

# Amy Dwyer Peck

## Curriculum Vitae 2013

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### Education:

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**University of Cincinnati** *Cincinnati, Ohio*  
College of Design, Architecture, Art, and Planning.  
Bachelor of Science in Graphic Design  
Graduated June, 1994

**Kent State University** *Kent, Ohio*  
Master of Fine Arts, Visual Communication Design (terminal degree)  
Graduated May 2012

**Certificate in User Experience Design**

Earned through Information Architecture and Knowledge Management / May, 2012

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### Graduate Appointments:

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**Graduate Teaching Assistant**, *Kent State University*

Assisted in the following course:

VCD1, Fall 2010

Taught the following course:

Basic Computer, Spring 2011

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### Professional Experience:

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**Lakeland Community College**

7700 Clocktower Drive, Kirtland, Ohio 44049

August 2012 to Present

**Title:** Associate Professor, Chair of the Graphic Design Department

Responsibilities: Full-time Graphic Design Educator teaching print design courses including Typography, Production, Advertising, Corporate Identity and Portfolio.

**Malone Advertising, Inc. (Now, JWT Action)**

388 South Main Street, Suite 410, Akron, Ohio 44311

May 2002 to June 2009

Retail advertising agency of record for many clients including Kimberly-Clark, John Deere, Nestlé, Johnson & Johnson, and Goodyear.

**Title:** Senior Art Director / Creative Lead on Nestlé and Johnson & Johnson accounts

Responsibilities: design different elements for our retail specialty clients such as point of purchase displays, in-store coupons, circular ads, brochures and national free standing inserts. I also worked on package design, brochure design and newspaper ad design for our business to business clients.

**HOW Magazine/F&W Media**

4700 Galbraith Road, Cincinnati, Ohio 45236

July 1998 to December 2001

Bi-monthly graphic design trade magazine

**Title:** Art Director

Responsibilities: worked closely with the editorial staff to plan the content of each issue, concept and design all feature and column pages, hiring and art directing illustrators and photographers, plan and manage the art budget, prepare all editorial and advertising page files for the printer. I was also actively involved in the yearly HOW Conference and I prepared the images and home page art for HOW Magazine's web site.

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### Freelance Design Experience:

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My freelance clients include: The Creative Group, The LHT Group, HOW Magazine (F&W Media, Inc.), Interweave Press and Ashland University.

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### *Teaching & Academic Appointments:*

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#### **Associate Professor, Chair of Graphic Design / Lakeland Community College**

##### ***Computer Graphics AI & ID / Fall 2013***

Developed a new syllabus, lectures and course projects and changed the information delivery method from a textbook to the use of lynda.com online tutorials. This class introduces the students to the Macintosh OSX operating system and the Adobe Creative Suite of products including Illustrator and InDesign. In the Spring 2014 semester this course will be converted to a hybrid format in which 50% of the course will be online and 50% of the course will be in the classroom.

##### ***Typography / Fall 2012 & 2013, Spring 2013***

Developed a new syllabus, lectures and course projects in order to bring the course up to date with current typographic instruction, including changing the course from using traditional media to bringing all projects onto the computer. Projects focus on learning the history of typeface design, the anatomy of the letterform, typographic spacing rules, grids and layout, and building upon that knowledge with projects that include creating a monogram, typographic portraits, type analogies, and a poster for the Cleveland Symphony Orchestra.

##### ***Advertising Design 1 / Fall 2012 & 2013***

Developed a new syllabus, lectures and course projects. Projects included: creating a script and storyboard for a television public service announcement; a non-traditional advertising campaign and a traditional print advertising campaign. The students were given a client which was PETA, and their challenge was to sensitize humans to the plight of fish. Students were responsible for writing headlines and body copy as well as designing all final layouts.

##### ***Graphic Design Production / Fall 2012 & 2013, Summer 2013***

Developed a new syllabus, lectures and course projects. Projects included: writing a paper on an assigned printing technique as it applies to graphic design; performing several in-class exercises on the computer that imitate "real-world" type assignments such as converting ads from color to black and white, changing size and orientation and prepping files for the printer; creating a 28-page booklet using the papers that their fellow students wrote on printing techniques, pre-flighting and prepping the file for the printer, and mocking-up a final booklet.

##### ***Advertising Design 2 / Spring 2013***

Developed a new syllabus, lectures and course projects. Projects include doing research on logo design and finding logos that are both well designed and poorly designed; choosing three of the poorly designed logos to re-design; creating refined black and white sketches of the logos in different formats; choosing two to move forward with and refine on the computer in order to create an identity system including letterhead, envelope and business card; take the most successful logo and design further applications in order to build a brand guidelines booklet.

##### ***Graphic Design Portfolio / Spring 2013***

Developed a new syllabus and lectures for this course. Upon completion the students will be armed with both a print and digital (online) portfolio, resume, cover letter, business card and thought process book to help them find employment after graduation.

#### **Online Instructor / HOW Design University**

Responsible for developing an Express Course for HOW Design University on identity design called, *Making Your Mark: How to Design an Identity System*. Includes creating a course outline, syllabus and lecture materials for a 4-week online course, as well as creating exercises and final projects to go along with each week's lecture; working in Blackboard to follow the students' progress and give feedback and grades on all exercises and projects; maintain consistent communication with all students and instigate discussion board conversations.

***October 1st – October 26, 2012*** / 2 students were registered

***October 29th – November 25, 2012*** / 5 students were registered

***November 26th – December 23, 2012*** / 4 students were registered

***January 28th – February 24, 2013*** / 1 student was registered

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### **9-month Full-time Visiting Faculty Member / The University of Akron Myers School of Art**

Responsible for teaching 3 classes during the Fall 2009 and Spring 2010 semesters. Also involved in the Foundation Reviews and Junior Portfolio Reviews and helped plan and organize the 2009 Myers School of Art Holiday Sale.

#### **Graphic Design Presentation / Spring 2010**

Senior level class. Projects included: Design the announcement for the Senior Portfolio Show; Prepare and revise resumes, cover letters and portfolios for the senior show and graduation.

#### **Typography 4 / Spring 2010 (2 sections)**

Senior level class. Projects include: Concept and design a zine; a book design relating the history of type with the subject matter of their choice; 2011 calendar design.

#### **Typography 1 / Fall 2009**

Sophomore level class. Projects included: Designing a logo out of the students' initials; a process book showing the concept, development and design of their logo; a series of three posters for a band of their choice using typography, graphic elements and photography.

#### **Typography 3 / Fall 2009**

Junior level class. Projects included: A type/image quadrant study; Concept and design the cover for the September issue of HOW Magazine that was judged by the HOW Editorial staff; Concept and design a series of posters and marketing materials for a music festival in the city of their choice.

#### **Advanced Graphic Design / Fall 2009**

Senior level class. Projects included: Designing and binding a book to promote a paper company; concept, design and production of a product to sell at the University of Akron Holiday Sale; independent project of their choice.

*Note: I was responsible for creating and implementing the syllabus and projects in this course.*

### **Special Lecturer / The University of Akron Myers School of Art**

#### **Corporate ID / Fall 2011**

Senior level class. Advanced projects in corporate identity, graphic systems analysis, design. Projects included: Finding two examples of unsuccessful identity solutions and re-designing them using 5 methods including logotype, monogram, pictogram, symbol and combination. Final logo is then applied to a letterhead system and other applications which are then built into a branding manual as an interactive PDF.

#### **Typography 1 / Fall 2011**

Sophomore level class. Projects included: Designing a logo out of the students' initials; a process book showing the concept, development and design of their logo; a poster design for a classical music performance utilizing different variables of typography and building up to a final poster using point line and plane, contrast, repetition, photography and color as well as other design principles.

#### **Make. Brand. Sell. / Summer 2011**

Elective course open to all art majors. I created the course syllabus and it was approved by the curriculum committee. Utilizing the students' interest in crafting and all things DIY, the class consisted of: making a product of the student's choice; branding that product, including a logo, promotional materials and online banners; and selling the product via online resources such as a website, Etsy or at local craft fairs.

#### **Typography 4 / Spring 2011 (2 sections)**

Senior level class. Projects include: Concept and design a print and interactive poster about environmental awareness; Re-design a magazine including masthead, covers and inside elements including table of contents, columns and a feature story; Concept and design an annual report for a company of their choice and create an interactive PDF or SWF file using Adobe InDesign.

#### **Typography 1 / Fall 2010**

Sophomore level class. Projects included: Designing a logo out of the students' initials; a process book showing the concept, development and design of their logo; a series of three posters for an architect of their choice using typography, graphic elements and photography.

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### **Letterpress / Summer 2010**

Elective course open to all art majors. I created the course syllabus and it was approved by the curriculum committee. Utilizing the vandercook presses at The Graphic Touch Letterpress Company, the 5-week course taught students the history of the letterpress printing process and how to set up documents using wood and metal type. Projects included: 3 poster designs, one design in which they were to produce multiple copies and a sketchbook showing their process throughout the 5-week course.

### **Graphic Design Presentation / Spring 2009**

Senior level class. Projects included: Design the announcement for the Senior Portfolio Show; Prepare and revise resumes, cover letters and portfolios for the senior show and graduation.

### **Typography 4 / Spring 2009**

Senior level class. Projects included: Concept and design a brochure for Earth Day; A magazine re-design, including a masthead update; Concept and design an annual report.

### **Typography 3 / Fall 2008**

Junior level class. Projects included: A type/image quadrant study; Concept and design the cover for the September issue of HOW Magazine that was judged by the HOW Editorial staff; Re-design Long's horseradish label and create POS marketing materials that would go in grocery stores (project was part of a national One Club student competition).

### **Typography 4 / Spring 2008**

Senior level class. Projects included: Creating a hand-drawn typeface; Creating an alphabet book with photographs of letters found in nature/other environments; Concept and design an original magazine, including creating the masthead out of letters from the hand-drawn typeface for the cover.

### **Publication Design / Spring 2002 & 2003**

Senior level class. Projects included: Concept and design a two-color brochure; Concept and design the cover for the September issue of HOW Magazine that was judged by the HOW Editorial staff; A magazine re-design, including a masthead update.

## **Adjunct Faculty Member / Cleveland State University**

### **Advanced Vector / Fall 2011**

Art 345. The class focuses on basic design, illustration principles and techniques plus shows how a vector graphic program like Adobe Illustrator can be utilized to create course projects. Four main projects are developed and assigned to enhance the student's portfolios including logo and letterhead system design, poster design and package design including the creation and build of their own, unique template. The final project, an infographic that shows the students' activity logged in a 48-hour period of time, is a new project introduced this semester.

### **Advanced Vector / Summer 2010 (8-week course)**

Art 345. The class focuses on basic design, illustration principles and techniques plus shows how a vector graphic program like Adobe Illustrator can be utilized to create course projects. Three main projects are developed and assigned to enhance the student's portfolios including logo and letterhead system design, poster design and package design including the creation and build of their own, unique template. The final project is a 30-second kinetic type movie using Adobe Flash.

### **Intro to the Mac / Spring 2010**

Art 244 This class introduces the students to the Macintosh OSX operating system and the Adobe Creative Suite of products including Photoshop, Illustrator and InDesign.

### **Advanced Vector / Fall 2009**

Art 345. The class focuses on basic design, illustration principles and techniques plus shows how a vector graphic program like Adobe Illustrator can be utilized to create course projects. Three main projects are developed and assigned to enhance the student's portfolios including logo and letterhead system design, poster design and package design including the creation and build of their own, unique template. The final project is a 30-second kinetic type movie using Adobe Flash.

*Note: I was responsible for re-creating and implementing the syllabus and projects in this course.*

### **Advanced Raster / Fall 2009**

Art 344. The class is a comprehensive instruction on the creation of raster based imagery using Adobe Photoshop. Technical topics include: advance image manipulation, color issues, file management, cross platform compatibility, as well as production and end usage concerns. Three main projects are developed and assigned to enhance the student's portfolios including poster design, book jacket series design and the re-design of a website.

*Note: I was responsible for re-creating and implementing the syllabus and projects in this course.*

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### Part-time Faculty Member / Kent State University

#### *Intermediate Computer / Fall 2011*

20000 level class. This class is a continuation of the VCD Basic Computer course and teaches intermediate computer skills in the following areas: basic website design and programming through the use of basic HTML code, and Adobe Dreamweaver.

#### *Basic Computer, online course / Summer 2011*

20000 level class. This class introduces the students to the Macintosh OSX operating system and the Adobe Creative Suite of products including Photoshop, Illustrator and InDesign. The online summer course went for 5 weeks and utilized Blackboard Vista for all material exchange, project submissions, testing and communication with the students.

#### *Basic Computer / Spring 2010*

20000 level class. This class introduces the students to the Macintosh OSX operating system and the Adobe Creative Suite of products including Photoshop, Illustrator and InDesign.

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### *Technical Abilities:*

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#### **Software & Operating Systems (advanced knowledge)**

Mac OS; Latest Adobe Creative Suite including Photoshop, Illustrator, InDesign, Dreamweaver, and AfterEffects; Keynote, MS Office and iWorks; Adobe Digital Publishing Suite

#### **Programming (intermediate knowledge)**

HTML / CSS

#### **User Experience Design (intermediate knowledge)**

Planning websites, wireframing, user testing; both Web and iOS platforms

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### *Community Membership:*

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#### **AIGA, Cleveland Chapter**

Secretary (Executive board member) from 2009 to 2011  
Education Chair from September 2013 to Present

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### *Conference Participation:*

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#### **Ohio Association of Two-Year Colleges (OATYC)**

*Role:* Attendee  
Stark State College, Canton, Ohio  
October 2013

#### **University & College Designers Association (UCDA)**

*Role:* Attendee  
Jersey City, New Jersey  
May 2011

#### **20th Annual HOW Design Conference**

*Role:* Honorary Staff Member  
One of six individuals asked to introduce speakers and moderate sessions  
Denver, Colorado  
June 2010

#### **19th Annual HOW Design Conference**

*Role:* Honorary Staff Member  
One of six individuals asked to introduce speakers and moderate sessions  
Austin, Texas  
June 2009

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### **18th Annual HOW Design Conference**

*Role:* Honorary Staff Member

One of six individuals asked to introduce speakers and moderate sessions

Boston, Massachusetts

May 2008

### **17th Annual HOW Design Conference**

*Role:* Honorary Staff Member

One of six individuals asked to introduce speakers and moderate sessions

Atlanta, Georgia

July 2007

### **16th Annual HOW Design Conference**

*Role:* Honorary Staff Member

One of six individuals asked to introduce speakers and moderate sessions

Las Vegas, Nevada

May 2006

### **15th Annual HOW Design Conference**

*Role:* Honorary Staff Member

One of six individuals asked to introduce speakers and moderate sessions

Chicago, Illinois

June 2005

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### *College Citizenship:*

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#### **Faculty Subject Matter Panel Expert - Visual Arts**

**Organization:** Ohio Board of Regents / Secondary Career-Technical Alignment Initiative (SCTAI)

**Date:** November 2, 2012

**Responsibilities:** Faculty Panel Experts were expected to provide their subject matter expertise during a meeting that brought together the Lead Faculty Expert in the subject area, other faculty panel experts throughout the state, and several Ohio Secondary Career-Technical teachers. The first meeting was on Friday, November 2, 2012 at the Ohio Board of Regents in Columbus, Ohio.

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### *School Service:*

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**Fall College Fair** / September 30, 2012 & October 6, 2013

**Responsibilities:** Set up portfolio and brochures for the Graphic Design Department at an assigned table in the Lakeland Community College section of the College Fair; answer questions about the program from prospective students and their parents; help guide students and parents to different departments of interest

**Lakeland IMAGINE Fund Raiser** / October 2012

**Responsibilities:** Along with Professor Chris Berry from Fine Arts, arranged for students from the graphic design and fine arts departments to draw artistic event information on the white glass throughout the interior of the Holden University Center

**High School Recruitment** / October 25, 2012

**High School:** Mentor High School

**Teacher:** Michelle Kane / Senior art class

**Responsibilities:** In an on-going effort to increase enrollment, reach out to local high schools and talk to their art departments about the Graphic Design program at Lakeland. Includes showing the class a portfolio of work from many of the Graphic Design courses and passing out promotional materials and business cards.

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### **NEH Grant Organization Committee Brainstorm Participant** / November 13, 2012

**Responsibilities:** Invited to brainstorm with the NEH Grant Committee to develop a proposal for a grant from the National Endowment for the Humanities; a wide-array of discipline-specific voices were represented in the brainstorm meeting

### **Visual Arts Faculty Exhibition** / November 26, 2012 – January 23, 2013

**Responsibilities:** Participated in the yearly Lakeland Community College Visual Arts Faculty Exhibition by entering three pieces that I created during a letterpress workshop at the Hamilton Woodtype Museum in Twin Lakes, Wisconsin

### **Chagrin River Review** / 2013 – Ongoing

**Responsibilities:** Cover design, including setting up the banner for the web page and preparing cover art for inclusion on other websites; includes working closely with English faculty members

### **Free College Days Participant** / March 23, 2013

**Responsibilities:** Gave a 45-minute presentation called, "What is Graphic Design?" which was created to educate the participants about graphic design and how it encompasses all aspects of everyday life. A secondary goal was to promote the program in order to increase enrollment for the 2013-2014 academic year

### **Spring College Open House** / April 20, 2013

**Responsibilities:** Set up portfolio and brochures for the Graphic Design Department; answer questions about the program from prospective students and their parents; help guide students and parents to different departments of interest where necessary

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### *Community Service:*

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### **Education Chair**

**Organization:** AIGA Cleveland Chapter

**Date:** September 2013 to Present

**Description:** Responsibilities include: planning the annual Student Portfolio Review in April; coordinating and maintaining working relationships with local college student chapters (including Kent State University and Cleveland State University); continuing the Emerge mentorship program which pairs up students with professionals in the field of graphic design.

### **Executive Board Member – Secretary**

**Organization:** AIGA Cleveland Chapter

**Date:** June 2009 to June 2011

**Description:** Responsibilities included planning, organizing and attending monthly board meetings; recording meeting minutes and making sure meeting runs per the agenda; typing up notes and sending them to all board members as well as posting them on the National AIGA chapter website; organizing a yearly Member Roundtable which includes inviting local chapter members and discussing current design issues given out by the National AIGA chapter.

### **Professional Portfolio Reviewer**

**Organization:** AIGA Cleveland Chapter Student Portfolio Review

**Date:** 2007, 2008, 2009, 2010, 2012, 2013

**Description:** Review portfolios and give feedback to students in Graphic Design programs from all over Northeast Ohio and Pennsylvania

### **Guest Lecturer**

**Invited by:** Professor Wendy Wardell, Kent State University, School of Journalism and Mass Communication

**Date:** October 17, 2012

**Description:** Invited to participate as a guest lecturer in Professor Wendy Wardell's Advertising course. I discussed my experience working at an advertising agency and the relationship between the creative department and account service.

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### Panel Moderator for the Design 730 Judges Event

**Invited by:** Cleveland Chapter AIGA President, Maggie Durguner

**Date:** April 6, 2013

**Description:** Panel moderator is responsible for: opening the discussion in their small group; introducing themselves, the judge and elaborating on the reason we chose your assigned judge as the head, heart or hand; directing the conversation so that attendees are engaged and asking questions; steering the judge back on topic if he/she strays; listening to attendees' questions/comments for topics to further discuss; listening to the judge's comments and basing the direction of the conversation off of his/her response

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### *Creative Endeavors:*

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**Client Name:** Interweave Press

**Project Title:** Cloth Paper Scissors STUDIOS Magazine, several issues

**Date:** 2011-2013

**Description:** Cloth Paper Scissors Studios is a quarterly magazine that takes readers inside the creative spaces of artists who bead, collage, quilt, knit, felt, assemble, stitch, and dream, with dozens of tips and tricks from artists and professionals.

**Responsibilities:** Using fonts and images provided by the client, design and layout all interior pages of the magazine. Includes photo retouching, working closely with art director and editors on revisions and preparing final art for printing.

**Client Name:** Interweave Press

**Project Title:** Quilting Arts Magazine, several issues

**Date:** 2011 - 2013

**Description:** Quilting Arts covers the latest techniques in art and embellished quilting, wearable arts, mixed media, surface design, and other textile arts. Features guest artists and teachers, and addresses a wide range of skills including surface embroidery, thread painting, stamping, and fabric painting.

**Responsibilities:** Using fonts and images provided by the client, design and layout all interior pages of the magazine. Includes photo retouching, working closely with art director and editors on revisions and preparing final art for printing.

**Client Name:** The Creative Group

**Project Title:** Various Projects

**Date:** 2009 - ongoing

**Description:** The Creative Group, one of the leading creative staffing agencies in Cleveland, specializes in placing experienced creative and marketing professionals in rewarding positions with a variety of firms.

**Responsibilities:** As a contract freelancer for The Creative Group, I have done design work for several companies including University Hospital, Parker Hannafin and Studio Graphique. Projects range from brochure and booklet design to website design and creating interactive documents to be viewed on mobile devices such as the iPad and iPhone.

**Client Name:** The LHT Group

**Project Title:** Various Projects

**Date:** 2012 - ongoing

**Description:** The LHT Group is a custom eLearning company that provides expertise in the design, development and deployment of custom eLearning courses, educational tools, and classroom learning solutions

**Responsibilities:** Work as a design consultant on various projects for clients of The LHT Group; projects mainly consist of designing educational videos in After Effects