

# DAVID SMITH

## CURRICULUM VITAE

### EDUCATION

Goddard College	MFA in Interdisciplinary Arts	2015
Ringling College of Art and Design	BFA in Graphic Design	1982

### ACADEMIC EXPERIENCE

Assistant Professor of Graphic Design, Auburn University, Auburn, AL	2017–present
Assistant Professor of Art—Graphic Design, Jacksonville University, Jacksonville, FL	2015–16
Artist in Residence—Graphic Design, Jacksonville University, Jacksonville, FL	2014
Visiting Assistant Professor of Graphic Design, Jacksonville University, Jacksonville, FL	2011–13
Visiting Resource Instructor, Jacksonville University, Jacksonville, FL	2010

### PROFESSIONAL EXPERIENCE (Non-academic)

President, Axis Design Solutions, Inc., Saint Johns, FL	2004–10
SVP of Creative Services, Husk Jennings Advertising, Jacksonville, FL	1998–03
Associate Creative Director, Husk Jennings Advertising, Jacksonville, FL	1993–97
Senior Art Director, Husk Jennings Advertising, Jacksonville, FL	1986–92
Art Director, Husk Jennings Advertising, Jacksonville, FL	1984–85
Art Director, Caraway Kemp Communications, Jacksonville, FL	1983
Graphic Designer, Joe Kerr Design, Chicago, IL	1982

### AWARDS

*University & College Designers Association Design Competition and Exhibition Award of Excellence: Print Design. Poster to promote Design Thinking Courses	2020
University & College Designers Association Design Competition and Exhibition Honorable Mention: Illustration. For poster promoting Design Thinking Courses	2020
*Auburn Arts Association Photo XXI Juried Photography Exhibition Merit Award: Photography. For Corrugated of Alabama documentation research	2020
<i>Prints Regional Design Annual</i> , The Bolles School view book (National publication highlighting regional standouts from across the USA)	2006
<i>American Corporate Identity</i> , Husk Jennings stationery	2005
Mead Top 60 Award of Excellence, Daryl Bunn Photography brochure	1993
Jacksonville Club of Superb Printing, Best of Category, Daryl Bunn Photography brochure	1993
Potlatch Award of Excellence, Residential Services Corporation annual report	1992
National Addy Award of Excellence, Illustrations for Southeast Sourcebook	1992
Mead Top 60 Award of Excellence, Assc. of Tennis Professionals Tour brochure	1990
DESI Award (Graphic Design:USA), AT&T direct mail “Bright Moves”	1990
DESI Award (Graphic Design:USA), AT&T direct mail “Bright Ideas”	1990
Printing Industries of America Best of Category: Direct Mail American Cancer Society specialty direct mail	1990
DESI Award (Graphic Design:USA), PIE Nationwide magazine ad	1989
DESI Award (Graphic Design:USA), AT&T capabilities brochure	1989
<i>Communication Arts</i> , Design Annual Award of Excellence, AT&T capabilities brochure	1988

<i>Prints Regional Design Annual</i> , Barnett Bank direct mail	1988
AAF-Jacksonville Addy Award: Best of Show, Gate ad campaign	1987
Advertising Club of New York Award of Excellence for Gate ad campaign	1987
DESI Award (Graphic Design:USA), University Hospital of Jacksonville magazine ad	1987
DESI Award (Graphic Design:USA), AT&T multiple brochure package	1987
<i>Prints Regional Design Annual</i> , AT&T invitation	1987
<i>Prints Regional Design Annual</i> , Newsletter for Gate Lands Company	1987
<i>Prints Regional Design Annual</i> , Limerick's Restaurant menu	1986
The One Show Merit Award, Jacksonville Food Bank magazine ad	1985

## RECOGNITION IN INDUSTRY PUBLICATIONS

<i>Adobe.com</i> ; May 19 Blog Article: <i>Auburn University Starts a Legacy of Digital Literacy for Tomorrow's Students</i>	2020
<i>Adweek</i> ; January 20 Issue; What's New Portfolio—An International Sampler of New and Noteworthy Ads; Children's Haven magazine ad	1986
<i>Graphic Design:USA</i> , February Issue, Jacksonville Symphony stage backdrop design	1986
<i>ADS Magazine</i> ; July Issue; Consumer Ad Highlights; Jacksonville Food Bank magazine ad	1985
<i>Adweek</i> ; June 3 Issue; What's New Portfolio—An International Sampler of New and Noteworthy Ads; Jacksonville Food Bank magazine ad	1985
<i>Advertising Age</i> ; May 23 Issue; Global Gallery; Jacksonville Food Bank magazine ad	1985

## ARTICLE LENGTH PUBLICATIONS

*'Studio-Based Learning Strategies Inspire Thoughtful and Purposeful Designers'; Applied Human Factors and Ergonomics: Advances in Industrial Design (at press); With Joyce Thomas and Doris Wells-Papanek	2021
*'Identity, Wayfinding and Construction for an Underserved Population in Ecuador'; Applied Human Factors and Ergonomics: Advances in Industrial Design, pp 234-239	2020
*'Lessons from the Archive: Still Relevant 50 Years Later'; Applied Human Factors and Ergonomics: Advances in Industrial Design, pp 214-219	2019

## PAPERS DELIVERED FOR ACADEMIC CONFERENCE PROCEEDINGS

*'Studio-Based Learning Strategies Inspire Thoughtful and Purposeful Designers'; 12 <sup>TH</sup> International AHFE Conference; NYC; With Joyce Thomas and Doris Wells-Papanek	2021
'Design Thinking In and Out of Prison'; 15 <sup>TH</sup> International Conference on Design Principles & Practice; University of Monterrey, Mexico (Virtual because of Covid-19)	2021
'Perceptual Boundaries Based on Role an Social Context: A Collaboration between Prison Students and University Students'; 98 <sup>TH</sup> Annual Meeting of the Alabama Academy of Sciences; University of South Alabama (Virtual because of Covid-19)	2021
*'Identity, Wayfinding and Construction for an Underserved Population in Ecuador'; 11 <sup>TH</sup> International AHFE Conference; San Diego, CA (Virtual because of Covid-19)	2020
*'Lessons from the Archive: Still Relevant 50 Years Later'; 10 <sup>TH</sup> International AHFE Conference; Washington, DC	2019
'Does the Digital Medium Discourage Student Ideation and Refinement of Projects?'; 107 <sup>TH</sup> College Art Association (CAA) International Conference; NYC; Round table with Jason Swift, Raymond Yeager, Nina Bellisio, and Chris Olszewski	2019
'Technology Tensions Within Visual Arts Education'; 96 <sup>TH</sup> Annual Meeting of the Alabama Academy of Sciences; Tuskegee University	2019
'Enhancing Casual Learning of Science with Graphic Design'; 95 <sup>TH</sup> Annual Meeting of the Alabama Academy of Sciences; Samford University	2018

## JURIES AND PRESENTATIONS

AIGA Jacksonville, Group panel discussion on portfolio preparation	2008
Flagler College, Senior Graphic Design portfolio review	2008
Flagler College, Senior Graphic Design portfolio review	2007
Flagler College, Senior Graphic Design portfolio review	2005
International Engraved Graphic Association, Judge in creative stationery competition	2004
Flagler College, Senior Graphic Design portfolio review	2003
AIGA Jacksonville, Presentation on self-promotion	2003
American Transportation Marketing Association, Judge in communications competition	1986

## EXHIBITIONS

*University & College Designers Association 50 <sup>TH</sup> Design Conference, Exhibition, and Permanent Collection, (Virtual because of Covid-19)	2020
*Auburn Arts Association Photo XXI Juried Photography Exhibition, Jan Dempsey Community Gallery, Auburn, AL	2020
Cathedral Arts Project Gallery, group show, Jacksonville, FL	2016
Faculty Biennial, group show, Alexander Brest Gallery, Jacksonville University, Jacksonville, FL	2016
Jacksonville University Administration Lobby, Group show, Jacksonville University, Jacksonville, FL	2016
MFA-IA Juried Art Exhibit, Pratt Gallery, Goddard College, Plainfield, VT	2015
Faculty Biennial, group show, Alexander Brest Gallery, Jacksonville University, Jacksonville, FL	2014
AIGA Jacksonville Always Summer Poster Show, CoRK Arts District, Jacksonville, FL	2013
Faculty Biennial, group show, Alexander Brest Gallery, Jacksonville University, Jacksonville, FL	2012
AIGA Jacksonville Always Summer Poster Show, CoRK Arts District, Jacksonville, FL	2012
Faculty Biennial, group show, Alexander Brest Gallery, Jacksonville University, Jacksonville, FL	2010

## GRANTS / FUNDING

Sponsored Design Studio, College of Architecture, Design and Construction (\$30,000) Two studios were funded to overlay a theme of social justice, with Asst. Prof. Joyce Thomas.	2020
College of Architecture, Design and Construction Seed Grant (\$5000) David Smith (Principal), Alan Bugg, Junshan Lui. Needs assessment for Eia-Nkwanta Regional Hospital in Ghana, Africa.	2019
McWhorter Fund for Excellence (\$7500) Alan Bugg (Principal), David Smith, Junshan Lui. Design sustainable renovation and user experience for Eia-Nkwanta Regional Hospital in Ghana, Africa.	2019
Sponsored Research, College of Architecture, Design and Construction (\$5000) David Smith (Principal), Alan Bugg, Kasia Leousis Video and website documentation of Corrugated of Alabama.	2018
McWhorter Fund for Excellence (\$5000) David Smith (Principal), Alan Bugg. Signage design for community in Quito, Ecuador.	2018
McWhorter Fund for Excellence (\$7500) Alan Bugg (Principal), David Smith. Design-build rooftop learning center with graphics.	2018

## UNIVERSITY SERVICE

### AUBURN UNIVERSITY | SCHOOL OF INDUSTRIAL AND GRAPHIC DESIGN

Auburn Creative Research Showcase committee	2020–present
Auburn AIGA Student Group Faculty Advisor	2020–present
Auburn AIGA Student Group Faculty Co-Advisor	2018–2020

### JACKSONVILLE UNIVERSITY

Web Migration Advisory committee, Jacksonville University	2016
Co-Chair, Core Curriculum committee, Jacksonville University	2016
Core Curriculum committee, Jacksonville University	2015
Faculty Affairs committee, Jacksonville University	2014
Developed revisions to Graphic Design curriculum, Jacksonville University	2012

## PROFESSIONAL ASSOCIATIONS

AIGA	2018–2021
AIGA (Founding member and original board member of Jacksonville Chapter)	1989–2010
Alabama Academy of Science	2018–2021

## TEACHING ACTIVITIES

### AUBURN UNIVERSITY

Senior Project (Spring 2021)
NEW COURSE: Design Thinking: Digital Media (Spring 2020, Summer 2020, Fall 2020, Spring 2021)
Interactive Media (Spring 2018, Spring 2019, Spring 2020, Fall 2020, Spring 2021)
Graphic Processes (Fall 2017, Spring 2018, Fall 2018, Spring 2019, Summer 2019, Fall 2019, Spring 2020)
Introduction to Graphic Design (Fall 2017, Fall 2018, Fall 2019, Fall 2020)

### ALABAMA PRISON ARTS AND EDUCATION PROJECT (*Certificate classes*)

Bullock Correctional Facility, Introduction to Drawing (Spring 2018)
Ventress Correctional Facility, Introduction to Drawing (Summer 2018)
Staton Correctional Facility, Design Thinking (Spring 2019)

### INDIAN INSTITUTE OF SCIENCE (*Assisted in workshop*)

Assisted Auburn University Professor Wei Wang in conducting a two day workshop on creating effective presentations. The workshop was given to 48 graduate students from the Center for Product Design and Manufacturing at the Indian Institute of Science in Bangalore, India. (Summer 2019)

### JACKSONVILLE UNIVERSITY

Digital Art (Fall 2010, Fall 2013, Spring 2014, Spring 2015, Spring 2016)
Graphic Design Studio (Fall 2010, Fall 2011, Fall 2012, Fall 2013, Fall 2014, Fall 2015, Fall 2016)
Typography (Fall 2010, Fall 2011, Fall 2012, Fall 2013, Fall 2014, Fall 2015, Fall 2016)
NEW COURSE: Special Topics—Advertising Design (Fall 2011)
NEW COURSE: Special Topics—Identity Design (Fall 2012)
NEW COURSE: Mobile Design (Fall 2013, Fall 2014, Fall 2015, Fall 2016)
Portfolio (Spring 2011, Spring 2012, Spring 2013, Spring 2014, Spring 2015, Spring 2016)
Graphic Design (Spring 2012, Spring 2013, Spring 2014, Spring 2015, Spring 2016)
Web Design (Spring 2011, Spring 2012, Spring 2013, Spring 2014, Spring 2015, Spring 2016)