

## CHRISTINE INGERSOLL

Associate Professor of Advertising and Design

### OFFICE

Marshall University  
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## EDUCATION

- 2008 MFA, Drawing, Stephen F. Austin State University, Nacogdoches, TX, Thesis: *The Seduction of Change* (thesis show: graphite on paper + digital touch screen)
- 1997 MA, Advertising and Design, Syracuse University, Syracuse, NY, Thesis: *Henry Watson Kent: Rediscovering and Acknowledging His Influence on American Design*
- 1994 BA, Studio Art, Departmental Honors, Hamilton College, Clinton, NY (senior show: graphite on paper)
- 1986 AAS, Advertising Design and Production, Mohawk Valley Community College, Utica, NY

## ACADEMIC EXPERIENCE

- 2009- Full-Time Tenured Associate Professor, Marshall University, Huntington, WV, Journalism and Mass Communications (Research sabbatical - Fall 2017)
- 2014 Italy Summer Faculty, Kentucky Institute for International Studies (KIS) Western Kentucky University, Bowling Green, KY, Art and Journalism
- 2008-09 Full-Time Assistant Professor, Marietta College Marietta, OH, Graphic Design
- 2007-08 Graduate Teaching Assistant, Instructor of Record, Stephen F. Austin State University, Nacogdoches, TX, Advertising Design
- 2007-09 Online Adjunct, The Art Institute of Pittsburgh, Pittsburgh, PA, Graphic Design
- 2003-06 Full-Time Faculty, Program Developer, Lake Michigan College, Benton Harbor, MI, Graphic Design
- 2001-03 Full-Time Tenured Professor, St. Clair County Community College, Port Huron, MI, Art and Communication Design
- 2001-01 Adjunct Faculty, SUNY Institute of Technology Utica, NY, Communications

## PROFESSIONAL EXPERIENCE

- 1987-01 Hamilton College, Clinton, NY, Graphic Artist
- 1982-87 *The Morgan Horse Magazine*, Westmoreland, NY, Assistant Art Director, Editorial Designer

## GRANTS

- 2015 Marshall University Summer Research Grant \$2,000
- 2015 Marshall University INCO Foundation Grant \$500
- 2015 Marshall University Quinlan Endowment Fund \$600
- 2015 West Virginia Public Broadcasting Perception Funded Study \$10,000
- 2014 College of Art and Media Faculty Development Proposal \$533
- 2010 Marshall University Quinlan Endowment Fund \$600
- 2003 Instructional Technology Grant, St. Clair Community College, \$55,000

## EXHIBITIONS

- 2014 Group Exhibition, *Origins*, David L. Dickirson Gallery, Beckley WV  
(curator: Molly Baker Halstead)
- 2013 Group Exhibition, *Warmth: The Sentiment of the Season*,  
David L. Dickirson Gallery, Beckley WV  
(curator: Molly Baker Halstead)
- 2012 Group Exhibition, *Gifted*, David L. Dickirson Gallery, Beckley, WV  
(curator: Zack Hartsog)
- 2010 Group Exhibition, *59th Annual Central Adirondack Art Show*,  
Old Forge Arts Center (currently named View), Old Forge, NY  
(juried)
- 2008 Solo Exhibition, MFA Thesis Exhibition, *The Seduction of Change*,  
Stephen F. Austin State University, Nacogdoches, TX
- 2008 Group Exhibition, Mohawk Valley Community College  
Alumni Show, Utica, NY (juried)
- 2008 Group Exhibitions, *First Inter-American Ex Libris Congress*  
*Exhibition of Contemporary World Ex Libris*, American Society of  
Bookplate Collectors and Designers. Guanajuato, Mexico  
(juried, catalog and traveling exhibition)
- 2008 Artist Collaboration, *1+1+1= 1*, Nacogdoches, TX, with  
Ashley Stanaland and Kevin Owens  
(curator: Professor Piero Fenci)
- 2001 Group Exhibition, St Clair Community College  
Faculty Show, Port Huron, MI
- 1994 Group Exhibition, BA Senior Show, Hamilton College, Clinton, NY

## PAPERS, PRESENTATIONS & PANELS

- 2016 Hapney, T., Ingersoll, C., Mallick A. Presentation "Perceptions of  
West Virginia Public Broadcasting". The Educational Broadcasting  
Authority, Huntington/Charleston, WV.
- 2016 Ingersoll, C., Hapney, T., Presentation "Best Practice: Finding people  
to serve and succession planning." Public Borrowing Brilliance:  
Leadership Quickstart Conference. Public Relations Society of America  
East Central District. Columbus OH.
- 2016 Ingersoll, C., Hapney, T., Presentation "Traditional Versus Online  
Research Techniques in Public Relations, Advertising and Marketing."  
Public Relations Society of America Regional Conference.  
Ashland, KY.
- 2016 Ingersoll, C. Presentation "Discovering Student Researchers in the  
Classroom." Inquiring Pedagogies Teaching Conference. First Year  
to Senior Year: High-Impact Practices Across the Curriculum,  
Marshall University. Huntington, WV.

## AWARDS

- 2016 Nomination, Reynolds Teaching Award, Marshall University
- 2015 Nomination, American Advertising Federation National Teaching Award
- 2013 Nomination, Pickens-Queen Teaching Award, Marshall University
- 2012 Nomination, Pickens-Queen Teaching Award, Marshall University
- 2008 MVCC Alumni Show honorable mention, bookplate design
- 2000 University and College Designers Association award of merit, poster design
- 1998 University and College Designers Association gold award, web design
- 1993 Syracuse Ad Club gold award, bookplate design
- 1989-1993 Mohawk Valley Ad Club silver and bronze awards, poster, catalog, and greeting card designs
- 1999 CAA Web site chosen by Encyclopedia Britannica for the list of the Web's best sites
- 1999 CAA Web site design featured by the Midwest Sporthorse Journal as one of the best sporthorse sites on the web
- 1986 American Horse Publications The Morgan Horse Magazine, General Excellence for magazines, association or subsidized circulation 10 - 25,000
- 1982-1987 American Horse Publications 1st, 2nd, 3rd place awards, advertising and editorial design
- 1985 Buffalo Printing Craftsmen supreme printing award, calendar design
- 2015 University and Designers Education Summit, Brookings, South Dakota, Paper: "Opening Windows in Silos: Design Education Across the Curriculum."
- 2015 Inquiring Pedagogies Teaching Conference. Marshall University. Huntington, WV, Panel: "Opening Windows in Silos: Design Education Across the Curriculum."
- 2013 West Virginia Higher Education Technology Conference, Morgantown, WV, Paper: "Can Students Achieve Community In An Online Graduate Program?"
- 2012 West Virginia Higher Education Technology Conference, Morgantown, WV, Paper: "Building Student Engagement Through Multimodal Digital Media"
- 2012 Inquiring Pedagogies Teaching Conference. Marshall University. Huntington, WV, Panel Member: "Tales from the 2010 WV Great Teachers Seminar"
- 2010 Popular Culture and American Culture Association Annual Conference, St. Louis, MO, Paper: "Advertising Art: The Work of E. McKnight Kauffer"
- 2001 Image and Text III Symposium, Stephen F. Austin State University, Nacogdoches, TX, Paper: "The Power of Design: Intellectual and Technological Growth"
- 2001 Northeast Association for Language Learning Technology, State University of New York at Stony Brook, Stony Brook, NY, Co-Presented Paper: "Reconceptualizing a Language Center Web Site: From Information to Representation"
- 2000 History of the Book Conference, Drew University, Madison, NJ, Paper: "The Machine is Run by the Human Hand: Henry Watson Kent's Influence on the Book Arts and its Significance to Internet Publishing"
- 2000 Society for the History of Authorship, Reading and Publishing Conference, Gutenberg Institute, Mainz, Germany. Paper: "The Machine is Run by the Human Hand: Henry Watson Kent's Influence on the Book Arts and its Significance to Internet Publishing"
- 1998 Image and Text II Conference, Stephen F. Austin State University, Nacogdoches, TX, Paper: "Henry Watson Kent: His Influence on American Book Design and the Printing Arts"

## WORKSHOPS DELIVERED

- 2013 "How Design Thinking Improves Almost Everything". Inquiring Pedagogies Teaching Conference. Marshall University. Huntington, WV, August, 20.

## STUDENT AWARDS

JMC 383  
2016 First Place Crystal Award  
Public Relations Society of America  
West Virginia Chapter  
Logo

Brynne Kyle  
2016 Honorable Mention  
Public Relations Society of America  
West Virginia Chapter  
Posters

Shawn Kraft  
JMC 383  
2014 First Place Crystal Award,  
Public Relations Society of America  
West Virginia Chapter  
Logo

2008 Stephen F. Austin State University  
Judges Choice Award,  
AAF National Student Advertising Competition  
District 10

Alie Jackson  
2007 Honorable Mention,  
International Corrugated Packaging  
Student Logo Contest

- 2011 Process Enhancement Pedagogy and Testing through Communication Projects, From Theory to Practice. Inquiring Pedagogies Teaching Conference. Marshall University. Huntington, WV, August, 16.
- 2003 Macintosh computer workshop. Free College Day Celebration, St. Clair Community College, Port Huron, MI.
- 2003 Book arts workshop. Co-conducted. Free College Day Celebration, St. Clair Community College, Port Huron, MI.
- 1998 Classic Design and Modern Typography. Image and Text II, November, 7.
- 1997 Web design seminar. Central New York Library Resources Council, Colgate University, Hamilton, NY.

## PUBLICATIONS

- 2010 "Applied ethnographic study of local food system participation at farmers markets and in community supported agriculture programs throughout Indiana". (Farmer, J., Chancellor, C., and Ingersoll, C.) (design consultant)
- 2008 *First Inter-American Ex Libris Congress Exhibition of Contemporary World Ex Libris*, American Society of Bookplate Collectors and Designers. Guanajuato, Mexico. (catalog entry - bookplate)
- 2008 "Helvetica—What's All That Hype About?" Digital Apple Juice. February 13. [digitalapplejuice.com/helvetica-whats-all-that-hype-about/](http://digitalapplejuice.com/helvetica-whats-all-that-hype-about/) (solicited article)

## MEDIA

- 2014 "Origin Stories - Christine Ingersoll". David L. Dickirson Gallery Blog. October 24, 2014. [tamarackgallerywv.tumblr.com/post/100920066936/origin-stories-christine-ingersoll](http://tamarackgallerywv.tumblr.com/post/100920066936/origin-stories-christine-ingersoll)
- 2012 Ramsburg, Michael, "Aw, shucks: Women Takes Corn Husk Dolls from Craft to Art," *Charlestown Gazette*, Charlestown, WV, November, 11. 3F.
- 2008 "Student Advertisers," *The Daily Sentinel*, Nacogdoches, TX. May, 11, 2008.
- 2003 "Design Students Cut Their Teeth on Top Technology," *SC4 Campus Connections*. Winter. 9.

## PROFESSIONAL SERVICE

- 2017 Public Relations Society of America (PRSA) Bronze Anvil Competition. judge.
- 2016 *Grave Creek Mound: Forging Ahead Preserving WV's Story*. Documentary short film. WV Public Broadcasting, Charleston, WV. (additional sound)
- 2016 Public Relations Society of America (PRSA) Bronze Anvil Competition. Judge.

- 2016 Department of Journalism, University of Memphis, Memphis, TN.  
Visual media portfolio reviewer.
- 2015 *A Rockefeller's Journey*. Documentary film. WV Public Broadcasting,  
Charleston, WV. (production assistant)
- 2013 *3 Rivers: The Bluestone, Gauley and New*. Documentary film. WV  
Public Broadcasting, Charleston, WV. (production assistant)
- 2012- Marshall University, Huntington, WV.  
Online course reviewer.
- 2013 Anne Arundel Community College, Arnold, MD.  
Quality Matters course reviewer.
- 2012 Living Local Huntington Sustainability Fair committee member.
- 2012 West Virginia College Summit Writing Coach. Marshall University,  
June 14-17.

## CERTIFICATION

- 2017 Marshall University Writing Across the Curriculum re-certified.
- 2014 Blackboard Collaborate Product Specialist Certification, June 13.
- 2014 Marshall University Writing Across the Curriculum re-certified.
- 2013 West Virginia Higher Education Policy Commission, Certificate of  
WVROCKS Online Teaching.
- 2012 Quality Matters Peer Reviewer.
- 2011 Marshall University Writing Across the Curriculum.

## FACULTY DEVELOPMENT

- 2017 Successfully completed six week course "Storytelling for  
Change", +Acumen, Ariel Group through NovoEd. December.
- 2017 "Beyond Bitcoin with the IDEO Colab", live online training,  
Adobe, 20 December.
- 2017 "Preparing Students for Success with Adobe Creative Cloud",  
live online training, Adobe, 11 November.
- 2017 "Introduction to Critical Thinking: The Basics for Business", live  
online training, O'Reilly, 23 October.
- 2017 "Bibliography Among the Disciplines", University of Virginia  
Rare Book School and the Andrew W. Mellon Foundation,  
conference attendance, Philadelphia, PA, 12-14 October.
- 2017 "A Branding Story: Tips for Transforming Negative Narratives into  
Positives for Transforming", live online training, PRSA, 20 June.
- 2017 "Thriving in the Content Tornado", live online Webinar,  
Ad Week and Nuxeo, 25 May.
- 2016 BbWorld 16 Live. Streamed live sessions, July.
- 2016 Scalar, digital authoring and publishing platform introductory  
and intermediate online training sessions, July.

- 2015 Marshall University Research Corporation, Grant and Development Workshop, September - October.
- 2014- Writing Across the Curriculum Certification, Charles Lloyd Writing Symposium, Marshall University. Writing Intensive Certified.
- 2013-16 Faculty Learning Community member on the Scholarship of Teaching and Learning, Center for Teaching and Learning, Marshall University.
- 2013 Blackboard Collaborate Training Workshop. Center for Teaching and Learning, Marshall University, Huntington, WV.
- 2013 Technology Enhanced Classroom Initiate Workshop. Marshall University, February and October.
- 2013 Pedagogy of Teaching and Learning Online: Pedagogy Matters. Marshall University, April.
- 2013 Pedagogy of Teaching and Learning Online: Design Matters. Marshall University, April.
- 2012 Quality Matters Workshop: Applying the Rubric Training, Marshall University, July 20.
- 2012 WV Great Teachers Seminar, West Virginia Higher Education Policy Commission, June 18-21.
- 2012 Quality Matters Workshop: Applying the Rubric Training, Marshall University, July 20.
- 2011 Institutional Change: The Musical, MU Advance, January 7.
- 2011 Marshall University Cyberinfrastructure Day, April 7.
- 2011 Adobe Developer Week, Webinars, June 20-21.
- 2011 New Partners, New Voices: Can Public Media and Newspapers Join Forces to Engage Communities?, July 27.
- 2011 Pure Confidence, G5 Leadership Webinars. August 17.
- 2011 Interactive eBook Production: An Insider Look, Text and Academic Authors Association, September 13.
- 2011 Educause Online Conference, Marshall University IT, October 19-21.
- 2011 MOJO, G5 Leadership Webinars. October 11.
- 2010 Marshall University Research Corporation, Grant and Development Workshop, April 26.
- 2010 The Designer as Content Creator. Wiley Faculty Network, September 21.
- 2009 Fall Teaching Conference, Marshall University, August 18-19.
- 2009 New Faculty Orientation, Marshall University, August 17.
- 2000 Syracuse University's Improving Academic Advising Workshops, Hamilton College, Clinton, NY.
- 2007 American Advertising Federation-Houston Student Conference and Competition.
- 1996 Digitizing Texts and Images, Charleston, SC, April 18-20.

## UNIVERSITY & COLLEGE SERVICE

2017- Budget and Academic Planning Committee  
2015-16 College of Art and Media Personnel Committee  
2013-17 Academic Planning Committee (secretary)  
2012- Faculty Development Committee for Online and Multimedia Instruction  
2010-13 Grade Appeal Board  
2010-11 Environmental Science Curriculum Committee  
2009-13 Budget and Academic Planning Committee  
2009-13 INCO Faculty Development Committee  
2009-11 Pickens-Queen Teaching Award Committee  
Student Outcomes Assessment Committee  
Occupational Studies Dean Search Committee  
Academic Review Committee  
FITT Technology Funds Committee  
College Intranet Committee

## DEPARTMENT SERVICE

Strategic Communications Faculty Search Committee  
Scholarship Committee  
Diversity Committee  
Out Loud Student Advertising and PR Agency  
Scores High School Competition  
Graphic Design Faculty Search Committee (chair)  
Student Publication Committee  
AIGA Student Club Advisor

## COURSES TAUGHT

Kentucky Institute for International Studies  
JOUR 481/ART 491 New Media Publishing - developed  
ART 491/IDFM 423 Italian Design - developed

Marshall University

JMC 444/555 Web Design  
JMC 480/580 Branding - developed  
JMC 640 Design Thinking (online) - developed  
JMC 604 Master's Initiative Network online) - developed  
Online New Media Masters emphasis - developed  
FYS-100 First Year Seminar  
FYS-100 First Year Honors Seminar  
HON 480 The Book Beautiful - developed  
JMC 241 Graphics of Communication (traditional and online)  
JMC 383 Advertising Layout/Design  
JMC 302 Advanced Editing and Design

Marietta College

Corporate Identity  
Computer Graphic Design I  
Computer Graphic Design II  
Computer Typography  
Production Graphics

Information Design  
Design Practices  
Portfolio and Self-Promotion

Stephen F. Austin State University (Graduate Teaching Assistant, Instructor of Record)

Advertising Design  
Graphic Design Survey - developed  
AAF Campaign

Online Courses for the Art Institute of Pittsburgh

Electronic Design  
Concept and Copy  
Digital Illustration  
Design Marketing  
Design Principles  
Fundamentals of Design/Fundamentals of Digital Design

Lake Michigan College

Graphic Design Program- developed first  
Digital Studio - developed  
Introduction to Graphic Design - developed  
Production Skills for Graphic Design - developed  
Typography I - developed  
Typography II - developed  
Design Strategies - developed  
Portfolio - developed

St. Clair Community College

Portfolio  
Interactive/Internet Design  
Typographics I  
Typographics II  
Production Process  
Promotional Design  
Design for Publications  
Foundation Drawing

SUNY Institute of Technology

Principles of Information Design and Internet Publishing

## **PAST & CURRENT PROFESSIONAL AFFILIATIONS**

PRSA River Cities Chapter - past president  
Public Relations Society of America (PRSA) - current  
Society for the History of Authorship, Reading and Publishing  
Bookplate Society of America  
College Art Association  
Detroit AIGA  
University and College Designers Association  
Utica Ad Club



## **TECHNICAL ABILITIES**

excellent knowledge - Adobe Creative Cloud

excellent knowledge - Apple and Apple lab environments

excellent knowledge - commercial printing and publishing

good knowledge - HTML

good knowledge - Letterpress printing and bookmaking

## **RESEARCH**

Quantitative survey to examine West Virginia adult citizens' perceptions and consumption of West Virginia Public Broadcasting (WVPBS) for the West Virginia Educational Broadcasting Authority. (2014-2016 completed)

Henry Watson Kent's influence on American design. A historical review of how technology effects design and its application to teaching. (ongoing)

First year seminar student perceptions of problems through the practice of design thinking. (2014- ongoing)

## **GALLERY AFFILIATIONS**

2012 Tamarack Cultural Center, Beckley, WV (juried)