



M. CASEY MCGARR, MFA
Associate Professor of Visual Communication
TEXAS A&M UNIVERSITY-COMMERCE

ANNUAL REVIEW
2016 Curriculum Vitae





BIO

Casey is an Associate Professor at Texas A&M University-Commerce, teaching in the Visual Communication program at the Universities Center at Dallas Campus. He teaches undergraduate typography, design, MFA pedagogy, and MFA studio classes. He has served on the committee to select Agency of Record and Website. Casey continues working with the marketing committee producing marketing material for the Art Department.

He received his MFA in Visual Communication at Texas A&M University-Commerce, and previously taught graphic design at Arkansas State University where he authored and developed the current design curriculum.

Casey has been published in numerous books highlighting letterpress printers/designers and most recently, *Print Regional Design Annual 2016*, *Expression Tipogràfica-Spain*, *Ladies of Letterpress*. The published works include *Adventures in Letterpress*, *Letterpress Now: A DIY Guide to New & Old Printing Methods*, *Vandercook 100*, *Celebrating 100 Artisans and 100 Years of Letterpress Printing on a Vandercook*, *Logo Lounge Volume 7*, *Big Book of Packaging*, *Uppercase Magazine*, *Little Book of Letterpress*, and *1000 More Greetings*.

Casey has worked as a professional designer for over 25 years acting as creative director, art director, and owner. He owns and operates McGarr Creative a graphic design business working on brand identity, packaging, print, and websites. In addition, Casey operates a letterpress design and print shop "Inky Lips Letterpress," producing custom invitations and poster work for a variety of local, national and international clients, as well as, teaching educational workshops. His work has been recognized in national and international publications and gallery exhibitions.

His passion for typography led him to letterpress printing where he operates Inky Lips Letterpress. Inky Lips Letterpress prints the old fashion way with metal type, wood type, Linoleum, and photopolymer. Casey designs and print on two Vandercook proof presses. The shop has hundreds of metal fonts and 50 wood fonts that reside in ten type cabinets. He continues to hold workshops for local and regional attendees. Casey has also began making letterpress wood fonts with a CNC router which elevates the letterpress craft on a national venue.

McGarr was the president of the Dallas Society of Visual Communications in 2000-2001 which is the largest local graphic design club in the United States with over 750 members. He remained on the Board of Directors for an additional 9 years.

TEACHING**FALL 2016****LETTERPRESS PRINTING 497**

Letterpress was a course, which served as an introduction to the basic concepts of letterpress printing through demonstrations and a hands-on experience and to advanced students taking the course work for a second time. Course content addressed letterpress history, type anatomy, terminology, formal, and aesthetic issues, tools, materials of the trade, and safety issues. Thumbnail ideation, writing, type setting, and linoleum carving will also be explored.

TYPOGRAPHY 300

This course content addressed type history, anatomy, terminology, formal, and aesthetic issues, and tools and materials of the trade. Thumbnail ideation, rationale writing, type manipulation, creative session critiques, and computer-generated comprehensives will be explored through weekly assignments.

DESIGN TEACHING METHODS 502

Design Teaching Methods dealt with the creation of a BFA curriculum through team - based exploration and ideation while functioning as a university faculty member. The class operated as a university visual communication faculty tasked with creating a "from scratch" BFA curriculum in Visual Communication. Required university studies, core foundations, reviews, philosophy as well as the role of individual faculty members attributes was part of the mix. Course development, sequencing and assessment rubrics were created in a team-based environment.

SUMMER 2 2016**PEDAGOGY 548**

This course discovers classroom undergraduate training experience. This course focuses on in-classroom observation and experience through the shadowing of a faculty member, and the creation and application of classroom assignments.

SUMMER 1 2016**FINAL THESIS EXHIBITION 547**

A self-directed study and development of a thesis exhibition, and final research paper directed by a designated major professor with feedback from a selected thesis committee.

SPRING 2016**DESIGN 1 365**

Design One course introduced and focused on creative methodologies and process utilizing both team and individual problem solving. Course content addressed research, targeting and positioning, creative process tools, point-of-difference problem solving, as well as formal and aesthetic design issues. Thumbnail ideation, rationale writing, creative sessions, critiques, and computer-generated comprehensives are explored through weekly assignments and in class work.

STUDIO 2 DESIGN EDUCATION AND THEORY 541

I just tap the lid, loosen it a bit, and allow the student to be the one who unscrews it. Studio 2 will focus on design education history, theory, philosophy, and methods. Why do we have a compelling need to teach and why would anyone else listen to me? In addition, how do we learn to recognize and respond to good work in a way that empowers and mediocre work in a way that motivates? How do we compel and guide students to reach beyond the stars? When is enough direction enough? Does "tough love" have a place in the classroom?

DESIGN TEACHING ENVIRONMENT - ART 506

This course will deal with university expectations, requirements, protocol, and the creation of Vita/Vitae materials necessary to enter the college arts job market. In addition, issues germane to survival and success in the academic community will be addressed both in lectures and weekly assignments meant to familiarize and prepare new faculty to excel within the university environment.

RESEARCH AND CREATIVE ACTIVITIES

My twenty-five years as a practicing graphic designer and 15 years of letterpress printing have directed my teaching by bringing in professional practice experience into the classroom. My passion for research is self-evident teaching Master of Fine Arts graduates in the VisCom Program.

I continued to produce letterpress invitations, business cards and posters for clients and self-promotion. In the summer with the purchase of a CNC Router with my research funds, I have been able to produce 24 fonts of type from a historical aspect and designing a few typefaces by manipulating existing digital type. Workshop a held when time allows educating people on the art of letterpress printing.

February 11-12: Held workshop for 8 designers from World Venture

Carved a typeface for Patrick Owens, Department of Visual Arts, Greenville Technical College, Greenville, SC

August 4: Celebrate the Children Auction: Donated Tails of the West

August 2, Consulted Makers Marketplace to install a letterpress area for workshops.

EXHIBITION OF MY WORK:

April 22 - 24: Invitation only to exhibit and sale work in Houston, TX for It Came From The Bayou presented by Carlos Hernandez of Burning Bones Press

June 29: Two posters accepted into an international juried show, Western Trappings in Llano, TX

September: Texas A&M University-Commerce, Department of Art Faculty Show

October 7: Invitation only, Work accepted into Slinging Ink Letterpress Exhibition, Phoenix, Arizona

October 25: Slant Gallery, Dallas, TX, juried show accepted Hello Dolly poster for Halloween show.

PUBLISHED WORK:

April 3: Work accepted into a juried publication in Spain, Book: Expression Tipogràfica, published Type Man

November 24: Work Accepted in the Print Austin Show, Austin, TX

December 1: Print Regional Design Annual, Animal Activist Posters

SERVICE

2016: Produced all the Mail Chimp emails for workshops and exhibitions for the VisCom Program.

January 28: Letterpress Exhibition: Work from Brad Vetter, Jen Farrell, and Dirk Fowler to was displayed in the VisCom Gallery

May: China Trip: Worked with Virgil Scott and produced marketing materials for the trip to China and Took 8 students

September 8: Designed and letterpress printed a commemorative poster for Michael Schwab and presented to him from the VisCom Faculty

October 7: Participated in Teacher Ink Workshop

Continue to update Department of Art website

Began designing new website for the Department of Art

PROFESSIONAL RECOGNITION

DSVC (Dallas Society of Visual Communicators) Past President 2000-2001

AWARDS AND RECOGNITION

December 1: Print Regional Design Annual, Animal Activist Posters

SPEAKING ENGAGEMENTS

May 2016: Gave a letterpress talk to students at Tianjin University

CONFERENCE PARTICIPATION

November 3-6: Wazygoose Hamilton Wood Type Museum, Two Rivers, WI

October 16-19: AIGA Conference Las Vegas

PARTICIPATION IN PROFESSIONAL ORGANIZATIONS

AIGA Student Advisor

AIGA Member