Jason E. Murdock

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2014 - 2016

Master of Fine Arts, Visual Communication Design

School of Visual Communication Design, Kent State University

Cumulative GPA: 3.98

1999 - 2003

Bachelor of Fine Arts, Visual Communication Design

Herron School of Art & Design, Indiana University

Cumulative GPA: 3.77

TEACHING EXPERIENCE

2014 - 2016

Graduate Teaching Appointee

School of Visual Communication Design, Kent State University

Courses Taught: Glyphix Design Studio

Graphic Design o1

Introduction to Typography

Introduction to Visual Communication Studio

Visual Design for Media Visual Design Literacy

2009 - 2014

Lecturer of Foundation Studies & Visual Communication Design

Herron School of Art & Design

Full-time/Non-tenure Track, 5-year Appointment

Courses Taught: Creative Processes

History of Design Typography 01–03

Two-dimensional Design

Visual Communication Studio 01–03

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Teaching Experience, continued

2007 - 2009

Visiting Assistant Professor of Visual Communication Design

Herron School of Art & 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?

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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 & 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

The End of The Rebrand? Design Observer Article

2015

Fluid Identity: Exploring A Generative Approach to Visual Identity Design

Face Forward Typography Conference, Peer-reviewed Dublin Institute of Technology

SERVICE & LEADERSHIP

2013

Honors Art & Design Camp Instructor

Herron School of Art & Design, Community Learning Program

2010 - 2013

Herron AIGA Student Group Faculty Advisor

Herron School of Art & Design

2009 - 2010

Curriculum Development Committee

Herron School of Art & Design

PROFESSIONAL EXPERIENCE

2006 - 2007

Art Director, Beltrame Leffler Advertising

Business-to-Business Advertising and Consumer Branding

2004 - 2006

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Designer, Publicis North America (Indianapolis)

Full-service Branding, Marketing, and Advertising Agency