



Gary Meacher

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Education

Kent State University *Kent, Ohio*

Master of Fine Arts | Visual Communication Design (terminal degree)

Graduate Certificate | User Experience Design

May 2012

Graduate Teaching Assistant *Kent State University*

Course Assistance | **Visual Communication Design 1** | *3 credit hours* | Fall 2010

An introduction to design principles, typography, and history. Provides an overview of the profession and explores possible career choices within the broadening field of visual communication design.

Cleveland State University *Cleveland, Ohio*

Bachelor of Arts | Concentration Graphic Design

Minor | Marketing

May 2008

Teaching Experience

Culver-Stockton College *Canton, Missouri*

Chair, Art & Design Department | Spring 2013 - Current

Summary of Responsibilities

- Faculty coordination
- Department assessment
- Course scheduling
- Hire adjunct instructors
- Oversee department degree requirements and modifications
- Diffuse personnel issues
- Coordinate department public relations
- Manage department budget
- Art gallery logistics
- Department annual report

Assistant Professor of Art & Design | Fall 2012 - Current

Summary of Responsibilities

- 12 credit hour teaching load per semester
- Student advising
- Committee service
- Recruiting
- Curriculum development
- Student group advising
- Internship supervision
- Computer lab management

Courses Taught

Digital Studio | *3 credit hours* | *Developed all course materials*

Basic operating system procedures of Mac OSX and extensive use of design industry standard programs: Adobe Bridge, Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. Emphasis is placed on applied knowledge as the class progresses from program to program. Comfort with the technology of the field and empowered independent usage within the boundaries of best design practices.

2 Dimensional Design | *3 credit hours* | *Developed all course materials*

Comprehensive overview of design elements and principles through the study of two dimensional space. Emphasis on inventiveness in the use of various media.



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Teaching Experience (continued)

Design and Illustration | 3 credit hours | *Developed all course materials*

Design concepts and digital illustration techniques using Adobe Illustrator. Projects include corporate identity systems, 2 dimensional digital illustration, and multi-purpose vector graphics.

Graphic Design | 3 credit hours | *Developed all course materials*

A broad introduction to design aesthetics and the visual organization of information. Students focus on learning typographic and aesthetic fundamentals. Current design theory, research, and practical application is studied in conjunction with project development. The course is designed to aid students in developing formal design skills with a strong background in process and practicality.

Advanced Graphic Design | 3 credit hours | *Developed all course materials*

Comprehensive instruction on the creation of design collateral using Adobe InDesign. Focus is placed on multi-page print based artifacts, packaging, and cohesive brand development. Students study the creation and production of design pieces from initial production schedules, creative brainstorming, and problem-solving techniques to aesthetic development and modes of output.

Media Design | 3 credit hours | *Developed all course materials*

Emphasis on current multimedia formats: video/motion, web, and mobile applications. Students focus on the design process from research and conceptualization to presentation and implementation with respect to interactive and motion driven mediums. Project include public service announcement videos and iPad/iPhone applications.

Web Design | 3 credit hours | *Developed all course materials*

Introduction to web design principles and web content management. This course covers topics such as user interfaces, web conceptualization, page structure, web accessibility standards, user experience, and design considerations for electronic media. Projects involve the development of web architecture and complete design aesthetic choices specific to the web on mobile and desktop environments. Students develop informational, personal portfolio, and e-commerce websites.

Motion Design | 3 credit hours | *Developed all course materials*

Application of design principles to film and video production through the use of Adobe After Effects. Multimedia projects are researched and created with an emphasis on concept and creative exploration. Projects revolve around the use of kinetic typography and short film production.

Design History | 3 credit hours | *Developed all course materials*

Examine design trends in aesthetics and theory from the invention of writing to the digital revolution. Students learn how to identify styles and understand their significance to contemporary design. Development of their ability to write personal and analytical commentary of a particular design subject as well as their ability to research and present view points on design. Further development is made by creating inspired design pieces with respect to historical design techniques.

e-Portfolio | 1 credit hour | *Developed all course materials*

Creation of an electronic portfolio that showcases student skills and potential to prospective employers and/or graduate schools.

Creative Business & Portfolio | 3 credit hours | *Developed all course materials*

Students produce professional portfolios, resumés, and freelance business collateral. Industry professionals are invited to speak about their experiences and give advice on how to progress in the field. Trips may be taken to local businesses for tours and behind-the-scene looks at business operations.

Senior Capstone | 3 credit hours | *Developed all course materials*

Students create a major body of highly evolved work in a primary studio or graphic design area. The senior capstone project includes an individual thematic series developed at an advanced level of creative exploration. This body of work is the major component of the required senior art show.

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Teaching Experience (continued)

Cuyahoga Community College *Parma, Ohio*

Visual Communication & Design Adjunct Faculty | Fall 2009 – Fall 2011

Courses Taught

Digital Studio Basics | 3 credit hours

An introduction to the Macintosh operating system and the Adobe Creative Suite of software including: Bridge, Photoshop, Illustrator, and InDesign.

Macintosh Basics | 1 credit hour | *Developed all course materials*

An introduction to the Macintosh operating system, word processing, hardware peripherals, and technology best practices.

Media Design | 3 credit hours | *Developed all course materials*

Emphasis on current multimedia formats: video/motion, web, and mobile applications. Students focus on the design process from research and conceptualization to presentation and implementation with respect to interactive and motion driven mediums.

Cleveland State University *Cleveland, Ohio*

Adjunct Art Faculty | Fall 2010 – Spring 2012

Course Taught

Intro to Mac | 3 credit hours | *Developed all course materials.*

An introduction to the Macintosh operating system and the Adobe Creative Suite of software including: Bridge, Photoshop, Illustrator, and InDesign.

Kent State University *Kent, Ohio*

Adjunct Visual Communication Design Faculty | Spring 2011 – Fall 2011

Courses Taught

Basic Computer | 3 credit hours | *Developed all course materials.*

Basic operating system procedures of Mac OSX and extensive use of design industry standard programs: Adobe Bridge, Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. Emphasis is placed on applied knowledge as the class progresses from program to program. Comfort with the technology of the field and empowered independent usage within the boundaries of best design practices.

Advanced Visual Design Media | 3 credit hours

A survey of the basic elements and principles of two-dimensional design, type terminology, typography, design concepts, Adobe InDesign, and Adobe Photoshop.

Visual Design Media (Online) | 3 credit hours

Introduces non-design major students to the Macintosh operating system and the Adobe Creative Suite of products including: Bridge, Photoshop, Illustrator, and InDesign. Introductory critiques on basic composition, layout, and typography.

Apple, Inc. *Westlake, Ohio*

Creative (Hardware and Software Trainer) | August 2008 – August 2010

One to One Sessions

Hour long sessions catered to adult education. Student-led learning environment empowering the member to be independent in their computer use.

Workshops and Field Trips

2 – 3 hour facilitated learning environment with large groups of customers. Tasks are demonstrated and guided towards specific goals in varying subjects revolving around the use of Apple software and hardware.

Personal Projects

4 hour user driven learning sessions. Open subjects catered towards member goals. Projects range from creative processes in photography, video, design, and audio to clerical tasks like word process, presentations, and spread sheets.



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Research

Master of Fine Arts Thesis | *Kent State University*

Note-taking and Information Retention + Recall

Information retention is paramount to the education process. This thesis offers a framework for the development of *Notable*. *Notable* is a versatile iPad application that functions in varied note-taking environments. Considerations for different learning styles and activities that aid in information retention and recall are uniquely utilized throughout the application.

Continued Research Interests

- Memorable design, long lasting creative decisions that penetrate target markets through designing with the functions of the brain in mind.
 - Limiting subjectivity in the design process
 - User centered design
 - Interface design and the future of touch and wearable interfaces
-

Professional Experience

Gary Meacher Design *Cleveland, Ohio*

Graphic Design and Illustration | August 2007 - Current

Maintain a project from research and conceptualization to design and implementation. Notable clients include: Trends International LLC., Cleveland State University, ThoughtWorks LTD., Veterans Contracting, Promote Positivity, Cleveland Social Ventures Partners, Blessing Hospice & Palliative Care, Snappy Geek Digital, Kitchen & Bath Gallery, and Gully Transportation.

Cleveland State University, Art Department *Cleveland, Ohio*

Digital Art Technician | November 2011 - July 2012

Tech support for all hardware and software used within the Art Department. Equipment maintenance and management. Consultation on new equipment purchases and technology for instructional and creative use.

Apple, Inc. *Westlake, Ohio*

Creative (Hardware and Software Trainer) | August 2008 - August 2010

Facilitate student field trips and public workshops in the use of Apple software and hardware. Conduct personal training sessions on best practices of Apple equipment and software applications, as well as consultation of customer projects and personal goals. Employee mentorship, educating them so they may better demonstrate products to customers. Technical support to clients through Genius Bar appointments, troubleshooting any technical issues related to Apple iPod, iPhone, and iPad.

Vindicator Multicultural Magazine *Cleveland, Ohio*

Art Director/Graphic Designer | May 2007 - May 2008

Responsible for production of a 50 page magazine. Cover design, page layouts, and art/photo direction to photographers and other graphic designers to ensure a unifying direction in each issue. Managed a tight monthly production schedule.



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Certifications

Apple Creative

Achieved after an Apple corporate extensive training program, observational period, and proctored exam.

Qualified to educate/train on all Apple devices and software programs. Specialized training on adult education, large group facilitation, brand consistency, and client relationship management.

Apple Small Devices (iPod/iPhone/iPad)

Achieved after a proctored and Apple corporate sponsored exam.

Extensive operation, troubleshooting, and repair of all iPod, iPhone, and iPad models.

Apple iLife

Achieved after a proctored and Apple corporate sponsored exam.

iLife Software suite: iPhoto, iMovie, Garageband, iDVD, and iTunes

Apple iWork

Achieved after a proctored and Apple corporate sponsored exam.

iWork Software suite: Pages, Keynote, and Numbers

Apple Aperture

Achieved after a proctored and Apple corporate sponsored exam.

Apple's professional level photography application, Aperture.

Technical Abilities

Software *Advanced Knowledge*

- Macintosh Operating Systems
- iOS Apple Mobile Operating Systems
- watchOS Apple Operating Systems
- tvOS Apple Operating Systems
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, and Bridge
- Apple iLife: iPhoto, iMovie, Garageband, iDVD, and iTunes
- Apple iWork: Pages, Keynote, and Numbers
- Google Apps
- Cloud Services: Dropbox, iCloud, and Google Drive
- Aperture
- Microsoft Office: Word, Powerpoint, and Excel
- Blackboard Online Learning
- Angel Online Learning
- Jenzibar Online Learning
- Omnigroup Software
- Wordpress Content Management

Software *Intermediate Knowledge*

- Windows Operating System
- Adobe Dreamweaver
- Adobe Flash
- Adobe After Effects
- HTML
- CSS



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Professional Affiliations

AIGA | The Professional Association for Design

Faculty Advisor | *Culver-Stockton College Chapter* | August 2013 – Current
Created the student group. Advertised for and recruited members. Responsibilities include: guiding and preparing students as they work to become professional designers and serving as the liaison between the students and AIGA.

Member | *National Chapter* | October 2010 – Current

Volunteer/attend events revolving around design, research, sustainability, craft, and education. Participate in the online and local communities.

Assistant Interactive Chair | *Cleveland Chapter* | September 2008 – May 2009

Volunteer for events that help educate the community on the value of design and create a camaraderie within the Cleveland graphic design market. Major contributions include the design and implementation of e-newsletters and web based advertising.

President | *Cleveland State University Student Chapter* | August 2007 – May 2008

Organized a series of meetings to create awareness for local design communities and educate emerging professionals on the value of design. Volunteered to educate underprivileged children in the career path of design.

UPA | Usability Professionals Association

Student Member | *Northeast Ohio Chapter* | January 2011 – June 2012

Attend events revolving around user experience design, usability, user testing, and related technology. Volunteered for the World Usability Day 2010, 2011 conferences.

CCA | College Art Association

Student Member | *National Chapter* | November 2011 – November 2012

AAF | American Advertising Federation

Designer | *Cleveland State University Chapter* | August 2007 – May 2008

Responsible for the design and layout of a marketing plan book for AOL Time Warner to be submitted to The National Student Advertising Competition.

Curriculum Development

Bachelor of Fine Arts Degree | *Culver-Stockton College* | Fall 2012 – Spring 2013

Major in Art with an Emphasis in Graphic Design

Digital Media Minor

Updated to include courses that revolve around industry essential skill-sets and experiences required of a modern Graphic Designer and/or graduate program applicant. Careful considerations were made with respect to courses that need to be offered as general education credits for non-majors.

The following is a list of core design courses:

ART 117	Digital Studio
ART 253	Graphic Design
ART 343	Design History
ART 364	Motion Design
ART 392	Media Design
ART 396	Web Design
ART 425	Advanced Graphic Design
ART 490	Senior Capstone
ART 492	Creative Professional & Portfolio

Additionally, 21 credit hours of foundation courses, 6 credit hours of intermediate and advanced courses, 6 credit hours of elective courses in art, and 7 credit hours of capstone courses are required to complete this degree.



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Committee Service

Institutional Assessment Steering | *Culver-Stockton College* | Fall 2015 – Current Fine, Applied, and Literary Arts Division Representative

Responsible for directing and evaluating the institutional assessment program of the college, including the assessment of student learning. The committee makes recommendations to the President and Vice President of Academic Affairs for further consideration with regard to planning and budgetary decisions.

Pay for Performance | *Culver-Stockton College* | Fall 2014 – Current Committee Chair

Fine, Applied, and Literary Arts Division Representative

Responsible for the exploration of a merit-based raise structure for faculty members as tasked by the Board of Trustees. Further tasked to develop a comprehensive guide on achieving, awarding, and reviewing performance based raises. As chair of this committee, detailed construction of this document involves extensive collaboration with the Vice President for Academic Affairs and Dean of the College.

Instructional Technology | *Culver-Stockton College* | Spring 2015 – Current Fine, Applied, and Literary Arts Division Representative

Supports technologies and policies that promote on-campus and online teaching and learning opportunities. The committee reviews and evaluates educational resources and environments, instructional technologies, library and media resources, learning management systems, and pedagogical methods and strategies.

Academic and Cultural Events | *Culver-Stockton College* | Fall 2012 – Current Art Department Representative

Monitor enriching campus events. Includes three components: artistic and cultural experiences, academic experiences, and campus and cultural experiences. As an integral part of the college's liberal arts education, it seeks to broaden academic pursuits, introduce current issues, serve as a forum for ethical concerns, offer cultural breadth and refinement, and stimulate new directions and perspectives for thought. Students must attend a total of 24 events as part of their General Education requirements.

General Education | *Culver-Stockton College* | Fall 2013 – Fall 2014 Art Department Representative

Reviews, evaluates, and makes recommendations concerning the General Education program. The general education curriculum provides a common foundation of learning for all students at Culver-Stockton College. This committee reviews proposals submitted by academic divisions and approves courses for the general education curriculum. Contributed to the revision of the entire program in terms of structure, learning outcomes, desired skills, and evaluation.

Committee on Faculty | *Culver-Stockton College* | Spring 2013 Non-Tenured Art Department Nomination

Reviews and discusses matters of general concern to faculty members including college policies related to faculty evaluation, tenure, promotion, and faculty development. Makes formal policy recommendations to the Faculty Assembly. Approves and recommends changes to the faculty handbook that relate to academic affairs issues.

Presentations

Google Classroom | *Culver-Stockton College* | October 2015

Assistant Dean's "Conversations" series

Lecture and demonstration of the instructional use of the Google Classroom online learning platform. This workshop was given to the faculty as part of a continued effort to alleviate the level of instructional technology use and actualize the full potential of Google applications.

iPad for Art Education | *Missouri Art Education Association* | June 2013

District 2 Retreat

Hands-on workshop based on discovering the function and features of the iPad and its optional accessories. Additional demonstration of recommended applications for creativity, productivity, educational resources, and practical in-class and professional uses.

A Career in Graphic Design | *Culver-Stockton College* | March 2013

High School Visual Arts Visit Day

Collaborating with a local industry professional in a discussion with high school juniors and seniors about the field of graphic design. Diagraming an average day for a designer, presenting real world projects, sample client interactions, and recommendations for those that are interested in pursuing a career in design. 17 different local high schools attended this event.

iPad in the K-12 Classroom | *Culver-Stockton College* | March 2013

Education Week Breakout Session

Lecture and demonstration on the instructional use of the iPad in a K-12 setting. Emphasis on existing accessories that may be used to aid in the educational process, applications that can streamline in-class interactions and documentation, as well as tips and tricks to more efficiently navigate the iOS mobile operating system. Additional discussions on best practices for handling technology in the classroom and focusing the iPad as an educational tool.

Opening Thoughts | *Culver-Stockton College* | April 2013

Faculty Assembly

Inspirational opening remarks to set the room in an academic and productive mind-set. Thoughts focused around the need for continued education and exploration beyond faculty's field of study. Taking a multi-disciplinary approach to education and learning from outside experiences that can then be applied to an educator's specific area.

Editorial Design | *Culver-Stockton College* | December 2012

Advertising and Communications Workshop

Lecture and demonstration in best practices for editorial design and production use of Adobe InDesign. Mentorship of contributing members to Harmony Magazine and The Megaphone Newspaper (student run publications).

iPad for Education | *Culver-Stockton College* | October 2012

Assistant Dean's "Conversations" series

Lecture and demonstration on the instructional use of the iPad. Emphasis on existing accessories that may be used to aid in the educational process, applications that can streamline in-class interactions and documentation, as well as tips and tricks to more efficiently navigate the iOS mobile operating system.

Introduction to iPad | *Cleveland State University* | August 2011

Art Department Workshop

Hands-on workshop based on discovering the function and features of the iPad. Additional demonstration of recommended applications for creativity, productivity, educational resources, and practical in-class and professional uses.