

Lee A. Hackett, MFA
TEXAS A&M UNIVERSITY - COMMERCE

DIRECTOR OF VISUAL COMMUNICATION
2018



BIO

Lee has worked as a freelance prepress designer with Dallas agencies and studios, producing complex projects by providing an educated design eye, conceptual thinking and strong technical ability for over 25 years. The creative process of taking a concept, implementing it through Macintosh applications and project management, then seeing it through to completion is her focus. Her clients range from branding agencies to small boutique design studios. This diverse client list provides the opportunity to work on wide ranging projects with Procter and Gamble, Pepsi, Brinker, American Airlines and Consilient.

The qualities that have proven to be a successful mix in professional practice have also served Lee in the classroom with first year students achieving national awards for their work from her foundation courses. She contributes to the honors and graduate programs with lectures, panel and thesis committee participation and has received professional recognition for her teaching contributions to the field of Visual Communication.

Silkscreen is Lee's research medium. She has used her travels to start the study and collection of everyday patterns, such as wall paper from the 1960's and 70's along with maps from New York, London and Beijing. She is currently creating original patterns based on her research, adding to over 40 designs over the past year. Her studio contains a 96" by 60" vacuum table to accommodate the large patterns for her silkscreen designs. Lee's work is annually featured in the Department of Art Faculty Show and was asked to print the limited Edition Michael Schwab exhibition poster for his retrospective. She was recently recognized in Standout Prints 2018, an international print competition juried by Crawford Mann curator of prints with the Smithsonian. Her work was one of only 75 selected from over 900 national and international submissions.

Mrs. Hackett received her MFA in Design Communication from Texas State University in May of 2012. Lee is an Assistant Professor at Texas A&M University-Commerce and the Director of the Visual Communication program at the Universities Center at Dallas campus. She teaches undergraduate electronic media, silkscreen and the senior exit practicum, along with special topics, independent study, honors thesis and the internship class. Participation in the graduate program included thesis chair and committee membership as well as panel participation in multiple courses.

VITA

I. Teaching

A. Courses Taught with Syllabus Description

- Spring 2018: Art 464.801 Screenprinting for VisCom
This course serves as an introduction to the silkscreen process. Students will learn the medium through demonstrations and technique application to conceptual design work.
 - attain the ability to mix and apply water based inks as well as photographic emulsion
 - understand the sequencing of colored layers to build an image
 - create computer based designs, print film and apply
 - create conceptually driven, consistent original prints using silk screen techniques with competence and skill

- Spring 2018: Art 478.801 Senior Exit Practicum
The course has guest speakers and students visit agencies and studios. Students will have the opportunity to have their portfolio critiqued by professionals in their area of emphasis. As a class, students are responsible for every branding aspect of the senior exit show and silent auction: concept, promotional and date.

Students designate: location chair/auction chair/food&drink chair/publicity chair. The chairs are the contact point for that area of the show.
 - gain a further understanding of industry environment through studio and agency visits
 - prepare portfolio presentation for guest critiques
 - set up outside interviews for portfolio critiques
 - plan the Senior Exit Show, including the show concept and production of collateral and marketing materials

- Spring 2018: Art 490.801 Honors Thesis
Student will produce and defend an honors thesis proposal.

- Fall 2017: Art 310.801/802 Electronic Media and Method
This is a first tier course in electronic media and methods. Students will use Adobe CC Illustrator and InDesign to produce a branding series, consisting of two and three dimensional applications. Students learn project work flow, organization, the correct production of projects. Your semester will also contain tutorials, done both in and out of class, quizzes, a midterm, a written final and computer skills portions.
 - strengthen application skill set to include software concept understanding, correct tool usage correct document authoring
 - exhibit comping/hand skills and an understanding of branding
 - gain understanding of professional expectations, presentations and processes through assignment work flow
 - incorporate visual vocabulary into critiques and project conversations
 - deepen students visual well

- Fall 2017: Art 495.801/802 Internship
This course is your credit for participating in an internship in the visual communication industry. To receive credit for this course you must turn in the internship outline form with appropriate signatures. Turn in a binder, examples shown in our meeting, that details your internship experience.
 - gain understanding of professional expectations and processes
 - participate in the production of projects
 - build professional relationships

- Summer 2017: Art 499 Graphic Design: Thinking Visually London June 1-July 2

This course focuses on British graphic design—it's contribution and influence on culture. Students will study the art of the poster, wayfinding, and typography. Class conversations address the definition and relevance of design and the role it plays in today's society. We explore, look, experience, explore some more, occasionally get completely lost and use aspects of design to help us to navigate through unfamiliar territory.

The class will look at design problem solving and creative approaches in London and broaden our understanding of other cultures. There will be lectures and discovery walks, along with studios and agency visits to learn about design thinking and creative process from a global perspective. The course includes a 2-day silkscreen workshop. Daily tours of major sites, museums and neighborhoods will broaden the London experience.

B. Courses Developed/Updated/Maintained

ART 309 - Digital Imaging and Motion for VisCom

An introduction to the digital manipulation of a variety of image types. Students will learn the preparation and application of images for use with print, motion and web-based applications.

ART 310 - Electronic Media and Methods

The study of electronic media combined with a variety of methods for visual communication comprehensive solutions. Students will learn skills for artifact building from computer application to advanced fabrication processes as applied to packaging, multi-page and promotional visual communication projects with intent of developing industry knowledge for design execution.

ART 311 - User Experience in Multimedia

Students explore how design is used to guide user experience, build an understanding of behavior, choices and how design interfaces with them through the authoring of multimedia projects..

ART 312 - Web and Mobile Development

An introduction to the production of web and mobile media solutions. Students will learn to author projects with audience interaction as the goal through the study of typography, navigation, interface, information architecture and the basics of programming.

ART 313 - 2 -D Animation

This course develops skills in basic two dimensional animation techniques. Students focus on the production of animated assets for use in a variety of platforms.

ART 317 - Three-Dimensional Imaging

This course focuses on 3D modeling. Students will develop the skill sets involved in creating 3D artifacts for use in various media.

ART 360 - Creative Thinking

Students will explore a variety of approaches to conceptual solutions based in visual communication. An introduction to user experience, information visualization, and advanced color theory for communicating effective and unique solutions. Identifying a creative mindset through research and writing will help provide the tools and skills for bringing creative content to different media.

ART 410 - Animation Application

Students learn the different applications for animation. Students explore industry concepts in a variety of environments.

ART 411 - Advanced User Experience in Multimedia

An advanced study of multimedia projects and mobile apps with the incorporation and understanding of positive user experience. Students apply authoring techniques to incorporate digital imagery, audio and video into a interactive solutions.

ART 412 - Video in Visual Communication

An introduction to video for the use of story telling to create conceptual solutions for various environments. This course explores video in the context of visual communication with attention paid to understanding scripts, storyboarding, casting, and location scouting. Students learn basic videography skills and editing techniques reflective of the industry to produce short videos. The goal is to incorporate video components into advanced course projects.

ART 414 - Motion Graphics

Exploration of linear animation. Students will learn the basics of how to composite multiple assets and apply special effects over a time sequence. Students learn authoring techniques to incorporate digital imagery, audio and video into their conceptual solutions.

ART 416 - Advanced Motion Graphics

Advanced creation of projects involving motion graphics. Students learn advanced techniques for the integration of 2-D, 3-D and special effects into motion graphics. Concepts and solutions focus on gaming, web and mobile devices.

ART 417 - Advanced Animation

Students learn the creation of complex animations using a cross section of software to produce conceptual solutions.

ART 418 - Cross Cultural Design

Students will explore a variety of societal differences as well as the differences in their own creative approach when working with various cultures. Students will be required to look beyond their traditional approaches in creative development and explore other means of developing ideas, visual language, color theories and messaging for the Chinese and American markets.

ART 464 - Screen Printing for VisCom

Students will explore the silkscreen printing process through demonstration, technique application and design projects. Correct art authoring, screen preparation, multi-color and halftone solutions, and print registration will be covered.

ART 467 - Design Communications III

Advanced problems in design communications with an emphasis upon conceptual design applications for solutions across a broad range of products for a single client, focusing on web and mobile app solutions.

ART 478 - Visual Communication Senior Practicum

The course focuses on all aspects of the Senior Exit Portfolio group show. Students work in a group setting to develop a single brand that encompasses multiple collateral pieces and a variety of social media. Students learn about budgets and project time lines. Students will hear industry speakers and visit studios and agencies. The class culminates in an exhibition at the end of the semester.

C. Program / Curriculum Development

- Update of Portfolio Entry Forms and Requirements. *Annually*
- Update of Tier One and Two Progress Assessment. *Annually*
- Update of Senior Exit Portfolio requirements. *Annually*
- Maintain program course rotation and semester schedule. *Every Semester*
- Maintain expected understanding of professional expectations and currency for Visual Communication: Art Direction, Design and New Media emphasis. *Every Semester*

D. Director of Visual Communication / Dallas location

- Author and implemented a floorplan to transition from our current 15,000 square foot space to 5,900 square feet in the El Centro C Building. To include a strategy for maintaining the same high level of education and students outcomes when downsizing from 3 computer labs, five lecture rooms, a photo/video studio and the pressroom for letterpress and silkscreen to two lecture rooms, two computer labs, a pressroom and a photo/video studio. This responsibility includes working with El Centro and their contractors to provide the required learning and administrative spaces for the program, readjusting the current scheduling to accommodate the new spaces and acclimating students to the new situation.
- Lead the organization of renovation and equipment placement from our Pacific location to El Centro.
- Continue to oversee the administration of 15,000 square feet, including 3 computer labs, five lecture rooms, a photo/video studio and the pressroom for letterpress and silkscreen for 1910 Pacific Place, 4th floor until the move in June 2018 *2015-2018*
- Hire up to 8 SACS qualified adjunct per rotation need each semester. Work closely with adjuncts to write correct course objectives, author assignments that fit into the over arching student outcomes of the program *2000-present*
- Steer and maintain the VisCom program curriculum that addresses the needs of 3 tier levels, each with 3 different emphases to ensure the quality of skill set needed paired with a realistic graduation date.
- Advise undergraduate UCD Visual Communication program, currently 86 students. *2000-present*
- Program questionnaire for tracking trends in program demographic. *Annually*
- Coordinate Senior Practicum portfolio entry and mid-term review. *Annually*
- Coordinate One Show International Student Exhibition entry. *Annually*
- Author and organize Portfolio Entry review for incoming students. *Annually*
- Present Tier One Orientation. *Annually*
- Hold weekly Viscom faculty meetings.

E. Selected 2017-18 Visual Communication Recognition

Visual Communication students maintain their recognition level with the receipt of over 50 national and international recognitions in both 2017 and 2018.

- 2018 New York One Show-The Young Ones Bronze Pencil for Print. This was the only pencil given in the category to a school from the U.S., the other recognized institution was from Italy.
- 2018 Graphis: 48 universities from multiple countries submitted work for inclusion in this year's annual. The 28 pieces included from A&M Commerce is the largest amount in the school's recorded history of entering the annual. Recognition included 3 gold and 5 silver.

- 2018 Addys: Dallas-3 Gold, 2 Silver and 7 Bronze awards. Regional-2 silver.
- 2018 National Student Show: 15 pieces accepted into the show including 3 Best of Category winners: poster, logo and invitation.
- Graphis: New Talent Annual founded in 1944, Graphis publishes the world's most significant and influential works from the greatest talent in design, advertising and photography. Each year, visual communication students from all over the world compete to be recognized in this annual publication. The Texas A&M University-Commerce Department of Art Visual Communication program is pleased to announce the inclusion of 16 Visual Communication (VisCom) students in the 2017 Graphis New Talent Annual awarded with
2 Gold—Christina Moreland and Reese McKinney
4 Silver— Nicholas Mackenrodt, Deanna Martin, Morgan Crabtree and Megan Preas and an additional 14 merit awards.
- 2017 National Addys: The ADDY® Awards is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local ADDY® competitions. The mission of the ADDY® competition is to recognize and reward creative excellence in the art of advertising. Conducted annually by the American Advertising Federation (AAF), the local ADDY® Awards are the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets. At the second tier, local winners compete against other winners in one of 14 District competitions. District winners are then forwarded to the third tier, the national ADDY® Awards competition Gold—Cooper Weinstein

II. Research, Scholarship, and Presentations

- Silkscreen—Research

A. Screen Printing/Pattern Design

- Standout Prints 2018: curated by Crawford Mann of the Smithsonian American Art Museum
One of 75 selected from over 900 entries 2018
- Fab Four: Two selections of handprinted wallpaper plus Joyce and Barbara prints were featured in the President's Gallery 2018
- AIGA Invitational Design Tarot Card Deck: 4 of Pentacles 2018
- 2017 VisCom Faculty show: Wallpaper, Joyce and Mao screen prints
- 2017 Art Department Faculty Show: Wallpaper featured.
- Continued production of original screen printed wallpaper
- Printed an original series with Print Club London

B. National Student Show Educators Forum Chair/Conference Presenter

- Organized a three educators conference that ran parallel to the National Student Show and Conference.
- Gave introductory talk— Industry Demands and Expectations: Teaching Visual Communication
- Organized and stipulated criteria of the judging of presenters and their papers

C. Research: Speakers

- DSVC: Lesli Ferguson
Flight School
SDCO Partners

II. Service

Department of Art, College, University

A. Department of Art / Visual Communication

- Organization and layout of new El Centro space
- Traveled with 5 award winning student to New York City for the International One Show.
- Authoring workshops to apply the \$25,000 grant received for high school student and teacher workshops
- INK letterpress/silkscreen workshop and portfolio review for scholarship for high school students
- INK for high school teachers
- Ideas in Motion Workshop and Photoshop Reboot Workshop
- Steam Roller Printing Event-Professional Workshop
- Recruiting at TAEA Conference
- Organized meeting with One-Stop-Shop recruiters for information session and tour of the program
- Attended the National Student Show
- Attended Big [D]esign Conference with students
- Worked with VisCom faculty in the organization and exhibition of Jeremy Sharp and Jeff Barfoot in the VisCom Gallery
- Organized the first VisCom Alumni Retrospective hosting work from over 60 alumni and featuring 100 pieces from all over the country.
- Tour and programs talks with potential students as well as visitors such as President Keck, alumni John Norman and Bart Cleveland, and scholarship contributors Alton and Louise Biggs.
- Global Presentation and reception
- Art direct photoshoot for VisCom promotional pieces
- Academic Meeting for all freshman and sophomores on main campus to introduce the Visual Communication program. *Every Spring Semester*
- Program meeting for all Tiers One, Two and Three Students attending the UCD for semester schedule announcements, program advice and updates. *Every semester*
- Curriculum Committee, Department of Art, Responsible for maintaining curriculum focus for Visual Communication: Art Direction, Design and New Media emphasis. *Fall 2012 - present*
- Tier One Orientation for Visual Communication transfer students. *August 2010 - present*
- Fall and Spring back-to-school meetings with Visual Communication faculty and adjuncts to present upcoming changes, discuss current course offerings and suggested updates. *August 2000 - present*
- Establish and maintain professional links for student internship opportunities:
including- Fossil, T&P, Richards Group, Dennard Lacey and Associates, Caliber and Moroch
- ARTS 540: Studio 1 Creative Method
Texas A&M University-Commerce, Panel Member. *Annually*
- ARTS 541 Studio 2: Design Education Theory & Practice
Texas A&M University-Commerce, Panel Member. *Annually*
- ART 502: Design Teaching Methods / Pedagogy 1: Pedagogy
Texas A&M University-Commerce, Panel Member. *Annually*

- ARTS 543: Studio 4 Cross-Cultural
Texas A&M University-Commerce, Panel Member. *Annually*
- ARTS 545: Studio 6 Thesis Topic
Texas A&M University-Commerce, Panel Member. *Annually*
- ARTS 543: Studio 4 Cross-Cultural
Texas A&M University-Commerce, Panel Member. *Annually*
- Scholarship Committee. *Fall 2017*
- Institutional Effectiveness Committee. *2017*
- MFA Graduate Thesis HEAD, Texas A&M University-Commerce,
Jeff Martin: Combating The Under Representation Of Women In
Computer Science - *Summer 2019*
Doug May: Festival Builder: A Solution For Developing and Promoting Cultural Events
For Small Communities - *Summer 2017*
Nicole Crenshaw: Lesbian, Gay, Bisexual, Transgender (LGBT) Inclusive Sex Education
For New Media - *Summer 2017*
BFA Honors Thesis Head, Texas A&M University-Commerce,
2018 Amy Ygnaza: A Visual Study of Neighborhood Landmarks in Dallas-2018
Kate Eskridge: The Animation Pipeline Process: Not Just a Pretty Picture 2017
- Northlake College Advisory Board *2005-present*
- Cedar Valley College Advisory Board *2014-present*

B. College of Humanities Social Sciences and Arts

- Curriculum Committee, College of Humanities, Social Sciences and Arts *2014-present*

C. University

- Quality Enhancement Plan Contributor and Mentor, Tasked with keeping faculty up-to-date on the QEP plan and acquiring credentials for Global Scholar program upon SACS approval. *October 2013-Present*
- Global Fellow

D. Organizations

- DSVC Dallas Society of Visual Communication
- AIGA American Institute of Graphic Art