

**TEXAS STATE VITA
(with Fine Arts components)**

I. Academic/Professional Background

A. Name: Jeffrey G. Davis

Title: Associate Professor, Art and Design

B. Educational Background

Degree	Year	University	Major	Thesis/Dissertation
MFA	2009	Texas State University–San Marcos	Communication Design	An Ideation PROCESS for Building Brand Identity: The Graphic Atlas Ideation Nexus applied to The Crab Cay, Exuma, Resort and Real Estate development
BFA	1988	Texas State University–San Marcos	Communication Design	N/A

C. University Experience

Position	University	Dates
Associate Professor	Texas State University–San Marcos	2000-Present
Adjunct / Lecturer	Texas State University–San Marcos	1998-2000

D. Relevant Professional Experience

Position	Entity	Dates
Owner / Creative Director / Graphic Designer	Davis Design	2000-2009
Creative Director / Graphic Designer	Judson Design Associates (JDA)	1994-2000
Graphic Designer	Hill A Marketing Design Group	1990-1994
Graphic Designer	Gluth+Weaver Design	1988-1990

II. TEACHING**A. Teaching Honors and Awards:**

- Fall 2006 College runner-up and Department nominee, Presidential Award for Teaching, College of Fine Arts and Communication, Texas State University-San Marcos
- Fall 2005 College runner-up and Department nominee, Presidential Award for Scholarly/Creative Excellence, College of Fine Art and Communications
- Spring 2005 Best School Trophy, Dallas Society for Visual Communication (DSVC), First Annual National Student Design Conference and Competition. In October 2005, the CDP faculty was honored by DSVC
- Fall 2004 Elected favorite professor, the Alpha Chi National Honors Society, Texas State University-San Marcos
- Spring 2003 Department runner-up, Presidential Award for Scholarly/Creative Excellence
- Fall 2003 Elected favorite professor, the Alpha Chi National Honors Society, Texas State University-San Marcos
- Spring 2002 Department nomination, Presidential Award for Teaching Excellence

B. Courses Taught:

- Summer II 2009 ARTC 3304, Corporate Marketing Materials (1 section)
- Summer I 2009 ARTC 3303, Corporate Identity (1 section)
ARTC 4313, Special Problems in CD (1 student)
- Spring 2009 ARTC 3303, Corporate Identity (1 section)
ARTC-3304; Corporate Marketing Materials (1 section)
ARTC-2304; Foundation IV (1 section)
ARTC-4313; Special Problems in CD (6 students)
- Fall 2008 ARTC 3303, Corporate Identity (1 section)
ARTC 3304, Corporate Marketing Materials (2 sections)
ARTC 4313, Special Problems in CD (5 students)
- Summer II 2008 ARTC 3303, Corporate Identity (1 section)
ARTC 3304, Corporate Marketing Materials (1 section)
ARTC 4313, Special Problems in CD (3 students)

Spring 2008	ARTC 3303, Corporate Identity (1 section) ARTC-3304; Corporate Marketing Materials (1 section) ARTC-2304; Foundation IV (1 section) ARTC-4313; Special Problems in CD (6 students)
Fall 2007	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (2 sections) ARTC 4313, Special Problems in CD (5 students)
Summer II 2007	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (1 section) ARTC 4313, Special Problems in CD (3 students)
Spring 2007	ARTC 3303, Corporate Identity (1 section) ARTC-3304; Corporate Marketing Materials (2 sections) ARTC-4313; Special Problems in CD (6 students)
Fall 2006	Medical Leave of Absence
Summer II 2006	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (1 section) ARTC 4313, Special Problems in CD (3 students)
Spring 2006	ARTC 3303, Corporate Identity (1 section) ARTC-3304; Corporate Marketing Materials (2 sections) ARTC-4313; Special Problems in CD (6 students)
Fall 2005	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (2 sections) ARTC 4313, Special Problems in CD (5 students)
Summer I 2005	ARTC 4305, Typography Design (1 section) ARTC 3304, Corporate Marketing Materials (1 section) ARTC 4313, Special Problems in CD (2 students)
Spring 2005	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (2 sections) ARTC 4313, Special Problems in CD (10 students)
Fall 2004	ARTC-3303, Corporate Identity (1 section) ARTC-3304, Corporate Marketing Materials (2 sections) ARTC-4313, Special Problems in CD (9 students)
Summer II 2004	ARTC 4305, Typography Design (1 section) ARTC 3304, Corporate Marketing Materials (1 section) ARTC 4313, Special Problems in CD (3 students)

Spring 2004	ARTC 3303, Corporate Identity (1 section) ARTC-3304; Corporate Marketing Materials (2 sections) ARTC-4313; Special Problems in CD (6 students)
Fall 2003	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (2 sections) ARTC 4313, Special Problems in CD (5 students)
Summer II 2003	ARTC 4305, Typography Design (1 section) ARTC 3304, Corporate Marketing Materials (1 section) ARTC 4313, Special Problems in CD (1 student)
Spring 2003	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (1 section) ARTC 2303, Typography I — Foundation III (1 section) ARTC 4313; Special Problems in CD (5 students)
Fall 2002	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (2 sections) ARTC 4313, Special Problems in CD (4 students)
Summer II 2002	ARTC 4305, Typography Design (1 section) ARTC 3304, Corporate Marketing Materials (1 section) ARTC 4313, Special Problems in CD (6 students)
Spring 2002	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (1 section) ARTC 2303, Typography I — Foundation III (1 section) ARTC 4313, Special Problems in CD (10 students)
Fall 2001	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (2 sections) ARTC 4313, Special Problems in CD (11 students)
Summer II 2001	ARTC 4305, Typography Design (1 section) ARTC 3304, Corporate Marketing Materials (1 section) ARTC 4313, Special Problems in CD (7 students)
Spring 2001	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (2 sections) ARTC 4313, Special Problems in CD (7 students)
Fall 2000	ARTC 3303, Corporate Identity (1 section) ARTC 3304, Corporate Marketing Materials (2 sections) ARTC 4313, Special Problems in CD (3 students)
Summer II 2000	ARTC 4305, Typography Design (1 section) ARTC 3304, Corporate Marketing Materials (1 section) ARTC 4313, Special Problems in CD (4 students)

C. Graduate Theses/Dissertations or Exit Committees (if supervisor, please indicate):

D. Courses Prepared and Curriculum Development:

ARTC 2303, Typography I (foundation III)

This class addresses all of the basic tools, techniques, and methodologies of typography through lectures, demonstrations, and studio work. Curriculum emphasizes creativity, problem solving, organizational ability, technical precision, and the aesthetic use of type forms. Outcome focuses on fundamental knowledge and functional understanding of the use of type in design.

ARTC 2304, Conceptual Strategies (foundation IV)

This class covers the comprehensive development, execution and implementation of poster designs. Lecture, exhibition and practice focus on the importance of conceptual thinking and developed of creative ideas in the context of poster design. Outcome focuses on development of a body of work at a professional level of quality.

ARTC 3303, Corporate Identity

This class addresses the comprehensive development, execution and implementation of corporate identity programs and packaging materials. Lecture, exhibition and practice focus on the importance of the “logo” and its place in corporate communication, and the global marketplace. Material also includes the design and production of packaging materials for the consumer market. Outcome focuses on development of a body of work at a professional level of quality.

ARTC 3304, Corporate Marketing Materials

This class covers the comprehensive development, execution and implementation of corporate marketing materials. Lecture, exhibition and practice focus on the importance of corporate marketing materials and their place in corporate communication and the global marketplace. Outcome focuses on development of a body of work at a professional level of quality.

ARTC 4305, Typographic Design

4305 Typographic Design continues the study of letterform, typography, image and concept relationships for effective communication. To develop the mastery of the craft of typesetting while creating thought-provoking and exquisitely rendered, arranged, and typeset print communication materials. Outcome focuses on development of a body of work at a professional level of quality.

ARTC 4313, Special Problems in CD

Special Problems in CD course for design majors interested in the advanced development, execution and implementation of corporate identity and marketing materials. The students create new corporate identities for established companies ranging in scope from clothing manufactures to restaurants to commuter airlines. From these new corporate identities they produce the following: complete Stationery/business forms and applications, environmental graphics, advertising, brochures, catalogs, menus and fleet graphics.

ARTC–3307; Special Topics; Introduction to Designing for the Web

Authored proposed course syllabi, outline and outcomes. The comprehensive development, execution and implementation of design projects for the Web. Lecture, exhibition and practice emphasize the importance of the “Internet” and its place in the corporate communication, and the global marketplace. Outcome focuses on development of a body of work at a professional level of quality.

E. Funded External Teaching Grants and Contracts:

F. Submitted, but not Funded, External Teaching Grants and Contracts:

G. Funded Internal Teaching Grants and Contracts:

H. Submitted, but not Funded, Internal Teaching Grants and Contracts:

I. Other:

Student Exhibitions and Competitions

CDP students exhibit and compete in a variety of juried regional and national student design exhibitions and competitions. Included is an abbreviated list highlighting success from students in courses taught:

Spring 2007 DSVC National Student Show and Conference
 Students representing universities from 25 states participated in the three-day show and conference. Medal winners listed below:
 Chris Reckner, LiquiGas Logo, ARTC 3303
 Chris Reckner, Freestyle Beer Package, ARTC 3303
 DeAndre Hutton, Ecology Center Logo series, ARTC 4313
 Lauren English, Bike Doctor Logo , ARTC 3303
 Lauren English, Flute Logo, ARTC 3303
 Marisa Leeder, Type Fetish, ARTC 3303
 Marisa Leeder, Blue Mermaid Stationary, ARTC 3303
 Marisa Leeder, The Greenman Festival, ARTC 3303
 Stephanie Meyer, Catch Logo, ARTC 3303
 Stephanie Meyer, City Lights Bookstore Logo, ARTC 3303
 Juried. National.

- Spring 2007 22nd Annual Creative Summit
Nineteen schools participated in the competition. There were 2096 pieces submitted, 122 entries were accepted in the show and CDP students received 14 of the 23 Ralph Awards given. Juried. National
- Spring 2007 *CMYK 34*; Portfolio Design Work. (Spring 2002) p. 34., no. 007. DeAndre Hutton, Logo Design. (ARTC 4313). Juried. National
- Fall 2007 ADCH: Houston Show 2007
Students representing universities from Texas and surrounding states participated in the 2007 Houston Show. The excepted student entries were exhibited in conjunction with the professional exhibition.
- Spring 2007 *CMYK 37*, Senior ComDes student, DeAndre Hutton, Ellis Construction – Logo and stationary system; DeAndre Hutton, Hatapillar – Logo and stationary system, was featured in *CMYK* magazine. Juried. National
- Spring 2007 Communication Design Program students exhibited in the Ralph design competition held between over 10 universities and took top awards and scholarships of \$6,000.00. Juried. National
- Spring 2007 DSVC: Spring 2006; Student design competition. ComDes students exhibited and took top awards. Juried. National
- Fall 2006 *CMYK 35*. Senior ComDes student, Oscar Morris, was featured in *CMYK* magazine. Juried. National
- Fall 2006 *CMYK 35*. Senior ComDes student, Miguel Mendo, was featured in *CMYK* no. 35, *CMYK* magazine. Juried. National
- Fall 2006 *CMYK 35*. Senior ComDes student, Robert Miller, was featured in *CMYK* magazine. Juried. National
- Fall 2006 The Houston Show: Fall 2007; Student design competition. ComDes students exhibited and took top awards. Juried. Regional
- Spring 2005 DSVC National Student Show and Conference
Students representing universities from 25 states participated in the three-day show and conference. The CDP was honored as School of the Year.
Best of Category: Katy McCracken, Stationery System (ARTC 3304).
Judge's Pick: Katy McCracken, Stationery System (ARTC 3304).
Best of Category: Christy Gray, Book Design (ARTC 4313).
Award of Excellence: Kelly Buford (ARTC 3303 and 3304).
Award of Excellence: Monica Garcia, Identity Design (ARTC 3303).
Award of Excellence: Rebecca Gibbons, Editorial (ARTC 3304).
Award of Excellence: Nick Glen, Identity Design (ARTC 3303).

- Award of Excellence: Christy Gray, Stationery System (ARTC 3304).
 Award of Excellence: Katy McCracken, Identity Design (ARTC 3304).
 Award of Excellence: Robert Miller, Brochure Design (ARTC 3304).
 Award of Excellence: Karene Morgan, Identity Design (ARTC 3303).
 Juried. National.
- Spring 2005 20th Annual Creative Summit:
 Nineteen schools participated in the competition. There were 2096 pieces submitted, 122 entries were accepted in the show and CDP students received 14 of the 23 Ralph Awards given.
 Ralph Award: Sara Wells (ARTC 3303).
 Ralph Award: Robin Baker (ARTC 3304).
 Ralph Award: Christy Gray, Identity Design (ARTC 3303),
 Ralph Award: Christy Gray, Book Design (ARTC 4313).
 Ralph Award: Robert Miller, Packaging Design (ARTC 4313).
 Ralph Award: Sean Westfall, Annual Report Design (ARTC 3304).
 Juried. National.
- Fall 2004 ADCH: Houston Show 2004
 Students representing universities from Texas and surrounding states participated in the 2004 Houston Show. The selected student entries were exhibited in conjunction with the professional exhibition.
 Gold Medal: Jennifer O'keefe, Advertising (ARTC 4313).
 Bronze Medal: Andi Bierman, Packaging Design (ARTC 3304).
 Juried. Regional.
- Spring 2004 DSVC: Student Show
 A total of 21 universities participated. There were over 900 entries of which 66 were accepted and 27 of these were Texas State students.
 Best of Category: Candelario Cano, Identity Design (ARTC 3303).
 Award of Excellence: Jesse Martinez, Package Design (ARTC 4313).
 Award of Excellence: Andi Bierman, Package Design (ARTC 3303).
 Award of Excellence: Kerry Prasek, Collateral Design (ARTC 3304).
 Juried. National.
- Fall 2003 ADCH: Houston Show 2003
 Silver Medal: Sara Wells, Identity Design (ARTC 3303).
 Bronze Medal: Chuck Sanders, Identity Design (ARTC 3303).
 Bronze Medal: Christina Arnold, Identity Design (ARTC 3303).
 Bronze Medal: Amy Henderson, Package Design (ARTC 4313).
 Award of Excellence: Jesse Martinez, Package Design (ARTC 4313).
 Award of Excellence: Kevin Babcock, Package Design (ARTC 4305).
 Award of Excellence: Charles Long, Identity Design (ARTC 3303).
 Award of Excellence: Benjamin Turner, Identity (ARTC 3303).
 Juried. National.

Spring 2003 DSVC: Student Show
 A total of 18 universities participated. There were over 1200 entries of which 110 were accepted and 43 of these were Texas State students.
 Award of Excellence: Erica Ellis and Ryan Rhodes. ID (ARTC 4313).
 Award of Excellence: Kristina Bigalow, Identity Design (ARTC 3303).
 Award of Excellence: Greg Abbott, Editorial Design (ARTC 4305).
 Award of Excellence: Holly Ellis, Editorial Design (ARTC 4305).
 Award of Excellence: Erin Bell, Identity Design (ARTC 3303).
 Award of Excellence: Sara Wells, Identity Design (ARTC 3303).
 Juried. National.

Fall 2002 ADCH: Houston Show 2002
 Best of Show: Erica Ellis and Ryan Rhodes. ID (ARTC 4313).
 Silver Medal: Kristina Bigalow, Identity Design (ARTC 3303).
 Bronze Medal: Greg Abbott, Editorial Design (ARTC 4305).
 Bronze Medal: Holly Ellis, Editorial Design (ARTC 4305).
 Award of Excellence: Erin Bell, Identity Design (ARTC 3303).
 Juried. National.

Fall 2001 ADCH: Houston Show 2002
 Silver Medal: Karen Klotz. Collateral Design (ARTC 3304).
 Bronze Medal: Terri Barton, Identity Design (ARTC 3303).
 Award of Excellence: Payton Bridges, Identity Design (ARTC 3303).
 Award of Excellence: Ginger Capello, Package Design (ARTC 3303).
 Award of Excellence: Darcie Difoe, Collateral Design (ARTC 3304).

Published Photos and Reviews of Student Work

Spring 2005 *CMYK 30*. Portfolio Design Work. (Summer 2005) p. 32., no. 007. Christy Gray, Absynth, Package Design. (ARTC 3303). Juried. National.

Fall 2004 *CMYK 28*. Portfolio Design Work. (Winter 2004) p. 36., no. 014. Paula Gibson, Speckled Duck, Identity Design. (ARTC 4313). Juried. National.

Summer 2004 *CMYK 26*. Portfolio Design Work. (Summer 2004) p. 36., no. 017. Candelario Cano, Tejano Music Festival, Identity Design. (ARTC 3303). Juried. National.

Spring 2004 *CMYK 25*. Portfolio Design Work. (Spring 2004) p. 36., no. 015. Candelario Cano, Deer Park Volunteer Fire Department, Identity Design. (ARTC 3303). Juried. National.

Spring 2002 *CMYK 20*. Portfolio Design Work. (Spring 2002) p. 34., no. 007. Chris Ruddock, Fahrenheit 451, Barfly and 1984, Book Cover Design. (ARTC 4313). Juried. National.

Student Directed Lectures

- Fall 2000 – present Advanced Adobe Illustrator Techniques Lecture
Instruct students in short cut, advanced production and file-size management techniques used for the creation of logos, digital illustration and Web information based applications.
- Fall 2000 – present Job Search and Interviewing Techniques Lecture
A workshop for graduation candidates on the processes and procedures for locating, contacting and securing interviews with leading design and advertising firms in key markets around the country.
- Fall 2000 – 2006 Printing Plant Tour
Organize a visit to Southwest Precision Printing in Houston, Texas. This included an instructional tour of plant facilities and a lecture by a senior sales representative on the relationship between the graphic design community and the printing industry and the advancements in electronic pre-press production, proofing and computer-to-plate printing technology.

Exit Review of Graduate Portfolios

- Fall 2007 Communication Design Program (CDP) Exit Review Exit Review (SER)
Reviewed graduate portfolios. Mentored Katherine Duty in the design and production of the Exit Review poster (runner-up).
- Fall 2004 –present CDP; SER
Reviewed graduate portfolios. This end of the semester event is a portfolio review and exhibition for all graduating seniors from the CDP.
- Spring 2004 CDP; SER
Co-directed and supervised the Spring 2004 ComDes Exit Review, in collaboration with Professor Tom Berno. This end of the semester event is a portfolio review and exhibition for 65 graduating seniors from the Communication Design program.
- Fall 2003 CDP; SER
Co-directed and supervised the Fall 2003 ComDes Exit Review, in collaboration with Professor Berno. This end of the semester event is a portfolio review and exhibition for 62 graduating seniors from the Communication Design program.
- Spring 2003 CDP; SER
Co-directed and supervised the Spring 2002 ComDes Exit Review, in collaboration with Professor Berno. This end of the semester event is a portfolio review and exhibition for 61 graduating seniors from the Communication Design program.

- Fall 2002 CDP; SER
Co-directed and supervised the Fall 2002 ComDes Exit Review, in collaboration with Professor Berno. This end of the semester event is a portfolio review and exhibition for 59 graduating seniors from the Communication Design program.
- Spring 2002 CDP; SER
Co-directed and supervised the Spring 2002 ComDes Exit Review, in collaboration with Professor Berno. This end of the semester event is a portfolio review and exhibition for 57 graduating seniors from the Communication Design program.
- Fall 2001 CDP; SER
Co-directed and supervised the Fall 2001 ComDes Exit Review, in collaboration with Professor David Shields. This end of the semester event is a portfolio review and exhibition for 53 graduating seniors from the Communication Design program.

III. SCHOLARLY/CREATIVE

A. Works in Print

1. Books (if not refereed, please indicate)

a. Scholarly Monographs:

- Spring 2003 Conroy, Michel. *Mingei Legacy*. (2003). USA: NCECA.
Collaborated with the author, Professor Michel Conroy and Tom Berno to design and produce this monograph. This work was created for an exhibition at the 2003 Annual NCECA Conference in conjunction with the Mingei International Museum in San Diego, CA. Project scope: International. (Non-refereed)

b. Textbooks:

c. Edited Books:

d. Chapters in Books:

e. Creative Books:

- Fall 2007 *Texas Troubadors*. (2007). Austin, TX: University of Texas Press.
Commissioned by JDA to design and produce — initial design phase began in September 2005 — *Texas Troubadors*, is a photographic

journey by native Texan, Steve Harris. This book is a collection of Harris' portraits and quotes by some of Texas' most notable singer songwriters. Project scope: National.

- Fall 2003 *The Architecture of Philip Johnson*. (2003). New York: Bullfinch Press. Commissioned by JDA to design and produce *The Architecture of Philip Johnson*. This book follows in photography and essays the distinguished career of one of America's most famous and successful contemporary architects, Philip Johnson. This 326 page book was collaboration between architectural historian Stephen Fox, Professor, University of Houston, photographer, Richard Payne, AIA, Lecturer, Texas A&M University, College Station, TX. Project scope: International.
- Fall 2002 *Collaborations*. (2002). Houston, TX: Hines Interest Commissioned by JDA to design and produce *Collaborations*, a book commissioned by the Hines Corporation. This book chronicles in essay and photography the 30-year relationship between world-renowned architect, Philip Johnson and Gerald Hines, a commercial real estate developer. In three decades of working together, these two friends proved the power of collaboration in creating some of the world's most celebrated architecture. Project scope: International. Not refereed.

2. Articles

a. Refereed Journal Articles:

b. Non-refereed Articles:

3. Plays:

4. Abstracts:

5. Reports:

6. Commissioned Design Work:

- Spring 2009 Lance Armstrong Foundation (LAF)
Commissioned by LAF to develop the theme, initial designs, and production for the LAF 2008 annual report. The design emphasized the foundation's most successful initiatives and projects to date. Project scope: International.
- Spring 2009 Legacy Properties
Commissioned by JDA to design and implement the brand identity and brand identity system, environmental graphics and all marketing materials for Legacy Properties, A real estate investment and development company located in Danbury, CT. Project scope: International.
- Spring 2009 Diamonte
Commissioned by JDA to implement the graphic identity system, environmental graphics and all marketing materials for Diamonte a master planned legacy development in Cabo san Lucas, Mexico. The graphics and supporting marketing materials allude to the investment opportunities of owning legacy property at the world's premier golf destination. Legacy Properties was the client. Project scope: International.
- Fall 2008 Wôter
Commissioned by JDA to design and implement the brand identity, packaging design, and brand identity system for Wôter. Wôter is bottled water product infused with oxygen. Project scope: International.
- Fall 2008 Citrus Bar
Developed the graphic identity system, environmental graphics, advertising and all marketing materials for the Citrus Bar located in Austin, Texas. The graphics, advertising and supporting marketing materials support the restaurant's tropical theme inspired by period entertainment venues from Havana in the 1950s. Project scope: Regional.
- Fall 2007 – 2008 Regent Square
Commissioned by JDA to implement the graphic identity system, environmental graphics and all marketing materials for Regent Square a master planned legacy development in Houston, Texas. The graphics and supporting marketing materials allude to the investment opportunities of owning legacy property as well as the family heritage of passing land from generation to generation. GID International Boston, MA was the client. Project scope: International.

- Fall 2007 – present **Boot Ranch**
 Commissioned by JDA to implement the graphic identity system, environmental graphics and all marketing materials for Boot Ranch a master planned legacy development in Fredericksburg, Texas. The graphics and supporting marketing materials allude to the investment opportunities of owning legacy property as well as the family heritage of passing land from generation to generation. Kifer Associates was the client. Project scope: International.
- Fall 2007 – present **Eden Capital Management Partners, LP.**
 Commissioned by JDA to implement the graphic identity system, environmental graphics and all marketing materials for Eden Capital Management Partners, LP An investment company located in Houston, TX. Project scope: International.
- Fall 2007 **Red Star Fish Bar**
 Developed the graphic identity system, environmental graphics, advertising and all marketing materials for the Red Star Fish Bar, a restaurant concept located in Austin, Texas. The graphics, advertising and supporting marketing materials support the restaurant’s international theme of handcrafted vodka paired with the world’s finest selection of raw seafood. Project scope: Regional.
- Spring 2007 **Crab Cay**
 Commissioned by JDA to create the graphic identity system, environmental graphics and all marketing materials for Crab Cay, a master planned legacy development in Exhume, The Bahamas. The graphics and supporting marketing materials allude to the investment opportunities of owning legacy property as well as the family heritage of passing land from generation to generation. Cushman Wakefield was the client. Project scope: International.
- Spring 2007 **The Manning at Belle Meade**
 Commissioned by JDA to create the graphic identity system, environmental graphics and all marketing materials for The Manning at Belle Meade, a residential mid-rise planned development in Nashville, Tennessee. The graphics and supporting marketing materials allude to the investment opportunities of owning legacy property as well as the family heritage of passing land from generation to generation. Kifer Associates was the client. Project scope: International.
- Fall 2007 **713 Partners**
 Commissioned by JDA to implement the graphic identity system, environmental graphics and all marketing materials for 713 Partners, LP. , A venture capitalist company, located in Houston, TX 713 Partners raises capital for promising minority owned bio-medical and bio-tech companies Project scope: International.

- Spring 2007 Maluaka
 Commissioned by JDA to implement the graphic identity system, environmental graphics and all marketing materials for Maluaka a master planned legacy development in Maui, Hawaii. The graphics and supporting marketing materials allude to the investment opportunities of owning legacy property as well as the family heritage of passing land from generation to generation. Kifer Associates was the client. Project scope: International.
- Spring 2007 Galveston Island
 Commissioned by JDA to develop the graphic identity system, advertising and all marketing materials for Galveston, Island, a travel destination located on the Texas Gulf Coast. The graphics, advertising and supporting marketing materials will support the Visitor and Convention Bureau's effort to attract travelers to Galveston Island. Project scope: National.
- Spring 2007 Uncle Billy's Brew and Que
 Developed the graphic identity system, environmental graphics, advertising and all marketing materials for Uncle Billy's Brew and Que, a restaurant concept located in Austin, Texas. The graphics, advertising and supporting marketing materials support the restaurant's Americana roots of regional Barbecue and local music. Project scope: Regional.
- Spring 2005 Spinnaker Exploration
 Commissioned by JDA. Sixth year to develop the theme and create the initial designs for the annual report based on case studies of the company's most successful projects to date. The design was supported by black and white photography by Arthur Meyerson. Project scope: International.
- Spring 2005 Continental Airlines
 Commissioned by JDA. Tenth consecutive year to develop the theme and create the initial design direction for the 2004 Continental Airlines Annual Report. The annual report's design was in support of the company's corporate theme for 2004, "A Decade of Moving Forward". 2004 marked the ten-year anniversary of the company's transformation from "worst-to-first" under the leadership of Chairman, Gordon Bethune. Project scope: International.
- Spring 2005 MGP2: Mark Green Productions
 Collaborated with Mark Green, an internationally respected commercial photography and video producer, to create and implement the new MGP2 identity system. Project scope: International.
- Spring 2005 TruLite: Advanced battery and lighting technology
 Commissioned by JDA to create the new identity system for TruLite Technologies, the foremost developer and innovator of battery cell and alternative lighting technology in the world. Project scope: International.

- Spring 2005 Reserve on the East River
 Commissioned by JDA to create the graphic identity system, environmental graphics and all marketing materials for the Reserve on the East River a master planned legacy development in Crested Butte, CO. The graphics and supporting marketing materials allude to the investment opportunities of owning legacy property as well as the family heritage of passing land from generation to generation. Pinto Development was the client. Project scope: International.
- Spring 2005 Level 36
 Commissioned by JDA to create the new identity system, capabilities brochure and other marketing materials for Level 36, an international corporate relocation service. Their corporate headquarters occupy the 36th floor of the Reliant Building in Houston, TX. Project scope: International.
- Spring 2005 Pentagreen
 Commissioned by JDA to create the new corporate identity system, capabilities brochure and other marketing materials for Pentagreen, a subsidiary of The Hines Corporation. Pentagreen is a commercial building management and engineering company as well as the industry leader in green-building technology. Headquartered in Houston, TX. Project scope: International.
- Spring 2005 Hardman Sign Company
 Created the identity and printed marketing materials for Hardman Sign Company one of the nations premier fabricators of custom architectural signage and environmental graphic designs (EGD). Project scope: National.
- Spring 2005 The Tournament Course at Redstone
 Commissioned by JDA to create the new identity system, capabilities brochure and all marketing materials for The Tournament Course at Redstone, a master planned residential community and championship golf complex located in the Woodlands, Texas. Developed by General Growth Properties. Project scope: National.
- Spring 2005 Kirby Lofts
 Commissioned by JDA to create the new identity system, capabilities brochure and all marketing materials for Kirby Lofts on Main, a residential high-rise/lofts community located in downtown Houston, Texas. Developed by MetroNational. Project scope: National.
- Spring 2005 The Village at Katy
 Commissioned by JDA to create the new identity system for The Village at Katy, an upscale commercial retail development located in Katy, Texas. Developed by Trend Development. Project scope: Regional.

- Spring 2005 Chinquapin School
Created the identity system and collateral materials for the Chinquapin School in Houston, Texas. This private non-profit high school is dedicated to the development and fulfillment of college preparation for under privileged high school students from the Houston area. Project scope: Regional.
- Spring 2005 Randall's
Commissioned by JDA in collaboration with Barry Goldstein Associates to create the new identity system and interim advertising for the "new" Randall's, one of the nation's largest grocery retailers, purchased back by the Olmstead family in late 2004. Project scope: Regional.
- Spring 2005 Lost Creek
Commissioned by JDA to create and implement a new graphic identity system and EGD for Lost Creek, a multi-family residential and commercial retail development located in Tomball, Texas. Project scope: Regional.
- Fall 2004 Comanchero Wildlife Capture and Relocation
Created the identity and printed marketing materials for Comanchero, a company specializing in whitetail deer and exotic wildlife capture, herd management and relocation services. Project scope: Regional.
- Fall 2004 Jay Maisel 50-Year Retrospective
Created the poster and mailer design for the Jay Maisel 50 Year Retrospective exhibition in Houston, Texas, sponsored by the American Society of Photographers. Jay Maisel was recently voted one of the top ten commercial photographer in American History. Project scope: International.
- Fall 2004 HEB 100th Anniversary
Commissioned by JDA to create multiple commemorative logos for the one hundredth anniversary of HEB, a national grocery retailer established in 1905, HEB Grocery Company is now one of the nation's largest independently owned food retailers with stores throughout Texas and Mexico. Project scope: National.
- Fall 2004 Bridgelands
Commissioned by JDA to create the corporate identity, EGD and all marketing materials for a 9,000-acre master planned development by General Growth Properties, located west of Houston, Texas. The graphics and supporting marketing materials convey the elegance a tranquility of a waterscaped community traversed by bridges. Project scope: National.

- Fall 2004 Page, Southerland and Page
Commissioned by JDA to create the identity, paper system, printed collateral materials and EGD system for Page, Southerland and Page, a law firm with offices throughout the United States. Project scope: National.
- Fall 2004 TPMC
Commissioned by JDA to create the graphic identity, paper system, printed collateral materials and EGD system for TMPC, a commercial realtor with offices throughout the United States. Project scope: National.
- Fall 2004 Kountry Bakery
Created the graphic identity, EGD program and an online commerce web site for Kountry Bakery, a family owned and operated bakery, celebrating 25 year in business. Kountry Bakery is located in the historical towns of Schulenburg and Hallettsville, Texas and now on the Internet at www.kountrybakery.com. Project scope: National.
- Fall 2004 Yamaha of Napa
Created the graphic identity, paper system and EGD for Yamaha of Napa, a motorcycle dealer located in Napa, California. Project scope: Regional.
- Fall 2004 Sound Revolution
Created the graphic identity system, EGD program and branded merchandise for, Sound Revolution, the oldest independently owned and operated music retailer in Houston, Texas. Established in 1976, the client needed an updated identity. Project scope: Regional.
- Fall 2004 Action Angler
Created the graphic identity, paper system and EGD for Action Angler, an fly-fishing and outdoor gear retailer located in Sattler, Texas, on the banks of the Guadalupe River. Project scope: Regional.
- Fall 2004 Evision
Created the graphic identity, paper system for Evision an educational consulting firm located in Austin, Texas for Dr. Diane Gregory. Project scope: Regional.
- Fall 2004 Sanders Construction
Created the graphic identity, paper system and EGD for Sanders Construction, a residential builder located in Austin and Houston, Texas. Project scope: Regional.
- Fall 2004 Woodridge
Commissioned by JDA to create and implement a new graphic identity system for Woodridge, a multi-family residential and commercial retail development located in Brenham, Texas. Project scope: Regional.

- Fall 2004 Hardman Fence
Created the graphic identity system, EGD program and branded merchandise for Hardman Fence, a family owned and operated fencing and masonry contractor located in Houston, Texas. Project scope: Regional.
- Fall 2004 Una Tierra
Created the graphic identity system, environmental graphics (EGD) and branded merchandise for Una Tierra, a home furnishing and imported arts and crafts retailer located in Wimberley, Texas. Project scope: Regional.
- Fall 2004 Yellow Rose Foundation
Commissioned by JDA to create the graphic identity system for the Yellow Rose Foundation, a private investment and trust management foundation, located in Houston, Texas. Project scope: Regional.
- Fall 2004 NCECA, Regional Student Juried Exhibition
Designed a poster for the 2004 NCECA Regional Student Juried. Project scope: Regional.
- Spring 2004 NCECA, Biomimicry Invitational Exhibition
Collaborated with Professor Michel Conroy and Assistant Professor Tom Berno to produce the NCECA Invitational Exhibition, Biomimicry Exhibition catalog. Project scope: International.
- Spring 2004 Spinnaker Exploration
Commissioned by JDA. Fifth consecutive year to develop the theme and create the initial designs for the Spinnaker Exploration 2003 annual report. The design emphasized the company's most successful projects to date. Project scope: International.
- Spring 2004 Continental Airlines
Commissioned by JDA. Ninth consecutive year to develop the theme and create the initial designs for the 2003 Continental Airlines Annual Report. The 2003 annual report's design was in support of the company's corporate theme highlighting another record year and the company's transformation under the leadership of Chairman, Gordon Bethune. Project scope: International.
- Fall 2003 Energy Shooters
Created the identity system for EnergyShooters, a stock photography agency specializing in photographic imagery solely marketed to the oil and gas and related industries. Project scope: International.
- Spring 2004 NCECA, Pleasures of the Table Exhibition
Collaborated with Professors Michel Conroy and Tom Berno to produce the exhibition catalog for NCECA. Project scope: National.

- Spring 2004 NCECA: Edgy Characters Exhibition
Collaborated with Professors Conroy and Berno to produce the exhibition catalog for the National Ceramic Arts Education Council. Project scope: National.
- Fall 2003 Coastal Billiards
Identity system for Coastal Billiards, a retailer specializing in billiards and gaming equipment located in Del Mar and San Diego, CA. Project scope: National.
- Spring 2004 Yellow Rose Foundation
Commissioned by JDA to create and produced a series of six brochures to market the six area of service offered by, the Yellow Rose Foundation, a private investment and trust management foundation, located in Houston, Texas. Project scope: National.
- Fall 2003 Hart and Hind
Produced the in-room packaging, 16-page four-color brochure and supporting full color advertising for Hart and Hind Fitness Ranch and Retreat located in the beautiful Texas Hill Country. This 5,000+-acre spa has been featured in Spa Finder and Travel & Leisure magazines. Project scope: National.
- Fall 2003 Aquarama
Identity system for Aquarama, one of Texas' oldest and most respected retailers, specializing in rare tropical aquarium fish and marine wildlife. Project scope: Regional.
- Spring 2003 Spinnaker Exploration
Commissioned by JDA. Fourth year to develop the theme and create the initial designs for the Spinnaker Exploration 2002 annual report. The design emphasized the company's most successful projects to date. Project scope: International.
- Spring 2003 NCECA Clay National Catalog
Collaborated with Professors Michel Conroy and Tom Berno to produce the exhibition catalog for this national ceramic arts education council. Project scope: International.
- Fall 2002 Titan Communications
Created identity system and print collateral materials for, Titan Communications, one of the world's first telecommunications company to offer unified messaging. A French owned communications company, AccuTel in early 2004, purchased Titan. Project scope: National.

- Fall 2002 Judson Design Associates
 Commissioned by JDA to design and produce the Judson Design brochure. This project was engineered to enlighten corporate marketing executives to the vast and diversified qualifications of Judson Design. The brochure through limited text, written by Assistant Professor, Tom Berno, and case studies of key design pieces. Project scope: International.
- Fall 2002 Mirabeau
 Commissioned by JDA to design and produce the identity system and marketing materials for Mirabeau, an international dealer of fine imported antiques, architectural elements and art. The graphics set a new benchmark for mood and style, which let the customer's imagination run wild. The Stationery and supporting paper system won the regional district of the prestigious Curtis Paper: Letterhead and Stationery Design Competition and was a finalist in the national competition. Project scope: International.
- Fall 2002 Feather Fest
 Commissioned by JDA to design and produce a suite of logo designs and promotional materials for Feather Fest, sponsored by the Texas Department of Parks and Wildlife (TDPW). Feather Fest will be an event that focuses on the migratory shorebirds that winter on the Texas coast. The identity also served as the main art for posters, T-shirts and other promotional merchandise. Project scope: International.
- Fall 2002 American Spirit Motorcycles
 Created identity system and print collateral materials for, American Spirit Motorcycles, a designer and builder of customized American motorcycles and accessories. American Spirit Motorcycles are one of the most recognized customer motorcycles in the world. Project scope: National.
- Fall 2002 The Aegean
 Created identity system and print collateral materials for, the Aegean, a nationwide assisted-living development owned and operated by MetroNational. The Aegean set a new benchmark for exclusive retirement and assisted living communities. Project scope: National.
- Fall 2002 The Hunt Room
 Created the restaurant identity, environmental graphics and all marketing materials for one of Houston's newest and most celebrated eateries, The Hunt Room, a Chophouse restaurant located in the historic Warwick Hotel. Project scope: National.
- Fall 2002 Clive's
 Created the restaurant identity, environmental graphics and all marketing materials for one of Houston's oldest and favorite eateries, Clive's Restaurant, located next door to the Houston Alley Theater, in Houston's thriving Theater District. Project scope: Regional.

- Fall 2002 Rancho Viejo
Created the identity system and supporting graphics for Batterson's Rancho Viejo, a 29,000-acre guest ranch and private hunting reserve located in the heart of the Davis Mountains, and home to one of the largest elk herds in Texas. Project scope: National.
- Fall 2002 Lewis Landscape
Created identity system and print collateral materials for, Lewis Landscape, a landscape design and general contractor located in Dripping Springs, Texas. Project scope: Regional.
- Fall 2002 Main Event Promotions
Created identity system and print collateral materials for, Main Event Promotions, an advertising specialty and public relations company located in Dripping Springs, Texas. Project scope: Regional.
- Spring 2002 Spinnaker Exploration
Commissioned by JDA. Third year to develop the theme and create the initial designs for the Spinnaker Exploration 2001 annual report. Managed the project from initial design through printing production. The design emphasized the company's most successful projects to date. This was supported by color photography by Arthur Meyerson. Project scope: International.
- Spring 2002 Material Speculations Catalog
Designed and produced the catalog for the 2002 NCECA Invitational Exhibition, in collaboration with Professors Michel Conroy and Tom Berno. Project scope: International.
- Spring 2002 Texas State University
Created the new graphic identity (formal trademark) for Texas State University name change. Under the direction of T. Cay Rowe, Director, Publications and University Relations at Southwest Texas State University and in collaboration with, Assistant Professor Tom Berno and Professor William Meek. Project scope: National
- Spring 2001 717 Texas Avenue
Created the corporate identity, environmental graphics and all marketing materials for a high-rise office tower to be constructed on historic Texas Avenue in downtown Houston, Texas. The graphics and supporting marketing materials allude to the golden years of skyscrapers while capturing the spirit of Houston's revitalized downtown with its new baseball park and theater district. Project scope: National.

- Spring 2001 Spinnaker Exploration
 Commissioned by JDA. Second year to work on the initial design and comprehensive layouts for Spinnaker Exploration's 2000 annual report. Managed the project from initial design through printing production. The idea was to produce the annual in the likeness of a travel journal that chronicles the 300% growth and expansion of Spinnaker's operations in the Gulf of Mexico. The use of this design is an excellent way to tell the tale of a company's amazing story and make the reader part of this journey. Project scope: International.
- Fall 2000 Maxxam Corporation: Annual Report
 Created the initial design and comprehensive layouts Maxxam Corporation's 2000 annual report. Maxxam is a holding company built around aluminum, lumber, real estate and horse racing operations. This years design and concept focuses on the facilities and employees that make Maxxam such a valuable stock to it's over 200,000 shareholders. Project scope: National.
- Fall 2000 Pesce; Seafood Restaurant
 Created a restaurant identity, environmental graphics and all marketing materials for one of Houston's finest and most celebrated eateries. The graphics and elements contained within the logo, in addition to the color palette, played an important role in the selection of architectural elements throughout interior. Project scope: Regional.

7. Book Reviews:

8. Other:

B. Works not in Print

1. Papers Presented at Professional Meetings:

2. Invited Talks, Lectures, Presentations:

- Spring 2005 American Institute of Graphic Arts (AIGA): Austin Round Table 2005
 Participated as a panelist in the (AIGA) Austin Round Table 2005. All AIGA chapters from around the United States conduct these round table meeting annually. The market data and research generated from these round table discussions is collected and reviewed by the organization's Board of Directors to help in the formulation of policies and goals for 2005-06. The panel was comprised of a diverse group of professionals and students representing all areas of the design industry in the Austin area.

3. Musical Compositions, Publications, or Recordings:

4. Musical Performances (international, national, regional, and/or state; if not refereed, please indicate):

5. Theatrical Productions (design, directing, and/or performance; international, national, regional, and/or state; if not refereed, please indicate):

6. Films (directed, performing, and/or consulting):

7. Multimedia Design Productions (web-based and/or electronic media):

Fall 2007 Boot Ranch

Commissioned by JDA to oversee and art direct the development of the initial web site for Boot Ranch a master planned legacy development in Fredericksburg, Texas. The graphics and supporting marketing materials allude to the investment opportunities of owning legacy property as well as the family heritage of passing land from generation to generation. Kier Associates was the client. Project scope: International.

Fall 2007 Eden Capital Management Partners, LP.

Commissioned by JDA to oversee and art direct the development of the initial web site for Eden Capital Management Partners, LP. , A \$2.5 billion investment company located in Houston, TX. Project scope: International.

Spring 2007 Crab Cay

Commissioned by JDA to oversee and art direct the development of the initial web site for Crab Cay, a master planned legacy development in Exhume, The Bahamas. The graphics and supporting marketing materials allude to the investment opportunities of owning legacy property as well as the family heritage of passing land from generation to generation. Cushman Wakefield was the client. Project scope: International.

Spring 2007 The Manning at Belle Meade

Commissioned by JDA to oversee and art direct the development of the initial web site for The Manning at Belle Meade, a residential mid-rise planned development in Nashville, Tennessee. The graphics and supporting marketing materials allude to the investment opportunities of owning legacy property as well as the family heritage of passing land from generation to generation. Kier Associates was the client. Project scope: International.

Fall 2007 713 Partners

Commissioned by JDA to oversee and art direct the development of the initial web site for 713 Partners, LP. , A venture capitalist company, located in Houston, TX., 713 Partners raises capital for promising minority owned bio-medical and bio-tech companies Project scope: International.

- Fall 2005 Bridgelands: Master planned residential development
Created the web graphics, site architecture and art directed the web inter-phase for the Bridgelands, a 9,000-acre master planned development by General Growth Properties, located west of Houston, Texas. The graphics and supporting marketing materials convey the elegance a tranquility of a waterscaped community traversed by bridges. Project scope: National.
- Fall 2005 Kountry Bakery: Commercial bakery
Created the web graphics, site architecture and art directed my colleague, David Shanks in the web interface for, Kountry Bakery, a family owned and operated bakery located in the historical towns of Schulenburg and Hallettsville, Texas. After 25 year in business Kountry Bakery revised their entire graphic identity, environmental graphics (EGD) and created an online commerce web site. Project scope: National.
- Spring 2004 Yamaha of Napa: Motorcycle retailer
Created the web graphics, site architecture and art directed the web interface for, Yamaha of Napa, a motorcycle dealer located in Napa, California. Project scope: National.

8. Exhibitions:

- Spring 2009 Gardner, B., (2009). *Logo Lounge 5: 2,000 International Identities By Leading Designers*. Beverly, MA: Rockport Press. Juried. International.
- Spring 2009 Poster design, *The Drums of War*, (24 X 36 inches) was selected for the exhibition, received an award of merit, and publication in the design annual *Graphis Poster (2009, September)*. An international panel comprised of some of the most respected talents form the graphic design discipline selected the winning poster designs for Graphis Poster. Juried. International.

- Fall 2008 Good50X70 Touring Exhibition
 The 270 winning poster designs for Good50X70 also took part in an international Touring exhibition held in the following destinations:
1. M.A.X. Museo, Chiasso, Switzerland, November 8–2
 2. Museo Cambellotti, Latina, Italy, September 7–14
 3. Piazza Ruggiero, Caserta, Italy, December 13–21
 4. Anfiteatro Romano, Aosta, Italy, October 10–19
 5. Piazza Saint Oronzo, Lecce, Italy , October 25–November 2
 6. United Design Week, Monterrey, Mexico, October 7–15
 7. Piazza Palazzo di Citta', Turin, Italy, September 12–21
- Summer 2008 Good50X70
 I participated in the Good50X70 International Poster design competition and exhibition held at the world-renowned Triennale Design Museum, Milano, Italy, June 10th - 22nd 2008. My poster design, *Our Aim is to end the Suffering*, was one of the 270 posters (out of over 2,700 submissions) selected for the exhibition and publication. An international panel comprised of some of the most respected talents form the graphic design discipline selected the winning designs for Good 50X70. Juried. International.
- Fall 2007 Gardner, Bill. *Logo Lounge 4: 2,000 International Identities By Leading Designers*. (2007). USA: Rockport Press. p. 88–2c, p. 90–1D, p. 101–2d, p. 102–5c, p. 103–5a, p. 135–1a, p. 136–1a, p. 152–3a, p. 168–1d, p. 171–4d and p. 180–1d. Juried. International.
- Fall 2007 1,000 Best Music Designs By Leading Designers. (2007). USA: Rockport Press. Juried. International.
- Fall 2007 1,000 Best Business Card Designs By Leading Designers. (2007). USA: Rockport Press. p. 158–4 and p.176–1. Juried. International.
- Spring 2007 Print, Regional Design Annual (2007). Certificate of Excellence, Crush, a wine bar and restaurant in Austin, TX. Juried. Co-designed with colleague Tom Berno. Juried. National.
- Fall 2007 ADCH: Houston Show 2007
 Silver Medal, Identity Design: The Manning at Belle Meade logo
 Award of Merit ,Identity Design: Identity Crab Cay Logos
 Silver Medal, Book Design: Texas Troubadours Book
 Silver Medal, Multimedia Design: Malauka Founder's Invitation
 Juried. Regional.
- Spring 2007 Gardner, Bill. *Logo Lounge 3: 2,000 International Identities By Leading Designers*. (2007). USA: Rockport Press. p. 72–5a, p. 80–4b, 83–3c, p. 92–4b, 99–1c, 101–3a, 137–5d, 139–2a, p. 150–5d, p. 160–2a, p. 177–4a and 180–2a. Juried. International.

- Spring 2005 10 x 10 International Design Exhibition; 100 Exhibits of Design Featured on Fine Paper. Touring exhibition. International.
- Spring 2005 DSVC: Dallas Show 2005. Juried. Regional.
- Spring 2005 Gardner, Bill. *Logo Lounge 2: 2,000 International Identities By Leading Designers*. (2005). USA: Rockport Press. p. 70. 1c., p. 75. 1b., p. 87. 2c., p. 129. 2b., p. 134. 3a., p. 136. 2c., p. 136. 3b., p. 137. 1a., p. 140. 5d., p. 166. 2d., p. 173. 4a., p. 177. 1b., p. 177. 2c. Juried. International.
- Fall 2004 ADCH: Houston Show 2004. Juried. Regional.
- Fall 2004 "A Dressy Capabilities Brochure," *How Magazine Self-Promotion Annual* (Oct. 2004) pp. 133-34. Juried. National.
- Spring 2004 DSVC: Dallas Show 2004. Juried. Regional.
- Fall 2003 "Great Ideas on a Budget; Annual Design Exhibition." *Communication Arts* 320 (May-June 2003) p. 47. Juried. National.
- Fall 2003 ADCH: Houston Show 2003. Juried. Regional.
- Spring 2003 Curtis Paper, Letterhead and Stationery International Design Competition: a winner of the regional competition and finalist in the national competition. Juried. International.
- Spring 2003 DSVC: Dallas Show 2003. Juried. Regional.
- Fall 2002 ADCH: Houston Show 2002. Juried. Regional.
- Spring 2002 *Graphis Logo 5*; International Logo Design Annual (2002). Juried. International.
- Spring 2002 DSVC: Dallas Show 2002. Juried. Regional.
- Fall 2001 ADCH: The Houston Show 2001. Juried. Regional.
- Spring 2001 DSVC: Dallas Show 2001. Juried. Regional.
- Spring 2001 *Print*, Regional Design Annual (2001). Juried. National.
- Fall 2000 *Communication Art*, 40th International Design Annual (2000). p. 91. Juried. International.
- Fall 2000 ADCH: The Houston Show. Juried. Regional.

Exhibitions Prior to Appointment:

- 1998 *Communication Art*, 38th International Design Annual (1998) p. 103. 3. Juried. International.
- 1997 *Print*, Regional Design Annual (1997). Juried. National.
- 1994 The New York Art Directors Club (ADC). Juried. National.
- 1994 *Print*, Regional Design Annual (1994). Juried. National.
- 1993 ADC. Juried. National.
- 1993 *Print*, Regional Design Annual (1993). Juried. National.
- 1992 *Print*, Regional Design Annual (1992). Juried. National.
- 1992 *Typography 14*, The Annual of the Type Directors Club (1992). Juried. International.

9. Collections, Commissions, Gallery Representation, Residencies:

10. Published Photos and Reviews of Creative Works:

- Spring 2009 Gardner, B., (2009). *Logo Lounge 5: 2,000 International Identities By Leading Designers*. Beverly, MA: Rockport Press. Juried. International.
- Spring 2009 Poster design, *The Drums of War*, (24 X 36 inches) was selected for the exhibition, also received an award of merit, and publication in the design annual *Graphis Poster (2009, September)*. An international panel comprised of some of the most respected talents from the graphic design discipline selected the winning poster designs for Graphis Poster. Juried. International.
- Fall 2008 Poster design, *Our Aim is to end the Suffering*, was one of the 270 posters (out of over 2,700 submissions) selected for publication in, *Good50X70 (2008)*. Juried. International.
- Fall 2007 Gardner, Bill. *Logo Lounge 4: 2,000 International Identities By Leading Designers*. (2007). USA: Rockport Press. p. 88–2c, p. 90–1D, p. 101–2d, p. 102–5c, p. 103–5a, p. 135–1a, p. 136–1a, p. 152–3a, p. 168–1d, p. 171–4d and p. 180–1d. Juried. International.
- Fall 2007 *1,000 Best Music Designs By Leading Designers*. (2007). USA: Rockport Press. Juried. International.

- Fall 2007 1,000 Best Business Card Designs By Leading Designers. (2007). USA: Rockport Press. p. 158–4 and p.176–1. Juried. International.
- Spring 2007 Print, Regional Design Annual (2007). Certificate of Excellence, Crush, a wine bar and restaurant in Austin, TX. Juried. Co-designed with colleague Tom Berno. Juried. National.
- Spring 2007 Gardner, Bill. Logo Lounge 3: 2,000 International Identities By Leading Designers. (2007). USA: Rockport Press. p. 72–5a, p. 80–4b, 83–3c, p. 92–4b, 99–1c, 101–3a, 137–5d, 139–2a, p. 150–5d, p. 160–2a, p. 177–4a and 180–2a. Juried. International.
- Spring 2005 10 x 10 International Design Exhibition; 100 Exhibits of Design Featured on Fine Paper. Juried. International.
- Spring 2005 Gardner, Bill. Logo Lounge 2: 2,000 International Identities By Leading Designers. USA: Rockport Press (2005). p. 70. 1c., p. 75. 1b., p. 87. 2c., p. 129. 2b., p. 134. 3a., p. 136. 2c., p. 136. 3b., p. 137. 1a., p. 140. 5d., p. 166. 2d., p. 173. 4a. , p. 177. 1b., p. 177. 2c. Juried. International.
- Spring 2005 DSVC: Dallas Show 2005. Juried. Regional.
- Fall 2004 ADCH: Houston Show 2004. Juried. International. Regional.
- Fall 2004 “A Dressy Capabilities Brochure,” *How Magazine Self-Promotion Annual* (Oct. 2004) pp. 133-34. Juried. National.
- Spring 2004 DSVC: Dallas Show 2004. Juried. Regional.
- Fall 2003 Rebeeca Bedrossian, “Great Ideas on a Budget; Annual Design Exhibition.” *Communication Arts* 320 (May-June 2003) p. 47. Juried. Regional.
- Fall 2003 Ricardo Gándara, “Big name on campus,” *Austin American Statesman*, 12, April 2003, sec. E3. Juried. Regional.
- Spring 2002 *Graphis Logo 5; International Logo Design Annual* (2002), p. 134., p. 140., p. 211., p. 216., p. 234. Juried. Regional.
- Fall 2002 Tom Lewis. *The Architecture of Philip Johnson*. Wilson Quarterly. (22 Sept. 2002). p. 19.
- Fall 2002 Mary Voelz Chandler. A Read On Art, Architecture Books As Gifts. *Rocky Mountain News*. (21 Dec. 2002). sec. D., p. 14.
- Fall 2002 *The Architecture of Philip Johnson*. [book review on-line] Loggia. Available from <http://www.loggia.com>. Accessed 29 Sept. 2002.

- Fall 2002 Emile W. Somme. The Architecture of Philip Johnson. *Archit 91*. (Dec. 2002). issue 12. p. 18.
- Spring 2001 *Print*, Regional Design Annual (2001). p. 162. 133. Juried. National
- Fall 2000 *Communication Art*, 40th International Design Annual (2000). p. 91. Juried. International.

Published Photos and Reviews of Creative Works Prior to Appointment:

- 1998 *Communication Art*, 38th International Design Annual (1998), p. 103. 3. . Juried. International.
- 1997 *Print*, Regional Design Annual (1997). p. 157. 121. Juried. National.
- 1994 The New York Art Directors Club (ADC). Juried. National.
- 1994 *Print*, Regional Design Annual (1994). p. 98. 107. Juried. National.
- 1994 *Print*, Regional Design Annual (1994). p. 98. 117. Juried. National.
- 1994 *Print*, Regional Design Annual (1994). p. 99. 120. Juried. National.
- 1993 Mike Hicks, "The Hill Group." *Communication Arts* 247 (March-April 1994) pp. 40–47. International.
- 1993 *Communication Art*, 35th International Design Annual (1993). p. 57. 2. Juried. International.
- 1993 *Print*, Regional Design Annual (1993). p. 97. 74–75. Juried. National.
- 1993 *Print*, Regional Design Annual (1993). p. 99. 93. Juried. National.
- 1992 *Print*, Regional Design Annual (1992). Juried. National.
- 1992 *Typography 14*, The Annual of the Type Directors Club (1992). p. 125. Juried. International.
- 1992 *Typography 14*, The Annual of the Type Directors Club (1992). p. 157. Juried. International.

11. Consultancies:

12. Workshops:

Fall 2004 Adobe Software Workshop, Houston, Texas
 Attended a one-day lecture and demonstration for Adobe CS, the entire Adobe product line that included Photoshop, InDesign, Illustrator and Acrobat. On hand were Adobe representatives and professional service companies to both demonstrate new product features and answer questions from workshop attendees.

13. Other:

Fall 2007–Present MFA Communication Design
 While maintaining a sustained research agenda I also enrolled in the MFA program in Communication design at Texas State. Since enrolling in the Fall of 2007 I have held a 4.0 GPA as well as receiving international recognition of my graduate design through peer (professional design community) reviewed competitions, exhibitions, and publications. All coursework and thesis completed for the MFA Program, Communication Design, Department of Art and Design, Texas State University-San Marcos. Degree will be awarded December 2009.

Fall 2004 Created a typeface design Zapatista. This font is modeled after the classic typeface designs that emerged from the early twentieth century Futurist and Constructivist movements in Europe and the former USSR.

C. Grants and Contracts

1. Funded External Grants and Contracts:

2. Submitted, but not Funded, External Grants and Contracts:

3. Funded Internal Grants and Contracts:

Fall 2001 University Visiting Lecturer Series. Received a \$1,500.00 grant in support of the George S. Zimbel, photography exhibition from the University Visiting Lecturer Committee.

4. Submitted, but not Funded, Internal Grants and Contracts:

Fall 2002 Research Enhancement Grant Application. Created a joint proposal with professor Berno for a multimedia/book publishing project, which examines the source of creative ideas.

Fall 2001 Research Enhancement Grant Application. Created a joint proposal with professor Berno for a multimedia/book publishing project, which examines the source of creative ideas.

D. Fellowships, Awards, Honors:

- Fall 2009 Presidential Award for Excellence in Scholarly/Creative Activities College of Fine Arts and Communications representative and runner-up for the Presidential Award for Excellence in Scholarly/Creative Activities.
- Spring 2009 Poster design, *The Drums of War*, (24 X 36 inches) was selected for the exhibition, also received an award of merit, and publication in the design annual *Graphis Poster (2009, September)*. An international panel comprised of some of the most respected talents from the graphic design discipline selected the winning poster designs for Graphis Poster. Juried. International.
- Spring 2007 Print, Regional Design Annual (2007). Certificate of Excellence, Crush, a wine bar and restaurant in Austin, TX. Juried. Co-designed with colleague Tom Berno. Juried. National.
- Spring 2005 DSVC: Dallas Show 2005. Juried. Regional.
- Fall 2004 ADCH: Houston Show 2004. Juried. International. Regional.
- Spring 2004 DSVC: Dallas Show 2004. Juried. Regional.
- Fall 2003 Rebeca Bedrossian, "Great Ideas on a Budget; Annual Design Exhibition." *Communication Arts* 320 (May-June 2003) p. 47. Juried. Regional.
- Spring 2002 *Graphis Logo 5; International Logo Design Annual (2002)*, p. 134., p. 140., p. 211., p. 216., p. 234. Juried. Regional.
- Spring 2001 *Print*, Regional Design Annual (2001). p. 162. 133. Juried. National
- Fall 2000 *Communication Art*, 40th International Design Annual (2000). p. 91. Juried. International.
- 1998 *Communication Art*, 38th International Design Annual (1998), p. 103. 3. . Juried. International.
- 1997 *Print*, Regional Design Annual (1997). p. 157. 121. Juried. National.
- 1994 The New York Art Directors Club (ADC). Juried. National.
- 1994 *Print*, Regional Design Annual (1994). p. 98. 107. Juried. National.
- 1994 *Print*, Regional Design Annual (1994). p. 98. 117. Juried. National.

- 1994 *Print*, Regional Design Annual (1994). p. 99. 120. Juried. National.
- 1993 *Communication Art*, 35th International Design Annual (1993). p. 57. 2. Juried. International.
- 1993 *Print*, Regional Design Annual (1993). p. 97. 74–75. Juried. National.
- 1993 *Print*, Regional Design Annual (1993). p. 99. 93. Juried. National.
- 1992 *Print*, Regional Design Annual (1992). Juried. National.
- 1992 *Typography 14*, The Annual of the Type Directors Club (1992). p. 125. Juried. International.
- 1992 *Typography 14*, The Annual of the Type Directors Club (1992). p. 157. Juried. International.

IV. SERVICE

A. University:

- Fall 2008 Texas State University Athletics
Currently developing a comprehensive athletics brand identity for Texas State University. Will produce a unifying logotype to compliment the existing “Super Cat” logo. This identity will be applied across a full spectrum of both male and female athletic programs, apparel and merchandize.
- Spring 2001–2008 Creative Summit
Faculty co-director for the Creative Summit. Work with professor Berno as faculty representatives for all CDP students who enter or attend this three-day student design conference and show. The Creative Summit was founded by Chris Hill to further the knowledge and spirit of creativity for his students while teaching at Southwest Texas State University (now Texas State University-San Marcos). The Creative Summit celebrated its 20th year in 2005 and has grown into the premier regional student competition and conference. This annual event is coordinated by the Hill Group, with the support of the faculty and CDP students from the Department of Art and Design at Texas State University-San Marcos. The Creative Summit is a non-profit organization. All proceeds go toward scholarship awards for outstanding student design, advertising and photography.
- Spring 2004 Transposing Shakespeare with King
Poster design collaboration with Professor Meek for the Department of Theater and Dance.

- Spring 2004 Little Shop of Horrors
Poster design collaboration with Professor Meek for the Department of Theater and Dance.
- Fall 2003 Texas Music History Unplugged III
Collaborative poster with Professor Meek and Dr. Gary Hartman, Director, Center for Texas Music History. Texas Music History Unplugged is a yearly on campus performance of the states most recognized singers and songwriters in collaboration with the Department of History and The Center for Texas Music History.
- Spring 2003 Texas State University Identity and Graphic Standards
Created the graphic standards for the new Texas State University identity. Under the direction of T. Cay Rowe, Director, Publications and University Relations. Collaborated with, Professors Berno and Meek to create the identity and graphic standards program. The project was designed and produced in an impressive five weeks from start to finish and was presented to President Trauth in August of 2003.
- Spring 2003 Seeing is Harder Than it Looks
Created postcards and posters for a joint artist exhibition, Seeing is Harder Than it Looks, which featured the work of Texas State University, professors Brian Row, Eric Weller and Neal Wilson.
- Spring 2003 Truckload Preview
Created postcards and posters for the exhibition, "Truckload Preview" featured the prints of Professor Jeffrey Dell.
- Spring 2003 Texas State Arts and Culture Lecture Series
Created the promotional poster and programs for Dr. James Housefield.
- Spring 2003 Adobe Systems Workshop
Accompanied students to a lecture and demonstration for the entire Adobe product line which included Photoshop, InDesign, Illustrator and Acrobat. On hand was an Adobe representative to both demonstrate new product features and answer questions.
- Fall 2000–02 Department Assessment Committee
Served as member on the Technology Committee with other volunteers from all departments across the University. This committee was asked to review and create institutional wide assessment initiatives.
- Spring 2001 Texas Music History Unplugged
Collaborative poster with Professor Meek and Dr. Gary Hartman, Director, Center for Texas Music History. Texas Music History Unplugged is a yearly on campus performance of the states most recognized singers and songwriters in collaboration with the Department of History and The Center for Texas Music History.

B. Departmental:

- Fall 2007 Co-coordinator Communication Design Program (CDP)
Assist Dr. Erik Nielsen in the governance, management and operations of the CDP in the Department of art And Design, this is in conjunction with co-coordinator professor David Shields.
- Fall 2002–2008 ADCH Houston Show
Faculty co-director for the Houston Art Directors Show. Worked with professor Berno as faculty representatives for all ComDes students who enter or attend the show. Supervise the collection and submission all CDP student entries. Also as part of our duties we canvas the design community for both full time and internship placements for our graduates.
- Fall 2005 Gallery Promotional Postcards and Posters
Collaborated with Dr. Eric Nielsen, Chair, Mary-Mikel Stump, Gallery Director, and Professor Berno in the design and production of the posters, calendars and postcards for the 2005–06 Art Gallery. These materials were used promote the gallery both on and off campus.
- Fall 2003–2009 Publicity Committee
Served as a member and co-chair of the Publicity Committee with Professor Berno. The committee reviews and advises the department chair on the current and future graphic design and marketing projects regarding promotional materials for the Web and print areas.
- Fall 2006–2009 Technology Committee
Served as chair of the Technology Committee. The committee reviewed and advised the department on the current and future needs regarding computer-mediated technology.
- Fall 2004–05 Search Committee
Served as a member of the CDP Faculty search Committee under the leadership of chair, William Meek. Contacted the graduate directors at nationally respected universities in an effort to find qualified applicants for tenure tract positions in the CDP. Coordinated with committee members the review and rating of all applicants and advised the Hiring Committee on prospective candidates.
- Fall 2004 CDP Faculty Recruiting Brochure
Collaborated with Professor Berno in the design and production of the first departmental recruiting brochure to aid in our national search for new faculty members. An electronic version of the publication is planned for inclusion into the University's web site.

- Fall 2004 Department Newsletter; adlF104
Collaboration with Dr. Eric Nielsen, Chair and Professor Berno in the design and production the art departmental newsletter. adlF104 was the first newsletter in the history of the Department of Art and Design. adlF104 was published in August 2005.
- Fall 2004 Gallery Promotional Postcards and Posters Collaborated with Dr. Eric Nielsen, Chair, Mary-Mikel Stump, Gallery Director, and Professor Berno in the design and production of the posters, calendars and postcards for the 2003–04 Art Gallery. These materials were used promote the gallery both on and off campus.
- Fall 2002–2004 Technology Committee
Served as a member on the Technology Committee under the leadership of chair, William Meek. The committee reviewed and advised the department on the current and future needs regarding computer-mediated technology.
- Fall 2003–2004 Search Committee
Served as a member on the communication design faculty search committee under the leadership of chair, Mark Todd. Contacted the graduate directors at nationally respected universities in an effort to find qualified applicants for tenure tract positions in the CDP. Coordinated with committee members the review and rate all applicants and advised the Hiring Committee on applicants.
- Fall 2003 Gallery Publicity Postcards and Posters
Collaborated with Dr. Eric Nielsen, Chair, Mary-Mikel Stump, Gallery Director, and Professor Berno in the design and production of the posters, calendars and postcards for the 2002–03 Art Gallery. These materials were used promote the gallery both on and off campus.
- Fall 2002–03 Visual Resource Center Committee
Served as a member of the Visual Resource Center (VRC) Committee with Jeffrey Dell and David Shields under the leadership of chair, James Housefield. Succeeded in filling the VRC Curator’s position, assessing the center’s holdings and equipment needs. Reviewed the faculty’s future needs, areas of concern and untapped uses related to the VRC.
- Fall 2002–03 Publicity Committee
Served as a member and co-chair on the Publicity Committee with assistant professor, Tom Berno. The committee reviewed and advised the department chair on the current and future promotional needs for promotional materials.
- Fall 2002 Gallery Promotional Postcards and Posters
Collaborated with Dr. Eric Nielsen, Chair, Mary-Mikel Stump, Gallery Director, and assistant professor Berno in the design and production of the posters, calendars and postcards for the 2001–02 Art Gallery. These materials were used to promote the gallery both on and off campus.

- Fall 2001–02 Search Committee
Served as a member on the CDP Faculty search Committee under the leadership of chair, Mark Todd. Contacted the graduate directors at nationally respected universities in an effort to find qualified applicants for tenure tract positions in the CDP. Coordinated with committee members the review and rating of all applicants and advised the Hiring Committee on prospective candidates.
- Fall 2001–02 Publicity Committee
Served as a member and co-chair of the Publicity Committee with assistant professor Berno. The committee reviews and advises the department chair on the current and future graphic design and marketing projects regarding promotional materials for the Web and print areas.
- Fall 2001–02 Mosaic Tiles for the JCM Building
Collaborated with Professor Conroy to create the mosaic tiles to adorn the entrance to the new art building in JCM. Crude tracings were made from the tiles located in the former art office. The tracings were digitize and rendered as composite tile designs. Digital files served as templates for the forms used to make the hand made clay tiles.
- Fall 2001 Gallery Promotional Postcards and Posters
Collaborated with Dr. Eric Nielsen, Chair, Mary-Mikel Stump, Gallery Director, and instructor Becky Haas in the design and production of the posters, calendars and postcards for the 2000–01 Art Gallery. These materials were used promote the gallery both on and off campus.
- Fall 2000–2001 Curriculum Committee, Neal Wilson, Chair
Served as a member of the Curriculum Committee with Beverly Penn, Holly Shields, Dr. Eric Nielsen and Tom Williams under the leadership of chair, Neal Wilson. The committee reviewed and advised the department on the current and future needs regarding all areas of curriculum.
- Fall 2000–2001 Gallery Committee
Served as Chair of the Gallery/Visiting Artist Committee. We compiled proposals, reviewed proposals and selected visiting artist for Fall 2002 and Spring 2003.
- C. Community:
- Fall 2006–Present Lance Armstrong Foundation (LAF)
Work with LAF team members to develop conceptual ideas, designs, and production for various LAF events in support of the cancer community. Project scope: Pro bono.

- Fall 2004– Present Camp Aranzazu
 Worked with the director and founder, Tom Forney to develop the brand identity, marketing materials, photography, and environmental graphics for Camp Aranzazu. Camp Aranzazu is faith-based organization dedicated to enriching the lives of children and adults with chronic illnesses and disabilities by providing unique camping, environmental studies, and retreat experiences to groups with special needs. Camp Aranzazu provides a place where children and adults with physical disabilities, chronic illnesses and terminal diseases may enjoy the independence, fellowship, and adventure that a camping experience provides. Project scope: Pro bono.
- Spring 2004–2006 K-9 Academy
 Created the identity for, the K-9 Academy, a company that trains dogs for working in security, home defense and search and rescue. Project scope: Pro bono.
- Fall 2004 *Determined:* International Campaign to End Land Mines
 Poster Design exhibition sponsored by and for the International Campaign to End Land Mines, London, England. Over 200 international designers submitted entries. Project scope: Pro bono.
- Fall 2003–2004 Childcare Information Council
 Created the identity for, Childcare Information Council, a non-profit organization assisting parents with childcare needs. Project scope: Pro bono.
- Spring 2002 Texas State University
 Created the new graphic identity (formal trademark) for Texas State University name change. Under the direction of T. Cay Rowe, Director, Publications and University Relations at Southwest Texas State University and in collaboration with, assistant professor Tom Berno and professor William Meek. Project scope: National

D. Professional:

E. Organizations

1. Honorary:

2. Professional:

- 1988–present Art Directors Club of Houston
Active club member since 1988. Support and consult with members in coordinating, judging and setting-up the annual student exhibition and competition. From 1992 until 1998 served on the board of directors.
- 1990–present Dallas Society for Visual Communications
Active club member since 1990. Currently help students prepare for and enter the DSVC annual student exhibition/competition. Support and consult with members in coordinating, judging and setting-up the annual student competition.
- 1992–present American Institute for Graphic Artist
Active club member since 1992 and currently a member of the Austin AIGA chapter. Founding member of the Houston AIGA chapter. From 1992 until 1996, served on the board of directors of the Houston chapter.

F. Service Honors and Awards