

CHRIS INGERSOLL
Professor of Advertising and Design

OFFICE
Marshall University
College of Art and Media
W. Page Pitt School of Journalism
and Mass Communications
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updated May 2024

ACADEMIC EXPERIENCE

- 2022 - Full-time, tenured, Professor, Marshall University, Huntington, WV, Journalism and Mass Communications (research sabbatical - fall 2024)
- 2014 -14 Summer Faculty, Italy, Kentucky Institute for International Studies (KIIS) Western Kentucky University, Bowling Green, KY, Art and Journalism
- 2014 - Full-time, tenured, Associate Professor, Marshall University, Huntington, WV, Journalism and Mass Communications (research sabbatical - fall 2017)
- 2009 - Full-time, tenured, Assistant Professor, Marshall University, Huntington, WV, Journalism and Mass Communications
- 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 Instructor, 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 Instructor, State University of New York 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

EDUCATION

- 2008 MFA, Drawing, Stephen F. Austin State University, Nacogdoches, TX, Thesis and Show: *The Seduction of Change* (graphite on paper coexisting with touch screen technology)
- 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
- 1986 AAS, Advertising Design and Production, Mohawk Valley Community College, Utica, NY

GRANTS

- 2024 John Marshall Scholar Summer Research Award \$6,500
- 2023 Marshall University INCO Foundation Grant \$484.00
- 2021 WV Higher Education Policy Open Education Resources (OER) Grant \$1,000
- 2020 WV Higher Education Policy Open Education Resources (OER) Grant \$1,000
- 2020 John Marshall Scholar Summer Research Award \$6,500
- 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

PAPERS, PRESENTATIONS & PANELS

- 2024 Ingersoll, C., Gupta, M., Research in Progress Paper Presentation. "Can Open Educational Resources that Embrace Visual Communication as Their Primary Language Empower Learning and Brand Higher Education Faculty?" AEJMC Southeast Colloquium, University of Kentucky, Lexington, KY.
- 2024 Ingersoll, C., Gupta, M., Presentation. "Can Open Educational Resources that Embrace Visual Communication as Their Primary Language Empower Learning and Brand Higher Education Faculty?" WV OER Community of Practice.
- 2023 Ingersoll, C., Faculty Panel, Open Learning WV Statewide Convening. Charleston, WV.
- 2023 Ingersoll, C., Gupta, M. Presentation, "How Design Skills and a Design Mindset Improve Learning with Less Cost." Open Learning WV Statewide Convening. Charleston, WV.
- 2022 Ingersoll, C. Presentation, "Demonstration of an Open Text." WV Library Association Academic Division Summer Refresher. Charleston, WV.
- 2021 Ingersoll, C. Presentation, "OER at Marshall University: Course set-up, online instruction and best practices." West Virginia Open Education Resources Community of Practice. Virtual.
- 2021 Ingersoll, C., Sheret, L., Presentation, "Next Generation Open Textbooks: A Case Study." West Virginia Library Association Conference, Glade Springs, WV.
- 2021 Ingersoll, C., Sheret, L., May R., Gupta, M., Presentation, "Creating a Student Driven OER Digital Textbook" West Virginia Statewide Technology Conference, Virtual.
- 2020 Ingersoll, C., Sheret, L., May R., Wyer, S., Presentation, "Rethinking the Textbook from a Student's Perspective," Inquiring Pedagogies Regional Teaching Conference, Student Success: The Educational Imperative. Marshall University, Huntington, WV.
- 2019 Ingersoll, C., May, Ralph and Harmon, Sarah, Presentation, "Cross-Disciplinary Community Projects That Produce Powerful Career Evidence." Inquiring Pedagogies Teaching Conference. Impacts on Communities, Scholars, and Students, Marshall University. Huntington, WV.
- 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

- 2019 Nomination, Reynolds Teaching Award, Marshall University
- 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 Sport Horse Journal* as one of the best sport horse 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 Ingersoll, C., Paper Presentation, "Opening Windows in Silos: Design Education Across the Curriculum." University and Designers Education Summit, Brookings, SD.
- 2015 Ingersoll, C., Panel Presentation: "Opening Windows in Silos: Design Education Across the Curriculum." Inquiring Pedagogies Teaching Conference. Marshall University. Huntington, WV.
- 2013 Ingersoll, C., Paper Presentation: "Can Students Achieve Community In An Online Graduate Program?" West Virginia Higher Education Technology Conference, Morgantown, WV.
- 2012 Ingersoll, C., Paper Presentation "Building Student Engagement Through Multimodal Digital Media" West Virginia Higher Education Technology Conference, Morgantown, WV.
- 2012 Ingersoll, C., Panel Presentation "Tales from the 2010 WV Great Teachers Seminar" Inquiring Pedagogies Teaching Conference. Marshall University. Huntington, WV.
- 2010 Ingersoll, C., Paper Presentation, "Advertising Art: The Work of E. McKnight Kauffer" Popular Culture and American Culture Association Annual Conference, St. Louis, MO.
- 2001 Ingersoll, C., Paper Presentation, "The Power of Design: Intellectual and Technological Growth" Image and Text III Symposium, Stephen F. Austin State University, Nacogdoches, TX.
- 2001 Barth, M., Ingersoll, C., Paper Presentation, "Reconceptualizing a Language Center Web Site: From Information to Representation" Northeast Association for Language Learning Technology, State University of New York at Stony Brook, Stony Brook, NY.
- 2000 Ingersoll, C., Paper Presentation, "The Machine is Run by the Human Hand: Henry Watson Kent's Influence on the Book Arts and its Significance to Internet Publishing" History of the Book Conference, Drew University, Madison, NJ.
- 2000 Ingersoll, C. Paper Presentation, "The Machine is Run by the Human Hand: Henry Watson Kent's Influence on the Book Arts and Its Significance to Internet Publishing" Society for the History of Authorship, Reading and Publishing Annual Conference, Gutenberg Institute, Mainz, Germany.
- 1998 Ingersoll, C. Paper Presentation, "Henry Watson Kent: His Influence on American Book Design and the Printing Arts" Image and Text II Conference, Stephen F. Austin State University, Nacogdoches, TX.

WORKSHOPS

- 2018 Eng, B., Ingersoll, C. Workshop "How to Help College Students Find Their Drive." Inquiring Pedagogies Teaching Conference. Marshall University. Huntington, WV.
- 2013 "How Design Thinking Improves Almost Everything". Inquiring Pedagogies Teaching Conference. Marshall University. Huntington, WV.
- 2011 "Process Enhancement Pedagogy and Testing through Communication Projects, From Theory to Practice". Inquiring Pedagogies Teaching Conference. Marshall University. Huntington, WV, August.
- 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, Stephen F. Austin State University, Nacogdoches, TX.

1997 Web design seminar. Central New York Library Resources Council, Colgate University, Hamilton, NY.

STUDENT AWARDS

Caroline Kimbro
2019 Honorable Mention
University and College Designers Association
(UCDA)
Rebranding

Caroline Kimbro
2019 Best in Show Award
WV AAF
Rebranding

Caroline Kimbro
2019 Gold Award
WV AAF
Rebranding

JMC 481 Waypoint Team
2019 Judges Choice Award
WV AAF
Branding

JMC 481 ReCycling Team
2019 Gold Award
WV AAF
Rebranding

JMC 383 Team
2018 Gold (1st place) Addy Award
WV AAF
Rebranding

JMC 383 Team
2018 Silver (2nd place) Addy Award
WV AAF
Promotional Design

JMC 480 Branding Course Team
2017 Gold Addy Award
WV AAF
Rebranding Reel

JMC 383 Team
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
American Advertising Federation (AAF) Team
Judges Choice Award,
AAF National Student Advertising Competition
District 10

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

PUBLICATIONS

2021 Ingersoll, Christine. R. *Design Thinking Portfolio*. Huntington, WV: Marshall University Libraries.

2010 Farmer, J., Chancellor, C., Ingersoll, C. "Applied ethnographic study of local food system participation at farmers markets and in community supported agriculture programs throughout Indiana" (design consultant).

2008 Ingersoll, C. *First Inter-American Ex Libris Congress Exhibition of Contemporary World Ex Libris*, American Society of Bookplate Collectors and Designers. Guanajuato, Mexico (catalog entry).

2008 Ingersoll, C. "Helvetica—What's All That Hype About?" Digital Apple Juice. February 13. digitalapplejuice.com/helvetica-whats-all-that-hype-about/ (solicited article).

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).

2012 Juried in as a Tamarack: The Best of West Virginia Artist with a perfect score of 100. Beckley, WV.

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: Piero Fencil).

2001 Group Exhibition, St Clair Community College Faculty Show, Port Huron, MI .

1994 Group Exhibition, BA Senior Show, Hamilton College, Clinton, NY.

PROFESSIONAL SERVICE

2024 Open Educational Conference abstract reviewer.

2021 Atlantic Marketing Associations conference paper reviewer.

2021 BB&T Center for Leadership, Lewis College of Business, Marshall University, competition judge.

2020 BlackBoard Exemplary Course Program reviewer.

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 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, Quality Matters online course reviewer.
- 2013 Anne Arundel Community College, Arnold, MD, Quality Matters online course reviewer.
- 2012 Living Local Huntington Sustainability Fair committee member.
- 2012 West Virginia College Summit Writing Coach, Marshall University, June 14-17.

CERTIFICATION

- 2023 Writing Across the Curriculum re-certified. Marshall University. February 24, 2023-Present.
- 2023 Designing Your Online Course (APPQMR): Statewide Systems, Quality Matters. January 20, 2023-Present.
- 2020 Independent Applying the QM Rubric (APPQMR): Statewide Systems, Quality Matters. July 2, 2020-Present.
- 2019 Marshall University Writing Across the Curriculum re-certified.
- 2018 Independent Improving Your Online Course Statewide Systems Quality Matters Certificate.
- 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.

ACADEMIC & PROFESSIONAL DEVELOPMENT

- 2023 WV Higher Education Commission OER Community of Practice.
- 2023 "Pedagogical strategies and design practices for both asynchronous and virtual synchronous teaching" workshop. The Center for Teaching and Learning and Online Learning, Marshall University, 27, January.
- 2022 Appalachian Social Enterprise Summit. Lewis College of Business, Marshall University. 4, October.
- 2022 Open Education Summit. Open Education Network (OEN) Virtual. 22, July.
- 2022 WV Higher Education Commission OER Community of Practice.
- 2021 REMOTE 2021, Arizona State University Virtual, 9- 10, July.
- 2021 West Virginia Technology Conference, West Virginia Network, Virtual, 12- 14, July.
- 2021 iCenter's National Entrepreneurship Week event Introduction to Social Entrepreneurship with Brandon Dennison, Virtual, 11, March.
- 2021 Dean's Distinguished Spaker Series, CEO Panel, Lewis College of Business, Brad D. Smith Schools of Business, Virtual, 3, March.
- 2021 Quality Matters rresearch Online Conference, Virtual, 2, February.

- 2021 Managing Bias, online course, 29, January.
- 2021 WV Higher Education Commission OER Community of Practice.
- 2020 WV Great Teachers Seminar, West Virginia Higher Education Policy Commission, August 3-5.
- 2020 Conference Attendance, Student Advertising Career Conference, American Advertising Association (AAF), Virtual, 5- 6, November.
- 2020 28th Annual West Virginia Great Teachers Seminar, Virtual, 3-5 August.
- 2020 "REMOTE: The Connected Faculty Summit," virtual conference, hosted by Arizona State University, 13- 14 July.
- 2020 "Assessment & Assignments in Blackboard Learn", Blackboard, webinar, 6 June.
- 2020 "Ask the Experts about Blackboard Learn and Collaborate, Blackboard" webinar, 28 May.
- 2020 "Mindsets of Resilient Entrepreneurs" webinar, IDEO U, 29 April.
- 2020 "Writing Across the Curriculum" workshop, Marshall University Teaching and Learning Center, 21 February.
- 2019 West Virginia Women's Business Enterprise (WBE) Forum, WBE Council of the Ohio River Valley Conference, 25 Oct.
- 2019 Women's Entrepreneurship Week Conference, Marshall University iCenter, 21 Oct.
- 2019 "Tell Your Brand Story Better: Why Honda Started Thinking Like a Publisher" live webinar, AdWeek, 13 June.
- 2018 "Getting Started with Product Management" live online training, Matt LeMay, Safari, 13 July.
- 2018 "Emotional Intelligence for Managers" live online training, Jennifer Stine, O'Reilly, 10 July.
- 2018 "Leadership Communication Skills for Managers" live online training, Curtis Newbold, O'Reilly, 21 June.
- 2018 Successfully completed online course "Innovation of Products and Services: MIT's Approach to Design Thinking", MIT Management Executive Education and Emeritus Institute of Management Certificate Program, November - January.
- 2018 "THATCamp" Marshall University Digital Humanities, 13 March.
- 2018 "Leadership Communication Skills for Managers" live online training, Curtis Newbold, O'Reilly, 21 June.
- 2018 "Writing User Stories" live online training, O'Reilly. 10 January.
- 2017 Successfully completed online course "Storytelling for Change", +Acumen, Ariel Group through NovoEd, December.
- 2017 "Beyond Bitcoin with the IDEO CoLab", live online training, IDEO Creative Confidence Series, 20 December.
- 2017 "Rapid Prototyping and Experimentation", live online training, O'Reilly, 29 November.
- 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 "Storytelling for Change", Continuing Education Program, +Acumen, 10 October - 5 December.
- 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 Nuxe, 25 May.
- 2016 BbWorld 16, 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 Cyber Infrastructure 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 webinar. 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 webinar. 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.
- 2008 American Advertising Federation-Houston Conference and Student Competition Conference, Houston, TX
- 2008 American Advertising Federation District 10 Student Competition, Houston, TX, November 8-9. Team Advisor.
- 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 and COLLEGE SERVICE (Marshall University)

2023- University Budget Work Group (BAPC representative)
2023- University Textbook Affordability Committee
2022 University Microcredential Committee
2022- Faculty Senate
2022- Budget and Academic Planning Committee
2019- College of Art and Media Personnel Committee
2018-x Innovating for Impact, Center for Entrepreneurship & Business
Innovation Board
2018-20 Council of Chairs Award for Teaching Excellence Selection Committee
2017-21 Budget and Academic Planning Committee
2015- x Marshall University Library Associations Board Committee
2015-17 College of Art and Media Personnel Committee
2013-17 Academic Planning Committee (secretary)
2012-x 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 (secretary)
2009-13 INCO Faculty Development Committee
2009 -11 Pickens-Queen Teaching Award Committee
other Student Outcomes Assessment Committee
Occupational Studies Dean Search Committee
Academic Review Committee
FITT Technology Funds Committee
College Intranet Committee

DEPARTMENT SERVICE (Marshall University)

2019- Curriculum Committee
2019- Personal Committee
2017-2020 Graduate and Research Committee
2018-2018 Strategic Communications Faculty Search Committee
other Scholarship Committee
Diversity Committee
Graphic Design Faculty Search Committee (chair)
Student Publication Committee
AIGA Student Club Advisor (American Institute of Graphic Arts)

COURSES TAUGHT

Marshall University

HON 480 Special Topic - Innovation for the Common Good: Sustainable
Grassroots Initiatives Powered by Design Thinking

HON 480 Special Topic - Design Thinking

JMC 406 Creative Branding

JMC 462 Web Design for Mass Media

Online JMC 562 Web Design for Mass Media

JMC 361 Digital Presence

Online New Media Master's Emphasis

Online JMC 640 Design Thinking

JMC 604 Master's Initiative Network

FYS-100 First Year Design Thinking Seminar (Design Thinking)

FYS-100H First Year Honors Design Thinking Seminar (Design Thinking)

HON 480 Special Topic - The Book Beautiful
 JMC 383 Content Creation
 JMC 302 Advanced Editing and Design
 Online JMC 241 Media Design
 JMC 241 Media Design
 JMC 260 Digital Imaging
 Kentucky Institute for International Studies (program abroad - Italy)
 JOUR 481/ART 491 New Media Publishing - developed
 ART 491/IDFM 423 Italian Design - developed
 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
 Advertising Design
 Graphic Design Survey - developed
 AAF Campaign
 Art Institute of Pittsburgh
 Online Electronic Design
 Online Concept and Copy
 Online Digital Illustration
 Online Design Marketing
 Online Design Principles
 Online Fundamentals of Design/Fundamentals of Digital Design)
 Lake Michigan College
 Graphic Design Program - developed
 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

DIRECTED STUDENT LEARNING & RESEARCH

Callihan, Raegen, Majakey, Maleah; Food Insecurities at Marshall University,
 RIB approved student research. HON 480 Design Thinking for the Common
 Good: Sustainable Grassroots Initiatives Powered by Design Thinking.

May, Ralph; Contact Rape Crisis Center, User research, rebranding and web design. Senior capstone.

Kimbro, Caroline; Cortex, User research and rebranding design. John Marshall Undergraduate Scholar Award; Senior Capstone.

Jasmine Felder; Touch screen design. Independent Study

PAST & CURRENT PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communications (AEJMC)

West Virginia American Advertising Federation (AAF)

PRSA River Cities Chapter (President 2017)

Public Relations Society of America (PRSA)

Society for the History of Authorship, Reading and Publishing

Bookplate Society of America

College Art Association (CAA)

AIGA Detroit

University and College Designers Association (UCDA)

Utica Ad Club

SKILLS

Excellent knowledge in Adobe Creative Cloud.

Excellent knowledge with Apple products and Apple lab environments.

Excellent knowledge in commercial printing design and production.

Excellent knowledge in letterpress printing design and production.

Excellent knowledge in digital design, information architecture and wireframing.

Online course and program development.

Open Educational digital textbook authorship and design.

CURRENT RESEARCH

Open source textbooks development with a focus on student-centric, multimodal interactive, project based visual learning.