

## **Dossier**

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Graphic Design Program  
School of Visual Arts  
Virginia Tech

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## I. Executive Summary

### Education

- 2014 MFA, Innovation Studies with a Concentration in Design Research, University of North Texas, Denton, Texas
- 1993 BA, Communication Design, University of North Texas, Denton, Texas

### Academic and Administrative Appointments

- 2014–pres. Assistant Professor of Practice, Graphic Design Program, School of Visual Arts, Virginia Tech
- 2014–pres. Director, FourDesign (student-run design studio), Graphic Design Program, School of Visual Arts, Virginia Tech
- Spring 2018 Interim Chair, Graphic Design Program, School of Visual Arts, Virginia Tech
- 2011–2014 Teaching Fellow, Communication Design Program, Department of Design, College of Visual Arts and Design, University of North Texas, Denton, TX
- 2008–2011 Adjunct Instructor, Communication Design Program, School of Art & Design, College of Fine Arts & Communication, TX State University, San Marcos, TX

### Professional Practice

- 2007–pres. Owner and Creative Director, Rocketlab Creative, Inc. / The Rocketlab, Austin, TX, Dallas, TX and Blacksburg, VA
- 2009–2010 Creative Director, 97 Degrees West, Austin, TX
- 2004–2007 Senior Art Director, SicolaMartin / Y&R Austin, Austin, TX
- 2003–2004 Senior Art Director, The Strausberg Group, Santa Monica, CA
- 1998–2003 Senior Art Director / Group Head, Thompson & Company, Memphis, TN
- 1997–1998 Art Director, Sossaman, Bateman & Associates, Memphis, TN
- 1995–1997 Art Director, Maris, West & Baker, Jackson, MS
- 1993–1995 Art Director, Tracy-Locke / DDB Needham, Dallas, TX

### Summary of FourDesign Center Activity (August 2014–August 2020)

<b>Total revenue</b>	<b>\$194,789</b>
Internal revenue from on-campus clients	\$168,040
External revenue from off-campus clients	\$ 26,749
<b>Total projects</b>	<b>99</b>
Brochures, magazines, annual reports	25
Websites	13
Logos and Branding Systems	34
Print, online or outdoor advertising	32
Other	53
<b>Total clients</b>	<b>69</b>
On-campus clients	54
Off-campus clients	15
Repeat clients (2 or more projects)	13
<b>Total employees supervised</b>	<b>109</b>
Undergraduate students	106
Graduate students	3
<b>Professional dev. opportunities in addition to client work</b>	<b>64</b>
Professional workshops led or facilitated	42
Lectures by visiting professionals (in-person and/or virtual)	12
Tours of local ad agencies and design studios	10

<b>Student Awards and Recognition (all students)</b>	<b>14</b>
Local	9
Regional	1
National	4

### **Keynote Presentations (International)**

- 2018 Joiner, J. "Empathy and User Experience in Advertising and Design." Invited Keynote Speaker and Panelist. Idea School of Advertising and Design, Tehran, Iran. January 11.
- 2018 Joiner, J. "Visual Storytelling: The Art of a Successful Advertising Campaign." Invited Keynote Speaker. Department of Design, Alzahra University, Tehran, Iran. January 4.

### **Selected Peer-Reviewed Conference Presentations**

- 2020 Joiner, J. and Mouchrek, N. "Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement." Conference on Higher Education Pedagogy. Virginia Tech, Blacksburg, VA. February 5–7. (Participation: 75%).
- 2016 Joiner, J. "Transforming Teaching Methodologies for the Digital Age." Session Chair. Southeastern College Art Conference (SECAC). Roanoke, VA. October 19–22.
- 2015 Joiner, J. "Teaching the Business of Design: How Student-Run Design Studios Can Help Students Learn What Design Classes Don't Teach." Southeastern College Art Conference (SECAC), Pittsburgh, PA. October 22–24.
- 2014 Carlson, C. and Joiner, J. "The Future of Food Recalls: Giving The Public a Voice." A Matter of Design: Making Society through Science and Technology (5<sup>th</sup> Annual STS-Italia Conference). Politecnico di Milano School of Design, Milan, Italy. June 12–14. (Participation: 40%).

### **Selected Invited Conference Presentations**

- 2019 Joiner, J. "Practice-led Research in Design Education: Case Studies from a Student-run Studio." Research & Education in Design Conference (REDES), University of Lisbon, Lisbon, Portugal. November 14-15.
- 2016 Cole, D., Frisco, D., Joiner, J., Jones, M., Kelly, M., and Park, J. "Can Student-run Studios be an Alternative Solution to a Traditional Design Curriculum?" Presentation and panel discussion. Frontier 2016 / AIGA Design Educators' Community Conference. Montana State University, Bozeman, MT. Oct 6–8. (Participation: 16.6%)

### **Selected Publications**

- 2014 Carlson, C. and Joiner, J. "Letting Context Speak: The use of co-creative, design-led, and user-centered design methods in the design of complex public communications." *Communication Design Quarterly* 2.3, pp. 34–39. M. J. Albers, ed. ACM Special Interest Group for Design of Communication (SIGDOC), NY, NY. (Participation: 40%).
- 2014 Carlson, C. and Joiner, J. "The Future of Food Recalls: Giving The Public a Voice" *A Matter of Design. Making Society through Science and Technology*. (conference journal). Italian Society of Science and Technology, Politecnico di Milano School of Design, Milan, Italy. (Participation: 40%).

2013 Joiner, J. and Gibson, M. "The Semiotics of a Smile: Signs of Failure on Public Trails in Dallas, TX." *Signs and Semiotics in Workplace and Public*. A. Ng and A. Chan, eds. Nova Science, NY, NY. pp. 25-42. (Participation: 90%).

**Courses Taught at Virginia Tech**

Course No.	Course Title		Course No.	Course Title
ART 1234	Visual Communication Design for Non-Majors		ART 3954	Study Abroad (co-taught with Meaghan Dee)
ART 1614	Principles of Visual Communication Design		ART 4504	Human-Centered Design
ART 2565	Typography I		ART 4534	Packaging Design
ART 2566	Typography II		ART 4574	Independent Study
ART 2575	Introduction to Graphic Des. I		ART 4754	FourDesign (internship credit)
ART 2576	Introduction to Graphic Des. II		ART 4964	FourDesign (field study credit)
ART 3565	Intermediate Graphic Design I		ART 4504	Advanced Visual Communications (senior capstone course)
ART 3574	Art Direction			

**Selected Service to the Profession**

2020 Portfolio Reviewer. American Institute of Graphic Arts' National Portfolio Review. July 14–16

2017 Invited Panelist. "Design Disruptors" documentary screening and panel discussion. Sponsored by the American Advertising Federation, the School of Visual Arts at Virginia Tech and WillowTree Apps, Charlottesville, VA. Feb. 2.

2017 Grant Reviewer. American Institute of Graphic Arts' Design Educators Community (AIGA-DEC). Faculty Research Grant Proposals. March 10.

2016 Grant Reviewer. American Institute of Graphic Arts' Design Educators Community (AIGA-DEC). Faculty Research Grant Proposals. March 8.

**Selected Service to Virginia Tech**

2020–pres. Advisory Board Member, Creative Technologies MFA, School of Visual Arts

2019-pres. Executive Committee Member, Human Centered Design PhD / Grad Program

2019-pres. Advisory Board Member, Office of Undergraduate Research

2019-pres. Diversity Committee Member, College of Architecture and Urban Studies

II. Recommendation Statements

- A. Statement from the dean
- B. Statement from the college committee
- C. Statement by the department head, chair, or school director
- D. Statement by the department or school promotion and tenure committee
- E. Statements from other units for faculty with joint appointments or other formal interaction
- F. For faculty who present significant interdisciplinary or multidisciplinary and collaborative teaching, research, outreach, or extension as part of the record, the dossier should include one evaluation letter from the director, coordinator, or leader of the interdisciplinary or multidisciplinary program.
- G. Letters of evaluation submitted by outside reviewers from peer institutions
  - 1. Provide information about the outside reviewers in a table format, as follows:

Reviewer	Institution	Suggested by Candidate	Independently selected by Committee

- 2. Biographical sketch of each reviewer. Include an explanation for reviewers who are not at a major research university.
- 3. Sample copy of the letter of instruction sent to outside reviewers.
- 4. Letters from outside reviewers.

### III. Candidate's Statement

As a practice-based design educator with more than two decades of industry experience, my primary goal is to provide opportunities for students to develop the kinds of industry-relevant skills and knowledge that lead to a more well-rounded understanding of what it means to be a professional designer. Much of this revolves around learning how clients view the role of design in the business world, which is often very different than how a designer approaches their work.

Many undergraduate graphic design programs across the US emphasize the creative growth of the designer without fully involving the practices of the professional work environment that most students will find themselves in after graduation. While students are made aware of the basic responsibilities in a professional work environment, rarely are they given proper and thorough experiential training in the business side of graphic design. My professional experiences in working with entry-level designers helped me identify this deficit, and transitioning to an educational environment has given me the opportunity to help students better prepare for that professional environment. Since joining Virginia Tech in 2014, I have been continually inspired by how the experiential-learning opportunities I facilitate help students connect the *making* of design to the *business* of design by exploring how clients' business objectives can strategically inform and enrich their designed outcomes.

My professional background includes work as a full-time Art Director, Designer, Illustrator, Copywriter and Creative Director for agencies and studios in Dallas, Austin, Los Angeles, Memphis and Jackson, MS. Since 1993 I've collaborated with large and small interdisciplinary teams on print, online and broadcast projects for local, national and international clients — from catfish farms in Mississippi to boutique hotels in Beverly Hills to multinational electronics conglomerates in Seoul. Through these experiences I've learned the multitude of ways in which clients perceive the role of design in diverse professional environments, and that knowledge now informs every facet of my role as a professor of practice.

At Virginia Tech I've endeavored to bring industry-relevant instruction into every class, whether I am teaching capstone experiences for graduating Graphic Design majors or Visual Communication Design for Non-Majors. But it is in my role as the Director of FourDesign (the student-run, faculty-led design studio at Virginia Tech) that I feel this experience is of the most value. FourDesign is both a course and a working studio, where a small team of hand-picked design majors gain experiential knowledge by working on real-world projects for clients, learning the "language of business" and practicing interdisciplinary collaboration. I also organize professional workshops, on-site tours of local agencies, and face-to-face (or zoom) discussions with design-industry professionals in major markets such as New York, Dallas and Los Angeles.

#### **Research**

My classroom goals dovetail with my research. As a professor of practice, I focus on discovering, practicing and critically analyzing the ever-increasing range of professional skills needed for successful designer-client relationships, and use the resulting knowledge to create the kinds of effective teaching strategies and experiential-learning opportunities that provide students with the tools needed for those interactions. The design artifacts that result from these experiences are equally visually-compelling and business-focused, but more importantly, the process of creating them provides opportunities for developing deeper insights and empathy into the mind of both the client and the end-user.

FourDesign is the perfect "living lab," where I work with my students to create and test these strategies and techniques while introducing them to the same kinds of challenges they'll face

while working in a professional studio environment. By providing the training and tools needed to face those challenges, I continually reflect on how students learn, then use, those tools (with varying degrees of success) and revise them as needed. Critical analysis and understanding of the range of factors that influence how clients make business decisions enables designers to become strategic partners with their clients, actively participating in solving their business needs instead of just providing a creative service. In FourDesign, students have many chances to participate in a variety of client and project experiences that help them develop this understanding. Whether it's a system of 50+ icons for Virginia Tech's OneCampus web platform, a logo and website for Arnold Design Studio (a local architecture firm), or a brochure promoting the Town of Blacksburg's stormwater-awareness initiative, students are able to continually broaden their understanding of the many ways in which design and business can work together to set and then achieve a goal.

In 2019 I was invited to present "Practice-led Research in Design Education: Case Studies from a Student-run Studio" at the 2019 *Research & Education in Design Conference* in Lisbon, Portugal, which included several examples of what I have learned as a result of my research. While there, Ken Friedman, editor of *She Ji: The Journal of Design, Economics, and Innovation*, a well-known design theorist and advocate of professional practice in design education, invited me to submit an article on my experiences with FourDesign to *She Ji*. My work-in-progress, "Teaching the Business of Design: How Student-Run Design Studios Can Help Students Learn What Design Classes Don't Teach," (working title) focuses on the critical need for more student-run design studios in undergraduate design education, and how the experiential knowledge gained from working with real clients can bridge the gap between classroom-focused education and business-focused industry.

Another notable highlight was in January 2019, when I invited to present "Empathy and User Experience in Advertising and Design" at the Idea School of Advertising in Tehran, Iran, where I learned that even across cultural and political divides, the designer-client relationship operates in essentially the same way, with many of the same needs, goals and metrics for success.

## **Teaching**

I have always been intrigued by the cause-and-effect relationship between client needs and a well-designed user experience, and how a designer's ability to develop empathy with their audience is crucial to the success of a project. As a design educator, I've learned that these connections that define a successful designer-client relationship also correspond with the relationships that develop in the classroom.

Years ago, when I was first considering changing my career path from industry to education, I had many deep conversations with my father, a retired department chair at a small, private college in Mississippi. One of the most important things I took away from those talks was how the most effective teachers are those who can connect with their students on a human level, taking into consideration each one's unique personalities, talents, needs and aspirations. My professional career and client relationships had prepared me well for the transition from a professional environment to a classroom. By following his advice, and combining it with the empathy I developed as a successful designer, I have been able to witness the quiet transformations that occur in students through this approach.

I strive to help students develop their own human-centered design ethic, and understand that they are designing experiences for their users, not just beautiful artifacts. To facilitate this, I encourage them to constantly broaden their worldviews, to approach design from viewpoints

other than their own, and to be ever-aware that audiences rarely perceive design in the same way designers do. I also impress upon them that there are always a variety of essential issues, including social or cultural perceptions, historical influences, and economic factors, that should be accounted for before designers attempt to engage in the process of design.

My teaching is also directly informed by my research. Whether I'm working with 1<sup>st</sup>-year students in Principles of Visual Communication Design, 4<sup>th</sup>-years in Advanced Visual Communications or students from across the University in Design for Non-majors, one of the most critical professional skills I help them develop is learning how to "see" design through the eyes of the clients they are creating solutions for. I provide experience-based rationales for why they must look beyond the visual aspects of their work and create deliverables that can ultimately propel a client's business forward. I encourage them to consider how each client has unique needs regarding their product or service, as well as unique perceptions of the role of design in helping to meet those needs. Sometimes the needs are explicit, but more often a carefully constructed process of discovery is required in order to define those needs before they can be adequately addressed. And even though the project goals may be business-focused, the collaborative process to get there must also be focused on empathy, which lies at the heart of every successful relationship.

## **Service**

As a designer I am driven by the need to improve things for other humans — things both tangible and intangible, such as products, services, and even processes. Professional and academic service engagements provide avenues to contribute my designer's need to improve in non-designer contexts. I have found that there are a range of areas within Virginia Tech where design-thinking approaches can be usefully employed. My professional experiences have made me well-versed in connecting the dots between the explicit goals of a project with the latent desires and needs of an audience, and help facilitate new connections and opportunities for students, faculty and, ultimately, *their* audiences.

Some of my service engagements connect explicitly with my professional expertise. These include serving as an invited panelist in the discussion of the future of design with local industry professionals, serving as a team mentor for Make a Mark, a local design and development marathon benefiting Virginia nonprofits, and most recently serving as a national portfolio reviewer for the American Institute for Graphic Arts (AIGA). Furthermore, at Virginia Tech I have been involved with organizing lectures and workshops by visiting design professionals. Other service commitments provide less direct but equally important opportunities for me to share my expertise, and to bring my perspectives as a designer into new arenas. One example is my role on the Advisory Board of the Office of Undergraduate Research, where I seek to broaden and promote the benefits of design and design-thinking within traditional research endeavors, while at the same time creating opportunities for new and broader research collaborations across disciplines.

One area of service where I can truly connect those aforementioned dots and make an impact is as a guest lecturer to student groups and faculty outside of SOVA, such as the School of Engineering, the Instructional Design & Technology program, and the Pamplin College of Business. In this "design ambassador" role, I explain a variety of industry-experience-based rationales for the need for well-designed communications. Many of these engagements result from the connections made and conversations that occur during the course of FourDesign projects, where our clients come to understand the role of good design and ask me to speak



about this to their students. In all of these discussions I stress the importance of knowing your audience and creating the types of user interactions that will provide a positive and productive experience. For example, in the more research-focused disciplines such as engineering, many of these interactions come in the form of a (usually poorly designed and visually chaotic) research poster or presentation. I address this by explaining how even the best ideas can be negatively affected by a bad presentation (and conversely, how poor ideas can become more interesting when they are displayed in a visually compelling way). I then introduce them to the foundational elements of design, layout and typography, discuss the potential pitfalls of “good” vs. “bad” design choices, and then provide critiques of students’ projects in progress. There are many “a-ha” moments that occur during these conversations, and as a result I am often asked to provide follow-up critiques as well as additional lectures for future classes.

### **Final Thoughts**

My identity and contributions as a professor of practice comes directly from my professional experience and what it has taught me about client relationships, user experience, empathy, and the critical nature of well-designed communications. The client-focused scenarios I continue to facilitate and explore as Director of FourDesign provides new ways of looking at the intricacies of the business of design, which feeds directly into my research. In my teaching I create the types of rich, experiential-learning opportunities for students that result in a critical understanding of what it truly means to design, as well as to be a designer. And after more than two decades of collaborating with clients and colleagues from all over the world, I am still discovering new ways in which design and design thinking can make an impact in our communities and in the world. I am especially grateful to now have the opportunity to involve students in the journeys and discoveries that professional, project-based interactions provide.

#### IV. Teaching and Advising Effectiveness

- A. Recognition and awards for teaching or advising effectiveness (N/A)
- B. A chronological list and/or table of courses taught since the date of appointment to Virginia Tech

Term	Number / CRN	Course Title	Credit	Class Size
Spring 2020*	ART 4754	FourDesign	3	8
Spring 2020*	ART 1234	Visual Communication Design for Non-Majors (combined with ART 4504)	3	5 (+7)
Spring 2020*	ART 4504	Human-Centered Design (combined with ART 1234)	3	7 (+5)
Fall 2019	ART 4754	FourDesign	3	9
Fall 2019	ART 3574	Art Direction	3	13
Fall 2019	ART 2575	Introduction to Graphic Design I	3	23
Spring 2019	ART 4964	FourDesign	3	9
Spring 2019	ART 1234	Visual Communication Design for Non-Majors	3	16
Spring 2019	ART 2576	Introduction to Graphic Design II		22
Fall 2018	ART 4964	FourDesign	3	11
Fall 2018	ART 3565	Intermediate Graphic Design I	3	18
Spring 2018	ART 4964	FourDesign	3	12
Spring 2018	ART 2576	Introduction to Graphic Design II	3	23
Spring 2018	ART 2565	Typography I	3	23
Spring 2018	ART 4574	Independent Study (Adv. VisCom Design / Senior Thesis– Mason Peterson)	3	1
Fall 2017	ART 4964	FourDesign	3	7
Fall 2017	ART 4504	Art Direction	3	12
Summer 2017	ART 3954	Study Abroad (co-taught with M. Dee)	3	20
Spring 2017	ART 4964	FourDesign	3	10
Spring 2017	ART 2576	Introduction to Graphic Design II	3	17
Spring 2017	ART 1614	Principles of Visual Communication Design	3	22
			3	1
Fall 2016	ART 4754	FourDesign	3	9
Fall 2016	ART 2566	Typography II	3	20
Spring 2016	ART 4754	FourDesign	3	10
Spring 2016	ART 4574	Advanced Visual Communication Design	3	19
Spring 2016	ART 3574	Art Direction	3	7
Fall 2015	ART 4754	FourDesign	3	11
Fall 2015	ART 2566	Typography II	3	20
Summer 2015	ART 4504	Independent Study (S. MacArthur and E. Merkel)	3	2
Summer 2015	ART 2566	Independent Study (K. Cashwell)	3	1
Spring 2015	ART 4754	FourDesign	3	11
Spring 2015	ART 4504	Art Direction	3	16
Spring 2015	ART 4534	Packaging Design	3	21

Term	Number / CRN	Course Title	Credit	Class Size
Fall 2014	ART 4754	FourDesign	3	11
Fall 2014	ART 4974	Typography II	3	20

*\*Indicates classes that were taught entirely online from March 23, 2020 until the end of the semester due to COVID-19.*

**C. A chronological list and/or table of non-credit courses, workshops, and other related outreach and/or extension teaching since the date of appointment to Virginia Tech**

- 2020 Joiner, J. "Thought Leaders" speaker series. Invited speaker. School of Architecture + Design, College of Architecture and Urban Studies, Virginia Tech. February 28.
- 2019 Joiner, J. "Design and Data Visualization." Guest lecturer. Industrial Design program. School of Architecture + Design, Virginia Tech. September 10.
- 2019 Joiner, J. "Innovate" Living Learning Community. Invited Team Mentor. L. Townsend, Director and Instructor. Apex Center for Entrepreneurship, Pamplin College of Business, Virginia Tech. August–December.
- 2019 Joiner, J. "Design Thinking." Maker Camp (summer workshop for middle-school students). Kickoff speaker and workshop leader. Institute for Creativity, Art and Technology, Virginia Tech. July 30.
- 2019 Joiner, J. "Crafted." Principles of Visual Communication Design (ART 1614). Invited lecturer and project critic. L. Zhang, Instructor. Visual Communication Design program, School of Visual Arts, Virginia Tech. February 18.
- 2018 Baum, L., Joiner, J. and Mouchrek, N. "Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement. Workshop Co-author and Co-facilitator. February 23 and April 6. (participation: 40%)
- 2018 Joiner, J. "Empathy and User Experience in Advertising and Design." Invited Speaker and Panelist. Idea School of Advertising and Design, Tehran, Iran. January 11.
- 2018 Joiner, J. "Visual Storytelling: The Art of a Successful Advertising Campaign." Invited Speaker. Department of Design, Alzahra University, Tehran, Iran. January 4.
- 2018 Joiner, J. "Design Thinking, Ideation and Innovation." CREATE: Ideation for Innovation (ENGE 2094). Invited speaker and workshop leader. L. Baum, Instructor. College of Engineering, Virginia Tech. August 23.

- 2018 Joiner, J. "What is Design?" Maker Camp (summer workshop for middle-school students). Kickoff speaker and workshop leader. Institute for Creativity, Art and Technology, Virginia Tech. July 17.
- 2017 Joiner, J. "What is Design?" Maker Camp (summer workshop for middle-school students). Kickoff speaker, workshop leader and team mentor. Institute for Creativity, Art and Technology, Virginia Tech. July 18.
- 2017 Joiner, J. "How Bad Presentations Undermine Good Ideas." Guest lecturer. Industrial Design program, School of Architecture + Design, Virginia Tech. September 22.
- 2016 Joiner, J. "The Business of Design." Invited speaker. VT Student Chapter of the American Institute of Graphic Arts (AIGA). Visual Communication Design Program, School of Visual Arts, Virginia Tech. March 2.
- 2015 Joiner, J. "Designing for Large-Format Presentations." VT Student Chapter of the American Society of Landscape. Landscape Architecture Program, School of Architecture + Design, Virginia Tech. September 21.
- 2014 Joiner, J. Guest lecturer and project critic. Human Centered Design (ART 4504). T. Abel, Instructor. Visual Communication Design Program, School of Visual Arts, Virginia Tech. November 6, 18 and December 4.
- 2014 Joiner, J. Invited panelist and project critic. CREATE: Ideation for Innovation (ENGE 2094). Invited critic and panelist. D. Maggard and L. Baum, Instructors. Apex Systems Center for Innovation and Entrepreneurship, Pamplin College of Business, Virginia Tech. September 30, October 28, and December 9.

**D. Completed theses, dissertations, other graduate degree projects, major undergraduate research projects, and honors theses directed (N/A)**

**E. Postdoctoral Fellow training and research (N/A)**

**F. Current positions held by the candidate's masters and doctoral recipients (N/A)**

**G. Special achievements of current/former undergraduate and graduate students**

**International student awards and recognition:**

*Prior to Virginia Tech:*

- 2015 Funes, R., Groth, C., and Scott, O. Finalist, *Leürzer's Archive* International Student Competition. Entry: Poster campaign for The Mission Continues. Course: Art Direction (J. Joiner, instructor). *Leürzer's Archive* International Student Competition, Vienna, Austria.

- 2013 Horan, K. Finalist, *Luerzer's Archive* International Student Competition. Entry: Poster design for Adobo Loco hot sauce. Course: Art Direction (J. Joiner, instructor). *Luerzer's Archive* International Student Competition, Vienna, Austria.
- 2013 Hill, J. and Pacheco, F. "Featured Work" on AdsOfTheWorld.com. Entry: Poster campaign for The John F. Kennedy Sixth Floor Museum. Course: Art Direction (J. Joiner, instructor). Ads of the World / [adsofttheworld.com](http://adsofttheworld.com)

**National student awards and recognition:**

- 2019 Breeden, A. Selected for AIGA Flux Student Design Showcase. Entry: Piping Rock Essential Oils Package Design. Course: Intro to Graphic Design II (J. Joiner, instructor). AIGA Flux Student Design Competition, AIGA Blue Ridge, Frederick, MD.
- 2019 Bliss, T. and Caporuscio, A. Silver Award (student category). Entry: Ad Campaign for the Nike Airmax 720 Running Shoe. Course: Art Direction (J. Joiner, instructor). AIGA Flux Student Design Competition, AIGA Blue Ridge, Frederick, MD.
- 2019 Singer, J., featured in *Graphic Design USA's* "Students to Watch." Article link: <http://gdusa.com/studentstowatch2019/jimmy-singer>
- 2019 Watson, M., featured in *Graphic Design USA's* "Students to Watch." Article link: <http://gdusa.com/studentstowatch2019/mia-watson>
- 2019 de Wolfe, C., featured in *Graphic Design USA's* "Students to Watch." Article link: <http://gdusa.com/studentstowatch2018/charlotte-de-wolfe>

*Prior to Virginia Tech:*

- 2013 Hill, J. and Pacheco, F. National Gold Award. Entry: Poster campaign for The John F. Kennedy Sixth Floor Museum. Course: Art Direction (J. Joiner, instructor). American Advertising Federation National Student Show. New York, NY.
- 2013 Tajnert, A. Finalist. Entry: Poster design for "Over the Ocean". Course: Typography II (J. Joiner, instructor). Dallas Society of Visual Communicators' National Student Show and Competition, Dallas, TX.
- 2010 Blake, D. "The Coveted Ralph Award" (Special Judges Award). Entry: EcoSneaks television spot. Course: Art Direction (J. Joiner, instructor). Creative Summit 24, San Marcos, TX.
- 2010 Blake, D. Certificate of Excellence. Entry: Ad Campaign for Simple Shoes. Course: Art Direction (J. Joiner, instructor). Creative Summit 24, San Marcos, TX.

### **Regional student awards and recognition:**

2020 Bliss, T. and Caporuscio, A. Silver Award (student category). Entry: Ad Campaign for the Nike Airmax 720 Running Shoe. Course: Art Direction (J. Joiner, instructor). American Advertising Awards, District 3 chapter (includes North Carolina, South Carolina, and Virginia).

#### *Prior to Virginia Tech:*

2015 Schmitzer, A. "The Coveted Ralph Award" (Special Judges' Award). Entry: Poster campaign for Strong as Bull magnets. Course: Art Direction (J. Joiner, instructor). Creative Summit 29, San Marcos, TX.

2013 Hill, J. and Pacheco, F. Regional Gold Award. Entry: Poster campaign for The John F. Kennedy Sixth Floor Museum. Course: Art Direction (J. Joiner, instructor). American Advertising Federation Regional Student Show (District 10, includes Arkansas, Louisiana, Oklahoma and Texas).

2013 Ruiz, M. Certificate of Excellence. Entry: Magazine campaign for Magimix toasters. Course: Art Direction (J. Joiner, instructor). Competition: Creative Summit 27, San Marcos, TX.

2013 Pacheco, F. Certificate of Excellence. Entry: Magazine campaign for Duffeluffagus sleeping bags. Course: Art Direction (J. Joiner, instructor). Creative Summit 27, San Marcos, TX.

### **Local student awards and recognition:**

2020 Bliss, T. and Caporuscio, A. "Best of Print" Award and a Gold Award (student category). Entry: Ad Campaign for the Nike Airmax 720 Running Shoe. Course: Art Direction (J. Joiner, instructor). American Advertising Awards, Western VA chapter, Roanoke, VA.

2018 Boone, L. "Best of Show" Award and Gold Awards for Art Direction, Integrated Advertising Campaign and Print Advertising (student category). Entry: Ad campaign for Nair Men's Hair Removal Spray. Course: Art Direction (J. Joiner, instructor). American Advertising Awards, Western VA chapter, Roanoke, VA. VTNews article link: <https://vtnews.vt.edu/articles/2018/04/CAUS-SOVA-ADDYs-Awards.html>

2018 Largen, H., Outstanding Senior, College of Architecture and Urban Studies, Virginia Tech, Blacksburg, VA. Article link: <https://vtnews.vt.edu/articles/2018/04/CAUS-Outstanding-Senior-2018.html>

2017 Goforth, S. and Grogan, B. Silver Award, Package Design (professional category). Entry: Label Design for River Company Brewery. Course: FourDesign (J. Joiner, instructor). American Advertising Awards, Western VA chapter, Roanoke, VA. VTNews article link: <https://vtnews.vt.edu/articles/2017/04/CAUS-ADDYs.html>

- 2017 DeWolfe, C. Silver Award, Logo Design (professional category). Entry: Logo for the Molecular Science Software Institute. Course: FourDesign (J. Joiner, instructor). American Advertising Awards, Western VA chapter, Roanoke, VA. VTNews article link: <https://vtnews.vt.edu/articles/2017/04/CAUS-ADDYs.html>
- 2017 DeWolfe, C. Silver Award, Logo Design (professional category). Entry: Logo for the Virginia Cyber Range. Course: FourDesign (J. Joiner, instructor). American Advertising Awards, Western VA chapter, Roanoke, VA. VTNews article link: <https://vtnews.vt.edu/articles/2017/04/CAUS-ADDYs.html>
- 2017 Boone, L. Currey, S., Dronfield, M., Duvall, E., Everett, R., Fairbanks, K., Frederick, C., Jacobsen, C., Largen, H., Lu, K., Malavet, T., Nasworthy, C., Pappas, D., Potter, J., Rater, J., Seiler, R., Shen, V., Singer, J., Smith, A., and Vera, G. Work from my classes selected for exhibition in the exhibition "Type Set Free." Perspective Gallery, Squires Student Center. April 21–May 13.
- 2015 Grogan, B. CAUS Outstanding Senior Award. College of Architecture and Urban Studies, Virginia Tech. May 15.
- 2015 Kagan, D. CAUS Outstanding Senior in FourDesign. College of Architecture and Urban Studies, Virginia Tech. May 15.
- Prior to Virginia Tech:*
- 2015 Groth, C. Gold Award and Special Judges' Award. Entry: Poster campaign for the Rock n Roll Hall of Fame. Course: Independent Study (J. Joiner, instructor). American Advertising Federation (local chapter), Fort Worth, TX.
- 2013 Hill, J. and Pacheco, F. Best of Show Award, People's Choice Award and a Gold Award. Entry: Poster campaign for The John F. Kennedy Sixth Floor Museum. Course: Art Direction (J. Joiner, instructor). American Advertising Federation Student Show, Local Chapter. Dallas, TX.

#### **H. Academic advising responsibilities—graduate and undergraduate**

- 2019 Ph.D. advisory committee member for Renee Walsh, candidate in the Individualized Interdisciplinary Ph.D. (IPhD) program at Virginia Tech. Research focus: interdisciplinary education through the lens of sociology, specifically looking at the effects of history, culture, gender, theory and practice on education, and preparing students for the diverse corporate environment. Fall semester.
- 2019–'20 Undergraduate advisor for Taylor Bush, Editor-in-Chief for Philologia Research Journal, an annual publication highlighting student research in the College of Liberal Arts and Human Sciences.

## I. Course, curriculum, and program development

2014–pres. FourDesign  
*FourDesign is a student-run, faculty-led graphic design studio that operates as a Center at Virginia Tech. Since my appointment as Director in August 2014 the Center has generated \$194,789 in total revenue. The Center's goal is to provide a range of real-world, experiential-learning, project-based opportunities for undergraduate design majors, and we have collaborated with a large variety of clients across the University as well as many external clients including The Town of Blacksburg, The River Company Brewery, and NRV Magazine.*

*FourDesign revenue by academic year:  
 (\* indicates external / off-campus clients. \*\* indicates repeat clients.):*

### 2019-2020

Brochure, signage, social media graphics, bookends, and usage guidelines for the Town of Blacksburg's 16 Frogs project	\$ 5,046*
Logo, brochure, landing page and social media designs for the VT Industrial Design program's Diversity and Inclusion initiative	\$ 3,055
Copywriting and brand design for Pedal Pushers / Town of Pulaski	\$ 2,958*
Logo and website for Arnold Design Studio	\$ 4,785*
VT 150 <sup>th</sup> anniversary projection mapping and event animation	\$ 3,120
Logo, brochure and promotional items for the Science, Technology and Engineering in Policy (STEP) graduate certificate	\$ 2,585
Concepts for the Mechanical Engineering Senior Projects brochure	\$ 1,625**
PPE lecture poster	\$ 564**
SOVA promotional material revisions	\$ 293**
Poster and social media campaign for the Creative Writing MFA's 2019-2020 Visiting Writers Series	\$ 705**
EPP and SSC brochure photos	\$ 260**

Internal / on-campus revenue generated (8 clients):	\$12,207
External / off-campus revenue generated (3 clients):	\$12,789
<b>2019-2020 TOTAL:</b>	<b>\$24,996</b>

### 2018-2019:

Logo and brochure for the VT Supplier Diversity Program	\$ 1,625
Large-format banner campaign for the Dept. of Biomedical Engineering	\$ 1,430
Brochure for the Dept. of Mechanical Engineering Robotics Lab	\$ 3,900**
Logo for the US Cyber Range	\$ 1,300**
Poster and brochure for the Developmental and Translational Neurobiology Center at the Fralin Biomedical Research Institute	\$ 1,300*
Poster for the 2019 Dept of Philosophy PPE Lecture	\$ 520**
Banner for the Molecular and Cellular Biology Lab	\$ 975**
Logo and bus ad for the Communities, Systems and Engagement major	\$ 780**
Poster and social media campaign for the Creative Writing MFA's 2018-2019 Visiting Writers Series	\$ 520**
Brochure and flyer for the Virginia Tech Procurement Dept	\$ 1,645
Website, Brochure and Social Media ads for the Industrial Design	



Program's Diversity Initiative	\$ 3,995
Magazine design and layout for the Macromolecules Innovation Institute	\$ 3,760**
Logo & branding for the CAUS Research & Demonstration Facility (RDF)	\$ 1,645
Text revisions to SOVA brochure and flyer	\$ 258**
Promotional collateral for the School of Public and Int'l Affairs (SPIA)	\$ 1,786**

Internal / on-campus revenue generated (14 clients):	\$22,514
External / off-campus revenue generated (1 client):	\$ 1,300
<b>2018-2019 TOTAL:</b>	<b>\$23,814</b>

*2017-2018:*

Annual report, two brochures, calendar and misc collateral for the Dept. of Mechanical Engineering	\$12,675**
Brand design and website for the VT Packaging Center	\$ 9,100
Magazine design and layout for the Macromolecules Innovation Institute	\$ 4,225**
Logo and icon designs for OneCampus	\$ 3,185**
Poster for the 2018 Dept of Philosophy PPE Lecture	\$ 390**
Promotional collateral for the School of Public and Int'l Affairs (SPIA)	\$ 1,950**
Photo retouching for the Dept. of Forest Resources & Environmental Conservation	\$ 520
Poster and social media campaign for the Creative Writing MFA's 2017-2018 Visiting Writers Series	\$ 1,235**
Logo and letterhead design for VT Services	\$ 1,950
Website revisions for the Molecular and Cellular Biology Lab	\$ 390
Logo and branding for the VT Supplier Diversity program	\$ 2,600
Poster for the 2018 Dept of Philosophy PPE Lecture	\$ 325**
Postcard for James Jewitt / Icons Of Identity	\$ 130**
Add'l hours for the School of Public and Int'l Affairs EPP & SSC collateral	\$ 650**
Logo revisions for Anthony Billue	\$ 104*
Infographics for Adrienne Edisis	\$ 650*
Promotional items for the SPIA's EPP & SSC majors	\$ 1,950*
2018 SOVA Senior Catalog	\$ 520**
Banner campaign for the Dept. of Biomedical Engineering	\$ 1,430
Website for the nonprofit organization Servants of an Omniscent, Omnipotent, Unchanging Love (SOOUL)	\$ 2,496*

Internal / on-campus revenue generated (17 clients):	\$43,225
External / off-campus revenue generated (3 clients):	\$ 3,250
<b>TOTAL:</b>	<b>\$46,475</b>

*2016-2017:*

Website, graphic element and promotional materials for the Molecular Sciences Software Institute	\$ 7,475
Graphic element for the Center for Rhetoric in Society	\$ 1,040
Magazine design and layout for the Macromolecules Innovation Institute	\$ 4,225**
Graphic element for the Virginia Cyber Range	\$ 1,625**
Website and icons for the Center for Research in SEAD Education	\$ 2,405
Exhibition panel designs for the Blued Trees art exhibit	\$ 625**
Website for TEAM Malawi (OIRE)	\$ 3,055
Graphic element revisions - Center for Research in SEAD Education	\$ 130

Magazine design updates for Pedagogy in Practice / CIDER	\$ 625
Postcard design for Bodies & Power / SOVA	\$ 130
Info card and window sticker for Virginia Market Maker / Dept of Agricultural and Applied Economics	\$ 390
Graphic element for the College Access Collaborative	\$ 1,105
Icons for OneCampus	\$ 3,000**
Senior catalog layout for SOVA	\$ 520**
Bumper sticker design for the Dept of Agricultural and Applied Economics	\$ 260
Graphic element, poster and brochure for the Molecular, Cellular and Biology Lab	\$ 1,690**
Poster for the 2017 Dept of Philosophy PPE Lecture	\$ 390**
Graphic elements, banners, brochure and landing page for the School of Public and International Affairs	\$ 1,950**

Internal / on-campus revenue generated (18 clients):	\$30,640
External / off-campus revenue generated (0 clients):	\$ 0
<b>TOTAL:</b>	<b>\$30,640</b>

*2015-2016:*

Travel Map illustrations and design for NRV Magazine	\$ 4,368*
Website additions for the VT Center for Bioinspired Science and Technology (BIST) in the Dept. of Mechanical Engineering	\$ 1,788
Map illustration and brochure design for the VT Dept of History's Center for Civil War Studies	\$ 2,650
Website for the VA College of Autonomous Systems	\$ 5,585
Website for the VT Dept of Science and Technology	\$ 3,185
Summer workshop poster for the VT Dept of Philosophy	\$ 585
E-pub conversion for the VT Institute for Policy and Governance	\$ 600
Website for Tanya Halliday	\$ 1,006*
Symposium postcard for the VA Museum of Fine Arts / James Jewitt	\$ 65**
Video for the VT College of Architecture and Urban Sciences	\$ 600
Graphic element and website for the VT Dept of Forest Research and Environmental Conservation / Appalachian Beginning Forest Farmers	\$ 4,713
Background animation for VT Dept of Biological Sciences / Hauflab.org	\$ 780**
Website setup for Michael Moehler	\$ 416*
Postcard and button design for the Creative Writing MFA Program	\$ 780**
Magazine ads for the Creative Writing MFA Program	\$ 520**
Logo design for Graham Dental	\$ 1,040*
Website revisions for D'Orazio & Associates	\$ 208*
Banner design for Pulse 16 exhibit	\$ 260

Internal / on-campus revenue generated (13 clients):	\$22,319
External / off-campus revenue generated (5 clients):	\$ 6,830
<b>TOTAL:</b>	<b>\$29,149</b>

*2014-2015:*

Logo and beer can label design for the River Company Brewery	\$ 2,910*
Brochure design for Phoenix Packaging in Dublin, VA	\$ 4,365*
Graphic elements, icon library, website, banner ads and social media strategy for the Center for Bioinspired Science and Technology (BIST)	\$ 5,340
Website for the Dept. of Science and Technology in Society (STS)	\$ 3,185

Logo designs for the Perspective Gallery	\$ 2,820**
Website for the Virginia Center for Autonomous Systems (VaCAS)	\$ 5,585
Brochure, flyer and presentation design for the Center for Instructional Development and Educational Research (CIDER)	\$ 1,800
Graphic elements, website, ad and data sheets for the Apex Systems Center for Innovation and Entrepreneurship (CIE)	\$ 3,500
Exhibition design, flyer and banner for the Perspective Gallery exhibit "Reconstituting the Vanished"	\$ 1,200**
Logo, brochure and poster design for Mirror Worlds / ICAT	\$ 1,440
Website for New Town, a local historic preservation initiative	\$ 1,780
Poster design for the 2015 CAUS Diversity Competition	\$ 390**
Icon design for the Department of Agricultural, Leadership and Community Education (ALCE)	\$ 840
Brochure design for the SOVA exhibit "To Market We Go: Advertising, Art and the Multiple"	\$ 720**
Brand elements and website homepage design for the Dept. of Engineering Education	\$ 2,580
Poster design for the STS workshop "Can Innovators Be Made?"	\$ 290
Branding explorations for the Pulaski County Farmers' Market	\$ 970*
Internal / on-campus revenue generated (14 clients):	\$35,835
External / off-campus revenue generated (3 clients):	\$ 3,880
<b>TOTAL:</b>	<b>\$39,715</b>
<b>Total internal revenue generated</b>	<b>\$168,040</b>
<b>Total external revenue generated</b>	<b>\$ 26,749</b>
<b>TOTAL REVENUE (August 2014–August 2020):</b>	<b>\$194,789</b>

- 2020 Design for Social Impact (ART 1234 + ART 4504). A combined, 3-credit course consisting of Graphic Design majors enrolled in Human-Centered Design (ART 4504) and non-majors enrolled in Visual Communication Design for Non-majors (ART 1234). Designed to allow interdisciplinary teams of majors and non-majors the chance to collaborate, research and develop solutions for real-world, human-centered issues.
- 2017 Design for Non-Majors (ART 1234), a 3-credit Pathways course in the Graphic Design program, co-written with Meaghan Dee and James Jewitt. School of Visual Arts. Catalog description: Variable introductory topics on visual communication design, ranging from contemporary issues in design to development of formal design skills. Multiple projects with emphasis on problem-solving with an awareness of target audiences from various backgrounds, historical and cultural contexts, and STEEP (Social, Technological, Economical, Environmental, and Political) principles. Explores knowledge of design principles and vocabulary using a range of materials and methodologies. Examines needs of diverse users, applied via digital translations and appropriate software.

2014

Art Direction (ART 4504), a 3-credit course in the Graphic Design program. Course description: This course focuses on the strategic planning techniques and methodologies required to successfully develop and produce conceptually-based advertising campaigns, such as research, problem identification, problem solving, creative strategies, copywriting, photography, illustration, typography, semiotics, layout, and production.

**J. Student evaluations of instruction**

Term	Course	Title	Enrolled	Responses	Overall effectiveness	Dept. avg.	College avg.
Spr 2020	ART 4754	FourDesign	8	2	5.00	5.22	5.12
Spr 2020	ART 4504	Human-Centered Design	7	4	4.50	5.22	5.12
Spr 2020	ART 1234	Design for Non-Majors	5	3	5.50	5.22	5.12
Fall 2019	ART 4754	FourDesign	9	4	5.25	5.15	5.27
Fall 2019	ART 3574	Art Direction	13	3	5.67	5.15	5.27
Fall 2019	ART 2575	Intro to GD I	23	11	5.64	5.15	5.27
Spr 2019	ART 4754	FourDesign	9	7	4.29	5.02	5.22
Spr 2019	ART 2576	Intro to GD II	22	11	5.36	5.02	5.22
Spr 2019	ART 1234	Design for Non-Majors	16	8	4.00	5.02	5.22
Fall 2018*	ART 4754	FourDesign	11	5	3.80	5.10	5.29
Fall 2018*	ART 3565	Intermediate Graphic Design I	18	12	3.92	5.10	5.29
*Paternity leave, Oct-Dec 2018. During my absence, FourDesign projects were supervised by GA Xindi Liu and Intermediate Graphic Design projects by Adjunct Instructor Brian Yohn.							
Spr 2018	ART 4964	FourDesign	12	7	5.33/6	5.01/6	5.26/6
Spr 2018	ART 2576	Intro to GD II	23	14	5.43/6	5.01/6	5.26/6
Spr 2018	ART 2565	Typography II	23	15	5.47/6	5.01/6	5.26/6
Fall 2017	ART 4964	FourDesign	7	4	5.00/6	5.07/6	5.22/6

Term	Course	Title	Enrolled	Responses	Overall effectiveness	Dept. avg.	College avg.
Fall 2017	ART 4504	Art Direction	12	10	4.80/6	5.07/6	5.22/6
Summer 2017	ART 3954	Study Abroad	20 (co-taught with M. Dee)	9	4.56/6	5.03/6	5.48/6
Spr 2017	ART 4964	FourDesign	10	4	5.25/6	5.12/6	5.25/6
Spr 2017	ART 2576	Intro to GD II	17	6	4.83/6	5.12/6	5.25/6
Spr 2017	ART 1614	Principles of Visual Comm Design	22	14	5.71/6	5.12/6	5.25/6
Fall 2016	ART 4964	FourDesign			No survey available		
Fall 2016	ART 2566	Typography II	20	12	5.17/6	5.35/6	5.28/6
Spr 2016	ART 4964	FourDesign			No survey available		
Spr 2016	ART 4574	Advanced Visual Comm	19	10	3.8/6	5.28/6	5.20/6
Spr 2016	ART 3574	Art Direction	7	2	3.0/6	5.28/6	5.20/6
Fall 2015	ART 4964	FourDesign			No survey available		
Fall 2015	ART 2566	Typography II	20	19	5.16/6	5.16/6	5.09/6
Spr 2015	ART 4964	FourDesign			No survey available		
Spr 2015	ART 3574	Art Direction	18	11	3.91/6	5.19/6	5.11/6
Spr 2015	ART 4534	Package Design	21	14	3.64/6	5.19/6	5.11/6
Fall 2014	ART 4964	FourDesign			No survey available		
Fall 2014	ART 2566	Typography II	20	10	4.50/6	5.28/6	5.10/6

**K. Peer evaluations of instruction**

**L. Alumni evaluations of instruction**

**M. Demonstrated efforts to improve one's teaching effectiveness**

2019 Attended the American Advertising Federation's "Creative Connections" student-professional development workshop. Roanoke, VA. March 22.

2014 Audited *Human Centered Design* (ART4504). Instructor: T. Abel. Fall Semester.

2014 "Course Design/Redesign Institute," a 3-day workshop led by Peter Doolittle, Director of the Center for Instructional Development & Educational Research (CIDER). August.

**V. Research and Creative Activities**

**A. Awards, prizes, and recognitions**

**International awards and recognition:**

2018 Solar Decathlon Middle East, Dubai, United Arab Emirates. First place award for FutureHAUS. Monetary award: 900,000 dirham (US \$245,017). Supervised interim website redesign and participated in fundraising and marketing efforts. (Participation: 5%).

**Professional awards and recognition:**

*Prior to Virginia Tech:*

2012 Joiner, J. Logo design for Sirius Homes. Selected for publication in *LogoLounge 8: 2,000 International Identities by Leading Designers*. B. Gardner & A. Hellman, eds. Minneapolis, MN: Rockport / Quayside Publishing Group.

2011 Joiner, J. Logo design for the Southern Growth Studio. Selected for publication in *Graphis Logo Design 8*. M. F. Bonner and B. M. Pedersen, eds. New York, NY: Graphis, Inc.

2009 Joiner, J. Logo design for the Southern Growth Studio. Selected for publication in *LogoLounge 5: 2,000 International Identities by Leading Designers*. C. Fishel & B. Gardner, eds. Minneapolis, MN: Rockport / Quayside Publishing Group.

2009 Joiner, J. Logo design for Faerytelling. Selected for publication in *LogoLounge 5: 2,000 International Identities by Leading Designers*. C. Fishel & B. Gardner, eds. Minneapolis, MN: Rockport / Quayside Publishing Group.

2009 Joiner, J. Gold Award. Logo design for the Mobile Film School's "Bowl-a-

- Rama". American Advertising Federation Awards, Austin, TX
- 2008 Joiner, J. Gold Award. Logo design for The Southern Growth Studio. American Advertising Federation Awards, Memphis, TN.
- 2008 Joiner, J., Designer and McKenna, S., Copywriter. Silver Award. Brochure for Andrew Harper Travel. American Advertising Federation Awards, Austin, TX.
- 2006 Joiner, J., Art Director/Designer and Simchak, P., Copywriter. Silver Award. Brochure for the Paramount Theater. American Advertising Federation Awards, Austin, TX.
- 2006 Bardajgy, P., Photographer and Joiner, J., Art Director. Silver Award. Photography Series for the Paramount Theater. American Advertising Federation Awards, Austin, TX.
- 2006 Joiner, J., Art Director/Designer and Simchak, P., Copywriter. Bronze Award. Promotional Advertising Kit for BMC Software. American Advertising Federation Awards, Austin, TX.
- 2005 Joiner, J., Art Director and Norton, M., Copywriter. Gold Award. Advertising Campaign for Freescale Semiconductor. American Advertising Federation Awards, Austin, TX.
- 2005 Bellg, R. and Joiner, J., Art Directors. Mahon, M., Photographer. Gold Award. "Every Day is a Celebration: A Calendar of Obscure Holidays". The Davey Awards, New York, NY
- 2005 Joiner, J., Art Director and Sorgen, D., Copywriter. Initial DVD consumer ad campaign. Selected for publication in *US Ad Review*. NY, NY: Visual Reference Publishing, Inc.
- 2002 Joiner, J., Designer/Illustrator and Thompson, P., Copywriter. "Believe in Miracles" holiday card. Selected for publication in *Print Regional Design Annual*. NY, NY: F+W Media.
- 2001 Joiner, J. Gold Award. Capella Floors Direct Mail Campaign. The Effie Awards, New York, NY
- 2000 Joiner, J., Designer/Illustrator and Thompson, P., Copywriter. Gold Award. Advertising campaign for First Tennessee Bank. American Advertising Federation Awards, Memphis, TN.
- 2000 Silver Award. Promotional brochure for Capella Hardwood Floors. American Advertising Federation Awards, Memphis, TN.
- 2000 Joiner, J., Art Director, Wardlaw, L., Designer and Thompson, P., Copywriter. Silver Award. Annual report design for the Memphis-Shelby County Regional Airport. American Advertising Federation Awards, Memphis, TN.

- 1999 Joiner, J., Art Director/Designer and Hughes, E., Copywriter. Memphis International Airport Authority Annual Report. Selected for publication in *Black Book AR100 Showcase*. NY, NY: Black Book Marketing Group.
- 1999 Crawford, A, Designer, Joiner, J., Art Director and Thompson, P., Copywriter. Silver Award. Outdoor advertising campaign for the Wonders International Cultural Series. American Advertising Federation Awards, Memphis, TN.
- 1999 Crawford, A, Designer, Joiner, J., Art Director and Thompson, P., Copywriter. Silver Award. Poster design for the Wonders International Cultural Series. American Advertising Federation Awards, Memphis, TN.
- 1999 Baptist, R. and Joiner, J., Art Directors. Thompson, P., Copywriter. Silver Award. :30 television spot for Seabrook Wallcoverings. American Advertising Federation Awards, Memphis, TN.
- 1999 Joiner, J., Art Director / Designer and Thompson, P. Copywriter. Gold Award. Annual report design for the Memphis-Shelby County Regional Airport. American Advertising Federation Awards, Memphis, TN.
- 1999 Joiner, J., Designer and Thompson, P., Copywriter. Gold Award. Promotional brochure for ResortQuest. Public Relations Society of America (PRSA) VOX Awards, New York, NY.
- 1998 Joiner, J., Art Director and Liles, P., Copywriter. Overall Best-of-Show Award, Best-of-Show (Broadcast Category), and Special Judges Award for Art Direction. Television Campaign for Methodist Healthcare. American Advertising Federation Awards, Memphis, TN.
- 1998 Joiner, J. and Thompson, P., Copywriter. Silver Award, Print campaign for The Bonita Bay Group. American Advertising Federation Awards, Memphis, TN.
- 1997 Joiner, J., Art Director/Designer and McNeill, T., Copywriter. Gold Award. Print Campaign for the Mississippi Chemical Corporation. ShowSouth Award Show, Atlanta, GA.
- 1997 Joiner, J., Art Director/Designer and McNeill, T., Copywriter. Silver Award. Print Campaign for River Oaks Hospital. ShowSouth, Atlanta, GA
- 1996 Hughes, E., Copywriter and Joiner, J., Art Director/Designer/Illustrator. Best-of-Show Award. Print Campaign for Mississippi Chemical Corporation. National Agricultural Marketing Awards, Overland Park, Kansas
- 1995 Joiner, J., Designer/Illustrator and McNeill, T., Copywriter. Gold Award (Illustration) and Silver Award (Campaign). Print campaign for River Oaks Hospital. American Advertising Federation Awards, Jackson, MS.



1995 Joiner, J. Art Director of the Year Nominee. American Advertising Federation Awards, Jackson, MS.

**B. List of contributions**

**1. Books or monographs (N/A)**

**2. Book chapters**

*Prior to Virginia Tech:*

2013 Joiner, J. (lead author) and Gibson, M. "The Semiotics of a Smile: Signs of Failure on Public Trails in Dallas, TX." *Signs and Semiotics in Workplace and Public*. A. Ng and A. Chan, eds. Nova Science, NY, NY. pp. 25-42 (participation: 90%).

**3. Books edited (N/A)**

**4. Textbooks authored (N/A)**

**5. Textbooks edited (N/A)**

**6. Papers in refereed journals (both print and electronic)**

*Prior to Virginia Tech:*

2014 Carlson, C. and Joiner, J. "Letting Context Speak: The use of co-creative, design-led, and user-centered design methods in the design of complex public communications." *Communication Design Quarterly* 2.3. M. J. Albers, ed. ACM Special Interest Group for Design of Communication (SIGDOC), NY, NY. (Participation: 40%)

**7. Papers in refereed conference proceeding**

*Prior to Virginia Tech:*

2014 Carlson, C. and Joiner, J. "The Future of Food Recalls: Giving The Public a Voice" *A Matter of Design. Making Society through Science and Technology*. (conference journal). Italian Society of Science and Technology, Politecnico di Milano School of Design, Milan, Italy. (Participation: 40%)

**8. Performances, exhibitions, compositions**

**A. Published Creative Work**

2015 Joiner, J., Illustrator. Series of vector infographics illustrating the stress-bearing capabilities of composite materials. *Design of Composite Structures: An Introduction to the Many Aspects of Composite Structures*. R. M. Jones, Author. Blacksburg, VA: Virginia Bull Ridge Publishing.

*Prior to Virginia Tech:*

- 2012 Joiner, J., Photographer. "Rockets" photo series. "Branded Brilliant: Three Sharp Minds Explain Logo Effectiveness." Laughlin, J., author. *Dallas Observer*. Dallas, TX: Voice Media Group.
- 2012 Joiner, J., Designer/Illustrator. "Product Development Lifecycle" Infographic. *Applying Anthropology in the Global Village*. C. Wasson, M. Butler, and J. Copeland, eds. Walnut Creek, CA: Left Coast Press.

**B. Exhibitions**

- 2018 "Islamic Geometric Shapes in Art, Design & Architecture." Public exhibition of work by students and faculty. College of Architecture and Urban Studies, Virginia Tech. April 9-10.

*Prior to Virginia Tech:*

- 2012 "Pieces of Eight." Public, juried exhibition of creative work by Dallas-area designers. Frisco Discovery Center Gallery, Frisco, TX.
- 2011 "UNTold+new" Peer-reviewed, juried exhibition of creative work by UNT alumni. Juror: Patrick Coyne, Editor and Creative Director, Communication Arts Magazine. Institute for the Advancement of the Arts, University of North Texas, Denton, TX.

**9. Digital scholarship (N/A)**

**10. Reviews**

*Published articles mentioning me, my teaching and/or my work:*

- 2018 "School of Visual Arts students, faculty rack up recognition." Virginia Tech Daily, April 18.  
<https://vtnews.vt.edu/articles/2018/04/CAUS-SOVA-ADDYs-Awards.html>
- 2017 "School of Visual Arts student and faculty designs win seven ADDY awards." Virginia Tech Daily, April 3.  
<https://vtnews.vt.edu/articles/2017/04/CAUS-ADDYs.html>
- 2017 "Hokies 'Make a Mark' in 12-hour design-a-thon for nonprofits." Virginia Tech Daily, April 26.  
<https://vtnews.vt.edu/articles/2017/04/CAUS-Make-a-Mark1.html>
- 2016 "Pamplin and School of Visual Arts team up to share skills." Collegiate Times, Feb 15.  
[http://www.collegiatetimes.com/news/pamplin-and-school-of-visual-arts-team-up-to-share/article\\_e2804798-d456-11e5-ad4e-47ae9ad6fd20.html](http://www.collegiatetimes.com/news/pamplin-and-school-of-visual-arts-team-up-to-share/article_e2804798-d456-11e5-ad4e-47ae9ad6fd20.html)
- 2015 "A Collaboration at Many Levels." Perspectives Gallery Newsletter, Apr 2.  
<http://perspectivegallery.blogspot.com/2015/04/a-collaboration-at-many->

levels.html

*Prior to Virginia Tech:*

- 2012 J. Laughlin, "Branded Brilliant: Three Sharp Minds Explain Logo Effectiveness." Dallas Observer, May 3.  
<https://www.dallasobserver.com/arts/branded-brilliant-three-sharp-minds-explain-logo-effectiveness-tonight-7095188>

**11. Numbered extension publications (N/A)**

**12. Prefaces, introductions, catalogue statements, etc. (N/A)**

**13. Papers and posters presented at professional meetings**

**International Conference Presentations:**

- 2019 Joiner, J. "Practice-led Research in Design Education: Case Studies from a Student-run Studio." Research & Education in Design Conference (REDES). University of Lisbon, Lisbon, Portugal. November 14-15. (Invited)

*Prior to Virginia Tech:*

- 2014 Carlson, C. and Joiner, J. "The Future of Food Recalls: Giving The Public a Voice." A Matter of Design: Making Society through Science and Technology (5<sup>th</sup> Annual STS-Italia Conference). Politecnico di Milano School of Design, Milan, Italy. June 12-14. (Peer-reviewed, participation: 40%)
- 2012 Joiner, J. "Face Value: The History of the Smiley in American Pop Culture." The Politics of Memory: 3rd International Re-Thinking Humanities and Social Sciences Conference. University of Zadar, Zadar, Croatia. September 5-9. (Peer-reviewed)

**National Conference Presentations:**

- 2020 Joiner, J. and Mouchrek, N. "Design Thinking in the Classroom: Applied Design Processes to Enhance Course Development and Student Engagement." Conference on Higher Education Pedagogy. Virginia Tech, Blacksburg, VA. February 5-7. (Peer-reviewed, Participation: 65%)
- 2016 Cole, D., Frisco, D., Joiner, J., Jones, M., Kelly, M., and Park, J. "Can Student-run Studios be an Alternative Solution to a Traditional Design Curriculum?" Presentation and panel discussion. Frontier 2016 / AIGA Design Educators' Community Conference. Montana State University, Bozeman, MT. October 6-8. (Invited, Participation: 16.6%)

*Prior to Virginia Tech:*

- 2014 Carlson, C. and Joiner, J. "Letting Context Speak: The Use of Co-creative, Design-led, and User-centered Design Methods in the Design of Complex Public Communications." Paper accepted but could not attend. 3rd Annual Symposium on Communicating Complex Information (SCCI). East Carolina University, Greenville, NC. February 24-25. (Peer-reviewed, participation: 40%)

**Regional Conference Presentations:**

- 2016 Joiner, J. "Transforming Teaching Methodologies for the Digital Age." Session Chair. Southeastern College Art Conference (SECAC). Roanoke, VA. October 19-22. (Peer-reviewed)
- 2015 Joiner, J. "Teaching the Business of Design: How Student-Run Design Studios Can Help Students Learn What Design Classes Don't Teach." Southeastern College Art Conference (SECAC), Pittsburgh, PA. October 22-24. (Peer-reviewed)

**14. Translations (N/A)**

**15. Abstracts (N/A)**

**16. Other papers and reports**

**Published interviews:**

*Prior to Virginia Tech:*

- 2012 J. Laughlin, "Branded Brilliant: Three Sharp Minds Explain Logo Effectiveness." Dallas Observer, May 3.  
<https://www.dallasobserver.com/arts/branded-brilliant-three-sharp-minds-explain-logo-effectiveness-tonight-7095188>
- 2012 J. West, "Gaps in the Record: The Scholarship of Gender, Technology, and the Arts.:" Office of Research and Economic Development, University of North Texas, Denton, TX. June.  
<https://research.unt.edu/research-profiles/gaps-record>

**C. Sponsored research and other grant awards (Internal and External) (N/A)**

**D. Invited keynote presentations or lectures**

**International Keynote Presentations:**

- 2018 Joiner, J. "Empathy and User Experience in Advertising and Design." Invited Keynote Speaker and Panelist. Idea School of Advertising and Design, Tehran, Iran. January 11. (Invited)

2018 Joiner, J. "Visual Storytelling: The Art of a Successful Advertising Campaign." Invited Keynote Speaker. Department of Design, Alzahra University, Tehran, Iran. January 4. (Invited)

**E. Editorships, curatorships, etc.**

1. **Journals or other learned publications (N/A)**
2. **Editorial boards (N/A)**
3. **Exhibitions, performances, displays, etc.**

2017 Joiner, J. and Paterson, S., curators. "Type Set Free." Perspectives Gallery, Squires Student Center. April 21–May 13.

**F. Economic contributions and entrepreneurship**

1. **Start-up businesses (N/A)**
2. **Commercialization of discoveries (N/A)**
3. **Other (N/A)**

**G. Intellectual properties**

1. **Software (N/A)**
2. **Patents (N/A)**
3. **Disclosures (pre-patent) (N/A)**

**VI. International and Professional Service and additional Outreach and Extension Activities**

**A. International programs accomplishments**

1. **International recognition and awards (N/A)**
2. **International research collaborations (N/A)**
3. **Other international activities**

*Editor:*

2017 Xiong, N. Paskevicious, A., Ono, K., and Watanabe, M. "Identifying Radical Innovation in the Product Development Process: Implications for Product Design." J. Joiner, Article Editor. Journal of the Science of Design. Tokyo, Japan. Volume 1, Issue 1, pp 11-18.

2016 Morshedzadeh, E., Ono, K., and Watanabe, M. "The User-Product Interaction Evaluation (UPIE) Model: A Case Study." J. Joiner, Article

Editor. The Science of Design: Bulletin of JSSD. Tokyo, Japan: Japanese Society for the Science of Design. Volume 62, Issue 5, pp 49-58.

- 2016 Morshedzadeh, E., Ono, K., and Watanabe, M. "A New Model for Improving User-Product Interaction Evaluation, Based on Affordance and Factor Analysis." J. Joiner, Article Editor. The Science of Design: Bulletin of JSSD. Tokyo, Japan: Japanese Society for the Science of Design. Volume 62, Issue 5, pp 41-48.

**B. Professional service accomplishments, such as:**

- 1. Service as an officer of an academic or professional association (N/A)**
- 2. Other service to one's profession or field (e.g., service on committees)**

2017 Invited Panelist. "Design Disruptors" documentary screening. Sponsored by the American Advertising Federation, the School of Visual Arts at Virginia Tech and WillowTree Apps, Charlottesville, VA. Feb. 2.

2017-2019 Advisory Board Member and Team Mentor, Make a Mark annual design and development marathon benefiting Virginia nonprofits.

2017 Grant Reviewer, American Institute of Graphic Arts (AIGA) Design Educators' Community faculty research grant proposals.

2016 Grant Reviewer, American Institute of Graphic Arts (AIGA) Design Educators' Community faculty research grant proposals.

2014 Advisory Board Member, Downtown Blacksburg, Inc.

2014 Juror, American Advertising Federation Awards, Sioux City, SD.

2013 Juror, American Advertising Federation Awards, Fargo, ND.

2002 Juror, American Advertising Federation Awards, Shreveport, LA.

- 3. Professional meetings, panels, workshops, etc., led or organized**

2016 Session Chair, "Transforming Teaching Methodologies for the Digital Age." Southeastern College Art Conference (SECAC). Roanoke, VA. October 19-22.

**C. Efforts to diversify the disciplines such as:**

- 1. Disciplinary or interdisciplinary efforts to attract underrepresented students to different majors and graduate programs at Virginia Tech**

2019-pres. "Reimagining DiVersiTy," a University-level, VR/AR-based student-recruiting initiative focused on recruitment of underrepresented minorities

through the application of immersive technology (virtual, augmented, and mixed realities). Role: Branding and messaging consultant. PI: Q. Baldwin. VT Capital Assets, Virginia Tech.

2017 “Hokies Like Me” logo and branding. HLM is a student-recruiting initiative focused on increasing “academic preparation, access and affordability for first-generation, low-income, underrepresented minorities (Black, Latino, and Native American), women and students from rural and inner city communities.” Role: Creative Director. Student designer: J. Singer. College Access Collaborative, Virginia Tech. Fall semester.

**2. Participation in campus, local, regional, or national organizational efforts to promote diversity and inclusion in scholarly or professional fields**

2020 Participant, AIGA-DEC Value Design Education Pledge (<https://educators.aiga.org/valuedesignededucation/>). Goal: “to provide tools that facilitate continued growth and adaptation as the world around us also continues to change.” American Institute of Graphic Arts’ Design Educators Community. Fall semester.

**D. Additional outreach and extension activities and outcomes**

1. **Peer evaluations of extension program(s) (N/A)**
2. **Professional achievements in program development, implementation, and evidence of impact (N/A)**
3. **Outreach and extension publications, including trade journals, newsletters, websites, journals, multimedia items, etc. (N/A)**
4. **Presentations in area of expertise to community and civic organizations, including schools and alumni groups, etc.**

2018 Juror. Virginia High School Creativity & Innovation Summit. Hosted by the Institute for Creativity, Art and Technology at Virginia Tech. April 29-30.

5. **Outreach to underrepresented or underserved communities, in the Commonwealth, domestically, or internationally (N/A)**
6. **Service on external boards, commissions, and advisory committees (N/A)**
7. **Expert witness/testimony (N/A)**
8. **Consulting that is consistent with university/department priorities (N/A)**
9. **Recognitions and awards for outreach and extension effectiveness (N/A)**

## VII. University Service

### A. University meetings, panels, workshops, etc. led or organized

- 2019 Arnold, D. Visual effects director and designer. Visiting artist presentation. Moss Arts Center, Virginia Tech. October 10.
- 2019 Bell, B. Brand, motion and interactive designer/director. Visiting artist presentation. Moss Arts Center, Virginia Tech. March 29.
- 2019 Bell, B. Brand, motion and interactive designer/director. Visiting artist presentation. Moss Arts Center, Virginia Tech. March 28.
- 2018 Fornes, A. Cuban poster designer. Visiting artist presentation. Co-organized with the Reeder Media Center, College of William and Mary, Williamsburg, VA. School of Visual Arts, Virginia Tech. February 19.

### B. Department, college, and university service, including administrative responsibilities

#### 1. Administrative Service:

- 2018 Interim Chair. Graphic Design Program, School of Visual Arts. Spring semester.

#### 2. Committee and advisory board involvement:

- 2020–pres. Advisory Committee Member. Creative Technologies MFA program. School of Visual Arts.
- 2019–pres. Executive Committee Member, Human Centered Design PhD and Graduate Certificate Program at Virginia Tech.
- 2019–pres. Advisory Board Member, Office of Undergraduate Research
- 2018–2019 Education Committee Member, Virginia Tech Center for Human-Computer Interaction
- 2017–2018 Marketing Committee Member, FutureHaus
- 2015–2016 CAUS Research Advisory Board Member
- 2018–pres. SOVA Scholarship Committee Member
- 2018–pres. SOVA Recruitment Committee Member
- 2015–‘16 Graphic Design Faculty Search Committee Member
- 2014–‘15 Graphic Design Faculty Search Committee Member



### *3. Workshops, Exhibitions and Presentations Organized:*

- 2020 “Write More Good: A Copywriting Workshop for Visual Thinkers.” Zoom workshop for FourDesign students led by Wayne Geyer, Dallas-based copywriter and creative director. School of Visual Arts. April 13.
- 2020 Zoom presentation to FourDesign students by Ruth Lovati, Art Director for RBMM and the Dallas Market Center, Dallas, TX. Apr. 29.
- 2019 Zoom presentation to FourDesign students by Chris Brown, Art Director for Conde Nast Publications, NY, NY. Dec. 11.
- 2016 “Write More Good: A Copywriting Workshop for Visual Thinkers.” Workshop leader: Wayne Geyer, Dallas-based copywriter and creative director. Co-sponsored by the School of Visual Arts and the Pamplin College of Business. School of Visual Arts, Virginia Tech. Feb 12.

### *4. Miscellaneous Service:*

- 2020 Curriculum Consultant for the new Advertising minor in the School of Communication and Digital Media at Virginia Tech. Spring semester.
- 2019 Invited juror. “The Pitch” project competition. Intermediate Graphic Design. P. Finley, instructor. Graphic Design program, School of Visual Arts. Dec 10.
- 2018 Poster design for “Islamic Geometric Shapes in Art, Design and Architecture.” Public exhibition of work by students and faculty in the College of Architecture and Urban Studies. April 9-10.
- 2016 Moderator. CAUS Faculty Research Symposium. College of Architecture and Urban Studies.

## **C. Service that promotes diversity and inclusion**

- 2018–’20 Diversity Committee Member, College of Architecture and Urban Studies
- 2018 Workshop participant. “Inclusive Pedagogy in the University Classroom.” Office for Inclusion and Diversity, Virginia Tech. Sept. 14.
- 2017 Panel co-organizer. “Intersections: Interdisciplinary Conversations about Social Justice and the Built Environment.” CAUS Diversity Committee. College of Architecture and Urban Studies, Virginia Tech. April 26.
- 2017 Workshop participant. “Bias and Stereotype in the Classroom.” Office for Inclusion and Diversity, Virginia Tech. March 24.

- 2017 Workshop participant. "Managing Difficult Conversations." Office for Inclusion and Diversity, Virginia Tech. February 23.
- 2015 Juror. CAUS Diversity Competition. College of Architecture and Urban Studies Virginia Tech. April 3.

**D. Service to students—involvement in co-curricular activities, advising student organizations, etc.**

- 2020–'21 Faculty advisor. "HokieNauts" interdisciplinary student team. NASA Spacesuit User Interface Technologies for Students (SUITS) annual design challenge. Fall and Spring semesters.
- 2019 Entrepreneurship Mentor. Innovate LLC (Living-Learning Community). Apex Systems Center for Innovation and Entrepreneurship. Fall semester.

**VIII. Work Under Review or In Progress**

**A. Service submitted and under review (N/A)**

**B. Work in progress**

*Professional and consulting work in progress / under review:*

- 2020 Hill, C. (PI), Joiner, J. (Co-I). "NanoSafe Tested Third Party Verification Process for Characterizing Exposures in Products Containing Engineered Nanomaterials." Phase II NIH SBIR (Small Business Innovation Research) grant proposal. Submitted September 4, 2020. Award notification date: April 2021. Role: Brand design, creative direction and consumer marketing consultation. NanoSafe, Inc. Blacksburg, VA.
- 2020 Hill, C. (PI), Hull, M (Co-PI), Joiner, J. (Co-I). LeadMAP mobile testing kit for lead and other contaminants in drinking water. Role: brand design, package design, creative direction and consumer marketing consultation. NanoSafe, Inc. Blacksburg, VA.

Invited Speaker (date TBD). Topic: Student-run studios. Communication Design program, University of Notre Dame, Notre Dame, IN.

*New FourDesign project proposals for Fall 2020:*

- 2020 Proposal 20200925: 80-page tourism magazine design and layout for the Foundation for Appalachian Advancement. Estimate for four quarterly issues: \$47,850
- 2020 Proposal 20200917: Yearly design retainer (eight hours per month) for Arnold Design Studio. Estimate: \$5,568

- 2020 Proposal # 20200908: Logo, color palette, typography, usage guidelines and social media ad templates for Virginia Tech's "Reimagining DiVersiTy" minority student recruitment initiative. Estimate: \$3,705.
- 2020 Proposal # 20200909: Data visualization / infographics focused on recruiting rural high school students to VT's Engineering program. Estimate: \$2,925.
- 2020 Proposal # 20200911: Logo and branding palette for the 2022 New Media Caucus Symposium. Estimate: \$2,275.

**IX. Other Pertinent Activities**