

LESLIE G. HAINES, ASSOCIATE PROFESSOR

leslie.haines@mtsu.edu

www.lesliehaines.com

615.904.8239

## EDUCATION

**M.F.A. in Visual Arts (Graphic Design)** Marywood University, Scranton, Pennsylvania, 2008

**M.A. in Advertising Design** Syracuse University, Syracuse, New York, 1992

**B.S. in Graphic Design** SUNY College at Buffalo, Buffalo, New York, 1983

## ACADEMIC EXPERIENCE

**Associate Professor**, *Middle Tennessee State University (August 2013–present)*

School of Journalism, Visual Communication concentration.

Also teach courses in the Advertising program.

### COURSES TAUGHT

History of Visual Communication

Visual Communication Applications

Visual Storytelling

Information Design

Senior Portfolio (Capstone class)

Advertising Design & Visuals

Special Topics Class: iPad App Development and Design

Special Topics Class: InDesign Publish Online—Main Street Murfreesboro, client

Special Topics Class: AAF NSAC (co-teacher), Ocean Spray, client

**Academic Director**, *The Art Institute of Tennessee—Nashville (2007–2013)*

Director of Graphic & Web Design, Advertising, Interior Design, and Art Foundations. Developed and maintained curriculums, hired and mentored faculty, managed assessment and assessment reports, advised students, created budgets, ordered supplies and equipment, served on committees, maintained accreditation, placed interns and graduates, taught two–three classes per quarter.

### COURSES TAUGHT

Intro to Graphic Design

Survey of Advertising

Intermediate & Advanced Graphic Design

Typography, Intermediate Typography, Advanced Typography

Conceptual Thinking & Copywriting

Advertising Layout & Design

Graphic Design Production

Business of Graphic Design

Packaging Design

Portfolio Prep, Portfolio

**Department Chair**, *Watkins College of Art&Design (2001–2007)*

Hired to build a new BFA in Graphic Design program. Performed duties as listed above for AiTN.

Also responsible for creating and writing every course syllabus as well as marketing the curriculum.

### COURSES TAUGHT

Intro to Graphic Design

Intermediate & Advanced Graphic Design

Typography, Intermediate Typography, Advanced Typography

Conceptual Thinking & Copywriting

Packaging Design, CD Packaging

Portfolio Prep, Portfolio

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### **Adjunct Professor, Syracuse University (1990)**

Taught a Sophomore-level Design Methods course in the Graphic Design program.

## INDUSTRY EXPERIENCE

**Leslie Haines Design, 2010–present:** Created two baseball cap designs for MakerWear brand sold at Target stores nationwide (selected from over 1,000 submissions), Tennessee license plate design selected from a statewide competition for the Tennessee Arts Commission, design of promotional ads for Kenney Chesney, Shawn Mendes and other performers through client Messina Touring Group, branding/packaging design for Kids are Made to Move, various logos and other branding items for non-profit and for-profit organizations.

**Partner, BaaHaus Design, 1995–2010:** The firm provided graphic design, art direction, and advertising services for a local and national client base including: *The Tennessean/Gannett*, Watkins College of Art & Design, The Watkins Film School, WKRN News 2, Nashville Sounds, United Methodist Church, Athena Film Production, and Transformation Pictures. My role was creative director.

**Marketing Design Specialist, The Tennessean 1993–1995:** Responsible for all aspects of advertising design in the promotion of the newspaper. My projects took the form of ad campaigns, collateral pieces, logo designs, and brochures and involved copywriting as well as art direction and design.

**Art Director/Designer, The Syracuse Newspapers 1986–1993:** Served as Art Director in the Advertising Services department that functioned as an in-house ad agency. Promoted the paper as well as its top advertisers.

**Designer/Graphics Manager – 1984–1986:** At Carrols Corporation, the largest franchisee of Burger King restaurants, designer then supervisor for all design department projects, working in close collaboration with the internal marketing department and print shop.

## AWARDS, RECOGNITION & PUBLICATIONS

Publication of *Animal Abecedary: A One-of-a-Kind Alphabet Book* by Schiffer Publishing, 2018

MTSU Public Service Grant for “The Real Wonder Women” series \$1,400, 2017–2018

Article on “The Real Wonder Women” series in *Nashville Arts Magazine*, 2017

Journal of Advertising Education book review, “Advertising by Design” by Robin Landa, 2017

AEJMC’s Best of the Web/Best of Digital Competition, third place, 2015

Article about me and my “Animal Abecedary” work in *Nashville Arts Magazine*, 2014

FRCAC Creative Project Grant \$5,520, 2014

Instructional Technology Development Grant \$3,796, 2014

Tennessee Arts Commission license plate design competition winner, 2013

American Advertising Federation (AAF) District 7 Donald G. Hileman Memorial Award, 2008

American Advertising Federation (AAF) “Teacher of the Year, 7th District” 2007

Dallas Society of Visual Communicators “Golden Apple Educator of the Year Award” 2006

12 Regional American Advertising Federation ADDY awards, 7 ADDY Excellence Awards 1987–2006

University & College Designers Association (UCDA) competition Award of Excellence 2005

Work published in David Carter’s “Best of American Corporate Identities: 2005”

Printing Industry Association of the South (PIAS) Best of Category 2004

BaaHaus Design website selected as one of HOW’s Top Ten of the Month 1999

Work published in Richard Wilde’s “Visual Literacy” 1993

## PRESENTATIONS & INVITED JUDGING

Tennessee Arts Commission (TAC) Design Thinking Conference Presenter, 2018

AAF ADDY Competition judge, Huntsville, AL 2018

Journalism Interactive Conference, “The Making of an iPad App” presentation, 2015

Tennessee Press Association Conference, presentation on design, 2014

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## PRESENTATIONS & INVITED JUDGING *(continued)*

Ensworth School, 2-Day Arts Process Workshop, 2014  
AIGA Dish Conference, Portfolio Judge—February 2012, 2013  
AAF ADDY Competition judge, Tampa, FL 2011  
AAF ADDY Competition judge, Huntsville, AL 2009  
UCDA Educators Summit, Keynote Address Lecturer, Nashville, TN 2005  
AAF ADDY Competition judge, Akron, OH 2005  
Nashville Advertising Federation, Panel on Advertising, Lecturer, 2004  
UCDA Print & Multi-Media Competition, Judge, 2004  
International Association of Business Communicators, Nashville, TN, Lecturer, 2003  
AIGA Design Educators Conference in Los Angeles, CA, Lecturer, 2002

## EXHIBITIONS OF CREATIVE WORK

Nashville International Airport Solo Exhibition, “The Real Wonder Women” Series, Juried, 2019  
“Animal Abecedary” Selected for Solo Exhibition, Customs House Museum, Clarksville, TN, 2018  
“The Real Wonder Women” Exhibition, Green Hills YMCA, Nashville, TN, 2018  
The International Contemporary Art Competition, Juried, Miami, FL, 2017  
Orange is the New Black National Exhibit, Juried, San Diego, CA, 2017  
Three’s A Crowd, Nashville Collage Collective Exhibition, Invitational, Nashville, TN, 2017  
Nashville International Airport Solo Exhibition, “Animal Abecedary” Series, Juried, 2017  
“Animal Abecedary” series selected for The Nashville Sign billboard display, 2017  
Inkmasters International Juried Print Exhibition, Cairns, Queensland Australia, 2016  
National Juried Show and Sale, Artclectic, University School of Nashville (USN), 2015 & 2016  
Dogwood Arts Regional Fine Arts Exhibition, Knoxville, 2016  
National Juried Show and Sale, Harding Art Show, Harding Academy, Nashville, 2016  
Blind Juried Group Exhibition at The Frist Center for Visual Arts: Anthology, 2015  
“Animal Abecedary” Invitational Solo Exhibition, USN, Nashville, 2015  
“Animal Abecedary” Selected for Solo Exhibition, Fido, Nashville, 2015  
“Animal Abecedary” Selected for Solo Exhibition, The Belcourt, Nashville, 2014  
“20 Collaborations in Book Art” Juried Group Exhibition, Nashville Public Library, 2014  
“Animal Imagery in Art” Invitational Group Exhibition, Volunteer State Community College, 2014  
Tomato Art Festival, 3 pieces, Invitational Show, Nashville, 2014  
4 pieces “In the Biz 2” Juried Exhibition at Chromatics in Nashville, 2011  
Interactive Group Exhibition at Woman Made Gallery, Juried, Chicago, IL, 2009  
5 x 5 Exhibition at the Art Institute of Tennessee—Nashville, 2008  
“Works with Words” Juried Exhibition at the Nashville Downtown Library, 2008  
The Art Institute of Tennessee—Nashville Faculty Exhibition, 2007–2009  
Watkins College of Art&Design Faculty Exhibition, 2001–2005

## CURRICULUM EXPERIENCE

As Department Chair and Academic Director from 2001–2013, I actively researched and built national award-winning Graphic Design programs with curriculums that embraced current technology and industry trends, while balancing professional skill sets with important theoretical concepts.

### COURSES TAUGHT & DEVELOPED

Intro to Graphic Design  
Advertising Layout & Design  
Intermediate & Advanced Graphic Design  
Intro to Advanced Typography  
Conceptual Thinking & Copywriting

iPad App Development and Design  
InDesign Publish Online  
Graphic Design Production  
Business of Graphic Design  
Packaging Design, CD Packaging  
Portfolio Prep, Portfolio

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## ACADEMIC SERVICE

### MTSU COMMITTEE WORK:

Project 30 Marketing and Interdisciplinary Committees, 2018  
Dean's Advisory Committee, 2017–present  
Chair of PR/ADV/Strat Com Search Committee, fall 2017  
Chair of Strat Com Search Committee, spring 2017  
Full-Time Temp Search Committee (PR), 2017  
C- Grading Policy Committee, 2017  
FRCAC University Committee, 2017–2019  
College Curriculum Committee, 2017–present  
College Promotion & Tenure Committee, 2017–present  
Tom T. Hall College Committee, 2014–present  
FRCAC University Committee, 2014–2016  
IEDG University Committee, 2014–2016  
Assessment College Committee, 2015–2016  
Ad-Hoc College Committees:  
    Advertising/PR Future Committee—Chair, 2014  
    Journalism/VisComm Future Committee, 2014  
CIM Director Hiring Committee, 2014

### MTSU SERVICE:

Visual Communication webpage updates, 2018  
SOJ Video Screen design, coordination and maintenance, 2018  
Dee Rees film screenings poster design, 2018  
RIM logo design assistance, 2018  
Honors Thesis Advisor for Aliyah Lyons, 2017–2018  
MTSU Ad Club Advisor, 2017–present  
Sidelines designers coordinator, 2017–present  
The Buntin Group, AD Club field trip organizer, 2017  
Computer screen design for Web videos, 2017  
Center for Popular Music, t-shirt and sticker designs, 2017  
Incognita's Infamous Adventures logo design for Master's student project, 2017  
ADDY Awards facilitator, 2016–present  
SOJ brochures and flyers, 2017  
SOJ Solar Eclipse button design, 2017  
Roots Radio WMOT logo, ad and poster designs, 2017  
MTIO logo assistance, 2017  
Poster Design for Jon Meacham guest speaker presentation, 2016  
School of Journalism competencies & values posters, 2015  
School of Journalism mission statement posters, 2015  
One Sheet for School of Journalism, 2015  
Logo Design for Center for Innovation in Media, 2015  
Logo Design for Innovation JCamp, CIM, 2015  
AAF and AIGA Events marketer to students, 2014–present  
Promotional scholarship flyers, design, 2014–2015  
iPad App for Center for Popular Music, 2014  
Logo Design for Center for Popular Music, 2014  
Posters/brochure designs, Visual Communication concentration, 2014  
Promotional flyer for new Media Studies concentration, 2014

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MTSU SERVICE: (*continued*)

Promotional flyer for Graduate program, 2014

Mast design for College MassComm Newsletter, 2014

Coordinator/Mediator Advertising & Visual Communications Career Panel, 2014

## AFFILIATIONS, CONFERENCES & PROFESSIONAL DEVELOPMENT

AAF Super Bowl Commercials Analysis Panel attendee, 2018

AIGA Design + Music attendee, 2018

Lynda.com training sessions, 2015–2017

AIGA Nikki Villagomez (typographer) lecture, 2017

MTSU Women Associate Professors group, 2017

Dana Gluckstein photographer lecture, 2017

AIGA Medalist Steve Frykholm lecture, 2017

Journalism Interactive Conference, 2015

Creative Mornings Nashville attendee, 2014–present

Society of News Design (SND) member—2013–present

SND Conference attendee, November 2013

The Frist Center for the Visual Arts, member, regular attendee, 2014–present

Lipscomb University's Presidential Lectureship for Art, Michael Bierut of Pentagram, 2013

Advertising Legend Jane Maas, AAF Nashville Speaker Luncheon, 2013

AIGA member, 2001–present

VP of Marketing for Nissan, AAF Nashville Speaker Luncheon, 2012

UCDA Hatch Show Print Letterpress Workshop, April 2012

AAF District 7 Conference, NSAC Competition Team Advisor, April 2012

AIGA Think Tank Conference attendee, September 2010–2013

Skillshare Class "Type to Vector", August 2013

AAF District 7 Conference invitee (my student won District Best of Show), April 2011

AIGA Founding Board Member, Nashville Chapter, 2001–2003

AAF Nashville member, 1996–present

AAF Nashville Board Director, 2005–2006

AAF Nashville Education Committee member, 2004–2005

College Arts Association (CAA) member, 2004–2006

University & College Designers Association (UCDA) member, 2003–2009

Tennesseans for the Arts member, 2002–2009

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