

## CURRICULUM VITA

### I. ACADEMIC/PROFESSIONAL BACKGROUND

#### A. William E. Meek

Title: Professor of Communication Design, Graduate Advisor,  
and MFA Program Director

#### B. Educational Background:

(Degree | Year | University | Major | Thesis/Dissertation)

Master of Fine Arts (MFA). (1997). Kent State University, Kent, Ohio. Visual  
Communication Design. *The impact of computer-mediated technologies on  
communication design: The merging roles of designer and illustrator*

Texas State Secondary Teachers Certification. (1976). University of North Texas,  
Denton, Texas. Curriculum Areas: Art and English

Bachelor of Fine Arts (BFA). (1975). University of North Texas. Printmaking

Post Graduate Studies in Progress (2003 to present)

Doctor of Philosophy (Ph. D.) in Education with a specialization in Instructional Design  
(ID) for Online Learning, College of Education, Capella University<sup>1</sup>, Minneapolis,  
Minnesota. Dissertation topic (pre-proposal): *Advanced communication design  
andragogy: Development of a Master of Fine Arts degree targeting non-traditional  
students by the means of online distance learning*

#### C. University Experience:

(Position | University | Dates)

Professor of Communication Design, Graduate Advisor, and MFA Program Director,  
Texas State University-San Marcos  
(2007–present)

Professor of Communication Design, Texas State University-San Marcos  
(2004–present)

Associate Professor of Communication Design, Southwest Texas State University (1997–  
2003)

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<sup>1</sup> Capella University: Accredited by the North Central Association of Colleges and Schools (N.C.A.C.S.); *U.S. News  
and World Report*— Best online graduate programs.

Assistant Professor of Communication Design, Southwest Texas State University  
(1991–1997)

Lecturer, Southwest Texas State University  
(1990–1991)

D. Relevant Professional Experience:

(Position | Entity | Dates)

Creative Director & Principal. Meek Design (1982 to present)

**II. TEACHING**

A. Teaching Honors and Awards:

Not applicable (NA)

B. Courses Taught:

Graduate (2007 to present)

ARTC 5310, Art Direction  
ARTC 5331, Corporate Identity Systems  
ARTC 5341, Modernism and Design  
ARTC 5342, Post-Modernism and Typography  
ARTC 5343, Visual Communication Theory  
ARTC 5350, Special Problems in Communication Design  
ARTC 5360A, Digital Imaging  
ARTC 5360B, Word and Image  
ARTC 5370, Professional Practice  
ARTC 5399A, Thesis I  
ARTC 5399B, Thesis II

Undergraduate (1990-2007)

ARTC 1301, Communication Design: Fundamentals I  
ARTC 1302, Communication Design: Fundamentals II  
ARTC 2303, Communication Design: Fundamentals III  
ARTC 2304, Communication Design: Fundamentals IV  
ARTC 3301, Communication Design: Art Direction I.  
ARTC 3303, Communication Design: Corporate & Package Identity  
ARTC 3307, Communication Design: Multi-Media I  
ARTC 3316, History of Communication Design  
ARTC 4302, Communication Design: Art Direction II  
ARTC 4311, Communication Design: Digital Illustration  
ARTC 4313, Communication Design: Special Problems

C. Graduate Theses/Dissertations:

MFA theses

Davis, J. (2009). *An ideation process for building brand identity: The graphic atlas ideation nexus (GAIN) applied to the Crab Cay, Exuma, resort and real estate development.* Committee chair

Roeschmann, C. (2008). *Unbound: Investigational book design projects and the Bauhaus time line.* Committee chair

D. Courses Prepared and Curriculum Development:

Master of Fine Arts. (2002 to present), program approval date: Fall 2007

The core curriculum required of all students includes the following courses (24 credit hours):

ARTC 5340, Contemporary Issues and Criticism  
ARTC 5341, Modernism and Design  
ARTC 5342, Post-Modernism and Typography  
ARTC 5343, Visual Communication Theory  
ARTC 5370, Professional Practice

ARTC 5399A, Thesis I  
ARTC 5399B, Thesis II

The prescribed elective curriculum required of all students includes the following courses (30 credit hours):

ARTC 5200, Art Direction Seminar  
ARTC 5201, Digital Media Design Seminar  
ARTC 5202, Graphic Design Seminar  
ARTC 5310, Art Direction  
ARTC 5320, Web Design  
ARTC 5330, Typography  
ARTC 5331, Corporate Identity Systems  
ARTC 5332, Corporate Marketing Materials  
ARTC 5333, The Experimental Book  
ARTC 5350, Special Problems in Communication Design  
ARTC 5360A, Digital Imaging  
ARTC 5360B, Word and Image

## MFA Overview

The Department of Art and Design offers the M.F.A. with a major in Communication Design. The curriculum is designed to provide advanced study in the areas of corporate advertising art direction, graphic design, and digital media design. The graduate program provides students with the knowledge and expertise to attain the following: exploration of advanced problem-solving methodologies, updating technological advancement relating to communication design, examining historical events, theoretical constructs within communication design, and preparation for a career teaching in higher education.

The Master of Fine Arts with a major in Communication Design is the terminal degree in the discipline. The degree will require a minimum of 60 semester credit hours, including 54 hours from traditional and online course work plus 6 hours of thesis credit.

Program and course delivery methodologies includes the following:

(Online instruction)

Students will have the opportunity to complete a portion of the degree by the means of online instructional delivery.

(Extended weekend seminars)

The extended weekend seminars consist of meeting three times per semester and will meet Friday evenings through Sunday mornings.

(Evening and Saturday courses)

Evening courses meet for four hours from 6:15 p.m. to 10:15 p.m. one night per week. Saturday classes will meet for eight hours, from 8 am to 5 p.m. every other Saturday.

(Summer seminars)

Summer seminar courses will be offered during the Texas State mini-semester in May. Each seminar will be a two credit-hour course and offered for a time period of five days. Each summer seminar course will begin on Thursday and end the following Tuesday. Students will enroll in and attend one seminar per week only.

(Directed study)

A directed study special problems course allows a student to work one-on-one with a faculty member. In a special problems course, the objectives are established between the student and the faculty member mutually agreeing upon the course learning plan and outcomes. The maximum number of semester credit hours of directed study: 9.

E. Funded External Teaching Grants and Contracts:

NA

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

NA

G. Funded Internal Teaching Grants and Contracts:

NA

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

NA

I. Other:

Graduate learner peer-reviewed competitions and materials

Kapila, S. (2009–2010).

2050 (missing earth) poster  
Good 50 x70 2009, Best 210 (international)

AIGA Blue Ridge Flux09 Merit (national)

Child Labour poster  
Good 50 x70 2009, best 210 (international)

AIGA Blue Ridge Flux09 Merit

ADCH Student Silver medal '09 (regional)

R19HTS poster  
Posters4Tomorrow, shortlisted Best 100 (international)

Dog Duty logo  
AIGA Blue Ridge Flux09 Merit (national)

Gator Textbooks logo  
AIGA Blue Ridge Flux09 Merit (national)

Mermaids logo  
AIGA Blue Ridge Flux09 Merit (national)

Chopstix logo  
AIGA Blue Ridge Flux09 Merit (national)

Dream Bakery logo  
AIGA Blue Ridge Flux09 Merit (national)

Davis, J., & Roeschmann, C. (2009). *Graphis Poster Annual*. Posters (2).  
New York (International)

Davis, J., & Haffelder, C. (2009). *Step inside Deign Annual*. Poster.  
Peoria, Illinois (National)

Davis, J. (2008). *Good 50X70 Annual* (2nd ed.). Poster. Milan, Italy  
(International)

Fuller, B. (2008). Creative Summit competition. Poster. San Marcos,  
Texas (Regional)

Fuller, B. (2008). Dallas Society of Visual Communication (DSVC)  
competition. Poster. Dallas, Texas (National)

Honea, J. (2008). Art Directors Club of Houston (ADCH). Bronze Medal.  
Houston, Texas. Poster. (Regional)

#### Undergraduate learner peer-reviewed competitions and materials

Forastieri, A. (2008). *CMYK*. Advertisement. California (National)

Gassen, G. (2007/2008). *Graphis New Talent Director Annual*. Poster.  
New York (International)

Carlson, E. (2007/2008). *Graphis New Talent Director Annual*. Poster (2).  
New York (International)

Sparrow, S. (2007/2008). *Graphis New Talent Director Annual*. Poster.  
New York (International)

Beattle, S. (2007/2008). *Graphis New Talent Director Annual*. Poster.  
New York (International)

Rivera, C. (2007/2008). *Graphis New Talent Director Annual*. Poster.  
New York (International)

Forastieri, A. (2007/2008). *Graphis New Talent Director Annual*. Poster  
(2). New York (International)

Carlson, E. (2006). *Graphis New Talent Director Annual*. Poster (2). New York (International)

Savage, N. (1998). *Graphis New Talent Director Annual*. Poster. New York (International)

### III. SCHOLARLY/CREATIVE

#### A. Works in Print

##### 1. Books (if not refereed, please indicate)

###### a. Scholarly Monographs:

NA

###### b. Textbooks:

NA

###### c. Edited Books:

NA

###### d. Chapters in Books:

NA

###### e. Creative Books:

Hays, M., Meek, W. E., & Davis, J. (2006). *Layers of Perception: A creative book featuring the paintings by Randal Reid* (Designed by Professor Michelle Hays and Professor Jeff Davis; Art Direction by Professor William Meek)

Meek, W. E., & Todd, M. (1998). *43 Killings: A creative poetry book with poems and paintings by Professor Mark Todd* (Designed by Professor William Meek and Professor Mark Todd)

Meek, W. E. (1997). *Let Us Prey: A creative poetry book with poems and paintings by Professor Mark Todd* (Designed by Professor William Meek)

Meek, W. E., Todd, M., & Shields, J. (1996). *Badlands: A creative poetry book with poems and paintings by Professor Mark Todd* (Designed by Professor William Meek, Professor Mark Todd, and Professor David Shields)

Meek, W. E., & Todd, M. (1995). *American flags: A creative poetry book with poems and paintings by Professor Mark Todd* (Designed by Professor William Meek and Professor Mark Todd)

2. Articles

a. Refereed Journal Articles:

NA

b. Non-refereed Articles:

NA

3. Plays:

NA

4. Abstracts:

NA

5. Reports:

NA

6. Commissioned Design Work:

NA

7. Book Reviews:

NA

8. Other:

NA

B. Works not in Print

1. Papers Presented at Professional Meetings:

NA

2. Invited Talks, Lectures, Presentations:

NA

3. Musical Compositions, Publications, or Recordings:

NA

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

NA

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

NA

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

NA

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

Communication Design MFA program Web site (2007 to present)  
<http://www.finearts.txstate.edu/art/mfacomdes/>

8. Exhibitions (title; date; location; solo, 2-, 3-, 4-person or group; curated, juried, or invitational-list curator, jury, or inviter; and scope-international, national, regional, and/or state):

National graphic design exhibition: Kent State University Gallery, Kent, Ohio;  
three posters (1998)

The New York Art Directors' Touring National Exhibition: The Creative Summit  
poster series (1992)

9. Collections, Commissions, Gallery Representation, Residencies:

Permanent collections

Meek, W. E., & Todd, M. (1998). *43 Killings: A creative poetry book with poems and paintings by Professor Mark Todd* (Designed by Professor William Meek and Professor Mark Todd.)

Collections

The Museum of Modern Art, New York  
The Metropolitan Museum of Art, New York  
The Corcoran Gallery of Art, Washington, D.C.  
The Art Institute of Chicago

The Tate Gallery, London  
The Kingspor Museum, Offenbach, Germany

Meek, W. E., & Todd, M. (1995). *American Flags: A creative poetry book with poems and paintings by Professor Mark Todd* (Designed by Professor William Meek, Professor David Shields, and Professor Mark Todd)

#### Collections

The Museum of Modern Art, New York  
The Metropolitan Museum of Art, New York  
The Corcoran Gallery of Art, Washington, D.C.  
The Art Institute of Chicago  
The Tate Gallery, London  
The Kingspor Museum, Offenbach, Germany

#### 10. Published Photos and Reviews of Creative Works:

Gold Medal: *Graphis Poster Annual* (2009). Poster. Creative Director.  
(Designers: Professor Jeff Davis and Professor Claudia Roeschmann)

Grand Award: CASE. (2007). The MFA identity. Creative director. (Designer: Davis, J. Art directors: Professor Michelle Hays and Professor William Meek)

Featured in *Communication Arts (CA)*. (2003). Great Ideas on Limited Budgets, May/June 2003, Unplugged, poster. Creative director (Designer: Professor Jeff Davis)

Award of Excellence: Art Directors Club of Houston (ADCH). (2002). Unplugged 2. The Institute for the History of Texas Music. Unplugged, poster. Creative director (Designer: Professor Jeff Davis)

Award of Excellence: Dallas Society of Visual Communication (DSVC). (2002). Unplugged The Institute for the History of Texas Music, poster. Creative director (Designer: Professor Jeff Davis)

Award of Excellence: DSVC. (2002). Unplugged. The Institute for the History of Texas Music, poster. Creative director (Designer: Professor Jeff Davis)

Grand Award: CASE (2002). Unplugged. The Institute for the History of Texas Music, poster. Creative director. Creative director (Designer: Professor Jeff Davis)

Award of Excellence: CASE. (2002). Unplugged, The Institute for the History of Texas Music, poster. Creative director. (Co-designer: Davis, J.)

Golden Jalapeno Award: CASSA. (1999). R.C. Banks/Bad Habits, CD.  
Art director. (Designers: Shields, J, & Todd, M.)

Achievement Award: CASSA. (1999). *43 killings*. Designer. Co-  
designers: Shields, J, & Todd, M.)

Achievement Award: CASSA. (1999). *Oil Patch Dreams*. Designer.  
(Co-designers: Shields, J, & Todd, M.)

Award of Excellence: DSVC. (1999). *Oil Patch Dreams*. Designer.  
(Co-designers: Shields, J, & Todd, M)

Gold Medal: Twentieth Annual Mitchell A. Wilder Publication Design  
Awards Competition (Texas Association of Museums). (1999 *Oil  
Patch Dreams*. Designer (Co-designers: Shields, J, & Todd, M.)

Bronze Medal: 17th Annual BDA International Design Awards Competition, New  
York, announced during the annual conference in Washington, D.C.  
(1995). Published in the 1995 BDA Annual, The Creative Summit Poster  
Series. Art director (Creative director: Hill, C.)

Grand Award: CASE. (1994). *American Flags*. Designer. (Co-designer: Todd,  
M.)

Achievement Award: CASE. (1994). The Tenth Anniversary Poster Creative  
Summit poster. Creative director. (Co-creative director: Hill, C.)

Bronze Medal: AGAS. (1993). The Artworks poster, School of Fine Art &  
Communication, Designer. (Co-designer: Lawton, B.)

Reviewed in the Communication Arts Magazine, Photography Annual. (1993).  
The Creative Summit Poster Series. Creative director (Co-creative  
director: Hill, C.)

Bronze Medal: AGAS. (1993). The Creative Summit Poster Series. Creative  
director (Co-creative director: Hill, C.)

Bronze Medal: ADCH. (1993). The Tenth Anniversary Poster - The Creative  
Summit. Creative director (Co-creative director: Hill, C.)

Grand Award: CASE. (1993). The Creative Summit Poster Series. Creative  
director (Co-creative director: Hill, C.)

Achievement Award: CASE. (1993). Southwest Brass Works Poster. Creative  
director (Co-creative director: Hill, C.)

*The New York Art Directors' Design Annual.* (1992). The Creative Summit poster series. Creative director (Co-creative director: Hill, C.)

*Print Poster Annual.* (1992). The Creative Summit poster series. Creative director (Co-creative director: Hill, C.)

Best of Category: American Printing Industry (API). (1992). The Creative Summit Poster Series. Creative director (Co-creative director: Hill, C.)

Award of Excellence: *Print Regional Design Annual.* (1992). Fishauf poster. Creative director (Co-creative director: Hill, C.)

Award of Excellence: *Print Regional Design Annual.* (1992). Unruh poster. Creative director (Co-creative director: Hill, C.)

Award of Excellence: University College Design Association. (1992). The Creative Summit poster series. Creative director (Co-creative director: Hill, C.)

Award of Excellence: University College Design Association. (1991). The Creative Summit poster series. Creative director (Co-creative director: Hill, C.)

Award of Excellence: National Design Competition sponsored by the Mead Corporation. (1990). San Antonio Symphony Poster (Creative director/art director)

11. Consultancies:

Ford, Powell & Carson Architecture. San Antonio, Texas

Judson Design, Houston, Texas

Killam Companies. Laredo, Texas

12. Workshops:

NA

13. Other:

NA

1. Funded External Grants and Contracts:

NA

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

NA

3. Funded Internal Grants and Contracts:

Meek, W. E., & Shields, J. (1995). *Ligatures*. Research Enhancement Grant.  
Southwest Texas State University

Meek, W. E., & Todd, M. (1994). *Badlands*. Research Enhancement Grant.  
Southwest Texas State University

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

NA

D. Fellowships, Awards, Honors:

**IV. SERVICE**

A. University:

Distance Education Steering Committee (2008–present)

Academic Computing Committee (2007–2008)

Alkek Library Committee (2006–2008)

Faculty Senate (2007–2008 [November])

B. Departmental:

Communication Design Program Coordinator: Strategic planning, scheduling of classes for the academic year, adjunct faculty recommendations, and curricula revision proposal. (1990–1997)

Curriculum Committee: The development and revision of the Department of Art and Design's Curricula. Co-chair (1998-1995)

The Presidential Search Committee for the Chair of the Department of Art and Design (1998)

Technology Committee: The Apple Lease Agreement and technology planning and upgrade recommendations (2003–2008)

C. Community:

Franklin Square Home Owners Association, President (2008 to present)

D. Professional:

Academic external evaluation (“qualified peer<sup>2</sup>”): Faculty and program

External faculty evaluation: Tenure and promotion. (2006). Graphic Design, Department of Art, Skidmore College, New York; candidate—Deb Hall, Assistant Professor

External faculty evaluation: Tenure and promotion. (2002). Design Communication Program, Department of Art, TCU, Fort Worth, Texas; candidate—Michael Niblett, Assistant Professor

External program evaluation: Communication Arts Program. (2002). Department of Art, Texas A&M-Commerce; a five-year program review in conjunction with SACS accreditation

External faculty evaluation: Promotion from associate to full professor. (2002). Design Communication Program, Department of Art, The University of Texas-El Paso; candidate—Professor Wong, Chair

External faculty evaluation: Promotion from associate to full professor. (1999). Design Communication Program, Department of Art, TCU, Fort Worth, Texas; candidate—Lewis Glaser, Associate Professor

External faculty evaluation: Tenure and promotion. (1998). Communication Design, School of Art, University of North Texas, Denton, Texas; candidate—Eric Legion, Assistant Professor

E. Organizations

1. Honorary:

NA

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<sup>2</sup> *Qualified Peer Credentials*: Earned a terminal degree (M.F.A.) in visual communication design (e.g., advertising art direction, digital media design, or graphic design--not illustration), awarded academic tenure within the discipline, reviewed in professional (refereed) national journals (e.g. *CA*, *Print*, *Graphis*, *New York Art Directors Annual*, etc.), a substantial regional and national record of participation in refereed design competitions (e.g., DSVC, ADCH, SAAF, etc.), and a practicing visual communication designer with three years of corporate experience minimally. *Source*: N.A.S.A.D in conjunction with A.I.G.A. national, 2001

2. Professional:

American Institute of Graphic Artists (AIGA), New York

Art Directors Club of Houston

Dallas Society of Visual Communication (DSVC)

F. Service Honors and Awards:

NA