

CURRICULUM VITAE

TODD GOEHNER
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CONTACT

TODD GOEHNER
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EDUCATION

MFA, ART, UNIVERSITY OF IDAHO > Moscow, ID > 2005
Masters of Fine Art Degree, Art with and Emphasis in Graphic Design

BS, ART AND DESIGN, JOHN BROWN UNIVERSITY > Siloam Springs, AR > 1994
Minor in Cross Cultural Communication

SEATTLE PACIFIC UNIVERSITY, Seattle, WA > January 1990 to April 1990
UNIVERSITY OF THE NATIONS, New Zealand > June 1989 to October 1989

TEACHING

ASSISTANT PROFESSOR OF GRAPHIC DESIGN, JOHN BROWN UNIVERSITY, Siloam Springs, AR > 2005 to Present
My responsibilities include; advising, committee work, faculty sponsorship of the student art group and the curriculum development and teaching of the following classes:

ART 2253 Graphic Design 1: An introduction to the world of Graphic Design from typography and design to layout and printing. Includes practice in design of materials such as logos, brochures, posters, and advertising.

ART 2263 Graphic Design 2: A continuation of the study of Graphic Design, with increased emphasis on comping techniques, craftsmanship, typography, problem solving, presentation, and production on the Macintosh.

ART 2503 Typography: A study of the use in graphic design. Topics include the history of type, choosing type, and the technical aspects of setting type.

ART 3263 Graphic Design 3: Advancing topics in the study of graphic design, with special attention paid to the areas of corporate identity and advertising design.

ART 3313 Corporate Identity: The development of a consistent visual image for a company or organization. The process of creation and implementation of a corporate visual image is traced from logo exploration and development to application of the image in a variety of ways and finally the creation of a graphic identity manual.

ART 4403 Publication Design: Principles and practice of design as related to the unique problems of publishing, incorporating work on magazines, newspapers, newsletters, and annual reports.

ART 4103 Business of Art and Design: Practical business aspects of professions in graphic design and illustration, including contracts, taxes, business communications, presentations and interviews. Included are opportunities for a final portfolio review, practice interviews and business advice for freelancers.

ART 3203 Advertising Design: Introduction to the advertising world from the art director's point of view. Creativity emphasis spurs students to write and design advertising which is effective in the real marketplace.

Art Design and Creativity (a University Art Core Class): A study of the theory and practice of the creative process by focusing on key historical influences and modern trends, while incorporating an introduction to the practice of formal art and design principles through hands-on experimentation.

INSTRUCTOR OF RECORD (TA), UNIVERSITY OF IDAHO, Moscow, ID > 2002 to 2005

My responsibilities include the curriculum development and teaching of the following classes:

Design Process 1 (Art 121), Intro to visual communication and design process focusing on formal principles of design through 2-D and 3-D studio projects.

Graphic Design 1 (ART 221), Creative problem solving with emphasis on 2-D solutions to conceptual problems.

Graphic Design 2 (ART 222), Continuation of translation of concept into form with emphasis on typography, letterforms, and typographic syntax, type specification, and preparation of art for print media.

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ADJUNCT INSTRUCTOR, UNIVERSITY OF IDAHO › Moscow, ID › Summer 2004
Visual Arts (ART 100) (a University Art Core Class), Art History and an introduction to art materials and techniques.

ADJUNCT INSTRUCTOR, JOHN BROWN UNIVERSITY › Siloam Springs, AR › 2000 to 2001
Computer Graphics, Freehand, Photoshop, Painter, Flash

EUROPEAN STUDIES

CO-LEADER, ENGLAND VISUAL ARTS STUDIES PROGRAM › England › Summer 2007
CO-LEADER, SPANISH VISUAL ARTS STUDIES PROGRAM › Spain › Summer 2007
CO-LEADER, EUROPEAN ART TOUR › Italy › Summer 2007

WORKSHOPS

LECTURER, UNIVERSITY OF THE NATIONS › Holmsted Manor, England
Corporate Identity/Logo Design, March Of 2006, 2008

LECTURER, UNIVERSITY OF THE NATIONS › Kailua-Kona, Hawaii
Corporate Identity/Logo Design, Typography, Design for Print
Summers of 2001, 2002, 2003, 2004

AUTHORED AND DELIVERED WORKSHOP, UNIVERSITY OF IDAHO › Moscow, Idaho
Portfolio Development and Professional Review, Spring Semester, 2004

TEACHING SPECIALTIES

VISUAL COMMUNICATION

Graphic Design Foundations and Advanced Applications
Information Design and Signage
Art Appreciation Corporate Identity Design History
Typography Publication Design Art Foundations
Portfolio Preparation Digital Prepress Commercial Art Direction
Graphic Design Software Macintosh Systems Management

2-D AND 3-D DESIGN FOUNDATIONS

ART AND DESIGN HISTORY

PROFESSIONAL

GRAPHIC DESIGNER, Consultant
Moscow, Idaho › 2002 to Present

Clients include: University of Idaho, National Park Service, First Presbyterian Church, Lebanon OR, University of the Nations, Presbyterians for Renewal (PCUSA), Community Christian Fellowship, etc.

PRODUCTION / ART DIRECTOR, Network/Systems Administrator
WALKER CREATIVE, INC., Fayetteville AR › 1998 to 2002

Some of my varied responsibilities at Walker Creative, Inc. include training new staff; estimating and buying printing; preflighting; approving file composition for output; press checking; and advising on different printing processes. While my primary duties center around art direction, hiring and art direction for photographers, production management, and systems administration, I also develop workflow procedures and designed the current computer network structure.

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DIRECTOR OF DIGITAL IMAGING, Network and Systems Administrator PYRAMID PRINTING INC., Grand Junction, CO > 1996 to 1998

The goal in this position was to direct and facilitate workflow, while managing the department. In addition, I was responsible for providing clients and coworkers with technical advice, support, and training. Some skills essential in meeting my responsibilities at Pyramid Printing included effective management skills; relational attributes necessary for conducting interviews; evaluations; and resolving personnel issues; high resolution color imaging; photo correction and manipulation; and a familiarity with all aspects of the offset printing process.

SENIOR GRAPHIC DESIGNER, Signing/Point-of-Purchase Department WAL-MART CORPORATE OFFICES, Bentonville, AR > 1994 to 1996

The main focus of my duties in the signing department was originating point of purchase and overhead design with a concept and overseeing it to completion. This process involved consulting daily with marketing managers, merchandisers, and vendors, writing instructional implementation letters for the store level, and taking on sole responsibility for any and all related issues and resolving them effectively.

COMPUTER SKILLS

HARDWARE, Expertise in all Macintosh systems, including cross platform maneuverability

- > Systems and Network design and administration
- > Quick troubleshooting and problem solve
- > In depth understanding of a computer's composition
- > Color imaging equipment such as:
Scitex imagesetter operation, hi-res flatbed scanners, color proofers,
color digital printing, and large format color printers

SOFTWARE, While having the ability to quickly learn and adapt to all software issues, I am experienced in most design applications including: Photoshop, QuarkXPress, InDesign, PageMaker, Illustrator, Freehand, Flash, Microsoft Office, AppleWorks, Acrobat, Retrospect Backup, and a wide variety of utilities and support applications.

SPECIAL TRAINING CONFERENCES

ADOBE ACROBAT SOFTWARE WORKSHOP,
EVOLVE TRAINING FACILITY, Seattle, Washington, December 2006

2006 HOW DESIGN CONFERENCE, Las Vegas, Nevada

UCDA (University and College Design Association) Educators Summit,
Kansas City, Missouri, June 2006

SCITEX OPERATIONS CERTIFICATION,
SCITEX TRAINING FACILITY, Chicago, Illinois
Dolev PS/M and Dolev 2press, 1996

MANAGEMENT COACHING DEVELOPMENT,
WALTON INSTITUTE OF RETAILING, Bentonville, Arkansas
"Seven Habits" curriculum, 1995

MANAGEMENT DEVELOPMENT SEMINAR

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RECOGNITION/AWARDS

WAL-MART LEADERSHIP FOUNDATION, Bentonville, Arkansas, 1995
2008 BEST NEWSLETTER, NORTHWEST ARKANSAS ART DIRECTORS CLUB
2008 BEST NON-PROFIT COLATERAL (Collaboration with students), **NORTHWEST ARKANSAS ART DIRECTORS CLUB**
2006 WHO'S WHO OF COLLEGE EDUCATORS
2004 GSA TRAVEL GRANT AWARD
2004 GSA TEACHING ECELLENCE AWARD
1999 PRINT REGIONAL DESIGN ANNUAL > Page 253, Logo for Colon and Rectal Surgical Associates
1999 NORTHWEST ARKANSAS ADDY'S > Arkansas Athletes Outreach, Athletes Recruitment Brochure

EXHIBITIONS

JOHN BROWN UNIVERSITY FACULTY SHOW > John Brown University Art Gallery, Fall 2007
TYPORGRAPHY INSTALLATION (Collaboration with students) > John Brown University Art Gallery, Spring 2007
SOLO SHOW, THEORY TO PRAXIS > "The Red Room" Gallery, Siloam Springs, AR, Fall 2006
SOLO SHOW, THEORY TO PRAXIS > John Brown University Art Gallery, Fall 2005
MFA THESIS SHOW, 6° of Separation > Prichard Gallery, Moscow, Idaho, 2005
JOHN BROWN UNIVERSITY ALUMNI SHOW > John Brown University, 2004
MFA MID-SEMESTER SHOW > Ridenbaugh Gallery, University of Idaho, 2003
MFA BORDER EXCHANGE SHOW > Washington State University, 2002
MFA MID-SEMESTER SHOW > Ridenbaugh Gallery, University of Idaho, 2002

COURSES TAUGHT

ADVANCED PRACTICES IN ART & DESIGN, ART 3883 > John Brown University, 2008, 2009, (England) 2008
ART DESIGN & CREATIVITY, ART 2333 > John Brown University, 2007
PORTFOLIO & PRESENTATION, ART 4103 > John Brown University, 2008, 2009
PUBLICATION DESIGN, ART 4403 > John Brown University, (Spain) 2007
Co-taught **COMMERCIAL PHOTOGRAPHY**, ART 3883 > John Brown University, (Spain) 2007
Co-taught **ART HISTORY**, ART 2343 > John Brown University, (Italy, Spain) 2007, (England) 2008
GRAPHIC DESIGN 1, ART 2253 > John Brown University, Spring 2007, 2008
GRAPHIC DESIGN 2, ART 2263 > John Brown University, 2005, 2006, 2007, 2008, 2009
TYPOGRAPHY, ART 2503 > John Brown University, Spring 2007
CORPORATE IDENTITY, ART 3313 > John Brown University, Fall 2005, 2006
ADVERTISING DESIGN, ART 3203 > John Brown University, Fall 2005, 2006
PUBLICATION DESIGN, ART 4403 > John Brown University, Spring 2006, 2007
BUSINESS OF ART AND DESIGN, ART 4103 > John Brown University, Spring 2006, 2007

LOGO DESIGN/CORPORATE IDENTITY > University of the Nations (South Korea), January 2008
LOGO DESIGN/CORPORATE IDENTITY > University of the Nations (England), March 2006, 2008
LOGO DESIGN/CORPORATE IDENTITY, TYPOGRAPHY > University of the Nations (Hawaii), Summer 2002, 2003, 2004
DESIGN FOR PRINT > University of the Nations (Hawaii), Summer 2001, 2003

DESIGN PROCESS 2, ART 122 > University Of Idaho, 2005
VISUAL ART, ART100 > University of Idaho, 2004
GRAPHIC DESIGN 1, ART121 > University of Idaho, 2002, 2003, 2004
GRAPHIC DESIGN 2, ART222 > University of Idaho, 2003, 2004
GRAPHIC DESIGN 4, ART322 > University of Idaho, 2004
COMPUTER GRAPHICS (FREEHAND), ART2331A > John Brown University, 2000, 2001
COMPUTER GRAPHICS (PHOTOSHOP), A2331B > John Brown University, 2000, 2001
COMPUTER GRAPHICS (PAINTER), ART2331C > John Brown University, 2000, 2001
COMPUTER GRAPHICS (FLASH), ART2331C > John Brown University, 2001