

SCHOOL OF FINE ARTS
Faculty Information Form
Reporting Period 01/01/12-12/31/12

Format for use in the School of Fine Arts: All material in parentheses is explanatory and not to be included in final presentation. All information is to be presented in the order shown on this format. Include all categories. Use N/A when not applicable. List only professionally related activities.

I. BIOGRAPHICAL

Name Beth E. Koch
Department Department of Art and Design

II. EDUCATION

Year (s)	Institution	Major Field	Degree Earned
1979–1983	Indiana University Purdue University at Indianapolis (IUPUI) Herron School of Art	Visual Communications	BFA
1995	Saint Mary's University of MN	Psychology	16 cr toward MA
2003–2006	University of Minnesota St. Paul, MN	Design, Housing & Apparel, emphasis in Interactive Design	MFA, Honors
2006-2011	University of Minnesota St. Paul, MN	Design	PhD

III. PROFESSIONAL EXPERIENCE (*most recent first*)

Employing Institution	Title of Position	Primary Responsibility	Dates
University of Minnesota Duluth Duluth, MN	Assistant Professor of Design	Teaching, Research, Service	2007–Present
Art Institutes International MN Minneapolis, MN	Academic Director Faculty	Education Administration Teaching	2006–2007 2004–2005
University of Minnesota St. Paul, MN	Graduate Instructor Research Assistant Research Assistant	Teaching Game Design Retail Merchandising	2003–2006 2005 2004
Marshall University Huntington, WV	Assistant Professor Adjunct Instructor	Teaching, Research, Service Teaching	2002–2003 2001–2002
Little Leaf Press, Inc. Milaca, MN	CEO/Publisher	Principle and Owner	1998–2002
Carlson Learning Company Plymouth, MN	Marketing Communication Manager	Publisher, Marketing and Communication Design	1997–1998
Carlson Marketing Group Plymouth, MN; Dayton, OH	Senior Art Director	Art direction	1988–1992
Hillis Mackey & Company St. Louis Park, MN	Art Director	Package Design	1987–1988
The Webb Company St. Paul, MN	Associate Art Director	Magazine Design	1986–1987
Keller Crescent Company Evansville, IN	Assistant Art Director	Advertising Design	1983–1986

D. Graduate Student Examining Committees

- 2012. Served as chair of examining committee for one graduate student and served on examining committees for two graduate students.
- 2011. Served as chair of examining committee for two graduate students and served on examining committee for one graduate student.
- 2010. Served as chair of examining committee for one graduate student.
- 2009. Served on examining committee for one graduate student.
- 2008. Served as chair of examining committee for one graduate student.

E. Courses developed

September 2008. *ART 4893 International Collaborations—Design in Education and Cultural Preservation* (summer 2009); course designed with Associate Professor Mariana Weisman.

F. Lectures attended for teaching development

- 2012. Attended 3-day workshop, The Art of Participatory Leadership, January 10-12, 2012 at Carondolet 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.

G. Support of student learning

- 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 Heubsch, worked with several teams of marketing student to visualize and present a pitch for the 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.

VI. SCHOLARLY INVESTIGATION, CREATIVE ACTIVITY AND/OR RESEARCH (*specify local, regional, national, international*)

- A. Publication (attach separate sheet for listings if necessary and clearly indicate if the item is [1] published, [2] accepted for publication, [3] submitted but not yet accepted, or [4] in preparation [include published musical compositions])

Published

2012. "Emotion in typographic design: an empirical examination." *Visible Language Journal*. 46(3). 2012. p. 208–229. VLJ is a scholarly journal published by Sharon Helmer Poggenpohl in cooperation with the Rhode Island School of Design and Illinois Institute of Technology.

Accepted for publication

2012. "Human emotion response to typography: initial findings." A paper presented at the conference and forthcoming in its book-length refereed publication, *International Visual Literacy Association (IVLA) Selected Readings*.

Submitted but not yet accepted

In preparation

Paper: "Emotion in typographic design: Initial findings on gender effects." International Visual Literacy Association (IVLA), October 10–14, 2012, Portland, ME. Conference abstract accepted; full paper in preparation, intended for its refereed publication, *IVLA Selected Readings*.

Developing a software-based interactive research tool to measure emotional responses to design. Met with web developer, and a research collaborator, and consulted with Dr. Rajiv Vaidyanathan (UMD marketing department, expert in consumer behavior research).

Abstracts in published proceedings

Koch, Beth E. (2009). "Democratization of Typography." International Digital Media and Art Association's 7th annual conference *At the Digital Edge: Digital Innovations and Challenges*. Muncie, IN.

Koch, Beth 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 Conference Proceedings*. [July 9–11, 2008.] London College of Communication.

Koch, Beth E. (2008). Preservation benefiting from modern technology and use: Graphic design and applications. *The Symposium for Preservation of Cultural Heritage*. March 17–29, 2008. Baskent University, Ankara, Turkey. The Scientific Research Council of Turkey (Tubitak), Scientific Human Resources Development (Bideb), Fellowships for Visiting Scientists Programme.

Announcement of creative work

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*.

Graphic Design Graduate Studies, University of Minnesota, College of Design, brochure. Image of four screen shots from my “Notes on Type” MFA thesis interactive typography learning game, on page 10. Brochure designed by Graphic Design 1 students, Fall, 2008.

B. Artistic Achievement

1. Art exhibitions (*indicate date, place, and type of exhibition, e.g., juried [indicate names of jurors], solo, invitational; awards [be specific]*)

Exhibitions Curated

Invitational & Juried Exhibitions Completed

2010. “Vis-à-vis: U of M Faculty Show.” Katherine E. Nash Gallery. Regis Center for Art. University of Minnesota, Minneapolis, MN. September 7-October 7, 2010. *Democratization of Typography* (title of the work) (2009). Digital print.

2009. 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. Ball State University Museum of Art, Muncie, IN. November 5-December 6, 2009. *Democratization of Typography*, Digital design. Jurors: Dena Elisabeth Eber, Shaurya Kumar, Erika Adams, David Colagiovanni, Linda Lauro-Lazin.

2008. University of Minnesota Duluth Faculty Invitational. Tweed Museum of Art, Duluth, MN. *911* (title of the work), Graphite Drawing; and *Notes on Type* (title of the work), Flash interactive learning environment. September 16–22, 2008.

2. Musical performance or production (*indicate date and place of each performance, nature of performance, e.g., solo, ensemble, director, awards [be specific]*)
3. Theatre or dance performance or production (*indicate date and place of each performance or production, title or nature of event, indicate responsibility in or for the event [be specific]*)

C. Scholarly Research

1. Studies conducted for the purpose of gathering data (*list and briefly describe*)

August–September 2010. Typographic Design Study. Dissertation. University of Minnesota. Online quantitative questionnaire asking designers and non-designers to register their emotions regarding several different typeface designs across 12 different emotion dimensions. The study aims to link typographic design features to emotion reaction.

March 2010. Impact of technology on students’ graphic design process. Students were asked to describe the process of graphic design as they know it and to make a list. In pairs, students shared while the partner drew the personal process of the other student. Descriptive study with drawings, lists, photographs.

2. Dissemination (*list presentations of research findings; include organization/group to whom presented, type of presentation, location, date*)

D. Invited papers read at professional meetings (*date and place*)

“Emotion in typographic design: Initial findings on gender effects.” International Visual Literacy Association (IVLA), October 10–14, 2012, Portland, ME. Paper accepted to conference also intended for its refereed publication, *Selected Readings*.

“Perception of typefaces: A quantitative visual methodology”. TypeCon 2012: MKESHIFT, July 31st – August 5th, 2012 at Intercontinental, Milwaukee, WI, sponsored by the Society of Typographic Aficionados (SOTA).

“Human emotion response to typographic design: initial findings”. September 28-October 2, 2011. *International Visual Literacy Association 2011 Conference*. Galloway, NJ.

“Graphic Design Education In Northeastern Minnesota”. October 1, 2010. University and College Designers Association (UCDA) Design Education Summit. Minneapolis, MN.

“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.

“Graphic Design Education Isn’t Enough: Interactive and Digitally Responsible Course Design”. July 9–11, 2008. *New Views 2: Conversations and Dialogues in Graphic Design An International Symposium Defining Graphic Design for The Future*. London College of Communication, UK.

“Exploring the affective nature of electronic learning environments”. April 4–6, 2008. *Massaging Media 2: Graphic Design Education in the Age of Dynamic Media. AIGA Design Educators Conference*. Boston, MA.

“Preservation Benefiting from Modern Technology and Use: Graphic Design and Applications” March 17–29, 2008. The International Symposium on The Preservation of Cultural Heritage; New Methods and Applications. Başkent University, Ankara, Turkey.

E. Membership on juries or selection committees (*date and place*)

F. Membership in professional organizations

AIGA; International Visual Literacy Association

G. Offices held in professional organizations (*name organization, office, and dates held*)

International Visual Literacy Association, board member, 2013–2015 (three year term).

H. Grants, contracts, awards (*list internal and external grants received*)

2012. \$750. University of Minnesota School of Fine Arts Faculty Development Grant applied for.

2012. \$1,000. University of Minnesota Chancellor’s Faculty Development Grant applied for.

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

2011. \$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.

2011. \$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.

2011. \$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.

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

2009. \$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. Başkent University, Ankara, Turkey. Collaborating faculty: Mariana Waisman (Co-PI), Beth E. Koch (Co-PI), Julia Gillett (author), Jim Klueg, Dr. Filiz Yenişehirlioğlu, Dr. Billur Tekkök, Dr. Donald H. Sanders.

2008. \$1,500. University of Minnesota Office of International Programs Travel Grant. 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.

I. Consultants, lectureships and editorial work (*referee, editorial board, etc.*)

J. Other

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.

VII. SERVICE (*include committee assignments, list all items and/or projects separately, including dates served*)

A. All University

B. UMD

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.

C. School

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

2012. Poster design for Glensheen Concerts by the Lake, The Jim Melde Big Band.

2010. Worked with art historian Jennifer Webb to plan a book on UMD's Glensheen Mansion.

Contacted regional publishers about partnering and printing. Project lead Arden Weaver, Assistant Dean of the School of Fine Arts.

2010. 15th Annual Undergraduate Research Opportunities Program Research and Artistic Showcase. Invited to design promotional poster design and souvenir t-shirt design.

2008. 13th Annual Undergraduate Research Opportunities Program Research and Artistic Showcase. Invited to design promotional poster design and souvenir t-shirt design.
2007. Consulting on the architecture of SFA website for Virginia Jenkins, Head, Art and Design.

D. Department

- 2012-2013. Search Committee member for tenure-track position in graphic design.
2012. Curriculum design review and revision for graphic design area, participant.
2011. Collaborated with Mariana Waisman (area chair) to help write the Graphic Design Area Assessment Evaluation document.
- 2008–2012. Department of Art and Design Website Advisory Committee. Chair.
- 2007–2011. Department of Art and Design Awards Committee. Chair, 2008-2011.
- 2010–2011. Assessment, summative performance evaluation of Sr. Design Studio 2 students.
- 2007–2012. Design Area Portfolio Review. Chair (2011-2012; 2009-2010).
- 2007–2012. Transfer Student Portfolio Review committee member.
- 2009–2012. Participant in department curriculum review.
- 2009–2012. Helped develop Sr. Studio 2 program assessment.
- 2007-2008. Search Committee member for tenure-track position in motion graphics.
- March 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 Başkent University, Ankara, Turkey, at the conclusion of The International Design Workshops.

E. Professionally related public service (*local, state, national, international*)

2008. United Way of Northeastern Minnesota. Kerby Green, Community Relations Director.
<http://www.unitedwaynemn.org>. Consulting on website development.

VIII. DIVERSITY (*provide statements/examples of your efforts to improve diversity [through instruction, scholarship, service, etc.] on campus*)

Graduate students in Graduate Seminar and Studio course researched differences in language representation and symbol preferences between undergraduate students of eastern and western cultures and developed resulting creative works in typography, semiotics of sound, and packaging.

The course, Interactive Design II, contains topics addressing universal design, accessibility, responsive design, usability, online navigation methods, and the W3C (World Wide Web Consortium). These have to do with designing for persons of all abilities and disabilities, as well as designing for global audiences in multiple media formats (computer, iPad, and mobile phones).

Discuss the social and cultural impact of design in packaging and branding international products.

Thesis research considers the diversity of learners and learning styles required in higher education and interactive instruction.

Graduate students' reading assignments are focusing on growing global nature of design in practice.

Classroom discussion topics address diversity in some of these ways:

Typography classes address the ramifications of multi-language typesetting, and font design and technology issues for software system representation of over 60,000 unique letterforms.

Interactive design classes study interface design. We discuss how modes of reading and color meanings are dependent on cultures. We study issues of human-computer interaction and the impact of technology on developing economies worldwide.

Advanced design students discuss the impact of visual communications, advertising, and branding of American companies on their international consumer customers.