

## BETH E. KOCH, Ph.D.

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### EDUCATION

**PhD in Graphic Design**, December 2011. University of Minnesota, St. Paul, MN.  
Dissertation title: "Human emotion response to typeface design"

**MFA in Design, Housing & Apparel emphasis in Interactive Design, minor in Psychology**, December 2006,  
Graduated with Honors, GPA 3.884, University of Minnesota, Thesis title: "Exploring the affective nature  
of effective electronic learning environments"

**BFA in Visual Communications**, 1983. Herron School of Art, Indiana University Purdue University Indianapolis, IN.

### ADMINISTRATION, TEACHING, RESEARCH

**Assistant Professor of Art, tenure-track**. West Virginia Wesleyan College, School of Fine Arts and Humanities,  
Department of Art, Buckhannon, WV. August 2015 to Present.

**Assistant Professor**, Marshall University, College of Arts and Media, School of Art and Design, Huntington, WV.  
August 2013-May 2015 (adjunct 2014-2015, full-time one year contract 2013-2014).

**Associate Professor of Design with tenure**. University of Minnesota Duluth, School of Fine Arts, Department of  
Art and Design, Duluth, MN. Member of the Graduate Faculty. August 2007 to July 2013.

#### **Academic Program Director of Advertising program and of the Design Management program.**

The Art Institutes International Minnesota, Minneapolis, MN. Administration and program development,  
instruction, curriculum, and educational outcomes. Responsible for persistence, faculty, and department budget  
in a for-profit educational environment with a student-centered learning mission. July 2006 to July 2007.  
Served as Adjunct Faculty from August 2005 to July 2006.

**Graduate Instructor**, University of Minnesota, Design, Housing and Apparel, Saint Paul, MN. August 2003 to Fall  
2006. Research Assistant to Dr. Brad Hokanson, spring and summer semesters.

**Graduate Research Assistant**, University of Minnesota, Saint Paul, MN. Assistant to Dr. Seung-Eun Lee.

- Game design software research for a GRAVEL grant.
- Flash game design "Interactive games as an aid to learning".
- Wrote survey and article summaries about consumer trust in online shopping.
- Co-developed survey about small business use of the internet, chosen for website deployment.
- Wrote journal articles summaries published online. Small business e-commerce.
- Wrote telephone interview script and questionnaire to learn about small businesses.
- Conducted and recorded phone interviews with the Minnesota small business owners.
- Transcribed phone interviews and analyzed responses.
- Developed business cases, summary articles from interviews, and published online.

**Assistant Professor**, Marshall University, College of Fine Arts, School of Art and Design, Huntington, WV. August  
2002-May 2003. Adjunct Instructor, August 2001-May 2002.

### COURSES TAUGHT

**West Virginia Wesleyan College**, Buckhannon, WV. Liberal Arts course: Visual Experience, and Department of Art  
courses: Design Fundamentals, Design Production Studio, Motion Graphics I, and Digital Photography.

**Marshall University**, Huntington, WV. Foundations: Animation, Persuasion, Web Design, Advanced Interactive  
Design (web, Dreamweaver, CMS, information architecture, usability, interface design), Multimedia Publishing  
(ebook/interactive pdf/iPad and Mobile with Adobe Digital Publishing System, Advanced Graphic Design (brand-  
ing, business of design), Independent Studies (video, game design), Typography & Computer Skills, Electronic  
Media (Photoshop, Illustrator, InDesign), Professional Practice. Graphic Design II, Introduction to Visual Art.

**University of Minnesota Duluth**, Duluth, MN. Typography I, Advanced Typography, Interactive Design I and II, Graphic Design I and III, Senior Graphic Design Studio I and II, Graduate Design Seminar and Studio, Undergraduate Independent Study in Graphic Design, Graduate Independent Study in Graphic Design, MFA Thesis Advisor.

**University of Minnesota**, Saint Paul, MN. Graphic Design I: Text and Image, Typographic Design.

**The Art Institutes International Minnesota**, Minneapolis, MN. Design Production Team, Art Direction, Typography for Digital Media, Advanced Typography, Corporate Identity and Communication, Fundamentals of Design. Online Ground Courses: Corporate Identity and Communication (3 sections) and Advanced Typography. Guest Lectures: Project Management; Portfolio Foundations; Graphic Design Senior Portfolio.

### **Graduate Student Examining Committees**

2012 Served as chair of examining committee for one graduate student and served on examining committees for two graduate students. Matthew Olin, Dustin Thompson, Chenxi Jin.

2011 Served as chair of examining committee for two graduate students and served on examining committee for one graduate student. Ivana Savic, Eric Stykel, Charlene Heil Asseng

2010 Served as chair of examining committee for one graduate student. Saša Kološnjaj

2009 Served on examining committee for one graduate student. Kimberly Reed

2008 Served as chair of examining committee for one graduate student. Heather Haaland

### **Support of Student Learning**

2015. Invited to serve as faculty reviewer for Senior Capstone project presentations, Ellen Mueller, faculty.

2012. I invited and hosted a guest lecture by graphic designer/illustrator Jeff Hillis (UMD design graduate) for presentation to graphic design students about his award-winning career in package design and about careers for students in graphic design.

2012. Collaborated with Professor of Marketing and Department Head Stephen B. Castleberry, Ph.D. Two graphic design students, Sean Dalton and Mark Heusch, worked with several teams of marketing student to visualize and present a pitch for the National Football League (NFL team) Minnesota Vikings. Guest lectured about the roles of designers in working with marketing teams.

2012. Collaborated with Vice Chancellor of Student Life, Dr. Lisa Erwin. Three classes of Typography II students developed ideas to help translate and promote the Student Statement of Commitment for all UMD students campus wide.

2011. Travelled to attend lecture and exhibition opening of "Graphic Design: Now in Production." Walker Art Center, Target and Friedman Galleries. Minneapolis, MN. October 22-January 22, 2011. Attended with graduate student Chexi Jin and undergraduate student Lisa Benedix.

2009-2010. Portfolio One-On-One. Minneapolis, MN. Provided portfolio preparation advice for several students. Accompanied students from my class: Anna Affias, Bri Bernini, Carrie Bethel, Chris Boesche, Sarah Caffrey, Kate Deitner, Julianne Glawe, Brian Hochman, and Natalie St. Marie.

2008. Art and Design Lecture series (October). Host for Rick Griffith classroom visit and lunch.

### **Lectures attended for teaching development**

2015 Completed New Faculty Training Series at West Virginia Wesleyan College.

2012 Attended 3-day workshop, "The Art of Participatory Leadership", January 10-12, 2012 at Carondelet Center, St. Paul, MN. Hosted by Jerry Nagel.

2010 Lecture at University of Minnesota Duluth: "Teaching and Creativity", Dr. Brad Hokanson.

2010 Completed the Early Career Series: Teaching Workshops at University of Minnesota Duluth.

2010 Lecture at University of Minnesota Duluth: "Velcro" teaching: Making learning stick.

## GUEST LECTURES

International Package Design: A Graphic Design Workshop. Baskent University, Ankara, Turkey. Workshop and presentation for the class of Professor Inaç Insulu. March 17–29, 2008.

Future directions in Design. Presented at Baskent University, Ankara, Turkey to Graphic Design majors. Organized by Dr. Filiz Yenigehirlioglu, March 25, 2008.

Careers in Graphic Design. Lecture for Jelena Tosovich, The Art Institutes International Minnesota. Portfolio Foundations. 2006.

Creative management in advertising agencies and marketing communications environments. Guest Lecture for Ann George, The Art Institutes International Minnesota. Project Management. 2006.

Professional practices and processes in package design. Guest Lecture for John Owens, University of Minnesota, Graphic Design III: Packaging and Display class. November 16, 2005.

Self-Promotion for Musicians. Guest Lecture for Dr. Marshall Onofrio. Marshall University, Professional Practice for Musicians. April 16, 2003.

## PROFESSIONAL PRACTICE

### Recent Consulting Projects

- Led students in an information architecture assessment and re-design of Marshall University's website, student pages. My report and student's reports submitted to administrators.
- Consulting on University of Minnesota Duluth's School of Fine Arts Student Affairs website: navigation, information architecture, usability, and content strategy.
- Poster design for Glensheen Concerts by the Lake, The Jim Melde Big Band. Duluth, MN
- Promotional poster design and souvenir t-shirt designs for 13th and 15th Annual Undergraduate Research Opportunities Research and Artistic Showcase.
- Consulting on web design and information architecture of the University of Minnesota Duluth's School of Fine Arts website.
- Consulting on website design for United Way of Northeastern Minnesota.
- Co-developed an interactive game module for a Web CT–deployed Typography course.
- Produced media showcase of student work for the Art Department at Marshall University, WV.

### Positions in Industry

**CEO/Publisher**, Little Leaf Press, Inc., Lavalette, WV; Milaca, MN. Book Publisher. Freelance Graphic Design. Print and Electronic. Children's, history, hobby, and academic books; PDF e-books; web design; collateral; exhibit; presentations; and promotion design. Creative consulting. Training. Business administration. Clients: Nine Titles In Print with authors from New York, California, Florida, Texas, Nebraska, Ohio, and West Virginia. May 1998 to May 2002.

**Marketing Communications Manager**, Carlson Learning Company, Minneapolis, MN ▪ Publisher, instrumented learning and training. Strategic marketing and creative planning. Writing and design: product development and design, web site manager, national advertising campaign, trade show, promotion, event marketing, communications, listserv, newsletter. September 1997 to May 1998.

**Principle/Owner**, B+B Graphic Consultants, Fraser, MI; Big Lake, MN ▪ Freelance web and graphic design. Projects from creative and marketing consulting, corporate identity and annual reports, to packaging, exhibit design, promotion, advertising, catalogs, direct mail, sales training, and presentations. Clients: Fingerhut, FirstBanks, Detroit Medical Center, Medtronic, Inc., Musicland Group, and Trend Enterprises. June 1992 to September 1997.

**Senior Art Director**, Carlson Marketing Group, Minneapolis, MN; Dayton, OH ■ Frequency Direct Marketing. Loyalty, customer rewards, frequent buyer programs, incentives, partnership, and new business team. Responsible for pitching and managing multi-million dollar accounts: scheduling, estimating, concept design to completion; art direction: illustration, photography, mock-ups, printing, and travel. Clients: Mobil, Toys R Us, Braniff Airlines, BellSouth, Sprint, TGIFridays, Amway, NCNB / NationsBank. October 1988 to June 1992.

**Art Director**, Hillis Mackey & Company, Minneapolis, MN ■ Package Design Studio. National and regional brands, food and consumer products. Design, from marker comps, mock-ups, photo direction, and type mark-up, through production. Brands, lines, all material types. Client presentation. Clients: 3M, General Mills, Pillsbury, Land O Lakes, Kemps Dairy, Squibb Pharmaceutical, Diamond Brands. July 1987 to October 1988.

**Associate Art Director**, The Webb Company, Saint Paul, MN ■ Magazine Publishing. Company-branded magazine publishing. Design and art direction. Concept to print, purchasing photos and art, pagination, type mark-up to on-press printing direction. Clients: Discover Card, Mattel Toys, and Valley Irrigation/Valmont. July 1986 to July 1987.

**Assistant Art Director**, Keller Crescent Company, Evansville, IN ■ 4A's Advertising Agency. Consumer, trade, business-to-business. Art direction and design, type mark-up, direction of keyline, art, and photography, TV commercial direction, on-press printing direction. Clients: Indiana University, Anchor Hocking, Magic Chef Appliances, Acme Boot Company, Arkla Furnace and Grill, Norge Appliances, Wayne Dalton. July 1983 to July 1986.

**Lab Assistant**, Herron School of Art, Indianapolis, IN ■ Photomechanical and Cold (metal hand-set) Type Labs. Manage schedule, supplies, chemistry. Metal type, printing presses, stat cameras, typesetter, headliner, photo-silkscreen, darkroom, color key, and INT. Typesetter for Typography Professor Rolf Rehe, co-founder of the Society of News Design. 1981 to 1983.

**Typesetter and Production Artist**, Indytype/Shepard & Poorman Printing, Indianapolis, IN ■ Newsmagazine Publisher. Nationwide trucking publications. High volume typesetting, stat camera operation, advertising design, and keyline for a variety of publications. 1983.

**Production Assistant**, Melvin Simon & Associates, Indianapolis, IN ■ Shopping Mall Developer. Advertising, promotion, and conference. Typesetting, keylining, stat camera, and title slide production. Black and white and color photography for national conference. 1982.

**Watercolor Painting Instructor**, Herron School of Art, Saturday School Program, Indianapolis, IN ■ Summer art instruction program for students age 12 to 18. Herron students taught classes, developed courses, organized lessons, provided instruction, demonstration, lectures, critiques, and evaluations. Presented semester open house and student show. 1980 to 1982.

**Typesetter/Production Artist**, Perry Publications, Inc., "Perry Township Weekly", Beach Grove, IN ■ Newspaper. Weekly community newspaper. Designed advertisements for customer approval, copyfitting, typesetting, keylining, stat camera. Layout of pages. 1981.

**Production Manager, Staff Typesetter/Keyline**, IUPUI, "Sagamore" Newsmagazine, Indianapolis, IN ■ Newsmagazine. Managed staff of typesetters, photographers, camera operators and keyliners. Designed page layout. Designed supplemental issues and advertisements. Prepared schedules and worked with staff to meet deadlines. Typeset, keyline, and stat camera operation. 1980 to 1981.

## HONORS, AWARDS, AND GRANTS

\$1,000. Chancellor's Small Grant. Funding received to attend the International Visual Literacy Association (IVLA) annual conference in Portland, Maine, October 10-13, 2012. Invited paper presentation.

Nomination for University of Minnesota Graduate School Best Dissertation Awards: My doctoral dissertation was nominated as the best dissertation from the Department of Design, Housing & Apparel. 2012.

\$1,000–1,500 School of Fine Arts Dean's Office special funding received for graduate student to attend the "Reading Digital Symposium." Rochester Institute of Technology (RIT), Rochester, NY. April 27-28, 2012.

\$200 Ludden Travel Grant, University of Minnesota Twin Cities. Funds used to partially cover travel expenses to the International Visual Literacy Association 2011 Conference. Galloway, NJ, September 28-October 2, 2011. Invited paper presentation.

\$750 SFA Faculty Development Grant. Funds used to partially cover travel expenses to the International Visual Literacy Association 2011 Conference. Galloway, NJ. September 28–October 2, 2011. Invited paper presentation.

\$375. SFA Special Faculty Development Funds. Funds used to partially cover travel expenses to the International Visual Literacy Association 2011 Conference. Galloway, NJ. September 28–October 2, 2011. Invited paper presentation.

\$750. Chancellor's Small Grant. Funding received to take graduate student to Response Ability, the AIGA Design Educators Conference. Toledo, OH. May 14–17, 2010.

\$18,000. Vice Chancellor for Academic Affairs Grant for research/creative activity funds. Title of project: Design in Education and Cultural Preservation. June 22–July 12, 2009. Baskent University, Ankara, Turkey. Collaborating faculty: Mariana Waisman (Co-PI), Beth E. Koch (Co-PI), Julia Gillett (author), Jim Klueg, Dr. Filiz Yenigehirlioglu, Dr. Billur Tekkök, Dr. Donald H. Sanders. 2009.

\$1,500. Office of International Programs Travel Grant. University of Minnesota. Travel to New Views 2: "Conversations and Dialogues in Graphic Design" An International Symposium Defining Graphic Design for The Future. July 9–11, 2008. London College of Communication, London, UK. 2008.

\$1,000. Dean's Travel Award. University of Minnesota Duluth, School of Fine Arts. Travel to New Views 2: "Conversations and Dialogues in Graphic Design" An International Symposium Defining Graphic Design for The Future. July 9–11, 2008. London College of Communication, London, UK. 2008.

Phi Upsilon Omicron National Honor Society in Family & Consumer Sciences; Alpha Chapter. 2005.

Mary Hoover Award for Teaching Excellence: Recipient for DHA 2345 Typographic Design. One graduate instructor is awarded in the DHA department at the University of Minnesota. 2005.

Nominee Mary Hoover Award for Teaching Excellence graduate instructor. 2004.

University of Minnesota. College of Human Ecology, E-Scholarship Committee Grant of \$1,000 for Training in Web CT. 2004.

Midwest Book Awards: First Place, One and Two Color Cover Design, Remembering Armageddon: Reflections on a Century of War by R. Bedford Watkins. 2001.

Midwest Book Awards: Merit, One and Two Color Cover Design, Canterbury Quintet: The General Prologue and Four Tales by Geoffrey Chaucer, Edited by Michael Murphy 2001.

Mature Media Awards: First Place, Annual Reports, Shalom Community Alliance. 1998.

Echo Awards for Direct Mail: Finalist, Iams Dog Food/Cat Food Sample Mailer. 1991.

Quality Service Management Kudos Award: Iams Pet Foods account. 1991.

Carlson Marketing Group Frequency Creative: Merit, New Business. 1991.

Carlson Marketing Group Creative Awards: Best Creative, NCNB bank. 1991.

Carlson Marketing Group Creative Awards: BellSouth creative team. 1991.

Quality Service Management Kudos Award: BellSouth account. 1990.

Carlson Marketing Group Frequency Creative: BellSouth account. 1990.

Quality Service Management Kudos Award: Braniff Airlines account. 1988.

CLIO Awards: Second Place, Wine/Liquor Packaging, St. Wendel Cellars Gift Box. 1986.

AAAI Golden Circle Awards: Certificate, Collateral, Indiana School of Music Opera Theater. 1986.

International Advertising Festival: Merit, Brochures, Indiana School of Music Opera Theater. 1986.

ADDY Awards: Merit, Packaging, St. Wendel Cellars Gift Box. 1986.

Indiana Art Directors Club: Merit, Packaging, St. Wendel Cellars Gift Box. 1986.

CLIO Awards: Merit, Wine/Liquor Packaging, St. Wendel Cellars Wine Labeling. 1985.

ADDY Awards: First Place, Packaging, St. Wendel Cellars Premium Wine Labeling. 1985.

ADDY Awards: First Place, Brochures, Indiana School of Music Opera Theater. 1985.  
ADDY Awards: First Place, Packaging, St. Wendel Cellars Wine Labeling. 1984.  
ADDY Awards: First Place, Direct Mail Campaign, Acme Boot Company. 1984.  
ADDY Awards: Merit, Package Design, Douglas Products. 1984.  
ADDY Awards: Merit, Sales Kit, Ameritech. 1984.  
Penrod Arts Society, Indianapolis Museum of Art, Certificate. 1980–81.  
Herron School of Art Saturday School Program, Watercolor painting instructor. Certificate. 1980–81.  
Indianapolis Children's Museum, Arts Unlimited Program, Certificate. 1980–81.

## **CREATIVE PRODUCTION AND PUBLICATIONS**

### **Published Papers**

Koch, Beth E. (2012). "Emotion in typographic design: an empirical examination." *Visible Language Journal*. 46(3). 2012. p. 208–229.

Koch, B. E. (2011). "Human emotion response to typeface design" Dissertation, University of Minnesota.

### **Abstracts in published proceedings**

Koch, B. E. (2009). "Democratization of typography". Exhibition catalog of the juried exhibition: IDEAS 09: Arts at the Digital Edge. November 5—December 6, 2009. International Digital Media and Art Association's 7th annual conference At the Digital Edge: Digital Innovations and Challenges. Muncie, IN. Jurors: Dena Elisabeth Eber, Shaurya Kumar, Erika Adams, David Colagiovanni, Linda Lauro-Lazin.

Koch, B. E. (2008). Graphic Design Education Isn't Enough: Interactive and digitally responsible course design. New Views 2 "Conversations and Dialogues in Graphic Design" An International Symposium Defining Graphic Design for the Future. University of the Arts London, London College of Communication, School of Graphic Design, London, England, July 9–11, 2008.

Hokanson, B., Koch, B., and Longinotti, E. (2005). Separating the hand from the fingers: an examination of tool use in design education. *Designs on eLearning: the International Conference on Learning and Teaching in Art, Design and Communication*, 2005 University of the Arts London. Presented by Hokanson.

### **Papers read at professional meetings**

Koch, B. E. (2012). "Emotion in typographic design: Initial findings on gender effects." International Visual Literacy Association (IVLA), October 10–14, 2012, Portland, ME.

Koch, B. E. (2012). "Perception of typefaces: A quantitative visual methodology." SOTA Society of Typographic Aficionados, TypeCon: MKSHIFT conference, July 31–August 5, 2012, Milwaukee, WI.

Koch, B. E. (2010). "Human emotion response to typographic design: initial findings". International Visual Literacy Association 2011 Conference. Galloway, NJ. September 28–October 2, 2011.

Koch, B. E. (2010). "Graphic Design Education in Northeastern Minnesota". Presented at the 40th Annual UCDA Design Conference (University and College Designers Association) Design Education Summit. Minneapolis, MN. October 1, 2010.

Koch, B. E. (2009). Democratization of typography: Historical processes, future tools. Presented at: International Digital Media and Art Association's 7th annual conference "At the Digital Edge: Digital Innovations and Challenges". November 6, 2009 at Ball State University Museum of Art, Muncie, IN.

Koch, B. E. (2008). Graphic Design Education Isn't Enough: Interactive and digitally responsible course design. Presented at: New Views 2 — Conversations and dialogues in graphic design: An international symposium defining graphic design for the future. July 9 -11, 2008 at the University of the Arts London, London College of Communication, School of Graphic Design. London, England.

Koch, B. E. (2008). Exploring the affective nature of electronic learning environments. Presented at *Massaging Media 2: Graphic Design Education in the Age of Dynamic Media*. AIGA Design Educators Conference, April 4–6, 2008, Boston, MA. Conference Chairpersons: Brian Lucid and Joseph Quackenbush.

Koch, B. E. (2008). Preservation Benefiting from Modern Technology and Use: Graphic Design and Applications. The Symposium for Preservation of Cultural Heritage. March 17–19, 2008.

Baskent University, Ankara, Turkey. The Scientific and Technological Research Council of Turkey (Tubitak), Scientific Human Resources Development (Bideb), Fellowships for Visiting Scientists Programme.

### **Internet publications and other**

Emerging, a publication of the University of Minnesota College of Design. Spring 2010, Vol. 4, No. 2, page 12. News announcement and image of work accepted to the International Digital Media and Art Association Conference, Nov. 2009. Koch, Beth E. (2009). "Democracy of Typography".

April 30, 2010. The Lumina Foundation for Education: Tuning statewide graphic design educators' conference. The Minnesota Office of Higher Education, Minnesota State Colleges and Universities System. Member of a panel discussion.

Koch, B. E., Lee, S., Douah, R., and Montgomery, R. (2005). Use of the Internet by small business entrepreneurs: Benefits and challenges. International Textile and Apparel Association Proceedings [abstract #62, 2005, Res327.] Study investigated how rural entrepreneurs use the Internet as a business tool. Poster presented by Douah. <http://www.itaonline.org/downloads/P2005-Res-KochB-Business-Res327.pdf>

Koch, B., Lee, S., Littrell, M. A. (2004). Electronic Commerce of Handcrafted Products: A Case Study of Eziba.com International Textile and Apparel Association Proceedings 2004 [abstract #61, 2004, Res161.]. Monument, CO. Retrieved from <http://www.itaonline.org/downloads/P2004-Res-KochB-Electronic-Res161.pdf>

Koch, B. E. (2003). Keeping Old-World Traditions Alive Via The Internet: Baking Czechoslovakian Pastry, Ján Gadzo. Rural small business e-commerce case study posted on the website for Access Minnesota Main Street (Rae Montgomery). <http://www.ecommerce.umn.edu>

Koch, B. E. (2003). Traveling Across the Internet to Access the North Woods: Bill Hansen, Sawbill Outfitters. Rural small business e-commerce case study posted on the website for Access Minnesota Main Street (Rae Montgomery). <http://www.ecommerce.umn.edu>

Koch, B. E. (2003). Going Global: Taking Recycling to the Next Level with Government Contracts: Shane Schmidt, Pro-Tainer. Rural small business e-commerce case study posted on the website for Access Minnesota Main Street (Rae Montgomery). <http://www.ecommerce.umn.edu>

Survey co-developed with Remi Douah for DHA8101 Topics in Design, Housing & Apparel—E-Commerce. Our survey was chosen from all student-created surveys and posted on the website for Access Minnesota Main Street (contact Rae Montgomery). <http://www.ecommerce.umn.edu> Fall 2003.

Researched journal articles and wrote a series of concise summaries that were published on the Access Minnesota Mainstreet web site [University of Minnesota, Rae Montgomery]. Subjects were summaries of current research in e-commerce of relevance to small businesses. <http://www.ecommerce.umn.edu> Fall 2003.

### **In Progress**

Koch, B. E. (2016). "Typeface meaning studies: Past, Present, Future," full chapter for the forthcoming book *Type Matters: The Rhetoricity of Letterforms*, C.S. Wyatt & Danielle Nicole DeVoss, Eds.

## **ARTISTIC ACHIEVEMENT**

### **Exhibitions Curated**

Martinson, B., Bowden, K., Bukoski, K., Hustoles, S., Koch, B., Luhman, J., Noran, R., & Riley, K. (2004). Seeing Color. The Goldstein Museum of Design, University of Minnesota. October 3 -January 9, 2005. Co-curator; designed logo and postcard; presented concept for signage; researched conceptual and psychological meanings of the color orange and selected orange items for exhibition. Group developed exhibition concept to include objects across the museum's entire permanent collection: decorative arts, apparel design, and graphic design. 2004-05.

## **Invitational & Juried Exhibitions**

Katherine E. Nash Gallery. Regis Center for Art. University of Minnesota, Minneapolis, MN. "vis-à-vis: U of M Faculty Show" September 7–October 7, 2010. Democracy of Typography (2009) digital print.

Ball State University Museum of Art, Muncie, IN. International Digital Media and Art Association's 7th annual conference "At the Digital Edge: Digital Innovations and Challenges". Concurrent juried exhibition: IDEAS 09: Arts at the Digital Edge. Democratization of Typography, digital print. November 5—December 6, 2009. Jurors: Dena Elisabeth Eber, Shaurya Kumar, Erika Adams, David Colagiovanni, Linda Lauro-Lazin.

Tweed Museum of Art, Duluth, MN. University of Minnesota Duluth, Department of Art and Design Faculty Invitations. 911 (title of the work), drawing; Notes on Type (title of the work), Flash interactive teaching tool for teaching Typography.

The Art Institutes International Minnesota Faculty Show. Gallery. Minneapolis, MN. Invitational. 911; and Untitled. Graphite Drawings. October 16–27; later displayed for the quarter in hallways. 2006.

University of Minnesota, Design Housing & Apparel Department. Minneapolis, MN. Self-running electronic display of thesis project: Exploring the affective nature of effective learning environments. 2005.

University of Minnesota, Saint Paul, MN. DHA8114 Graduate Design Studio Open House Show. Interactive works. 2004.

Huntington Museum of Art, Huntington, WV. Tri-State Artists Association Juried Show. 911 (title of the work). Drawing. 2002.

Drinko Library, Marshall University, Huntington, WV. Marshall University Art Department Faculty Invitational. 911 (title of the work). Drawing. 2002.

## **INSTITUTIONAL SERVICE AND ADVISING**

### **Committees at West Virginia Wesleyan College, Art Department assignments, Buckhannon, WV.**

2015–2016 NASAD Accreditation, Art Department faculty lead.

2015 Admissions recruitment activities: Conducted workshop for 22 high school students on Motion Graphics with Adobe After Effects for Macy Jackson, Business Education Teacher, Randolph Technical Center, Elkins, WV.

### **Committee Assignments at Marshall University, Department of Art and Design, Huntington, WV.**

2015 Senior Portfolio Review, April 22 and 24, 2015. Marshall University, Huntington, WV.

2015 Senior Capstone Exhibition, Visual Arts Center Gallery, Marshall University, Huntington, WV. April 9, 13, 2015. Student adviser for three students.

2015 SCORES High School Portfolio Review, April 17, 2015. Marshall University, Huntington, WV.

2014 Senior Portfolio Review, May 7, 2014. Marshall University, Huntington, WV.

2014 Senior Capstone Exhibition, Visual Arts Center Gallery, Marshall University, Huntington, WV. November 16 and December 1, 8, 2014. Student adviser for six students.

2014 Sophomore Portfolio Review, October 10, 2014. Marshall University, Huntington, WV.

### **Committees at University of Minnesota Duluth, university-wide assignments, Duluth, MN.**

2012–2013 Campus Assembly Liberal Education Subcommittee, School of Fine Arts representative.

2012–2013 Academic Advising Committee, Tools & Technology sub-committee, School of Fine Arts faculty representative.

2012–2013 Information Technology Systems and Services (ITSS) Faculty Technology Committee.

### **Committees at University of Minnesota Duluth, School of Fine Arts assignments, Duluth, MN.**

2012 Consulting on School of Fine Arts Student Affairs website: navigation, architecture, content structure, and usability.



### **Committees at University of Minnesota Duluth, Department of Art and Design, Duluth, MN.**

2007–2012 Department of Art and Design Website Advisory Committee, Chair

2007–2012 Department of Art and Design Awards Committee, Chair

2007–2008 Search Committee member for tenure-track position in motion graphics.

2008 Directed the design and production of a t-shirt with student designer Douglas Lefebvre, which was given as a gift to the students and faculty of Baskent University, Ankara, Turkey, at the conclusion of The International Design Workshops during The Symposium for Preservation of Cultural Heritage. March 17–19, 2008.

### **Committees at University of Minnesota Duluth, Graphic Design Area assignments, Duluth, MN.**

2012 Curriculum design review and revision for graphic design area, participant.

2011 Wrote Graphic Design Area Assessment Evaluation with Mariana Waisman (area chair).

2007–2012 Graduate School Faculty in Design

2007–2012 Design faculty reviewer at the MFA Graduate Review

2007–2012 Student advising, average 30 students per semester

2010–2011 Assessment, summative performance evaluation of Sr. Design Studio 2 student portfolios.

2007–2012 Graphic Design Area Portfolio Review. Chair (2011–2012; 2009–2010) and committee member.

2009–2012 Participant in department curriculum review and revisions for NASAD accreditation.

2009–2012 Helped develop Sr. Design Studio 2 program assessment procedure.

### **Committee Assignments at The Art Institutes International Minnesota, Minneapolis, MN.**

2006 Led a committee of Academic Directors and faculty members to develop strategic positioning for the school and design direction for all print communication materials.

2006 Student Club Advisor. Faculty Advisor for AdStars and AdNet, two clubs for advertising students.

### **Committee Assignments at the University of Minnesota, St. Paul, MN.**

2004–2005 University of Minnesota, College of Human Ecology. E-Scholarship Committee. Student member.

2003 University of Minnesota, Department of Design, Housing and Apparel, Design area. Graphic Design Portfolio Review, September 19, 2003. Evaluated foundations portfolios of 16 students.

### **Committee Assignments at Marshall University, Department of Art and Design, Huntington, WV.**

2002–2003 Visual Resource Committee

2003 Senior Capstone Exhibition, Birke Gallery, Marshall University. Huntington, WV. March 29, 2003. Student adviser.

2003 Senior Portfolio Review, May 7, 2003. Reviewer.

2003 Honors Convocation. April 4, 2003.

2003 Freshman Review, March 14, 2003. Reviewer.

2003 Graphic Designers Senior Portfolio Review, March 11 and 12, 2003. Reviewer.

2003 Juried Student Show, March 9, 2003. Reviewer.

2003 National Advertising Student Competition. Creative team adviser for students: Fujiwara, S., Kano, S., and Callahan, T.

2003 SCORES, Feb. 15, 2003. Reviewer of high school art students' portfolios.

2003 Art Department's New York Trip, Jan. 29 – Feb. 2, 2003. Chaperone.

- 2003 Marshall University, College of Fine Arts, Showcase presentation, March 1, 2003.
- 2002 SCORES, Feb. 16, 2002. Reviewer of high school art students' portfolios.

## PROFESSIONAL SERVICE

2015. Textbook review for Pearson Education, Devon Bacso, 221 River Street, Hoboken, NJ 07030, Devon. Bacso@pearson.com. *Design: Form, Content and Vision* by B. Koenig. Submitted September 11, 2015.
2015. Textbook review for Oxford University Press, USA. Richard Carlin, Executive Editor of Art; Meredith H. Keffer, Editorial Assistant, Anthropology, Art & Music, Oxford University Press, USA, Higher Education Group, 198 Madison Ave, 12th Floor, New York, NY 10016, (212) 743-8215, meredith.keffer@oup.com. *Art and Design Fundamentals* by Steven Bleicher. Submitted June 17, 2015.
2015. Manuscript review for Kristy Henson, Biology Department, West Virginia Wesleyan College, "Usefulness of 3D Printing Methodology in the Sciences: Anthropological Evaluation of Human Remains".
- 2014-2012. International Visual Literacy Association (IVLA), Board of Directors.
2008. United Way of Northeastern Minnesota. Kerby Green, Community Relations Director. Consulting on website development. <http://www.unitedwaynemn.org>.
2005. Design: Refining Our Knowledge (October 30 – November 1, 2003) An international graphic design education conference at the University of Minnesota. Martinson, B. & McCarthy, S., co-chairs. Session and media helper.
2004. Manuscript review for Dr. Brad Hokanson, University of Minnesota, "Taxonomy of Learning".
2000. Midwest Independent Publishers Association. Vice-President, Promotions. Board of Directors.

## CERTIFICATIONS

Certified in Web CT, Teaching Assistant Web Certification Program, University of Minnesota. 30 hours completed through a College of Human Ecology E-Scholarship Committee Grant of \$1,000 for Training in Web CT. Co-developed a Web CT component for Typography course with Associate Professor Carol C. Waldron. 2004.

## ADDITIONAL SKILLS

- **Technology:** Adobe Creative Suite CC 2015: InDesign, Photoshop, Illustrator, Dreamweaver, After Effects, Premiere, and Flash. Adobe Digital Publishing System (iPad, Tablet & Mobile Interactive Digital Publishing). Actionscript 3, iMovie, Quicktime, Adobe Acrobat X forms, HTML5, CSS3 (familiarity with Javascript, etc.), Flash Video, Flash Communication Server, Web publishing, responsive design, WordPress CMS, Blogger, Social Media, Certified in Web CT (30 hours), Blackboard, Pearson's MyArtsLab CMS, Microsoft Word, Excel, PowerPoint, Access, and Outlook.
- **Management Skills:** Personnel: Hiring, Review, Mentoring. Students: Advising, Career Counseling.
- **Project Management, Creative Direction, Printing Management, Web Development:** Strategic Marketing Planning and Creative and Design Strategy; Event & Promotion Planning; Creative Project, Pre-Press & Production Management, Budgeting & Scheduling; Art Direction, Creative Planning, Scheduling, Purchasing, Photography and Illustration Direction; Vendor & Paper and Bindery Finishing, Color & Proof Correction, and on-press Art Direction; Website Development: Interface Design, Information Architecture, Interactivity, Animation, and Content Development.

## MEMBERSHIPS

AIGA American Institute of Graphic Arts, national design professionals organization  
 iDAMa International Digital Arts and Media Association  
 IVLA International Visual Literacy Association  
 SOTA Society of Typographic Aficionados  
 UCDA University and College Designers Association

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