

Mary Anna LaFratta

Professor Emerita

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Graphic Design

School of Art + Design

Western Carolina University

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EDUCATION

MFA, Virginia Commonwealth University, School of Art, Design / Visual Communications

BFA, Virginia Commonwealth University, School of Art, Art Education

ACADEMIC APPOINTMENTS

- 2024 – Present Awarded Professor Emerita

- 2020 -2024 Professor and Coordinator of Graphic Design
School of Art and Design, Western Carolina University
Cullowhee, NC

- 2020 Awarded Full Professor

- 2015 Awarded Tenure

- 2009-2019 Associate Professor, Graphic Design Coordinator
School of Art and Design, Western Carolina University

- 2008-2009 Instructor, Graphic Design
School of Art and Design, Western Carolina University

- 2007-2008 Adjunct Faculty, Graphic Design
School of Art and Design, Western Carolina University

- 2001-2007 Assistant Professor, Multimedia Arts and Sciences (currently New Media),
Director (2001-2004)
University of North Carolina at Asheville
Asheville, NC

- 1984-1998 Associate Professor, Communication Arts and Design
School of Art, Virginia Commonwealth University
Richmond, VA

1978-1980 Instructor, Art
Chester Elementary and Enon Elementary
Chesterfield County Public Schools
Chester, VA

SCHOLARSHIP of DISCOVERY – Juried Exhibitions, Presentations by Invitation

- 2022 *Data* - digital animation, international juried exhibition, CICA Museum, South Korea, July 27 – August 14, 2022
- 2021 *Not Listening* - digital animation, international juried exhibition, CICA Museum, South Korea, December 15 – January 2, 2022
- 2020 *Things I Thought Were Obvious* - digital animation, international juried exhibition, CICA Museum, South Korea, February 12 – March 1, 2020
- 2020 *Wonder and Things I Thought Were Obvious* - digital animations, juried regional exhibition titled, *From These Hills: Contemporary Art in the Southern Appalachian Highlands*, the William King Museum of Art, October 3, 2019 – February 9, 2020
- 2015 *Southern Cross*, interactive web-based
Currents 2015: Juried International New Media Festival, El Museo Cultural Santa Fe, NM
- 2014 *Prayers and Reflections*, interactive web-based
Currents 2014: Juried International New Media Festival, El Museo Cultural Santa Fe, NM
- 2014 *Data*, digital animation and video
Prime Time: Juried New Media Exhibition, Asheville Art Museum Asheville, NC
- 2012 *Data*, digital animation and video
Collisions 18: Juried Exhibition, Cyberarts Gallery Boston, MA
- 2010 “Communication in the In-Between and Overlapping Spaces”, presenter (invited)
Southeastern College Art Conference (SECAC)
Richmond, VA
- 2008 *Prayers and Reflections*, interactive web-based, presentation
Catholicity: The Universal in The Particular, Juried Virtual Exhibition
<http://www.sisyphusproject.net/catholicity/Index/index.html>
- 2007 *Freedom of Information*, digital prints/drawings
Southeastern College Art Conference (SECAC), Annual Juried Exhibition
Charleston, WV
- 2007 *Freedom of Information*, digital prints/drawings
‘Smart Art’ Digital Art Juried_Exhibition, Upstairs Artspace
Tryon, NC

- 2006 "Making Meaning in a Visual Culture," presenter (invited)
Congress of the Americas International Conference: Scholarship and Technology in a Fractured World
Puebla, Mexico
- 2005 "Interpretation and Literacy in a Visual Culture," presenter (invited)
Vernacular International Conference: Borders, Boundaries, and Visual Culture
Puebla, Mexico
- 2004 "Visual Language," presenter (invited), Arizona Art Education Conference
Tucson, AZ
- 2003 "Visualizing Information," presenter (invited), VA Art Education Association Conference
Portsmouth, VA
- 1995 "Partners in the Arts: Integrating Arts Across the Curriculum," (invited) faculty
National Endowment for the Arts Grant, Virginia Commonwealth University
Richmond, VA
- 1991 "Two Areas of Investigation with Electronic Media: Printmaking and Computer Graphics," presenter (invited). Computing Strategies across the Curriculum Conference, University of Vermont.
Burlington, VT
- 1990 "Visual Communications and Electronic Media," presenter (invited)
Symposium on Small Computers in the Art
Philadelphia, PA
- 1989 Lithography Prints: *Winter, Summer, Grass, Grass2, Untitled 1, Untitled 2*
Invitational Group Show and Gallery Talk, Flossie Martin Gallery, Radford University
Radford, VA
- 1988 Lithography Prints with computer generated imagery,
National Juried Computer Art Exhibition, Shircliff Gallery
Vincennes, IN
- 1988 "Merging Computer Graphics and Lithography," presenter (invited),
Symposium on Small Computers in the Art
Philadelphia, PA
- 1988 "Applications of Computers to Art Making," presenter (invited)
Virginia Art Educator's Association Annual Conference
Roanoke, VA
- 1987 "The Microcomputer: A Tool for Teaching Art and Design," presenter (invited)
Virginia Art Education Association Conference
Arlington, VA
- 1985 "Computer ART," lecture and workshop, visiting artist (invited)
Davidson County Community College
Lexington, NC

1984 "Computer Graphics in the Design Curriculum," presenter (invited)
Symposium on Small Computers in the Art
Philadelphia, PA

SCHOLARSHIP of INTEGRATION

2007-2015 Political Terror Scale, designed and developed the 1st website
Collaboration with Dr. Mark Gibney, Political Science Department, UNCA
Asheville, NC .
Included in the Library of Congress Web Archives March 2010 – June 2018
(<https://www.loc.gov/item/lcwa00095784/> and
http://webarchive.loc.gov/all/20100615000000*/http://politicalterrorsscale.org)

2011-2012 The World Map Project, collaboration with B.J. White, WCU College of Business and the
US Peace Corps. Developed a digital revised world map and instruction manual for
making mural-size world maps for Peace Corps Volunteers.
Published in the Educator Material: World Map Project Manual for Peace Corps
Volunteers (<https://www.peacecorps.gov/educators/resources/world-map-project/>)

2004-2006 Internships in Public Science Education: Sensing the Radio Universe. Co-Principal
Investigator. National Science Foundation Grant: Award #0324729 . \$249,000.
([https://www.nsf.gov/awardsearch/showAward?AWD_ID=0324729&HistoricalAwards=f
alse](https://www.nsf.gov/awardsearch/showAward?AWD_ID=0324729&HistoricalAwards=false)) The Radio Sky Manual (SL-362) is included in the StarLab curriculum at
(<https://starlab.com/cylinders/sl-362-radio-sky/>)

SCHOLARSHIP of TEACHING and LEARNING

2026 "Beyond Ourselves" conference presentation (invited), 20th International Conference on
Design Principles and Practices, Rome, Italy, February 25-27, 2026

2024 "Experience Design: A New Paradigm," conference presentation (invited), 18th
International Conference on Design Principles and Practices, Valencia, Spain, March 11-
13, 2024

2022 "Image and Experience," conference presentation (invited), 13th International
Conference on The Image, the University of Texas at Austin, September 28-29, 2022

2020 "Connections: Transdisciplinary Multimodal Collaborative Design," conference
presentation (invited), 5th International Conference on Communications & Media
Studies, University of Toronto, October 1-2, 2020.
Toronto, Canada
Rescheduled as a Virtual Conference and re-presented my work, October 2020

2020 "Connections: Transdisciplinary Multimodal Collaborative Design," conference
presentation (invited), 14th International Conference on Design Principles & Practices,
Pratt Institute, Brooklyn Campus, March 16-18, 2020.
Brooklyn, NY
Rescheduled as a Virtual Conference and re-presented my work, November 2020

- 2019 "Engagement in Practice: An Engineering Service-Learning Course in Collaboration with an ART 2D Design Course to Serve Young People on the Autism Spectrum Using the Touch Board™" (peer-reviewed). Co-author with Dr. Yanjun Yan, and Dr. Hugh Jack in the Engineering + Technology Department, WCU, and Dr. Lane Perry, Community Engagement and Service Learning, WCU. Presented at the annual conference of the American Society of Engineering Education and published in the *2019 ASEE Conference Proceedings*.
https://www.asee.org/public/conferences/140/registration/view_session?session_id=11310)
 Tampa, Florida
- 2018 "Graphic Design in Flux: Multiliteracy, Multimodality, and Meaning." Peer reviewed and published in *The International Journal of Visual Design* 12 (2): 57-72. doi:10.18848/2325-1581/CGP/v12i02/57-72.
- 2018 "Graphic Design in Flux," conference presentation (invited), 12th International Design Principles & Practices Conference, ELISAVA Barcelona School of Design + Engineering, March 2018
 Barcelona, Spain

AWARDS

- 2025-2026 Chancellor's Travel Fund award, Western Carolina University. (\$1400.00)
- 2023-2024 Chancellor's Travel Fund award, Western Carolina University. (\$1200.00)
- 2023 WCU Equipment and Technology Award (E&T) for the Graphic Design Program. (\$9,449.44)
- 2023 WCU Non-Recurring Funds Award for the Graphic Design Program. (\$8500.00)
- 2022 Intentional Learning Grant: Projection Mapping; collaboration with John Seefeldt. (\$1250.00)
- 2021 Intentional Learning Grant: Research into Interactive Design. (\$1250.00)
- 2019 Chancellor's Travel Fund award, Western Carolina University. (\$1200.00)
- 2018-2019 Intentional Learning Grant, Western Carolina University, for the Touch Board Project. (\$1200.00)
- 2018-2019 School of Art and Design Special Projects award, Western Carolina University, for the Touch Board Project. (\$1800.00)
- 2018 School of Art and Design, Western Carolina University, seed money to develop prototype of Touch Board project. (\$500.00)
- 2018 College of Fine and Performing Arts, Western Carolina University, seed money to develop prototype of Touch Board project. (\$500.00)
- 2018 Chancellor's Travel Fund award, Western Carolina University. (\$1200.00)

- 2017 Intentional Learning Grant, Western Carolina University, for two students, Hannah Faub and Sarah Cook to travel to the Smithsonian Museum of the American Indian, the National Nanotechnology Coordination Office, the Nanotechnology Fabrication and Imaging Center at George Washington University, and the REACTIONS animations studio at the American Chemical Society, in Washington, DC. (\$1200.00)
- 2016-2017 Faculty Creative Activities Award, Western Carolina University, for designing and developing the Cherokee Words Games. (\$5000.00)
- 2016 STAR Award for Student Engagement, Western Carolina University, for the student work in ART 371 Graphic Design 1 and ART 493 Special Topics on the Cherokee Word Games project. (\$500.00)
- 2015 Chancellor's Travel Fund award, Western Carolina University. (\$1200.00)
- 2014 Chancellor's Travel Fund award, Western Carolina University. (\$1200.00)
- 2013-2014 College of Fine and Performing Arts Technology Grant, Western Carolina University, for a subscription for online training at Lynda.com. (\$300.00)
- 2005-2006 National Art Education Foundation Teaching Grant
Decoding Visual Culture, new course development for University of North Carolina at Asheville. (\$600.00).
- 2004-2006 Sensing the Radio Sky, a multidisciplinary research project involving faculty and students from Physics and Multimedia Arts and Sciences from three different institutions: UNCA, Furman University and PARI (Pisgah Astronomical Research Institute) to design and develop a planetarium presentation and teaching materials on radio waves in the sky. The Radio Sky (SL-362) is included in the SkyLab curriculum at <http://starlab.com/starlab-curriculum/classic-starlab-curriculum/>.
National Science Foundation Grant, Internships in Public School Education, Co-Investigator (invited).
(\$249,000.00)
- 1991 Community Service Associates Award, Virginia Commonwealth University, Richmond, VA. Developed computer graphics after-school program for children living in underserved areas of the city.
- 1988 Faculty Grant-in-Aid, Communication Arts and Design Department, School of Art, Virginia Commonwealth University (\$5830.00).

SCHOLARY ACTIVITY

- 2023 Organized Exhibition titled, "Working Together Learning Together" presentation of works by graphic design students and printmaking students, in collaboration with Eastern Band of the Cherokee tribal elders, faculty and staff at Kituwah Academy, and faculty and students in the Cherokee Language Program at WCU. Works appear in a variety of formats: animation, website, large interactive wall displays, a board game, a card game and printed art books. Gallery 130, the Bardo Fine Art Museum at Western Carolina University
September 2023

- 2023 External Reviewer for Steve Kostell, up for Tenure at the University of Vermont in Burlington
September 2023
- 2023 Designed and developed an initial iteration of a new digital animation titled, *Mars* included in the 2023 School of Art + Design Biennial Faculty Exhibition.
January 2023
- 2022-2023 Cherokee Language Interactive Wall Display, focused on learning the Cherokee language conjugations for *Walking Around*.
Collaboration with Dr. Sara Snyder-Hopkins, Director of Cherokee Studies at WCU, her students enrolled in Intermediate Cherokee language class, and Graphic Design 1 students. Installed December 2023
- 2022-2023 Research paper centered on Design Education. Intending to publish. A work in progress.
- 2021 Designed and developed an initial iteration of a new digital animation titled, *Not Listening*, included in the 2021 School of Art + Design Biennial Faculty Exhibition.
- 2020 Revised and re-submitted proposal for WCU's Provost's Scholarship Development Award titled, Data Visualization Applications: Developing Models for Graphic Design Education. Proposal was not awarded.
- 2019 Programmed and revised personal professional website.
(<https://artdesignededucation.com/index.html>)
- 2019 Curator and organizer of "Connections" Exhibition of student art + technology work from the School of Art and Design, School of Engineering + Technology, and non-profit community organization, Full Spectrum Farms. Bardo Arts Center.
Western Carolina University
- 2019 ART 132 Touch Board Project was accepted as a university service learning project/class by the Community Engagement and Service Learning Center at WCU.
- 2018 *Things I Thought Were Obvious*, digital animation
Biennial Faculty Exhibition, School of Art + Design, Fine Arts Museum
Western Carolina University
- 2016-2018 Revised digital animation, *Wonder*.
- 2017 Peer Reviewer for Design Principles and Practices *International Journal of Design Education*, published by Common Ground Research Networks:
 - From College to Careers: Tracking the First Two Years for Graphic Design Graduates
 - Designing an educational toy for Japanese language learning: exploring multidisciplinary and cross-cultural research in design and linguistics
 - When It's Worth Remembering: Refreshing our Memory Studies to Account for Multimodal Practice in the Digital Landscape
- 2015 *Wonder*, digital animation
Biennial Faculty Exhibition, School of Art + Design, Fine Arts Museum
Western Carolina University

- 2013 Western Carolina University Science Expo, presenter
with Prof. Dan Clapper, Computer Information Systems, College of Business;
Steam Team: Cherokee Syllabary Game App.
- 2012 *Data*, digital animation and video
Biennial Faculty Exhibition, School of Art + Design, Fine Arts Museum
and DADA Festival, College of Fine and Performing Arts
Western Carolina University
- 2011 Collaborative Endeavors in Graphic Design, Southeast Chapter of Art Libraries Society
North America (ARLIS/NA) Conference, collaboration with Alessia Zanin-Yost, WCU
Hunter Library art and design liaison.
Durham, NC
- 2010 Prayers and Reflections, interactive web-based
Biennial Faculty Exhibition, School of Art + Design, Fine Arts Museum
Western Carolina University
- 2005 Visiting Artist, Studio Connections
Tucson, AZ
- 2003 Cultural Immersion Abroad, participating faculty
Fulbright-Hayes Grant: UNC Asheville, UNC Wilmington, Universidad de Catolica
Valparaiso, Chile
- 1996 Visiting Professor, (fall quarter) Video Production and Computer Graphics
Salish Kootenai College, Flathead Indian Reservation, Pablo, MT
- 1993 Visiting Professor, (summer) Video Production/Computer Graphics
Salish Kootenai College, Flathead Indian Reservation, Pablo, MT
- 1995 Animation Workshop, Visiting Artist (invited), Esperero Canyon Middle School
Tucson, AZ
- 1992 A Case Study in the Evolution of Electronic Media in a Curriculum, presenter
Computers in Art and Design Conference, Virginia Commonwealth University, Richmond,
VA
- 1991-1992 Instructor of computer art, Summer Discovery Program, Virginia Commonwealth
University
Richmond, VA

PROFESSIONAL DEVELOPMENT

- 2023 Develop Qualtrics Survey and completed IRB application to acquire feedback from users
of Cherokee language learning tools.
- 2023 Attended Training for Navigate, new university advising and student tracking software.
Implemented.
- 2021 Completed 3, CITI courses as required for IRB (Institutional Research Board) compliance;
related to work with Undergraduate Research Assistant in ART 481, Independent Study.

- 2020 Online Training on learning and using Curriculog; working with Suzanne Melton, Administrative Support Specialist.
- Expanded understanding and use of Blackboard, and integrated into courses along with course websites. Self-directed.
- 2019 Coulter Faculty Commons: improving teaching and learning
- Quick Course Analysis, ART 132, April 22, 2019
 - Classroom Observation, ART 479, April 2, 2019
 - Class Observation, ART 271, September 4, 2018
 - Small Group Analysis, ART 132, April 9, 2018
- 2018-2019 Online Training at Lynda.com and ESRI to learn data driven mapping software, ArcGIS
- 2018 Attended Photosphere, "Immersive Visualization", Asheville, NC, November 9, 2018
- 2018 Visited the Barcelona Supercomputer Center for tour and presentation. March 8th.
- 2018 Attended the 12th International Design Principles & Practices Conference, Barcelona, Spain
- 2017-2018 Participated in Assessment Workshop a day-long event sponsored by the CFP.
- 2017 Participated in Outlook Calendar Workshop with Lettie Cooper in IT
- 2016-2017 M4 Presentations by the College of Fine and Performing Arts, attendee
- Learning Objectives Event, January 17, 2017
 - Center for Career Services, November 28, 2016
 - Diversity Issues on Campus, September 26, 2016
 - Social Media, March 28, 2016
- 2014-2017 Online Training at Lynda.com, ADOBE® Creative Software Suite, self-funded
- 2016 CITI Training and Certification: Human Subjects Research completed Western Carolina University
- 2015-2016 Microcomputer and Microprocessor Learning Community, member Western Carolina University
- 2015 Tutored in MySQL and PHP by Mark Ellersick, University Instructional Technologist Western Carolina University
- 2013-2015 Blackboard Instructional Support/Training, Coulter Faculty Commons Western Carolina University
- 2013 Revised assessment rubrics, worked with Freya Kinner, Instructional Developer Coulter Faculty Commons, Western Carolina University
- 2013 Gamification presentation by Andy Phelps, attended. Coulter Faculty Commons Western Carolina University

- 2012 Computer Language PHP Training Workshops, participant. Taught by Mark Ellersick, Instructional Technologist, Western Carolina University
- 2012 The Role of Flash in Higher Education, online seminar by Paul Trani for Adobe Software
- 2011 CITI Training for Research Involving Students, completed, Western Carolina University
- 2010 Blackboard Workshop, Coulter Faculty Commons
- 2010 Other Pedagogies and the Phylum Porifera, attendee
SECAC CurioUser Conference, Virginia Commonwealth University, Richmond, VA
- 2009 College of Fine and Performing Arts Technology Grant,
Multimedia workstation, School of Art and Design, Western Carolina University
- 2009 Small Group Analysis with Dr. Robert Crowe, for Art 370, Art 371/471
Coulter Faculty Commons, Western Carolina University
- 2008 Small Group Analysis with Dr. Robert Crowe, for Art 370, Art 371/471
Coulter Faculty Commons, Western Carolina University
Spring 2009 and Fall 2008
- 2008 Faculty Education and Enrichment Day (FEED), attended. Coulter Faculty Commons
Western Carolina University

TEACHING - Western Carolina University 2009 - Present

- Art 132 Two-Dimensional Design
- Art 270 Communication Design
- Art 271 Interactive Media
- Art 371 Design Studio I
- Art 460 Motion Design I
- Art 479 Motion Design II
- Art 481 Independent Study
- Art 483 Internship
- Art 493 Special Topics in Design

Course Development

- 2023 ART 479 Motion Design 1, spring, developed new assignments for the class: Framing Meaning – applying visual semiotics, and Data Visualization/Information Design based on research in one of the following categories: Education, Household Median Income, Poverty Rate, Population, Population Diversity, Occupations, Gross Domestic Product, Health; comparing the data as it relates to the students’ home county, the state, and the United States.
- 2023 ART 371 Design Studio 1, fall, revised assignment initiated in fall 2022 on designing characters based on DuoLingo’s language app branding criteria, and animating them to communicate through gesture only. The assignment addressed multimodal communication: visual characteristics, timing, and gestures.

Developed new assignment titled, Directions Poster, a large-format printed project.

Multidisciplinary Collaborations + Community Engagement + Service Learning + Honors Contracts

- 2023 Honors' Contract - ART 132, Two-Dimensional Design, with Payton Maiers – Set of Perspective Drawings
- 2022-2023 ART 371 + Cherokee Studies Program, WCU
Partnership with Dr. Sara Snyder Hopkins, Director, and her Intermediate Cherokee Language class and design students enrolled in ART 371, Design Studio 1. Developed an interactive image/sound display, 4 feet by 8 feet, to be used as a tool for learning Cherokee vocabulary related to conjugations of the word *Walking Around*. Installed in McKee Academic Building, outside room 103 and the offices for the Cherokee Studies Program, in December 2023.
- 2021 ART 479 + Kituwah Academy (spring)
Partnership with Hartwell Francis, Education Curriculum Director, Kituwah Academy, Cherokee, NC, and graphic design students. Design and develop animations by for understanding how 5 human senses work. Combine aspects of Cherokee culture and the science.
- 2021 ART 479 + FTP Senior Thesis Student Filmmakers (spring)
Title sequences for web series productions.
- 2020 ART 479 + Kituwah Academy (spring)
Partnership with Hartwell Francis, Education Curriculum Director, Kituwah Academy, Cherokee, NC, and graphic design students enrolled in WCU ART 479, Motion Graphics 2 to develop animations by for learning about shapes and Cherokee language. Final animations have been integrated into curricula at Kituwah Academy.
- 2020 ART 479 + FTP Senior Thesis Student Filmmakers (spring)
Title sequences for new web series productions: Beepocalypse, Unhinged, Blacklisted
- 2019 ART 479 + Kituwah Academy (spring)
Partnership with Hartwell Francis, Education Curriculum Director, Kituwah Academy, Cherokee, NC, and graphic design students enrolled in WCU ART 479, Motion Graphics 2 (spring 2019) to develop animations by for learning basic addition and subtraction and Cherokee language. Final animations have been integrated into curricula at Kituwah Academy.
- 2017 – 2019 ART 132 + ENGR 493 (spring/fall/spring)
Touch Board™. project development and implementation.
Planning began in 2017. Partners included Dr. Yanjun Yan, Assistant Professor Engineering and Technology, her students enrolled in ENGR 493 during spring 2019, Erin McManus, Director at Full Spectrum Farms - a non-profit organization for children to adults on the autism spectrum, the FSF clients, and students enrolled in my section of ART 132 during spring 2019. This project was approved as a service-learning project. The Touch Boards™ interactive compositions created by the FSF clients were given to the Full Spectrum Farms.
- 2010-2019 ART 479 + FTP Senior Thesis Student Filmmakers (spring)
Title Sequences for Senior Thesis Films –
Western Carolina educational collaborators:

- Josh Russell and Josh Overbay, WCU Film Television Production faculty
- Jack Sholder, WCU Film Television Production program, School of Stage and Screen, College of Fine and Performing Arts
- Students enrolled in WCU FTP 489 Senior Film Project
- Bruce Frazier and his students enrolled in WCU MUS 468 Scoring for Film and Video and in various other classes, School of Music, College of Fine and Performing Arts. Students enrolled on ART 479 Motion Graphics II, School of Art + Design

2015-2018

ART 460 + National Nanotechnology Coordination Office + NPR/PBS Community Ideas Stations, Science Matters (fall)

Nanotechnology Animations –

Western Carolina University educational collaborators:

- Bruce Frazier, WCU School of Music, and his students
- Damon Sink, WCU School of Music, and his students
- WCU School of Art + Design, Motion Graphics 1, ART 460 students

Professional Partners:

- Debbie Mickle, Content Manager for NPR/PBS Community Idea Stations, Science Matters and PBS stations WCVE, WHTJ
- Quinn Spadola, PhD, Program Manager for Education and Outreach, and Lisa E. Friedersdorf, PhD, Director, at the National Nanotechnology Coordination Office

Students' work selected for presentation on the NPR/PBS Community Idea Stations, Science Matters and PBS stations WCVE, WHTJ. Students' work has been included in [PBS Learning Media](#), and the [National Science Foundation- Science 360](#), and are mentioned in the White House Blog, [Educating and Inspiring Students through Nanotechnology](#). They can be accessed also via multimedia resources, animations, link in the [Nano.gov](#) website.

- Stephanie Bollinger and Paden Langner, How Can Nanotechnology Help Farmers Grow Their Crops? (2018)
<https://ideastations.org/science-matters/science-news/how-will-nanotechnology-help-farmers-grow-their-crops>
- Zach Outen and Shelby Weaver, How Can Nanotechnology Keep Your Food Safe? (2018)
<https://ideastations.org/science-matters/hot-shots/hot-jobs/how-will-nanotechnology-keep-your-food-safe>
- Sarah Cook, How Do You See the Nanoscale? (2016)
<http://ideastations.org/science-matters/hot-shots/hot-jobs/how-do-you-see-nanoscale>
- Ali Burke, What's A Quantum Dot? (2016)
<http://ideastations.org/science-matters/hot-shots/hot-jobs/whats-quantum-dot>
- Steven Handy, How Do Doctors Target Cancer Cells? (2016)
<http://ideastations.org/science-matters/hot-shots/hot-jobs/how-do-doctors-target-diseased-cells>
- Travis Maness, How Can Technology Save Energy? (2015)
<http://ideastations.org/science-matters/hot-shots/hot-jobs/how-can-nanotechnology-save-energy>
- Justin Warren, What Can Nanotechnology Do for You? (2015)
<http://ideastations.org/science-matters/hot-shots/hot-jobs/what-can-nanotechnology-do-you>
- Emily Giarrette, How Will Nanotechnology Improve Your Health? (2015)

<http://ideastations.org/science-matters/hot-shots/hot-jobs/how-will-nanotechnology-improve-your-health-1>

- 2016-2017 ART 371 + Kituwah Academy (spring/fall/spring)
Cherokee Pronoun Project/Cherokee Word Games
Western Carolina educational collaborators:
- Hartwell Francis, Education Curriculum Developer, Kituwah Academy, Cherokee, NC
 - Tom Belt, Coordinator, Cherokee Language Program, Western Carolina University
 - Students enrolled in Intermediate Cherokee II, CHER 232
 - Students enrolled in WCU Graphic Design 1, ART 371
 - Students enrolled in WCU Management 404, Senior Capstone Class with Dr. Ed Wright; A three-student team researched market feasibility for Cherokee Pronoun/Word Games
- Professional Partnerships:
- Adrienne Smith, Coordinator, imagiNATIONS Activity Center Smithsonian National Museum of the American Indian, Washington, DC
Included Cherokee Word Games in the ImagiNATIONS Activity Center at the NMAI, and the Cherokee Nation in Tahlequah, OK
 - Primal Screen, dynamic media design firm, Atlanta, GA
Reviewed Cherokee Word Games for translation into a digital learning game app and provided itemized estimated costs.
 - ART 371 + WCU School of Business, Computer Information Systems Program + School of Arts and Sciences, Geosciences and Natural Resources Department (spring)
Campus Tree Map
Western Carolina University educational collaborators:
 - WCU Dan Clapper and his students in Computer Information Systems
 - WCU Diane Styers and her students in Department of Geosciences and Natural Resources
 - WCU School of Art + Design, students enrolled in Graphic Design 1, ART 371
- 2014 ART 460 + WCU School of Music + NPR/PBS/ WCVE (fall)
What Makes a Beetle a Beetle?
Students created animations to accompany a feature that aired August 5, 2014, on the National Public Radio Station WCVE in Richmond, VA, weekly radio show titled, What's Bugging You?
Western Carolina educational collaborators:
- Bruce Frazier and his students enrolled in MUS 468 Scoring for Film and Video
 - Design students enrolled in ART 460, Motion Graphics 1
- Professional Partnerships:
- Dr. Art Evans, entomologist and educator
 - Steve Clark, producer for WCVE NPR weekly feature What's Bugging You?
- 2014 ART 371 + CIS 465 (spring)
WCU Campus Trials App.
Students designed graphical user interface for a mobile web application for navigating the WCU trails system; CIS students built the app.
Western Carolina educational collaborators:
- Dan Clapper and his students enrolled in CIS 465 Applications Development (spring)

- Students enrolled in ART 371 Graphic Design 1
- Base Camp Cullowhee (Client)

- 2013 ART 371 + CIS 465 + WCU Cherokee Language Program (spring)
Cherokee Syllabary Game App.
Students designed a prototype game app for learning how to pronounce Cherokee syllables; graphic design students designed the graphical interface and worked with CIS students to organized the structure of information and feedback and the CIS student built the prototype.
Western Carolina educational collaborators:
- Dan Clapper and his student enrolled in CIS 465 Applications Development (spring)
 - Students enrolled in ART 371 Graphic Design 1
 - Hartwell Francis, Founding Director of Cherokee Language Program
- 2010 Collaborate with colleague John Jicha in teaching ART 474: Portfolio for Graphic Design Students (spring). Workshop on building and designing websites.

Undergraduate Research

- 2021 - 2022 Research into Interactive Design, NCUR + WCU Undergraduate Research Expo, Western Carolina University.
Christina Perry, as part of her work in ART 481 Independent Study, submitted proposals to both events and presented in Spring 2022.
- 2017 Cherokee Word Games, WCU Undergraduate Research Expo, Western Carolina University.
Hannah Faub for her work as one of the designers in the Cherokee Word Game project, and for her work in revising and documenting the Cherokee Pronoun Project (ART 493)
- 2017 Cherokee Word Games, National Conference of Undergraduate Research (NCUR), Memphis, TN
Hannah Faub for her work as one of the designers in the Cherokee Word Game project, and for her work in revising and documenting the Cherokee Pronoun Project (ART 493)
Accepted/ did not attend.
- 2011 WCU Undergraduate Research Expo, Western Carolina University
Dream Time, digital animation, by Holly Overcash (ART 479) animation, and Brandon Chapman (MUS 468) music

Student Field Trips

- 2019 Field Trip with design students to Primal Screen design firm and the High Museum in Atlanta.
- 2019 Traveled to Kituwaha Academy, a Cherokee Language immersion school in Cherokee, NC with students enrolled in ART 479 (spring).
- 2017 Traveled with two students (Hannah Faub and Sarah Cook) to present Cherokee Word Games to Smithsonian National Museum of the American Indian, ImagiNATIONS Activity Center and to visit with nanotechnology animation partners at the National Nanotechnology Coordination Office. Both in Washington, DC. (spring)

- 2016 ART 317 students tour Cherokee Central Schools, Cherokee, NC, and meet with Cherokee Language instructors to present early versions of Cherokee Word Games. (spring)
- 2016 Traveled with students in the School of Art and Design to Primal Screen design studio, High Museum, and Museum of Design Atlanta, Atlanta, GA. (fall)
- 2015 Traveled with students in the School of Art and Design to Primal Screen design studio, High Museum, and Museum of Design Atlanta, Atlanta, GA. (fall)
- 2013 Traveled with students in the School of Art and Design to Primal Screen design studio, High Museum, and Museum of Design Atlanta, Atlanta, GA. (fall)
- 2011 Traveled with students in the School of Art and Design to Primal Screen design studio, High Museum, and Museum of Design Atlanta, Atlanta, GA. (fall)
- 2009 Traveled with students in the School of Art and Design to Primal Screen design studio, High Museum, and Museum of Design Atlanta, Atlanta, GA. (fall)

TEACHING - University of North Carolina Asheville 2001-2007

- MMAS 121 Introduction to Web Page and Interactive Design
- MMAS 173 Special Topics: Visual Communication Design
- MMAS 179 Decoding Visual Culture (Liberal Studies Colloquium)
- MMAS 320 Intermediate Interactive Design
- MMAS 340 Multimedia Arts and Sciences Internships
- MMAS 373 Special Topics: Visual Communication + Computer Graphic Design
- MMAS 379 Decoding Visual Culture (Liberal Studies Colloquium)
- MMAS 420 Advanced Interactive Design
- MMAS 499 Undergraduate Research Projects

Service Learning: Progressive Education Program, TC Roberson High School; develop image and sound-based interactive learning software for use by physically challenged young students (MMAS 320).

TEACHING - Virginia Commonwealth University 1984-1998

- Communication and Presentation
- Communication Vehicles
- Computer Graphics 1 and 2
- Electronic Animation 1
- Introduction to Video
- Media Arts Survey
- Sound Communications
- Topics in Design
- Video Editing
- Video 1 and 2 Graduate thesis advisor and thesis reader

SERVICE - Western Carolina University

University

- 2021 – 2023 Curriculum Committee
- 2017-2019 High Impact Practices Community of Practice, Committee Member.
- 2016-2019 Scholarly Development Assignment Program Committee, member
Review Applicant Proposals and Make Recommendations for scholarly leave
- 2014-2018 Academic Technology Advancement Committee, representative
Participate in university challenges and developments regarding wide range of campus technology and report to the School of Art and Design, and other schools within the College of Fine and Performing Arts.
- 2017-2019 WCU Faculty High Impact Practices Community of Practice, member
Focused on the pedagogical aspects of the creative activities and research conducted by undergraduates at Western Carolina University.
- 2017-2018 Provost's Internal Funding Grants, member
Review Applicant Proposals and Make Recommendations for granting awards
- 2015 Internal Reviewer for the Film Television Production Program
- 2012-2015 Chancellor's Travel Fund Committee, member (chair 2013-2014)
- 2015 Participated in the review of the new WCU website
- 2012-2013 DigiX Planning Committee, Coulter Faculty Commons, member
- 2012-2013 Jay M. Robinson Award for Excellence in e-Teaching Committee, member
Review online courses submitted for consideration of the award, participate in voting for finalist.

College of Fine and Performing Arts

- 2019 – Present Collegial Review Committee, member
- 2019 – 2021 Academic Appeals Committee, member
- 2017 – 2019 Explore possibilities for collaboration between Film Television Production Program and Graphic Design; meeting with Josh Russell new Director of FTP, and Damon Sink, Faculty in the School of Music.
- 2012-2018 Technology Committee / Bring Your Own Device (BYOD) Initiative, representative for School of Art & Design. Assess computer hardware and software needs for SOAD BFA and BA degree programs. Work with IT to determine hardware specifications for software needed. Attend meeting with APPLE computer reps.

- 2017 Presentation on Graphic Design to the WCU Board of Trustees; Graphic design student Hannah Faub and MALaFratta
- 2017 Fall semester joined colleagues, Tom Ashcraft, Morgan Kennedy, Kevin Fitzpatrick, Dean George Brown, and Provost Alison Morrison-Shetlar, in visiting the UNCA Maker Space in Asheville and Revolve Gallery
- 2015-2016 Synergy Committee, representative for School of Art & Design
Together with School of Music and Stage & Screen develop ideas for curriculum intersections.
- 2013-2016 Participating Faculty in the annual spring Control Chaos Film Festival, Film Television and Production Program, School of Stage and Screen
- 2014-2015 Search Committee for Dean of College of Fine and Performing Arts, member
- 2014-2015 Friends of the Arts Advancement Council, representative for School of Art & Design
- 2011 Multidisciplinary Multimedia Programs Document Review Committee, member
- 2010-2011 Technology Committee, representative for School of Art & Design
Discuss technology needs in SOAD and review applications for technology award grants.

School of Art and Design

- 2022-2023 Search Committee, Chairperson; Assistant Professor in Graphic Design
- 2022-2023 Space Committee, Chairperson. Evaluate use and allocation of space within the School of Art + Design.
- 2015-Present Collegial Review Committee, member
Review and evaluate faculty tenure, promotion, and reappointment dossiers. Provide recommendations to the SOAD Director. Peer reviews, DCRD review and edits.
- 2010- Present Curriculum Committee, member
Review, present for approval, and complete forms related to SOAD curriculum changes.
- 2010-Present MFA Advisory/Graduate Committee, member
Attend Graduate Thesis Shows, participate in graduate critiques, meet with grads individually to discuss ideas and their work, and review new graduate applications.
- 2008 – Present Academic Advising

2021-2022	Space Committee, member. Evaluate use and allocation of space within the School of Art + Design.
2020-2021	Graphic Design Entrance Portfolio, coordinator and reviewer
2021	Thesis Reader, Kyle Kelsey (fall) Thesis Reader, for graduate student, Lex Turnbull (spring)
2019-2021	Scholarships Committee. Member Review applications for various SOAD scholarship
2010-2020	Art Foundation/BFA Committee, member Review portfolios for students entering the BFA degree programs, meet to discuss and implement changes in the Foundations curriculum and meet with Graduate TAs teaching Foundation classes to provide guidance and feedback.
2016-2021	Assessment Committee, member as coordinator of Graphic Design Identify NASAD and SACS accreditation requirements, and specify courses that meet various learning objectives. Develop schedule for implementation. Revised schedule for assessing SLOs.
2019 -2020	Search Committee for Graphic Design Tenure Track Faculty position, chair
2018	SOAD Vision Committee. Develop new vision statement for the department.
2017	SOAD Art and Entrepreneurship Resume Workshop: Presenter (January)
2017	Oversee all functions of the graphic design program while colleague, Jon Jicha was on sabbatical in India for fall semester.
2017	Represented Graphic Design in meeting with the NASAD accreditation team.
2015-2016	Marketing Committee, member Develop strategies for marketing the SOAD: Kids Art Day, Green Energy Park
2010-2011	Search Committee for Painting and Drawing faculty, member
2009-2010	School of Art and Design Committee on Recruitment, Retention and Advising, member.

Community Engagement

2020-2022	Partnership with Kituwah Academy, Cherokee Language immersion school in Cherokee, NC and senior graphic design students. Projects include design and develop educational
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- animations for learning a variety of subjects: shapes, math, science, all integrated with teaching and preservation. (spring)
- 2019 Students enrolled in ART 460 Motion Graphics 1 work with faculty and staff at Kituwah Academy in Cherokee, NC, to design and develop animations for learning shapes, for kindergarten and first grade children. (fall)
- 2019 Students enrolled in ART 479, the designers of the Cherokee Working with Numbers animations, met with and presented their work to Tribal elders and members of the Eastern Band of the Cherokee Indian in the Bardo Arts Center at WCU, April 11th. Student animations are used in the curricula at Kituwah Academy and have been included in the academy's website. (spring)
- 2018 Represented graphic design at the FOA Gala (invited) along with design student Stephanie Bollinger.
- 2018 Juror (invited) for the National Science Foundation Generation Nano competition of middle school entries about nanotechnology: storyboards, videos, and comics.
- 2018 College of Fine and Performing Arts Day of Service, volunteered at Full Spectrum Farms, a non-profit organization located in Western North Carolina that serves children, teens, and adults with Autism Spectrum Disorder.
- 2015-2018 Students (10 in total) animations accepted as content on the NPR/PBS Community Idea Stations, Science Matters and PBS stations WCVE, WHTJ. Additionally, included in [PBS Learning Media](#), the [National Science Foundation- Science 360](#), the [Nano.gov](#) websites.
- Stephanie Bollinger and Paden Langner, How Can Nanotechnology Help Farmers Grow Their Crops? (2018)
<https://ideastations.org/science-matters/science-news/how-will-nanotechnology-help-farmers-grow-their-crops>
 - Zach Outen and Shelby Weaver, How Can Nanotechnology Keep Your Food Safe? (2018)
<https://ideastations.org/science-matters/hot-shots/hot-jobs/how-will-nanotechnology-keep-your-food-safe>
 - Sarah Cook, How Do You See the Nanoscale? (2016)
<http://ideastations.org/science-matters/hot-shots/hot-jobs/how-do-you-see-nanoscale>
 - Ali Burke, What's A Quantum Dot? (2016)
<http://ideastations.org/science-matters/hot-shots/hot-jobs/whats-quantum-dot>
 - Steven Handy, How Do Doctors Target Cancer Cells? (2016)
<http://ideastations.org/science-matters/hot-shots/hot-jobs/how-do-doctors-target-diseased-cells>
 - Travis Maness, How Can Technology Save Energy? (2015)
<http://ideastations.org/science-matters/hot-shots/hot-jobs/how-can-nanotechnology-save-energy>
 - Justin Warren, What Can Nanotechnology Do for You? (2015)

- Oversee Graphic Design portion of SOAD website and update as needed.
- Work with Community Colleges developing Articulation Agreements
- Oversee NASAD accreditation compliance
- Assessment coordinator for graphic design: develop criteria and implementation plan.
- Seek funding for additional resources needed for the graphic design program.
- Work to secure additional classroom/studio space for graphic design.
- Work to secure a critique space for the graphic design program.
- Identify graphic design student assistants and tutors for working in the design computer lab/studio.
- Review all transfer credits within art and design. Determine credits to be applied towards BFA with emphasis in graphic design.
- Review entrance portfolios.

2015	Develop Graphic Design Articulation Agreement with AB Tech Community College, Asheville, NC
2012-2014	Work collaboratively with Jon Jicha and design students designing and presenting ideas for new School of Art & Design website.
2010-2012	Revise and maintain School of Art & Design university website using RedDot.
2009-2010	Develop Art Articulation Agreements with AB Tech Community College, Asheville, NC A collaborative effort with colleague, Professor Richard Tichich

Advising

2009-Present	Provide 3 hours a week in office hours and individual meetings by appointment. I advise approximately 30-35 students.
2010-2011	Co-Advisor for Art Students League, with Professor Marya Roland.
2010	Advisor for Art Education student, Regina Hathaway (Art 463)

Supervisory Activities

2009-present	Select and hire knowledgeable graphic design majors to work as studio/lab monitors and tutors the graphic design studio. Determine work schedules and assign duties.
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Other Service

2009-Present	Attend Undergraduate Graduation
2009-Present	Open House, represent Graphic Design (fall+spring)

2009-Present	Partner Graphic Design students with on-campus departments seeking student designers
2019	Dinner with visiting artist, Ann Hamilton, with SOAD colleagues.
2018	Attended Opening Reception for the Alumni Art Exhibition at Fine Arts Museum
2016	Dinner with visiting designer, Susan Szenazy editor of Metropolis Magazine, with colleague, Jon Jicha (November)
2015-2016	.MOV Experiments in Sensory Design public presentation of student animations. Participating faculty with colleague Jon Jicha (spring)
2015-2016	Identify student designers to working with Rubae Schoen on the WCU Imagine magazine
2015	Meeting with colleague, Heather Mae Erickson, to discuss and set up Facebook account and page to promote graphic design at WCU.
2015	Assist with Annual Juried Undergraduate Student Art Show for presenting computer-based work and digital animations by graphic design students accepted into the exhibition.
2014	Identify design student workers for Johnny Penley, Coulter Faculty Center
2014	Provide workshop for SOAD graduate students on making a portfolio website; collaboration with Sam Thao, graphic design student and lab assistant
2014	School of Art and Design Strategic Planning Retreat, attended
2011	Guest of Briana Randle, senior graphic design, at the Fine and Performing Arts Student Awards Ceremony and Recognition (spring)
2010	Assist with Annual Juried Undergraduate Student Art Show for presenting computer-based work and digital animations by graphic design students accepted into the exhibition. (spring)
2010	Presentation on web design to Professor Mark Holiday's class, CSCI 151.02, Computer Science Problem Solving and Programming. (February)

SERVICE | University of North Carolina Asheville (2001-2007)

- Multimedia Arts and Sciences Advisory Committee
- University Community-Based Undergraduate Research Task Force University Honors Committee
- University Information Literacy Intensives Committee
- University Interdisciplinary Studies Task Force
- University Library Committee
- Chair, MMAS Search Committee for Animation/Video Faculty
- Chair, MMAS Search Committee for Digital Graphic Design Faculty
- Chair, MMAS Curriculum Committee

- Developed the Annual Juried MMAS Student Exhibition
- Director, Multimedia Arts and Sciences Program (MMAS)
- MMAS Library Representative
- MMAS Visiting Speakers Committee
- Asheville Buncombe Community College and MMAS/UNCA; foster academic relationships between multimedia curricula.
- Asheville Chamber of Commerce, MMAS/UNCA Faculty Representative fostering media arts and technology in Western North Carolina.
- Establish professional relationships between MMAS/UNCA and local businesses for MMAS student internships.

SERVICE | Virginia Commonwealth University (1984-1998)

- University Faculty Senate
- School of the Arts Undergraduate Curriculum Committee
- School of the Arts Faculty Advisory Committee
- School of the Arts Strategic Planning Committee
- Departmental Curriculum Committee
- Departmental Portfolio Review Committee
- Electronic Media Curriculum Committee
- Departmental Tenure and Promotion Committee
- Search Committee for Electronic Media
- Departmental Assessment Committee
- Departmental Graduate Committee

PROFESSIONAL MEMBERSHIPS

2017-Present Design Principles and Practices Research Network, member
 2017-2024 WCU, Friends of the Arts, member/contributor
 2011-2019 Asheville Fine Art Museum, member/contributor