and Spring back-to-school meetings with Visual Communication faculty and adjuncts to present upcoming changes, discuss current course offerings and suggested updates. 2000-present
- October Curriculum Committee, Department of Art, Responsible for maintaining curriculum focus for Visual Communication: Art Direction, Design and New Media emphasis. Fall 2012 - present  
 Curriculum Committee, College of Humanities, Social Sciences and Arts  
 Presidential Appointment to Strategic Task Force 2013-2015  
 Presidential Appointment to STF Sub Committee Chair -Communication 2013-2015  
 Quality Enhancement Plan Contributor and Mentor, Tasked with keeping faculty up-to-date on the QEP plan and acquiring credentials for Global Scholar program upon SACS approval. 2013-Present  
 Global Fellow
- December Project critique of President and Mrs. Jones' Christmas card. 2010-2015
- Various meetings: North Dallas Chamber of Commerce Annual Meeting, the College of Humanities, 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

- 2014 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 on and speaker, Chris Hill.
- Institutional Effectiveness— Plan and Results, authoring goals and student learning expectations 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  
Travel with students for a 3-day conference, portfolio review and award ceremony
- Booker T. Washington School of Art Portfolio Review 2004-2013
- Department of Art Curriculum Committee
- Search Committee for Assistant Professor of Visual Communication
- 2012 Department of Art Curriculum Committee
- Search Committee for Assistant Professor of Communication Art
- 2011 Department of Art Curriculum Committee
- College of Humanities, Social Sciences and Arts Curriculum Committee
- Texas Education Association Conference promoting department and University Galveston 2009, Austin 2010, San Antonio 2011
- 2010 Search Committee for Assistant Professor of Communication Art
- Art Day
- NASAD Documented all information for 3 BFAs. Hosted on-site visits from NASAD accrediting team
- Coordinated meetings with faculty and students.
- 2008 Department of Art Head Search Committee
- Music Brochure American Vernacular
- Wind Ensemble
- 2007 Art Day poster . Student Zach Bard design, wrote and shot the poster which the art department still uses.



- 2006 Search Committee for Assistant Professor of Communication Art-Head  
 Produced Presidents Report. I worked with Sylvia Kelly Designed and produced a 40 page book that highlighted alumni, current faculty, students and donors.  
 First open house for transfer students
- 2005 Search Committee for Vice President for Enrollment Management and Marketing  
 Conceptualized, coordinated and created a process to justify working professionals as adjuncts for over 20 adjuncts positions for the University.  
 Athletic Annual Fund and Invitation Brochure
- 2004 Department of Art Head Search Committee  
 Director of Marketing Services Search Committee
- 2003 Department of Art Head Search Committee  
 Technology Consultant Committee  
 Launched the first program website. I art directed new media student Justin Lloyd to produce a website for the program.  
 Speclogic 2003 electronic media, print and paper seminar
- 2002 initiated articulation with Brookhaven Community College  
 SIGGRAPH 2002 computer graphics seminar and conference

## **EXTERNAL BOARDS/COMMITTEES**

### **Current Boards**

- 2012-Present Northlake Computer Graphics Advisory Committee  
 2014-Present Cedar Valley Advisory Board

### **Previous Boards**

- 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