

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

I. Academic/Professional Background

A. Name: Grayson B Lawrence

Title: Assistant Professor, Art and Design

B. Educational Background

Degree	Year	University	Major	Thesis/Dissertation
MFA	2010	Texas State University–San Marcos	Communication Design	Graphical Client Assessment For Communication Designers Serving Small Businesses: An Application of Photo Elicitation Theory
BFA	1999	Texas State University–San Marcos	Communication Design	N/A

C. University Experience

Position	University	Dates
Assistant Professor	Texas State University–San Marcos	2010-Present
Lecturer	Texas State University–San Marcos	2007-2010
Adjunct	Texas State University–San Marcos	2004-2007

D. Relevant Professional Experience

Position	Entity	Dates
Graphic Designer <i>Concept and design original video and mechanical reel slot machines, animations and characters. Modify existing art for licensed titles to work on proprietary systems. Collaborate with programmers on troubleshooting performance issues. Develop user interface for proprietary applications.</i>	Multimedia Games	2004-2007
Principle / Art Director <i>Manage customer relations and new business. Develop corporate identity systems, brochures, magazine articles, direct mail, copywriting, photography and pre-press of all projects.</i>	FuseBlock	2001-2004

<i>Program web sites in HTML, CSS, PHP and ASP. Main clients included Texas Thoroughbred Magazine, Our Nurse Community Magazine, Elastic Knowledge, Quality First Services and Lighthouse Assistance.</i>		
<i>Graphic Designer & Web Master Design web sites, data-mining jump pages, tradeshow booths, software packaging, online and offline advertising, pre-press production, dimensional mailers and direct mail. Maintain and program corporate web site using ASP and XHTML.</i>	Winternals Software	2002-2003
<i>Jr. Art Director Design web sites, online advertising, print ads, logos, paper systems, pocket folders, posters and direct mail campaigns. Direct photography for online and offline advertising. Main clients included AOL/AAdvantage and Master Card.</i>	M2K	2000-2001
<i>Graphic Designer Began as a summer intern in 1998, hired full-time after graduation. Design web sites, direct mail, pocket folders, paper systems, and corporate identity. Program web sites using HTML and Flash. Main clients include KnowItAll.com, Works.com, Camera.com, Penn Investment Group and Interfaith Care Alliance.</i>	BAH! Design	1998-2000

II. TEACHING

A. Teaching Honors and Awards:

B. Courses Taught:

Summer II 2010

ARTC 3307 Interactive I

Spring 2010

ARTC 3316 Communication Design Seminar (2 sections)

ARTC 3307 Interactive I (2 sections)

ARTC 4313 Communication Design Special Problems (11 Students)

Fall 2009

ARTC 3316 Communication Design Seminar (2 sections)

ARTC 3307 Interactive I

ARTC 4313 Communication Design Special Problems (7 Students)

Summer II 2009

ARTC 4313 Communication Design Special Problems (1 Student)

Summer I 2009

ARTC 4313 Communication Design Special Problems (1 Student)

Spring 2009

ARTC 3307 Interactive I

ARTC 1301 Design Foundations I (2 sections)

Fall 2008

ARTC 1301 Design Foundations I (2 sections)

ARTC 1302 Design Foundations II

Spring 2008

ARTC 1301 Design Foundations I (2 sections)

ARTC 1302 Design Foundations II (2 sections)

Fall 2007

ARTC 1301 Design Foundations I (2 sections)

ARTC 1302 Design Foundations II (2 sections)

Spring 2007

ARTC 1302 Design Foundations II

Fall 2006

ARTC 1302 Design Foundations II

ARTC 4308 Interactive II

Spring 2006

ARTC 1302 Design Foundations II

ARTC 4308 Interactive II

Fall 2005

ARTC 1302 Design Foundations II

ARTC 4308 Interactive II

Spring 2005

ARTC 1302 Design Foundations II

ARTC 4308 Interactive II

Fall 2004

ARTC 1302 Design Foundations II

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

D. Courses Prepared and Curriculum Development:

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:

Fall 2009–Student Adjudication: Chloé Yignst, Art Directors’ Club of Houston Show: 1 Bronze medal; 1 Merit Award

Spring 2009–Baccalaureate Honors Thesis Supervisor: Chloé Yingst, children’s book design

Fall 2008–Student Adjudication: Steven Eggert, Art Directors’ Club of Houston Show: 1 Bronze medal; 1 Merit Award

III. SCHOLARLY/CREATIVE

A. Works in Print

1. Books (if not refereed, please indicate)

a. Scholarly Monographs:

b. Textbooks:

c. Edited Books:

d. Chapters in Books:

e. Creative Books:

2. Articles

a. Refereed Journal Articles:

b. Non-refereed Articles:

3. Plays:

4. Abstracts:

5. Reports:

6. Commissioned Design Work:

2009 – Dean, Fine Arts & Communications: Encore Series, *Golden Dragon Acrobats* San Marcos Daily Record Newspaper Advertisement

2009 – Bennu Coffee, Business Card design

2009 – Dean, Fine Arts & Communications: Encore Series, *Golden Dragon Acrobats* Outdoor Banner Design

2009 – New Years Tri-fold mailer for Dean of Fine Arts & Communications

2008 – Dean, Fine Arts & Communications: Encore Series, *The Dead President's Club* Outdoor Banner Design

2008 – Dean, Fine Arts & Communications: Encore Series, *CS Lewis On Stage* Poster Design

2008 – Dean, Fine Arts & Communications: Encore Series, *Mikey & The Motorcars* Poster Design

2008 – Dean, Fine Arts & Communications: Encore Series, *Las Nuevas Tamaras* Poster Design

2008 – Dean, Fine Arts & Communications: Encore Series, Mark Olsen Poster Design

2008 – Dean, Fine Arts & Communications: Encore Series, Tommy Emmanuel Poster Design

2008 – Dean, Fine Arts & Communications: Encore Series, Logo Design for Fall 2008 Tagline

2008 – Dean, Fine Arts & Communications: Encore Series, Fall 2008 Tagline Development

2008 – Texas Green Network Logo Design

2008 – Texas Green Network Business Card Design

2004 – Austin Metro Woman Magazine – July/August 2004 Issue

2004 – Austin Metro Woman Magazine – Sept/Oct 2004 Issue

2004 – Albuquerque Metro Woman Magazine – Sept/Oct 2004 Issue
 2004 – LightHouse Assistance – Door Hanger
 2004 – LightHouse Assistance – Tri-fold Brochure
 2004 – Our Nurse Community – News Print Periodical May 31
 2004 – Our Nurse Community – News Print Periodical June 14
 2004 – Our Nurse Community – News Print Periodical June 28
 2004 – Texas Thoroughbred Association Magazine – Jan. “The Spring of 1950” Article
 2004 – Stone Asset Management – Logo
 2004 – Stone Asset Management – Brochure
 2003 – LightHouse Assistance – Logo
 2003 – LightHouse Assistance – Paper System
 2003 – Texas Thoroughbred Association Magazine – Sept/Oct. “Two Good” Article
 2003 – Texas Thoroughbred Association Magazine – Sept/Oct. “Fasig” Article
 2003 – Texas Thoroughbred Association Magazine – Sept/Oct. “Fast Track” Article
 2003 – Texas Thoroughbred Association Magazine – Sept/Oct. “The People’s Champion” Article
 2003 – Texas Thoroughbred Association Magazine – Sept/Oct. “Passing The Torch” Article
 2003 – Texas Thoroughbred Association Magazine – Sept/Oct. “On Solid Ground” Article
 2003 – Texas Thoroughbred Association Magazine – Sept/Oct. “Derby Feet” Article
 2003 – Texas Thoroughbred Association Magazine – July/August “Putting Your Best Foot Forward” Article
 2003 – Texas Thoroughbred Association Magazine – July/August “A Stitch In Time” Article
 2003 – Texas Thoroughbred Association Magazine – July/August “Lone Star Legacy” Article
 2003 – Texas Thoroughbred Association Magazine – July/August “Running on Empty” Article
 2003 – Texas Thoroughbred Association Magazine – July/August “Queen of the Turf” Article
 2003 – Texas Thoroughbred Association Magazine – May/June “Candid Glen” Article
 2003 – Texas Thoroughbred Association Magazine – May/June “3rd Times a Charm” Article
 2003 – Texas Thoroughbred Association Magazine – May/June “An All-Out Assault” Article
 2003 – Texas Thoroughbred Association Magazine – May/June “Double Indemnity” Article
 2003 – Texas Thoroughbred Association Magazine – May/June “Top Avenger” Article
 2003 – Texas Thoroughbred Association Magazine – March/April “Top Avenger” Article
 2003 – Texas Thoroughbred Association Magazine – March/April “Horse Health” Article
 2003 – Texas Thoroughbred Association Magazine – March/April “One For the Record Books” Article
 2003 – Texas Thoroughbred Association Magazine – March/April “Clearing The Air” Article
 2003 – Texas Thoroughbred Association Magazine – March/April “Step Right Up” Article
 2003 – Quality First Services – Logo
 2003 – Austin Wedding Planners – Logo
 2003 – Austin Wedding Planners – Paper System
 2003 – Inner Space Caverns – Tri-fold Brochure
 2003 – Boechler and Associates – Logo
 2002 – Davila & Buschorn – Logo
 2002 – Davila & Buschorn – Paper System
 2002 – Hayward Neon – Paper System
 2001 – Mark Gaynor Photography – Logo
 2001 – Employment Guide – 3 Billboards

7. Book Reviews:

8. Other:

2003 – FuseBlock – Direct Mail Campaign

2002 – FuseBlock – Paper System

2001 – FuseBlock – Logo

B. Works not in Print

1. Papers Presented at Professional Meetings:

2. Invited Talks, Lectures, Presentations:

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):

2009 – Idea 21: BancPass Web site programming

2009 – Honey Gastro Pub landing page programming

2009 – Judson Design: Tigert Inc. Web Site programming

2009 – Judson Design: Julia Ideson Library Preservation Partners Web site Programming

2009 – Judson Design: Olympia Grill at Pier 21 Web site Programming

2009 – Hoyt Haffelder Graphic Designer, Web site Programming

2009 – Bennu Coffee Shop web site. Design and Programming

2009 – Randall Reid: Web site for Randall Reid’s portfolio of work. Design and Programming

2009 – Judson Design: Begala/McGrath Web Site Programming

2009 – Judson Design: Watts Guerra Craft LLP Web Site Programming

2008 – Judson Design: Central Houston Flash Banner Animation

- 2008 – Judson Design: Houston Pavilions Web Site Programming
- 2008 – Judson Design: JerryCo Web Site Programming
- 2008 – Judson Design: Central Houston Web Site Programming
- 2008 – Biophysical Corporation: Web Site Programming
- 2008 – Vivify Communications: St. Thomas Episcopal Church Web Site Design & Programming
- 2006 – Multimedia Games – *Lucky Shoes* Video Slot Machine Game Design & Production
- 2006 – Multimedia Games – GUI interface for Slice-n’-Dice graphics application
- 2005 – Cutting Edge Concrete – Web Site Programming
- 2005 – ProtoType – Web Site Design & Programming
- 2004 – Inner Space Caverns – Web Site Design
- 2003 – FuseBlock – Online Banner Ad Campaign
- 2003 – LightHouse Assistance – Web Site Design & Programming
- 2003 – LightHouse Assistance – GUI Web Application Design
- 2003 – Quality First Services – Web Site Design & Programming
- 2003 – Fiesta Tortilla – Web Site Programming
- 2003 – Austin Wedding Planners – Web Site Programming
- 2002 – Fuseblock – Web Site Programming
- 2001 – Hayward Neon – Web Site Design & Programming
- 2001 – Elastic Knowledge – Web Site Design & Programming
- 2001 – Mark Gaynor Photography – Web Site Design & Programming
- 2001 – Learning Content Management Systems Organization – Web Site Programming

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):

- 2009 – Summer Graduate Learner Exhibition, group, curated
- 2009 – Spring Faculty Exhibition, group

9. Collections, Commissions, Gallery Representation, Residencies:

10. Published Photos and Reviews of Creative Works:

11. Consultancies:

- 2004 - 2008 – Vivify Communications – Internet and Technical Consultant
- 2004 - 2006 – E&M/The David Group Austin Office – Internet Technical Consultant

12. Workshops:

13. Other:

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:

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

D. Fellowships, Awards, Honors:

2009 – Art Director’s Club of Houston Student Competition: Silver medal

2009 – AIGA Flux 2009 National Student Competition

2000 – Print Magazine – Logo featured in Regional Design Annual

IV. SERVICE

A. University:

B. Departmental:

Spring 2009 – DSVC Competition Representative

Spring 2009 – Art & Design Web Site Committee Chair

Fall 2009 – Art Director’s Club of Houston Competition Representative

Fall 2009 – Art & Design Web Site Committee Chair

Fall 2009 – Safety and Environment Committee Member

Spring 2009 –ACC Grant, Co-Author

Spring 2009 – Web Site Committee Chair

Spring 2009 – Safety Committee Member

Fall 2008 – Web Site Committee Chair

Fall 2008 – Safety Committee Member

Fall 2008 – Houston Design Competition Chaperone

Spring 2008 – Senior Exit Review Committee Member

Spring 2008 – Safety Committee Member

Spring 2008 – Art & Design Web Site Committee Member

Fall 2007 – Art & Design Web Site Committee Member

Fall 2007 – Houston Design Competition Chaperone

C. Community:

2008 – Present – Volunteer designer for PeopleFund, Austin, Texas

D. Professional:

E. Organizations

1. Honorary:

2007 – Texas Green Network Organization – Design Consultant

2. Professional:

F. Service Honors and Awards

Please note: For all entries, list most recent items first.