



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
- Hiring adjunct instructors
- Overseeing department degree requirements and modifications
- Coordinating department public relations
- Managing department budget
- Overseeing art gallery logistics
- Producing department annual report

Assistant Professor of Art & Design | Fall 2012 - Current

Summary of Responsibilities

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

Curricular Development

Complete restructuring and development of the Bachelor of Fine Arts in Graphic Design and Minor in Digital Media degree tracks and course materials

- ART 117 - Digital Studio
- ART 253 - Graphic Design
- ART 343 - Design History
- ART 364 - Motion Design
- ART 392 - Media Design
- ART 394 - User Experience and User Interface Design
- ART 396 - Web Design
- ART 397 - Web Development
- ART 425 - Advanced Graphic Design
- ART 476 - Professional Internship in Art
- ART 492 - Creative Professional & Portfolio
- ART 498 - Global Studies
- ART 499 - Arts Abroad



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Teaching Experience (continued)

Courses Taught *(with course descriptions)*

Digital Studio | 3 credit hours

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

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

Design and Illustration | 3 credit hours

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

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

Comprehensive instruction on the creation of design collateral. Focus is placed on multi-page and multi-faceted 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

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.

User Experience & User Interface Design | 3 credit hours

A focus on digital product design/development and the application of user-centered design techniques necessary for creating intuitive interfaces that facilitate good user experiences. Students will focus on the design process from research, conceptualization, and testing to presentation and implementation.

Web Design | 3 credit hours

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.

Web Development | 3 credit hours

This course will focus on the need to build websites from scratch using HTML and CSS. Designers can create more attractive and usable sites with guidance and respect to back-end web development. From understanding how the web works to an emphasis on usability, information architecture, and SEO (search engine optimization), this course will prepare designers for interactions with web developers, programmers, and user experience designers.

Motion Design | 3 credit hours

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.



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Teaching Experience (continued)

Design History | 3 credit hours

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

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

Creative Business & Portfolio | 3 credit hours

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

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.

Professional Internship in Art | 1-6 credit hour(s)

Students acquire a professional internship with the intention of gaining experiences related to the student's major or career goals in art and design. Students will work on-site in a professional setting under the supervision and monitoring of practicing professionals in their area of study. Example internship locations may include an art agency, gallery, museum, advertising design firm, publishing/printing house, non-profit, or other organizations where professional experiences can be related to the student's academic program. Prerequisite: Junior or senior standing highly recommended, approval by an Art & Design faculty sponsor, advisor, host site, and internship coordinator.

First-Year Experience | 3 credit hours

This course is intended to assist new students with the intellectual, academic, and social transition to higher education. Students in this course are united by a shared interest in a special topic, which will serve as a catalyst for intellectual pursuit, developing academic success skills, making connections campus-wide, and adjusting to collegiate expectations.

Global Studies | 1 credit hours

This course will focus on materials that will enable students to fully engage with the academic content of the accompanied travel course. This course enables travel course leaders to monitor passports, visas, payments, and application document completion as well as introduce students to the knowledge needed to be an informed traveler.

Arts Abroad | 3 credit hours

This course will provide an introduction to the history, arts, and architecture in the cultural context of Italy, France, and Switzerland. There is a focus on visual, performing, and literary arts with an emphasis on experiential learning opportunities.

Cuyahoga Community College *Parma, Ohio*

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

Courses Taught (*with course descriptions*)

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.

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Teaching Experience (continued)

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 (*with course description*)

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 (*with course descriptions*)

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 processing, presentations, and spread sheets.

Professional Experience

Gary Meacher Design *Cleveland, Ohio and Quincy, Illinois*

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.



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Professional Experience *(continued)*

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.

Certifications

Apple Teacher

Achieved after reviewing course materials in Apple software and hardware and completing the subsequent online exams.

Apple Teachers are recognized for their understanding of how to use Apple products for teaching and learning. They have proven knowledge of using iPad, Mac, and built-in apps to enhance productivity and inspire creativity in their classrooms and beyond. Apple honors their achievement and commitment with this certification.

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 (iPhone/iPad/iPod)

Achieved after a proctored and Apple corporate sponsored exam.

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



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Technical Abilities

Software *Advanced Knowledge*

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

Software *Intermediate Knowledge*

- Windows Operating System
 - Adobe Creative Cloud: Lightroom, Dreamweaver, Flash, After Effects, Xd
 - Sketch
 - HTML
 - CSS
-

Professional Affiliations

AIGA | The Professional Association for Design

Faculty Advisor | *Culver-Stockton College Chapter* | August 2013 – Current

Founded the student group. 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.

Kappa Pi International Arts Honors Fraternity

Faculty Advisor | *Culver-Stockton College Chapter* | August 2013 – Current

Co-founded the group. Initiate members annually. Supervise and participate in student volunteer opportunities in promoting the arts and building a community through the support of the arts. Projects include painting murals, tutoring, arts and crafts events with the elderly, face painting booths at art festivals, etc.

UPA | Usability Professionals Association

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

Volunteered for the World Usability Day 2010, 2011 conferences.

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.



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College Service

Institutional Assessment Steering Committee | *Culver-Stockton College*

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.

Performance Review System Task Force | *Culver-Stockton College*

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 involved extensive collaboration with the Vice President for Academic Affairs and Dean of the College.

Instructional Technology Committee | *Culver-Stockton College*

Committee Chair

Fine, Applied, and Literary Arts Division Representative

Support 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 Committee | *Culver-Stockton College*

Fine, Applied, and Literary Arts Division 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 Committee | *Culver-Stockton College*

Fine, Applied, and Literary Arts Division Representative

Review, evaluate, and make 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*

Non-Tenured Fine, Applied, and Literary Arts Division Nomination

Review and discuss matters of general concern to faculty members, including college policies related to faculty evaluation, tenure, promotion, and faculty development. Make formal policy recommendations to the Faculty Assembly. Approve and recommend changes to the faculty handbook that relate to academic affairs issues.

Travel Study Committee | *Culver-Stockton College*

Fine, Applied, and Literary Arts Division Representative

Promote learning opportunities that prepare students to become active and engaged participants in our interconnected world. This committee provides guidance and direction for faculty members planning international and domestic travel and approves extended travel courses that enhance the curriculum.



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College Service (continued)

Student Conduct Panel | *Culver-Stockton College*

Faculty Representative

Students whose behavior violates the Code of Conduct meet with the Dean of Student Life, his/her designee, or the Student Conduct Panel for an administrative hearing to explore the situation and to determine whether disciplinary sanctions are necessary.

Pillars of Excellence Scholarship Interviewer | *Culver-Stockton College*

Faculty Representative

Interview highly qualified freshman candidates for full tuition scholarship consideration.

Speaking Engagements

Apple Technology | *EDU Mini-Conference* | February 2018

Invited Speaker

Hands-on workshop and lecture for graduating education majors with an interest in the instructional use of Apple products.

Fearless Feedback | *Culver-Stockton College* | January 2018

“Dean’s Lunch” Discussion

Lecture on the importance of building a culture of feedback, how to give and receive feedback, and the value of an open and honest classroom and work environment.

Mac 101 | *Culver-Stockton College* | September 2017

Faculty Development

Introduction to the basic use of the Mac operating system for faculty and staff.

Apple Technology | *Culver-Stockton College* | March 2017

Faculty Development

Hands-on workshop and lecture for faculty and staff with an interest in the instructional use of Apple products.

iPad Productivity | *Culver-Stockton College* | November 2016

Faculty Development

Hands-on workshop and lecture for faculty and staff with an interest in improving their productive use of the iPad.

Pica 2 Pixel Podcast

Invited Speaker and Industry Representative

An audio podcast featuring visual communication and design professionals discussing different topics related to graphic design including print, digital, history, education, and current topics and trends. Participated in the inaugural episode and was subsequently invited back for a mini-series of 13 episodes.

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

Associate 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.

Branding | *Culver-Stockton College* | March 2015

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 with an emphasis on branding.

Speaking Engagements (continued)

Online Learning | *Culver-Stockton College* | October 2014

Faculty Development

An overview of the available resources for online learning of new skills, software, productivity, organization, leadership, and general self-improvement.

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. Diagramming an average day for a designer, presenting real world projects, sample client interactions, and recommendations for those 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 on 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 multidisciplinary 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 Literary & Arts 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.



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Recognition and Achievements

Judge and Guest Speaker | *Truman State University* | April 2018
Clark County High School Art Day

Harmony Literary & Arts Magazine

Art Director

2017 Columbia Scholastic Press Association, Silver Medalist

2017 American Scholastic Press Association, 2nd Place

2016 Columbia Scholastic Press Association, Gold Medalist

2016 American Scholastic Press Association, 2nd Place

Judge | *Quincy University* | May 2015

Senior Portfolio Show

Faculty Art Exhibit | *Culver-Stockton College* | 2014, 2016, 2018