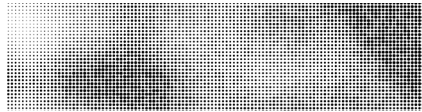


breuna baine

Associate Professor of Fine Arts

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EDUCATION

MFA 1998
Auburn University
Auburn, Alabama

BFA 1992
Savannah College of
Art and Design
Savannah, Georgia

Study Abroad 1996
Royal College of Art
London, England

EXPERIENCE

Academic Positions:

2010 – Present
Auburn University Montgomery (Montgomery, AL)
Associate Professor of Fine Arts

2005 – 2010
Auburn University Montgomery (Montgomery, AL)
Assistant Professor of Fine Arts

1998 – 2000
Northern Kentucky University (Highland Heights, KY)
Assistant Professor of Graphic Design

1996 – 1998
Auburn University (Auburn, AL)
Graduate Teaching Assistant

Professional Positions: --- *See Appendix A*

2000 – 2004
Landor Associates (Cincinnati, OH)
Graphic Designer
Designed corporate identities, special event campaigns, packaging and print collateral for consumer goods made by Fortune 100 and Fortune 500 companies. Collaborated with marketers to define positioning and branding for national/international consumer goods.

1993 – 1996
Black Belt Press / BBP (Montgomery, AL)
Creative Director
Designed all books and books jackets for 15 to 20 titles annually. Oversaw national and international printing.

Partial Design Client List:

MGA Entertainment, Alabama State University, Skinner Printing Company, Seraaj Family Homes, ProEthics Pharmaceuticals, Tracy Holley Marketing, Greater Valley Development Group, Trenholm State Community College, SoundImaging, LLC, Kynect Solutions LLC, Loren Taylor Interior Design.

Professional Memberships:

Southeastern College Arts Conference, 1998 – present
American Advertising Federation Montgomery, 2013 – 2022
AAF Montgomery Projects Chair, 2007 – 2009
AUM Ad Fed Club, Faculty Advisor, 2013 – 2023
Art Directors Club of Cincinnati, 1999 – 2003
Contemporary Arts Center, 2002 – 2003

TEACHING

Courses Taught:

Auburn University Montgomery (Montgomery, AL)

- + History of Graphic Design
- + Advertising Art
- + Typography 1
- + Typography 2
- + Computer Graphics
- + Graphic Design 1 and 2
- + Graphic Design 3 WI
- + Advance Graphic Design
- + Presentation Graphics
- + Foundations 1
- + Introduction to Visual Arts
- + Visual Thinking
- + Design Techniques
- + Senior Project

Northern Kentucky University (Highland Heights, KY)

- + Intro to Computer Graphics
- + Intro to Graphic Design
- + Intro to Typography
- + Advanced Typography
- + Fundamentals 1
- + Senior Exhibition

See Appendix B

CREATIVE AND SCHOLARLY PRODUCTIVITY

Edited list of graphic design work produced:

2022 – 2023 + Designed Instagram ads and corporate identity for Montgomery Tech Lab and Gray Nicolas Consulting respectively. Created website and print collateral for Pretrial Alliance Montgomery.

2021 + Created digital brand manual for Loren Taylor Interior Design.

2020 + Created cover for *Saving America's Amazon*, NewSouth Books. Designed logo for start-up, Kynect Express.

2019 + Developed pet finding app called PetDetective (Unpublished). Created cover designs for the following books: *No Place Like Home*, *The Road to Healing: A Civil Rights Reparations Story in Prince Edward County, Virginia*, *Won Over*, *Theoretics of Love and for L'Chaim and Lamentations*. Each title is published by NewSouth Books /University of Georgia Press.

2018 + Created cover designs *American Founder's* (Published 2019) and *Meanest Man in Congress*. Each title is published by NewSouth Books /University of Georgia Press.

2017 – 2018 + Designed corporate identity, a website and additional collateral for the cyber security and intelligence support company, GlobalKynect Solutions (Falls Church, VA). Created a corporate identity for Loren Taylor Interior Design.

2015 + Created print and packaging for the following brands/clients: didi's lotion, Innovation Hub, and Blacklash Beer (unpublished). Good Work Sense.org (published).

2014 + Print campaign for Center for Leadership and Public Policy (Montgomery, AL) business breakfast featuring Congresswoman Terri Sewell, Ambassador Andrew Young and Ellen Brooks.

2013 + "Tired Feet But Rested Souls," Montgomery Bus Boycott Anniversary for the The National Center for the Study of Civil Rights and African-American Culture, Montgomery, AL. SoundImaging, LLC brochure, Wetumpka, AL. 3rd Biennial Regional Economic Symposium, booklet plus collateral, Brewton, AL.

2012 + Restor (Veteran's nonprofit), corporate identity/print collateral, Montgomery, AL.

2011 + MacMade Home Improvement, corporate identity plus collateral, Zanesville, OH.

2010 + Center for Leadership and Public Policy-, Montgomery, AL Mission Graduate ASU, Montgomery, AL, print collateral.

2009 + Adullam House Corporate identity, CNBR (Center for NanoBiotechnology Research), corporate Identity and collateral. Corporate identities: Glenwood Forest Products, J.F. Thomas & Sons Construction, Parks Pharmacy, 1867 Society, Montgomery, AL.

2006 – 2012 + "ASU Today Magazine," Alabama State University, Montgomery, AL. Designed debut issue of the University's editorial magazine. Designed 3 to 4 issues annually, plus any additional collateral or ads needed for the magazine.

2006 – 2008 + "Science@ ASU," Alabama State University, Montgomery, AL. Collaborated with Dr. Shree Singh (editor) and David Campbell (photographer) to create a publication that highlights scientific research.

2004 – 2007 + Seraaj Family Homes, Montgomery, AL Designed company's corporate identity, print collateral and trade show exhibits.

2006 + "Pawz Color and Muichiz® Packaging Exploratory, MGA Entertainment, Los Angeles, CA. The purpose of the study was to establish color schemes specific to the target consumer and was used in focus groups. The exploratory established naming hierarchy, character and color schemes for Miuchiz® handheld pixel games.

ADDITIONAL CREATIVE AND SCHOLARLY PRODUCTIVITY

- + Awarded a 2021 Design Incubation Fellowship. "Design Incubation is an organization for educators and practitioners of Communication Design to discuss design research and practice. Their aim is to create a community where designers can assess creative work through a lens of scholarly activity and academic review." I was selected to participate in a competitive fellowship under the Review Track. I wrote a book review for *Reading Graphic Design History: Image, Text, and Content* by David Raizman for the *Design and Culture Journal*.
- + Selected as a 2022 – 2023 Faculty Fellow of the Auburn University at Montgomery Civil Rights and Civic Virtue Society. The inaugural cohort of Fellows is expected to help our campus community to foster civic engagement, civic-mindedness, and civic virtue. Being a Fellow required that I create an environmental design project based on Civil Rights and civic engagement and provide mentorship to future Fellows.
- + Awarded a 2023 ACHE (Alabama Commission on Higher Education) grant for the "All In Alabama" ad campaign with Nikhil Ghodke. The ad campaign encourages current and former Alabama graduates to stay and join the state's workforce. www.ache.edu/index.php/reengage-alabama/
- + Awarded AUM URCA Grant. The grant provided students with the tools they needed to work on an identity and a wayfinding system for the new Shady Street Trailhead and Park and the City of Montgomery.
- + AUM Lectures Committee Grants to invite L'Rai Arthur Mensah (2023) as a part of AUM's CRCV Speaker Series and Luke Sullivan (2014) and Jim Huntley (2013) to my FreshMarket Speaker Series.

See Appendix C

PUBLICATION

2021 Author. Book Review: *Reading Graphic Design History: Image, Text, and Content* by David Raizman, published in *Design and Culture Journal*, ISSN: 1754-7083.

CONFERENCE PRESENTATIONS

- 2022 + "Why Do We Keep It Getting Wrong? Stereotypes in Design and Advertising," SECAC, Baltimore, Maryland.
- 2018 + Recorded discussion titled "The Bauhaus and the New Typography" with Mandy Horton for College Arts Association's (CAA) Podcast. <https://soundcloud.com/user-765977562>
- 2017 + Co-chaired "Meggs and Beyond: Does graphic design history pedagogy begin or end at the canon of graphic design

history?" Co-Chair: Amanda Horton, University of Central Oklahoma, SECAC Roanoke, VA.

2016 + Co-chaired "The History of Teaching Design History: How to Make an Impact" Co-Chair: Amanda Horton, University of Central Oklahoma SECAC, Columbus, OH.

2015 + "Design History Rocked My World," SECAC, Pittsburgh, PA.

2014 + "Bauhaus Influences on Olympic Identities" as part of the panel "The Bauhaus and the New Typography," chaired by Richard Doubleday, SECAC, Sarasota, FL.

2011 + "MISSING: Blacks in Academia in the Fine Arts", SECAC, Savannah, GA.

2010 + "Bridging strategy and the design principles in graphic design," Southeastern College Art Conference (SECAC) , Richmond, VA.

See Appendix D

EXHIBITIONS/COMPETITIONS

2023 + Local American Advertising Award & District American Advertising Award, "All in Alabama" Instagram (IG) campaign

2022 + GDUSA Design Award, "World Games" IG campaign

2022 + MarCom Digital 19th Annual Marketing & Communications Competition, Honorable Mention, "World Games" IG campaign

2021 + APEX Award of Excellence

2021 + HERMES Platinum Award, Loren Taylor Digital Brand Guide

2019 + Faculty Show, Auburn Montgomery

2019 + "Roots" Exhibition National Center for the Study of Civil Rights and African-American Culture

2012 + Faculty Show, Auburn Montgomery

2011 + CASE Award for "ASU Today Magazine"

2010 + APEX Award for "ASU Today Magazine"

SERVICE

University/Departmental Service:

2023 Chair, 2D and Digital Arts search committee

2022 Spatial Studies position search committee

2020 – 23 Undergraduate Research Ad Hoc Committee

2020 – 21 CLASS representative, Online Learning Advisory Taskforce

2020 Art Sculpture Lecturer position search committee

2019 Portfolio Review Committee

2018 Graphic Design faculty search committee
2016 – 2017 College of Arts and Sciences Curriculum Committee
2016 – 2015 College of Arts and Sciences “A Night Out” Committee
2016 Public Relations faculty search committee
2016 Multimedia Broadcast Journalism faculty search committee
2015 Chair of Art Historian search committee
2014 Communications Video faculty search committee
2013 – 2014 Fine Arts Department Program Review Coordinator
2014 FreshMarket Speaker Series, founder
2013 FreshMarket Speaker Series, founder
2012 Design on the Dock, student graphic design exhibit
2011 Photography and Printmaking position search
2010 Art Historian search committee
2010 – present Faculty Advisor, AUM Ad Fed Club

Community Service:

2020-2023 Pretrial Alliance Montgomery
(Chair, Communications Group)
2019 Mentored two Booker T. Washington students to compete in a regional FBLA competition
2017-2019 MPACT Advisory Board
2015-2016 Montgomery Area Council on Aging – Meals on Wheels
2012 Restor (non-profit for veterans) print campaign
2011 DesignBridge (digital workshop for high schools students)
2008-2012 Alabama Department of Rehabilitation Services

Professional Development and Conferences:

2023 AI Conference
2023 AUM Teaching Conference
2023 Vanilla Ice/Fine Arts Workshop
2021 Design Incubation Fellowship Workshop
2019 Coding Solutions Summer, 2019 Cohort
2018 Creative South Conference, Columbus, GA

Appendix A

Before entering academia, permanently, I worked as a graphic designer in book publishing, branding, and packaging. Design projects at Landor Associates were mostly product packaging design and print collateral to support product branding. Black Belt Publishing published Southern fiction and non-fiction books.

Those positions inform my current client work and they helped me develop a reliable process for finding effective design solutions: inspiration, ideation, then creation.

I developed a love of typography and publication design. The simplicity and elegance of white space married to the visual complexity of telling a story influences my approach.

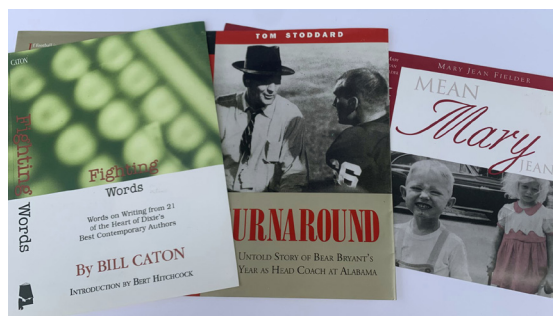
Appendix A shows a few pieces of work created for Landor and book jacket designs from my days at Black Belt; I included them to give context to the design projects I have worked on while teaching at Auburn University Montgomery.



Alldays and Allways brand packaging and print collateral.



Corporate identity for Give Kids the World Village.



Various book jackets fiction and non-fiction titles at Black Belt Press.

ASU Today Magazine and Science@ASU Magazine were exciting to embark on because they were the first full-color magazines that ASU created. Both periodicals were an opportunity to bring unique stories to life with type and page layout while celebrating successes at the HBCU. The magazines won a local ADDY Award (2007), 2 APEX Awards (2007 and 2008), and a CASE Award (2010).

The magazine work led to designing for the Center for NanoBiotechnology Research, The National Center for the Study of Civil Rights and African-American Culture, and the Center for Leadership and Public Policy, where I produced data and event-focused print design.

My portfolio contains many pieces focusing on academics, social issues, and Civil Rights. It feels very Alexander "Rodchenko-esque" to design for social change. However, book jackets created for NewSouth Publishing, now an imprint of UGA Press, have allowed me to experiment with photography and photo illustration.

More recent work is a combination of print, websites and social media design. Although the work is varied, it has also successfully met the needs of my clients and earned a few awards. The "Welcome to the World Games" Instagram ads and Loren Taylor Interior Design identity are a couple pieces that were recognized in design competitions.

Appendix B includes a few pieces from my portfolio.



CNBR :: :: ::
Center for
NanoBiotechnology
Research

The science department and CNBR were early clients that needed a brand new magazine, identity marks and print collateral to promote research projects resulting from a large NSF grant.



touch
20/20

PRESIDENT'S GALA 2012

*You are cordially invited to join
President and Mrs. Harris for an
evening of celebration.*

Friday, July 20, 2012 | VIP Reception 6 p.m. | Gala 7 p.m. | Dunn-Oliver Acadome

**EVEN IF YOU CAN'T ATTEND PRESIDENT'S WEEKEND,
YOU CAN BE A PART OF ASU'S ONGOING TRANSFORMATION...**

Includes:

- 1867 Society:** Join the society named in honor of the University's founding year. The 1867 Society is an annual giving plan for alumni. Members receive special University privileges, including access to events and signature paraphernalia, season tickets discounts and a membership card. Annual Membership is \$1867.
- Trust for Educational Excellence Named Scholarship:** Establish a named Trust Scholarship in honor of an individual, family, club, organization, foundation or corporation.
- Give to ASU:** Make a recurring pledge or one-time gift of any amount to ASU by visiting www.asu.edu. Click "Give to ASU."
- 1867 Society:** Become a member of a society named for the Marston Nine, the nine freedmen recognized as the Founders of Alabama State University. Society members designate planned giving items to the University, such as real estate, appreciated securities, retirement funds, life insurance policies and collectibles.
- Touch 2020:** Make contributions to Vision 2020 by donating \$20.20 per month for a year.
- Trust ASU to 505050:** Take advantage of the easiest way to give to ASU. Each text becomes a \$10 investment in education.

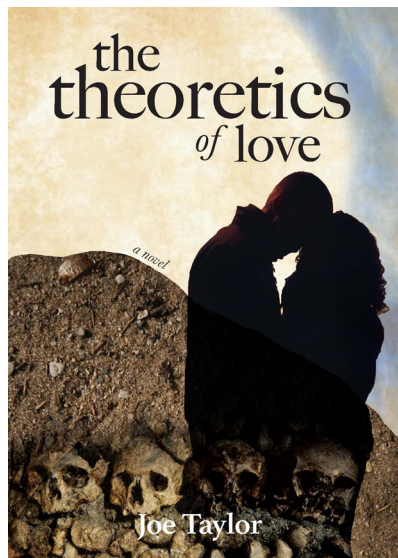
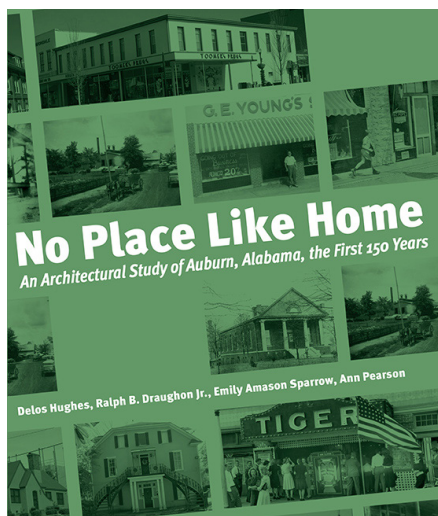
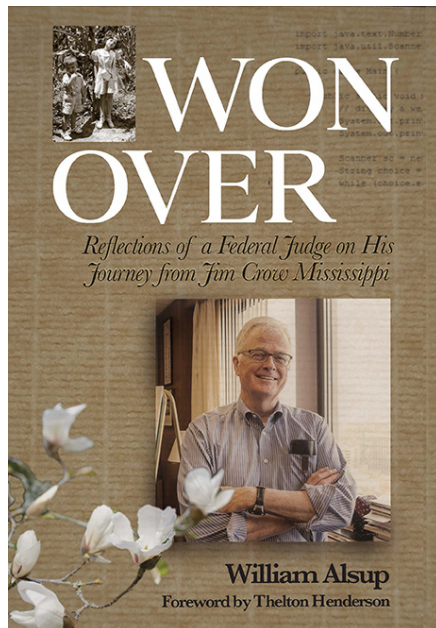
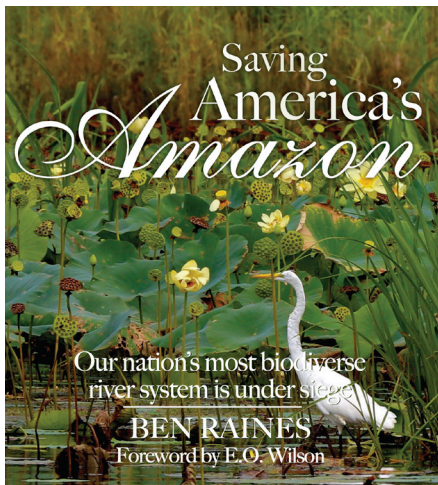
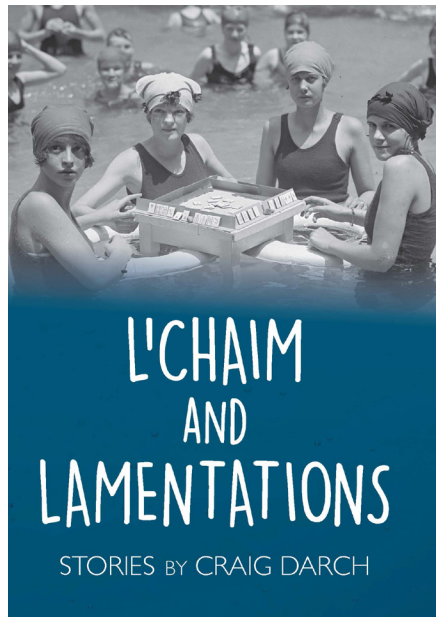
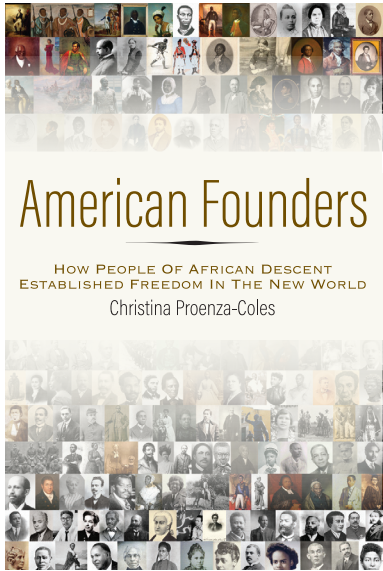
For more information, contact the Office of Development at 334-229-4431.



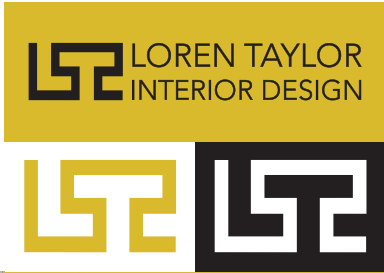
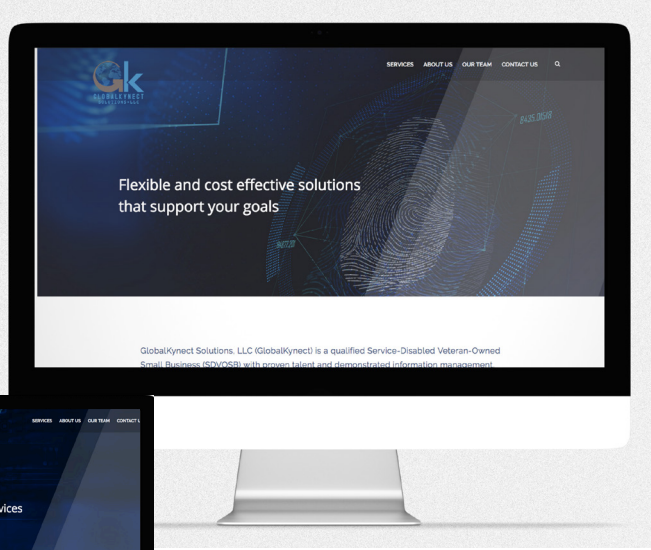
pspackman@adullamhouse.org'."/>

Top: ASU Today Magazine became a client while working on Science@ASU. I designed several issues plus identities and print collateral for the university.

Left: The Adullam House identity was a pro-bono project I designed as a board member of the American Advertising Federation Montgomery.

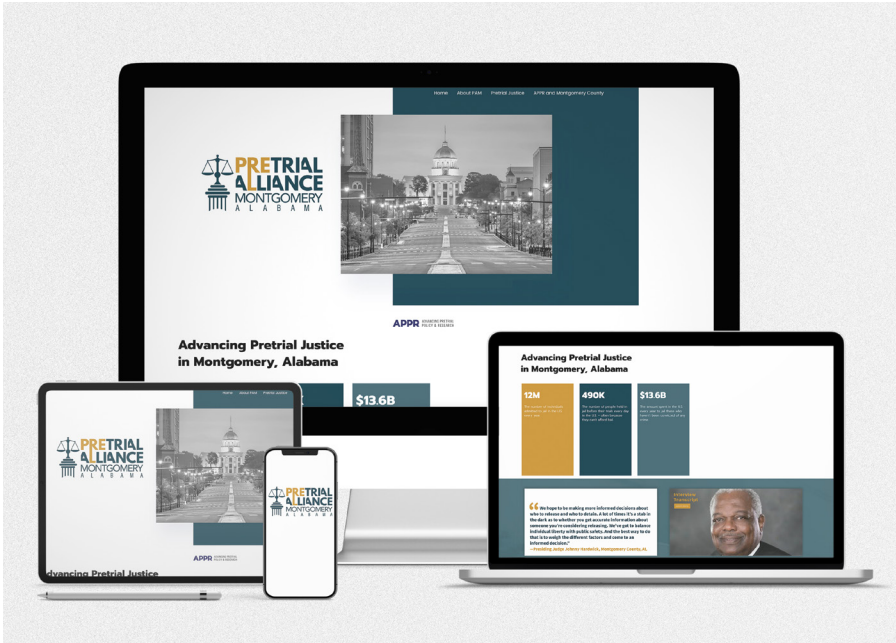


Left: 6 of 10 book jackets I designed for NewSouth Books. It was a challenge to find inspiration in the stories to develop compelling cover concepts.



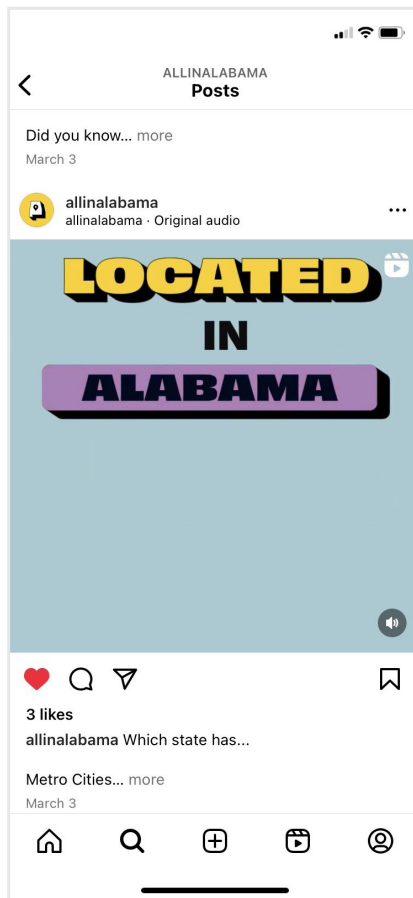
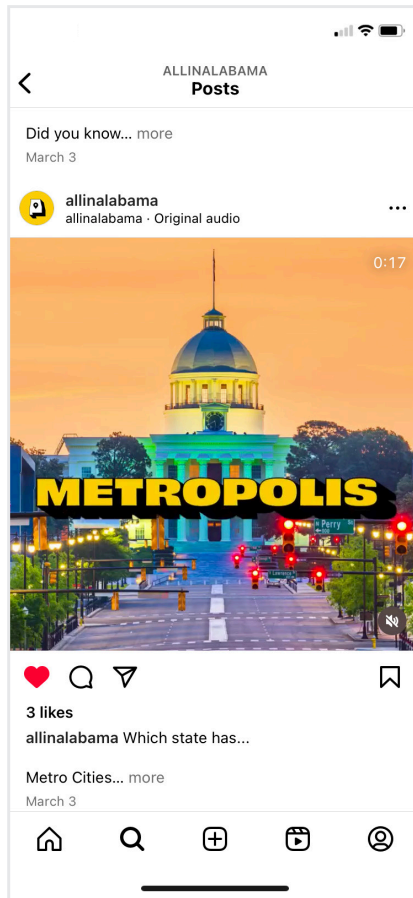
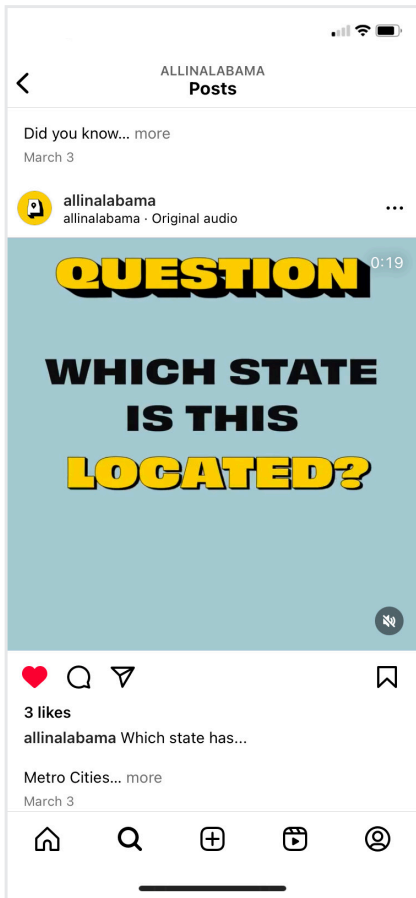
Top: GlobalKynect is a cybersecurity business that needed a logo refresh and website redesign. Throughout the ideation process I focused on creating solutions that were evolutionary not revolutionary.

Left: Loren Taylor Interior Design is in the process of reinventing itself after a confusing company name change. The new identity was first on the list for reestablishing the business. The digital brand guide received an Hermes Platinum Award.



Top: Pretrial Alliance Montgomery is a justice centered organization that needed an identity, website, print collateral, and social media design.

Left: I designed graphics for Montgomery Tech Lab's Accelerator program. I also developed a series of "Accelerator branded" Instagram ads to Welcome the World Games to Birmingham, Alabama. These ads earned an Honorable Mention in the MarCom Digital Awards competition.



Left: The “All in Alabama” campaign for ACHE. I collaborated with Nikhil Ghodke and student, Jake Brownell to design Instagram ads that promote the state of Alabama to college graduates. The campaign won a local and district silver American Advertising Award.

Appendix C

Book review excerpt:

Reading Graphic Design History: Image, Text, and Content, by David Raizman. London: Bloomsbury Publishing, 2021. 253 pp. HB ISBN 9781474299398. \$90.00.

Reviewed by Breuna K. Baine

In his final book, *Reading Graphic Design History: Image, Text, and Content*, Design historian David Raizman provides in-depth analyses of seven pieces of graphic design within their historical context. They include work by an American political cartoonist, a 17th-century typophile, and several well-known twentieth-century designers. Raizman scrutinizes the reasons each man began his project and the commercial success of each piece, weighing whether the pieces reached their intended audiences. As part of that discussion, he gives background on the clients, the advertising/design problem that needed to be solved, and the social, cultural, and historical ideas that influenced the maker. Because the works were of personal interest to Raizman during the many years he taught graphic design history at Drexel University; the chapters do not have continuity based on theme, medium, or era (though all of his subjects are men from Europe or the United States). What unites the essays is Raizman's attention to each work's stylistic and technical considerations and his effort to expose ideas such as the evolution of diversity in advertising and the role politics play in design...

Appendix D

Appendix D lists details about the judges or judging process for each competition in which my work placed.

Apex Awards: The panel of judges includes John De Lellis, Concepts Editor & Publisher; Kenneth J. Turtoro, APEX Executive Editor and noted publishing and marketing executive with management stints at Elsevier, Penton Publishing, Medical Economics, Chemical Week Associates, Lebhar-Friedman and Reed (Cahners) Travel Group, among others; Christine Turner, Contributing Editor of *Writer's Web Watch* and *Writing That Works*; and Anne Gilio, Consulting Editor.

MarCom and Hermes are sponsored and judged by the Association of Marketing and Communication Professionals. Association of Marketing and Communication Professionals (AMCP). Judges are senior-level, experienced professionals. They are free-lancers or own their own businesses. They are selected based on experience and availability. All of the judging is done in AMCP judging facilities in Dallas, Texas and Washington D.C.

American Advertising Awards: Bradley Shin (Wasiswas), Bridget Deutz (Greenland Marketing), Jenn State (Black Tie Creatives), Todd Aldridge (Luquire).