DONNA STEPIEN **250 Harlow Hill Road** ■ **Randolph, Vermont** ■ **781 .710.6512** ■ **donnastepien@me.com**

COLLEGE/ UNIVERSITY EMPLOYMENT

2011 > *Smithsonian Astrophysical Observatory, Science Education Department*, Cambridge, MA. Research Assistant. Temporary Position.

2004–Present > *New England Institute of Art*, Brookline, MA. Assistant Professor, Graphic Design. Typography, Package Design, Design History, Book Design, Information Design. Advise students, develop curriculum.

Summers 2002–2004 > *University at Buffalo*, Buffalo, NY. Graduate-Level Lecturer. Design for New Media I and II. Visual thinking, problem solving, information design. Component of 12-credit New Media Design Masters Certificate Program.

1998–2003 > *Bridgewater State College*, Bridgewater, MA. Assistant Professor, Art. Drawing, 2-D Design, Graphic Design I through IV (concept, theory, application of graphic design: print and screen-based production, visual literacy, typography, information design, design for 3-D applications, identity systems, interaction design), Publication Design, History of Visual Communication Design, Independent Study, Internship Supervisor.

2003 > *Endicott College*, Beverly, MA. Adjunct Faculty. Senior Capstone Project.

2003, 2002 > *Rhode Island College*, Providence, RI. Lecturer. Graphic Design I, II, III, Digital Design, History of Graphic Design.

Summer 2004 > *Kosciuszko Foundation Teaching English in Poland Program*, Tczew, Poland. English immersion program for upper-level high school students. In my class, students designed and produced books the subjects of which were US and Polish historical events.

2002 > *Massachusetts College of Art*, Boston, MA. Visiting Assistant Professor. Graphic Design I, Basic Design, Introduction to Graphic Design Careers.

Summers 1997–2001 > *Bennington College July Program*, Bennington, VT. Instructor. Computer Art and Design (Co-taught college-credit course in intensive Summer program for high school students w/individual tutoring and instructor-guided lab sessions).

1992–1998 > *Daemen College*, Amherst, NY, Assistant Professor and Chair, Graphic Design. Introduction to Graphic Design, Advertising History and Design, Typography, History of Visual Communication, Computer Rendering, Publication Design, Special Projects, Senior Research, Photography I, 2-D Design.

1990–1992 > *University at Buffalo*, Graduate Teaching Assistant, and 1992 post-graduation, Lecturer. Reproduction Processes for the Graphic Arts, Introduction to Computer Art.

1991, 1990 > Adjunct Teaching while in Graduate School.
-Daemen College, Amherst, NY. Instructor. Publication Design.
-Bryant & Stratton Business Institute, Buffalo, NY. Instructor. Typography, Advertising Campaigns, Portfolio, Graphic Design/Electronic Media, Graphic Design/Print Media.
-Villa Maria College of Buffalo, Buffalo, NY. Lecturer. Graphic Design Fundamentals, Advertising Graphics.

PROFESSIONAL/ CONSULTING

Zloty Communication Design and Consulting. Principal. Communication Design and Educational Consulting/Art Direction, Cambridge, MA and Randolph, VT. Concept, design, copy preparation, illustration, photography and production. Projects include work for national and regional clientele.

EDUCATION

2010, Harvard University Graduate School of Education, Cambridge, MA (non-matriculating)
Courses: Qualitative Research Methods, Teaching and Learning: the Having of Wonderful Ideas

Master of Fine Arts (MFA), June 1993, State University of New York at Buffalo, Buffalo, NY
Major: Communication Design

Master of Business Administration (MBA), May 1983, Canisius College, Buffalo, NY
Concentration: Management

Studied towards Master of Arts (MA), Art Therapy, June 1976–May 1977, Goddard College External Degree Program, Plainfield, VT

Bachelor of Arts Degree (BFA) May 1976, Daemen College, Buffalo, NY, cum laude
(completed baccalaureate degree in three years)
Major: Psychology
Minor: Fine Art

HONOR SOCIETIES

Who's Who among American Teachers

National Social Sciences Honor Society

PUBLICATION

2007 > aiga.org, *INTENT/CONTENT* conference presentation, "Teaching History of Design in an Innovative Manner."

2006, 2005, 2003 > Bridgewater Review, Selected Artwork.

2003, 2002 > aiga.boston.org, Reviews of Paula Scher and Massin lectures.

2002 > aiga.org, *VOICE* conference presentation, "Non-BFA Graphic Design Curricula."

2002 > aiga.org, conference review, *TEXTure.*

2001 > Bridgewater Review, "In the Beginning was the Logos: classical proportion in design practice and education."

2000 > Self-published booklet, *Geometric Proportions in Graphic Design Education.*

1992 > Publication to accompany slide lecture, "The Marketing of Consumerism."

1990, 1991 > Bryant and Stratton Business Institute. Author, course manuals for all Bryant and Stratton Campuses: *Typography, Introduction to Computer Design, Basic Design.*

1979 > *Journal of Genetic Psychology*, Jan. "The Effect of Mood-Content of Black-and-White Pictures Upon Color Choice."

PROFESSIONAL PRESENTATIONS

1997 > *Digital Imaging: a personal work.* Bennington College, Bennington, VT
Slide lectures: 1. photography-based digital images with text to suggest disparate meanings; and 2. uses of classical proportions in the man-made environment.

1997 > *Sources of loss of connectedness in contemporary visual perception.* Daemen College, Amherst, NY. Slide lecture revealing changing visual perceptions precipitated by 19th- and 20th-century industrialization and the effects of these changed perceptions upon human-made design.

1996 > *Affecting visual messages with text/image juxtapositions.* The Forum Gallery, Jamestown, NY
Talk and exhibit: disparate text/image combinations to alter viewer/reader perceptions.

1995 > *Artists and writers speak on art, technology, and gender.* Big Orbit Gallery, Buffalo, NY
In conjunction with the exhibit, Body/Machine. A slide lecture considering viewer perception of text and digitally-manipulated images as different from viewer perception of text and 'unmanipulated' traditionally-produced photographic images.

1993 > MFA Thesis Defense: *The Relationship between Mission Statement and Perceived Image at Not-For-Profit Photography Art Organizations.* SUNY at Buffalo. Comparison between subjects' perceptions of organizations and organizations' statements about selves. Interviewed organizations' Directors. Administered questionnaires to subject volunteers after they reviewed printed material submitted by each organization. Collected Subject Responses and compared them to respective organizations' Directors' responses.

1992 > *The Marketing of Consumerism.* SUNY at Buffalo. Contrast and comparison of advertising photography in 1939 issues of magazines for two different audiences: Ladies Home Journal and LIFE.

PROFESSIONAL WRITING AND RESEARCH

2009, 2010 > Reassessing Course Materials and Methodology to Accommodate the Dyslexic Student, current research, visual presentation of learning materials incorporating methods of Universal Design for Learning and Teaching.

2009, 2010 > Polish Publication Design 1980—2010: review of graphic design in Poland to examine socialist and capitalist influences on Polish publication design over this thirty year period. (This work is in its beginning stages.)

1995–2002 > Proportion, symmetries and intuitive rhythms in design-based instruction. Jan Tschichold's proportion studies, Le Corbusier's [and other architects'] use of Golden Ratio, and Robert Bringhurst's presentation of ratios in typographic design as springboard to develop instruction integrating architecture and communication design. Middle- and high school mathematics teacher course: Ratio-based design exercises in algebra and geometry curricula to comply with Massachusetts Comprehensive Assessment Standards (MCAS) Mathematics Frameworks.

1995–1997 > Changing methodology to produce visual material for non-linear applications, such as the internet.

1994–2003 > Untimely/unexpected image/text combinations to alter viewer perceptions and to challenge culturally-induced interpretations.

PROFESSIONAL WRITING AND RESEARCH, *continued*

1991–1993 > SUNY at Buffalo, Buffalo, NY. "The Relationship between Mission Statement and Perceived Image at Not-for-Profit Photography Art Organizations." Research at SUNY Buffalo; CEPA Gallery, Buffalo, NY; and interviews with Executive Directors at twelve photography art organizations in US and Canada (unpublished)

1992 > *"The Marketing of Consumerism*." International Museum of Photography and Film, Rochester, NY; SUNY at Buffalo Lockwood Library, Amherst, NY; Daemen College Marian Library, Amherst, NY; and The Buffalo and Erie County Public Library, Buffalo, NY (published for presentation with Grant from University at Buffalo)

1976 > Daemen College, Amherst, NY. "The Effect of Mood-Content of Black-and-White Pictures Upon Color Choice." Examined mood content of black-and-white pictures to determine whether subjects' ages affected color–mood associations. Comparison of second-and third-graders' and college students' responses to black-and-white photographs depicting various moods. Research conducted at Daemen College, Marian Library, Amherst, NY (published, *The Journal of Genetic Psychology*)

DESIGN AWARDS

1998 Silver, *Western New York Awards for Creative Excellence*, Buffalo, NY
1996 Bronze, *Western New York Awards for Creative Excellence*
1995 First Place, *Covering/Uncovering*: Juried National Show, Impact Gallery, Buffalo, NY
1995 Merit, *Western New York Awards for Creative Excellence*
1994 Second Place, *Metamorphosis: A National Exhibition of Women Artists*, Impact Gallery
1994 Bronze, *Art Directors/Communicators of Buffalo*, Amherst, NY
1993 Bronze, *Art Directors/Communicators of Buffalo*, Buffalo, NY
1992 Honorable Mention, *Art Directors/Communicators of Buffalo*
1991 Silver, *Art Directors/Communicators of Buffalo*
1990 Best of Show, *Art Directors/Communicators of Buffalo*
1990 Gold, *Art Directors/Communicators of Buffalo*
1989 Bronze, *Art Directors/Communicators of Buffalo*
1989 Honorable Mention, *Art Directors/Communicators of Buffalo*

SCHOLARSHIPS AND FUNDING

2010 > New England Institute of Art (NEiA) Faculty Development funds to attend *Neuroscience of Teaching and Learning,* Landmark College, Putney, VT.

2008 > NEiA Faculty Development funds to attend *PUNKT/Typcon 2008* Conference (Society of Typographic Affecionados), Buffalo, NY.

2007 > NEiA Faculty Development funds to present paper at *Intent/Content*, Graphic Design Educators Conference, Nashville, TN.

2005 > NEiA Faculty Development funds to attend *Action in Place*, Goddard College, Plainfield, VT

2004 > *Kosciuszko Foundation Teaching English in Poland Program*, Tczew, Poland (funds from Polish National Commission for UNESCO and the Polish Ministry of National Education and Sport).

2002 > *SACHEM (Southeastern Consortium for Higher Education in Massachusetts) Title VI Campus Project Grant* to research and design 3-credit course to internationalize the curriculum.

2002 > *MeadWestvaco* funds presented to Boston Chapter of American Institute of Graphic Arts (AIGA) to develop and hold *TEXTure: Reading/Writing/Sensing*, a two-day Graphic Design Educators' Conference. Wrote and submitted Proposal, chaired and moderated Conference (80+ educators in attendance).

2002, 2001 > *Massachusetts Department of Education Content Institute Teaching Grants*, *Algebraic and Geometric Concepts for Middle School and High School Teachers*. Taught teachers to use design activities to teach mathematics concepts.

2001 > *SACHEM Grant for Internationalizing the Curriculum and Improving Foreign Language Instruction*. Funds for self-directed foreign language study (Polish) and development of honors colloquium, "Art During Political Oppression: The Polish Poster."

1999 > *Bridgewater State College Summer Grant* to research and write self-published book about proportion in design design, incorporating interdisciplinary methods and examples of personal and student work.

1997 > *Daemen College Faculty Reassigned Time award*. Reduction of one semester's teaching responsibilities to pursue research. One of three campus-wide awards.

1996 > *Daemen College Research Funding* to research intuition in the design process.

SCHOLARSHIPS AND FUNDING, *continued*

1995 > *Daemen College Research Funding* to research presentations/exhibits: *Suggesting cultural duplicity using text/image/color juxtapositions*; *Artists and writers speak on art, technology, and gender*; *yet do not have love*; *Body/Machine*.

1992 > *University at Buffalo Foundation Activities Scholarship* to research "The Marketing of Consumerism."

1990–1992 > *Tuition scholarship and teaching assistantship*, SUNY at Buffalo.

CURRICULUM DESIGN/ CURRICULUM AUTHORSHIPS

2006–2009 > *Chair, Curriculum Committee*. NEiA. Curriculum Committee was historically Chaired and run by Administration. I was the first faculty-appointed Chair at the College, and—with this first faculty-run Curriculum Committee—developed and implemented entirely new College-wide procedures for curriculum proposals, changes, Bylaws, proposal forms, tracking flow chart and curriculum proposal information spreadsheet.

2005–2009 > NEiA. *Developed three new courses*: Typography and Layout, Book Design, Information Design.

2001–2002 > *Developed design-based middle- and high school mathematics projects* to teach MCAS-required material; and information design curricula for non-designers (for higher education courses and business applications).

1998–2000 > Bridgewater State College, Bridgewater, MA. *Re-wrote course descriptions and syllabi for the four required courses in graphic design concentration. Co-designed and taught 'learning community' cross-disciplinary information design course*, with student enrollment from Art, Biology and Geography departments. *Developed and taught three new courses*: History of Graphic Design, Computer Art and Design and Art During Political Oppression: the Polish Poster.

1997 > Daemen College, Amherst, NY. *Designed and proposed new Graphic Visual Communication curriculum* with cross-disciplinary emphasis of history, theory and practice with Major/Minor options of graphic design and illustration/marketing/public relations.

1994–1996 > Daemen College. *Re-wrote and implemented all courses in eight-course graphic design specialization* in BFA curriculum. *Designed two new courses*, proposed to add to the existing curriculum.

1990, 1991 > Bryant and Stratton Business Institute, Buffalo, New York. *Wrote curriculum to integrate then-new computer technology*, developed lesson plans, projects, tests and teacher instruction manuals for Performance-Based Learning (PBL) courses: Basic Design, Introduction to Computer Design, Typography.

CONFERENCE PRESENTATIONS

2010 > Bristol Community College, Fall River MA. Annual Professional Day: Engaging the 21st Century Student. "*Reassessing Course Materials and Methodology to Accommodate the Dyslexic Student*."

2007 > *INTENT/CONTENT*. AIGA Design Educators Conference, Nashville TN. "*Teaching* 'The History of Graphic Design' *in an Innovative Manner*."

2002 > AIGA National Board Retreat, Seattle, WA. Education Session Co-Chair.

2002 > *TEXTure*. AIGA Regional Graphic Design Education Conference, Boston, MA. Conference Chair/Moderator.

2002 > *VOICE2*. AIGA National Conference, Washington, DC. Education Session Co-Chair. Moderated "Methods of Learning." Presented "Methods of Teaching": *"Non-BFA Graphic Design Curricula."*

2000 Reexamining the Core Curriculum in Graphic Design Education, Dartmouth, MA. Co-coordinator/Moderator.

CONFERENCE ATTENDANCE (EXCLUSIVE OF PRESENTATIONS)

2010 > *Massachusettes Branch International Dyslexia Association Conference,* Framingham, MA
2008 > *PUNKT*. Society of Typographic Affecionados, Buffalo, NY
2007 > *Gourmet Typography,* AIGA Professional Development, Boston, MA
2005 > *Action in Place*, Goddard College, Plainfield, VT
2002 > *Massaging Media*, Massachusetts College of Art, Boston, MA
2002 > *HearSay: a Conference of Graphic Design Education*, Philadelphia, PA
2002 > *Web Design that Works for Everyone*, Rhode Island School of Design, Providence, RI
2001 > *Looking Closer: Design History and Criticism*, (AIGA), New York, NY
2000 > *Inside Out: Higher Education and Community Engagement*, Trinity College, Hartford, CT
2000 > Boston Chapter Board Retreat (AIGA), Lexington, MA
2000 > National Board Retreat (AIGA), Cleveland, OH
1997 > *Maine Summer Institute in Graphic Design*, Maine College of Art, Portland, ME
1997 > *(re)Making History: the Convergence of Graphic Design*. American Center for Design, Chicago, IL
1997 > Annual Conference of the College Art Association, New York, NY
1996 > Annual Conference of the College Art Association, Boston, MA

EXHIBITIONS **Solo (• juried/refereed)**

- *1998* > *Text/Image/Color/Response*, The Wallace Anderson Gallery, Bridgewater State College, Bridgewater, MA
- *1996* > *"...yet do not have love...,"* Park School of Communications, Ithaca College, Ithaca, NY
- *1991* > *Soliloquy*, Bethune Hall, SUNY at Buffalo, Buffalo, NY

Two-Person and Invitational (• juried/refereed)

- *1996/97* > *Regional Review* (invitational), The ForumGallery, Jamestown Community College, Jamestown, NY
- *1996* > *Third Biennial Photography Art Auction Exhibition* (invitational), CEPA Gallery, Buffalo, NY
- *1995* > *Body/Machine: exploring gender and technology* (invitational), Big Orbit Gallery
- *1995* > *PhotoNominal* (invitational), The Forum Gallery

1994 > *Exultation/Soliloquy* (two-person), Fanette Goldman/Carolyn Greenfield Gallery, Daemen College, Amherst, NY

- *1994* > *Second Biennial Photography Art Auction Exhibition* (invitational), CEPA Gallery

Group (• juried/refereed)

2009 > The Gallery on the Plaza, New England Institute of Art, Brookline, MA
2008 > The Gallery on the Plaza, New England Institute of Art
2004 > Bannister Gallery, Rhode Island College, Providence, RI
2003 > *Sidekicks*, Bannister Gallery, Rhode Island College
2002 > *The Quest for Meaning* (Artist's Book exhibition) Yankee Barn, Kingston, MA
2001 > *July Program Faculty Exhibit*, Suzanne Lemberg Usdan Gallery, Bennington College, Bennington, VT
2000 > *July Program Faculty Exhibit*, Suzanne Lemberg Usdan Gallery
1999 > *July Program Faculty Exhibit*, Suzanne Lemberg Usdan Gallery
1998 > *Western New York Awards for Creative Excellence*, Buffalo, NY
1998 > *July Program Faculty Exhibit*, Suzanne Lemberg Usdan Gallery
1998 > *Faculty Exhibit*, Fanette Goldman/Carolyn Greenfield Gallery
1997 > *July Program Faculty Exhibit*, Suzanne Lemberg Usdan Gallery
1997 > *CEPA Gallery Members' Exhibit*, Market Arcade, Buffalo, NY
1997 > *Faculty Exhibit*, Fanette Goldman/Carolyn Greenfield Gallery
• *1996,'97* > *Explorations: Small World*, Akus Gallery, Eastern CT State University, Willimantic, CT
• *1996* > *Western New York Awards for Creative Excellence*
1996 > *Faculty Exhibit*, Fanette Goldman/Carolyn Greenfield Gallery
• *1995* > *Covering/Uncovering*, Impact Gallery
• *1995* > *Western New York Awards for Creative Excellence*
• *1995* > *Women's Art Works 5*, The Shoestring Gallery, Rochester, NY
1995 > *Members' Exhibits* (two separate exhibits), CEPA Gallery
1994,'95 > *Faculty Exhibit*, Fanette Goldman/Carolyn Greenfield Gallery
• *1994* > *Art Directors/Communicators of Buffalo Annual Awards*, Buffalo Marriott, Amherst, NY
• *1994* > *Metamorphosis: A National Exhibition of Women Artists*, Impact Gallery
1994 > *Members' Exhibit*, CEPA Gallery
1994 > *Faculty Exhibit*, Fanette Goldman/Carolyn Greenfield Gallery
• *1993* > *Art Directors/Communicators of Buffalo Annual Awards*, Key Center, Buffalo, NY
1993 > *Faculty Exhibit*, Fanette Goldman/Carolyn Greenfield Gallery
• *1992* > *Art Directors/Communicators of Buffalo Annual Awards*, Key Center
1992 > *Contemporary Criticism*, Bethune Gallery, SUNY at Buffalo, Buffalo, NY
1992 > *Faculty Exhibit*, Fanette Goldman/Carolyn Greenfield Gallery
1991 > *SUNY at Buffalo MFA Graduate Exhibit*, Bethune Gallery
• *1991* > *Art Directors/Communicators of Buffalo Annual Awards*, Theater Place, Buffalo, NY
• *1991* > *SUNY at Buffalo Communication Design Exhibit*, The Pfeifer Theatre, Buffalo, NY
1990 > *SUNY at Buffalo MFA Graduate Exhibit*, Bethune Gallery
• *1990* > *Art Directors/Communicators of Buffalo Annual Awards*, Goldome Center, Buffalo, NY
• *1989* > *Art Directors/Communicators of Buffalo Annual Awards*, Goldome Center

Permanent Exhibits

> *The Six Dimensions of Wellness*, Wellness Center at University at Buffalo, Amherst, NY. Six posters depicting dimensions of Wellness, and a three-dimensional, seven-color plexiglass and sheet metal sculptural Wellness Center logo. Also for travelling exhibits, health fairs/seminars.

EXHIBITIONS, *continued*

> *Buffalo Made*, The Buffalo and Erie County Historical Society, Buffalo, New York

"Curriculum Kit": Educational Component of the 1993 World University Games containing curriculum materials for K-12 teachers to include studies about the Games and participating athletes' countries. Distributed to all schools in Erie County, New York (*Buffalo Made Exhibit*: Buffalo-made projects, discoveries, technologies, products, materials, etc...).

SEMINARS AND WORKSHOPS PRESENTED

2002 > "Learning Through Design" for mathematics classes, the Fenway School, Boston, MA.

2002 > "Introduction to Graphic Design Careers," Massachussets College of Art, Boston, MA.

2002, 2001 > "Algebraic and Geometric Concepts for Middle School and High School Teachers," Bridgewater, MA.

2000 > "Using the computer in making a hand-made artist's book," Bennington College, Bennington, VT.

BOARD POSITIONS HELD

AIGA Board of Directors Boston Chapter, Education Co-Chair (programming for educators)

AIGA National Organization, Education Steering Committee

Massachusetts Board of Education Arts Advisory Council

RECENT PROFESSIONAL MEMBERSHIPS

American Institute of Graphic Arts (AIGA)

Association Typographique Internationale

International Institute for Information Design (IIID)

National Association of Professional Women (NAPW)

REFERENCES

Anthony Rozak, MFA
Associate Professor
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University at Buffalo
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