

O  
J  
F  
M  
A  
M  
J  
J  
J  
A  
S  
O  
N  
M  
M  
U  
R  
D  
O  
C  
K  
J  
A  
S  
O  
N  
D  
J  
F  
M  
A  
M  
J  
J  
A  
S  
O  
N  
D  
J  
F  
M  
A  
M  
J  
J  
A  
S  
O  
N  
D  
J  
F  
M  
A  
M  
J  
J  
A  
S  
O  
N  
D  
J  
F  
M  
A  
M  
J  
J  
A  
S  
O  
N  
D

*Jason E. Murdock*

*jason@jasonmurdock.com*  
*JasonMurdock.com*





---

*Teaching Experience, continued*

2007 – 2009

**Visiting Assistant Professor of Visual Communication Design**

Herron School of Art &amp; Design

Full-time/Non-tenure Track, Yearly Appointment

*Courses Taught:* Typography 01–02  
Visual Communication Studio 01–02

---

**RESEARCH ACTIVITIES**

2015 – 2016

***Fluid Identity: History & Practice of Dynamic Visual Identity Design***

Kent State University School of Visual Communication Design

Graduate Thesis Research

My research interests include *design processes, systems theory, typographic design, and visual identity design*. I recently concluded an investigation into the history and application of generative design methods to the creation of dynamic visual identity systems. It is my hope that this investigation will provide a foundation for future research activities.

2015

***The Role of Communication Design in The Evacuation of Public Spaces During Active Shooter Situations***

Kent State University School of Visual Communication Design

Graduate Studio Research

The goal of this collaborative, multi-semester design research project was to explore the role of visual communication design in effecting positive change in the outcomes of active shooter situations. Specifically, it was our goal to answer the question: *how might design be used to minimize loss and casualties in active threat situations?*

---

*Research Activities, Continued***2012 – 2013*****Predictive Personalized Genetic & Lifestyle Risk Model for Dyslipidemia***

Indiana University School of Medicine, Public Health Department

I worked with researchers to design the graphic user interface of a mobile application to be used in clinical trials for the purposes of visualizing the lifestyle and genetic risks of developing Type 2 diabetes. The study focused on Hispanic and African-American women who had previously been diagnosed with gestational diabetes, and the risk visualization was tested as a method of changing behavior in these at-risk populations.

**2011 – 2012*****Teaching & Learning with Mobile Tablets***

Center for Teaching &amp; Learning | IUPUI Faculty Learning Community

I investigated how iPads could help facilitate more immediate feedback during sophomore portfolio advancement review. Additionally, students in my sophomore-level visual communication studio course used a newly developed web-based software application called, App Press to create functioning apps for mobile devices.

---

**PRESENTATIONS/PUBLICATIONS****2016*****Type As/And Image***Group Poster Exhibition  
Kent State University***Modularity, Permutation, and Open Form:  
Generating Type for Visual Identity*****TypeCon2016: Resound** Typography Conference, Peer-reviewed  
Society of Typographic Aficionados

