

ALYSSA LANG

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EDUCATION

Tyler School of Art, Temple University, Elkins Park, Pennsylvania

- MFA Graphic and Interactive Design, May 2002
- Study Abroad Program: Temple University, Rome, Summer 2001

West Chester University, West Chester, Pennsylvania

- BFA in Studio Art, concentrating in Graphic Design, Magna Cum Laude, May 1994

TEACHING AND RESEARCH INTERESTS

Typography, Type Design, Calligraphy, Lettering, Poster Design, Book Design, Logo Design, Commercial Printing & Production, Letterpress Printing, Social and Environmental Awareness

COURSES PREVIOUSLY TAUGHT

2D Foundations, Typography (all levels), Introduction to Graphic Design, History of Graphic Design, Bookbinding, Print Production, Logo Design, Publication/Book Design, Poster Design, Senior Thesis, Senior Seminar, Portfolio, Web Design, Kinetic & Sequential Graphics

TECHNICAL SKILLS

Proficiency with InDesign, Quark XPress, Illustrator, Photoshop, Microsoft Office, Mac OS, and extensive production and printing experience

ACADEMIC POSITIONS

California State Polytechnic University, Pomona • Pomona, California

{Fall 2017 to present}

- Professor of Graphic Design

{Fall 2016 to present}

- Associate Chair of the Art Department

{Fall 2012 to Fall 2017}

- Associate Professor of Graphic Design

{Fall 2008 to Fall 2012}

- Assistant Professor of Graphic Design

Arcadia University • Glenside, Pennsylvania

{Fall 2004 to Spring 2008}

- Assistant Professor of Graphic Design

American University • Washington, DC

{Fall 2002 to Spring 2004}

- Assistant Professor of Graphic Design

Tyler School of Art, Temple University • Elkins Park, Pennsylvania

{Spring 2001, Fall 2001, and Spring 2002}

- Senior Design Workshop Instructor

Rosemont College • Rosemont, Pennsylvania

{Fall 2001}

- Web Design Instructor

PROFESSIONAL EXPERIENCE

Little Utopia Design • Monrovia, California

{February 2000 to present}

- Principal of design and multimedia studio

Tyler Publications • Elkins Park, Pennsylvania

{September 2000 to May 2002}

- Assisted the Director of Publications as a Graduate Assistant

KPMG • Radnor, Pennsylvania

{November 1996 to August 2000}

- Senior Designer

Creative Resource Group • Wayne, Pennsylvania

{September 1995 to November 1996}

- Designer

The Camera Shop, Inc. • Broomall, Pennsylvania

{May 1994 to September 1995}

- Designer

PROFESSIONAL AFFILIATIONS

AIGA Faculty Advisor and Education Committee Member, Cal Poly Pomona Student Chapter

{2008 to 2013}

- Faculty advisor to the campus student chapter of AIGA, the professional association for design

AIGA Education Chair, Philadelphia Chapter

{2007 to 2008}

- Led a committee of educators and student liaisons and the main point of contact for all student chapters

AIGA Faculty Advisor, Arcadia University Student Chapter

{2007 to 2008}

- Faculty advisor to the campus student chapter of AIGA

AIGA Education Committee Member, Philadelphia Chapter

{2004 to 2007}

- Coordinate events and programming for area graphic design students

COLLECTIONS

Herskovits Library of African Studies at Northwestern University

{2015}

- *Stop the Spread of Ebola* poster, as part of the *Posters Against Ebola* project, acquired for permanent collection
- Digital images of the posters were also on display at the Herskovitz Library as part of a display about ebola

La Maison du Livre et de l’Affiche de Chaumont, France, Contemporary Collection—Les Silos

{2007}

- *Clinton versus Bush* poster selected for permanent collection

Iranian Museum of Graphic Design

{2007}

- *Say No to GMOs* poster selected for permanent collection
- Poster included in the 9th Tehran International Poster Biennial 2007

AWARDS AND PUBLICATIONS

Outstanding Advisor Award

{2017}

- Selected as Outstanding Advisor for the College of Environmental Design

Center for Community Engagement Faculty Fellow, Cal Poly Pomona

{2015–2016}

- One of five faculty selected across campus; receive assistance and support to integrate service-learning into ART 452A Graphic Design III Spring 2016, for students to work with an external non-profit client

Alumni Outstanding Teaching Award

{2015}

- The Cal Poly Pomona Alumni Association recognizes one faculty member to receive the award each year; honorees are nominated by students and selected by the Alumni Association Board of Directors

Creative Quarterly

{2014}

- *What the Frack?* poster series selected as a Runner-Up in *Creative Quarterly* 35

President's Travel Grant

{2014}

- Awarded funds to support travel to typography conference

Faculty Development Grant

{2014}

- Awarded a grant to create an edition of handmade, hard-bound books on the topic of type design

AIGA (Re)Design Awards

{2013}

- *What the Frack?* poster series selected as a Winner in the AIGA (Re)Design Awards, which recognizes the most influential designs that advocate for strong communities, sustainable environments, and thriving economies

Center for Cultural Innovation Grant

{2013}

- Selected as a Finalist in the Center for Cultural Innovation's Grants for Artistic Equipment and Tools to acquire a letterpress and associated supplies

Mastering Type: The Essential Guide to Typography for Print and Web Design

{2012}

- Publication of *Renovation Alphabet* typeface in *Mastering Type: The Essential Guide to Typography for Print and Web Design* which is published and distributed internationally by HOW Books

President's Research, Scholarship, and Creative Activities Grant

{2011–2012}

- Awarded grant to develop letterpress poster series

Typography and Enclosures

{2011}

- Publication of *Unity Begins with Youth* logo in LogoLounge Master Library series' book *Typography and Enclosures* which is published and distributed internationally by Rockport Publishers

Faculty Development Grant

{2011}

- Awarded a grant to design, print, and submit poster series to design competitions

PaperSpecs Online Gallery

{2011}

- *Hootenanny Invitation* featured in online gallery of print samples, <http://www.paperspecs.com/mainblog/hootenanny-invitation/>

1000 Indie Posters

{2010}

- Publication of *Clinton versus Bush* poster in the book *1000 Indie Posters* which is published and distributed internationally by Rockport Publishers

Logolicious

{2010}

- Publication of *Feedback 10 Logo* in the book *Logolicious* which is published and distributed internationally by Collins Design (HarperCollins)

The New Big Book of Layouts

{2010}

- Publication of *Hootenanny Letterpress Invitations* in the book *The New Big Book of Layouts* which is published and distributed internationally by Collins Design (HarperCollins)

Designing for the Greater Good

{2010}

- Publication of *Say No to GMOs* poster and *Unity begins with Youth* logo in the book *Designing for the Greater Good* which is published and distributed internationally by Collins Design (HarperCollins)

AIGA (Re)Design Awards

{2009}

- *Say No to GMOs* poster selected as Third Place winner in Sustainable Design category of AIGA (Re)Design Awards, which recognizes the most influential designs that advocate for strong communities, sustainable environments, and thriving economies

The Big Book of Self-Promotion

{2009}

- Publication of *Clinton versus Bush* t-shirt and *Arcadia University Faculty Show Poster* in *The Big Book of Self-Promotion* which is published and distributed internationally by Collins Design (HarperCollins)

UCDA (University and College Designers Association) Award of Excellence

{2008}

- *Studio Tours* poster

ADI Design Award, Graphic Design Annual 2007, China

{March 2008}

- Received ADI Excellent award for *Arcadia University Faculty Show Poster* which appeared in the *ADI Design Award, Graphic Design Annual 2007*
- Other winners included Lanny Sommese, Joe Scorsone & Alice Drueding, and Philippe Apeloig

HOW International

{February 2008}

- Publication of *Clinton versus Bush* poster in the *2008 International Design Annual* of *HOW Magazine*

LogoLounge 4

{2008}

- Art directed *Vote* logo appearing in Rockport Publishing's compendium of logo design

STEP Design 100 Competition, Runner-Up

{March/April 2008}

- Received international award for *Clinton versus Bush* poster

The 37th Annual Creativity Awards

{2008}

- Received international award for *Say No to GMOs* poster
- Over 2,700 entries came from 45 states and 29 countries and winning piece to be published in a full-color catalog published by HarperCollins

China International Poster Biennial

{2007}

- Received international award for *Say No to GMOs* poster
- This poster was one of 1389 entries; of that, 142 posters were selected for the exhibition and printed catalog
- Other U.S. winners included: Lanny Sommese, Joe Scorsone & Alice Drueding, Michael Bierut, and Paula Scher

PRINT Magazine 2007 Regional Design Annual

{2007}

- Received national award for *Say No to GMOs* logo and appeared in the November/December 2007 issue of *PRINT Magazine*

The 9th Tehran International Poster Biennial 2007

{2007}

- Received international award for *Say No to GMOs* poster
- This poster was one of 409 posters published; of that, five were U.S. designers

2007 Gold Create Award

{2007}

- Received national award (Gold) in Creative Industry Self-Promotion for *Arcadia University Faculty Show Poster* and appeared in the November/December 2007 issue of *Create Magazine*

Arcadia University Faculty Development Grant

{2007}

- Received funds to develop, print, and submit posters to design competitions

UCDA (University and College Designers Association) Award of Excellence

{2005}

- *Feedback 7* poster

Japan Design Foundation/International Design Competition Osaka

{2002}

- Special Mention for *Earth Effect Labels* (system design)

SELECTED STUDENT PUBLICATIONS AND EXHIBITIONS*826LA Print and Promotional Materials to Increase Volunteer Base*

{2016}

- Students from service-learning course Graphic Design III designed print and promotional materials for external client 826LA to reach, recruit, and retain volunteer base for literacy programs in Echo Park

2D3D

{2016}

- Students' work from Graphic Media and Production classes was selected for Cal Poly Pomona's 2D3D juried student show (Kelly Kerler, third place; Belle Gonzales, honorable mention)

Mentor Show, SCA Gallery, Pomona, California

{2015}

- Mentored student Jen Nguyen for work to be exhibited in show

Adobe Design Achievement Awards

{2014}

- Student's Graphic Design III poster series project (John Doan, "Your Pollutants. Your Food") was selected as a semi-finalist in Adobe's international student design competition for Print Communications

2D3D

{2014}

- Students' work from Graphic Design III classes was selected for Cal Poly Pomona's *2D3D* juried student show (Alex Mattingly, first place; Noha Dandachi, third place; AJ Horton, honorable mention)
- Student work from Typography II class was selected for Cal Poly Pomona's *2D3D* juried student show (Dylan Abuel, second place)

AIGA LA Emerge

{2014}

- Students' work from Graphic Design III class was selected for AIGA LA's *Emerge* juried student show (Adeline Funes; Diana Lake; Nicole Golembeski; Alex Mattingly; Nicole Harada; Tony Rico; Karina Hernandez; Noha Dandachi)
- Student's work from Graphic Media and Production class was selected for entry into AIGA LA's *Emerge* juried student show (Randall Lugo)
- Student's work from Typography II class was selected for entry into AIGA LA's *Emerge* juried student show (Adeline Funes; Kimberly Loya)

Adobe Design Achievement Awards

{2013}

- Student's Typography II experimental book project (Sean Winter, "Rut") was selected as a semi-finalist in Adobe's international student design competition for Print Communications

Mentor Show, SCA Gallery, Pomona, California

{2011}

- Mentored student Sean Mayo for work to be exhibited in show

2011 Graphis New Talent Annual

{2011}

- Student's Graphic Design III poster series (Arturo Wibawa, "Sustain Our Trees") was published in the *2011 Graphis New Talent Annual*

Adobe Design Achievement Awards

{2008}

- Student's Senior Thesis Project (Jessica Moffett, "Wind in Your Tails") was selected as a semi-finalist in Adobe's international student design competition for Print Communications

EXHIBITIONS

Posters Against Ebola, AIGA Philadelphia Space, Philadelphia, Pennsylvania

{2015}

Mentor Show, SCA Gallery, Pomona, California

{2015}

Posters Against Ebola, postersagainstebola.com, online invited poster exhibition to benefit Doctors Without Borders

{2014}

Faculty Show, W. Keith and Janet Kellogg University Art Gallery, Pomona, California
{2014}

AIGA (Re)Design Awards Pop-Up Exhibit, Minneapolis Institute of Arts, Minneapolis, Minnesota
{2013}

AIGA (Re)Design Awards Show, St. Anthony Main Event Centre, Minneapolis, Minnesota
{2013}

Those Who Can Teach, AIGA Philadelphia Space, Philadelphia, Pennsylvania
{2013}

Mentor Show, SCA Gallery, Pomona, California
{2011}

Faculty Show, W. Keith and Janet Kellogg University Art Gallery, Pomona, California
{2010}

Patrick Merrill Benefit Show, Cal Poly Pomona Downtown Center Art Gallery, Pomona, California
{2009}

Mentor Show, Cal Poly Pomona Downtown Center Art Gallery, Pomona, California
{2009}

Faculty Exhibition, Arcadia University, Glenside, Pennsylvania
{2007}

Faculty Exhibition, Arcadia University, Glenside, Pennsylvania
{2005}

PRESENTATIONS

Printing for the Real World, in the Classroom, TypeCon 2013 Education Forum, Portland, Oregon
{2013}

Learning by Design: A Practicum, Annual CSU Symposium on University Teaching, Pomona, California
{2012}

Conference Poster Design for the Non-Designer, Arcadia University, Glenside, Pennsylvania
{2010}

SERVICE TO THE UNIVERSITY, COLLEGE, and DEPARTMENT

UNIVERSITY

Professional Leave Committee, Co-Chair
{Fall 2016 to Spring 2017}

Professional Leave Committee, Member
{Fall 2015 to Spring 2016}

Semester Conversion Curriculum Coordination Sub-Committee, Member
{Fall 2015 to Spring 2016}
{Fall 2014 to Spring 2015}

Faculty Development Advisory Committee, Member

{Fall 2015 to Spring 2016}

{Fall 2014 to Spring 2015}

{Fall 2013 to Spring 2014}

{Fall 2012 to Spring 2013}

{Fall 2011 to Spring 2012}

{Fall 2010 to Spring 2011}

{Fall 2009 to Spring 2010}

Cal Poly Pomona New Faculty Orientation, Panelist

{September 2011}

Ad Hoc Committee on Potential Academic Calendar Conversion, Member

{May 2010 to November 2010}

COLLEGE

College Curriculum Committee, Chair

{Fall 2016 to Spring 2017}

{Fall 2015 to Spring 2016}

{Summer 2015}

{Fall 2014 to Spring 2015}

Associate Dean Search Committee, Member

{Fall 2016 to Winter 2017}

College Curriculum Committee, Member

{Fall 2013 to Spring 2014}

{Fall 2010 to Spring 2011}

College Technology Committee, Member

{Fall 2011 to Spring 2012}

ENV Dean's Writing Awards, Judge

{May 2010}

DEPARTMENT

Associate Chair of the Art Department

{Fall 2016 to present}

Department Curriculum Committee, Chair

{Fall 2016 to Spring 2017}

{Fall 2015 to Spring 2016}

{Fall 2014 to Spring 2015}

{Fall 2013 to Spring 2014}

{Fall 2010 to Spring 2011}

Assessment Committee, Member

{Fall 2016 to Spring 2017}

Department Technology Committee, Member

{Fall 2015 to Spring 2016}

{Fall 2014 to Spring 2015}

{Fall 2013 to Spring 2014}

{Fall 2011 to Spring 2012}

Graphic Design Faculty Search Committee, Member
{Fall 2014 to Spring 2015}

Department Scholarship Committee, Member
{Fall 2013 to Spring 2014}
{Fall 2011 to Spring 2012}

Department Curriculum Committee, Member
{Fall 2011 to Spring 2012}
{Fall 2009 to Spring 2010}

AIGA/ASA Student Group, Faculty Advisor
{Fall 2011 to Spring 2012}
{Fall 2010 to Spring 2011}
{Fall 2009 to Spring 2010}
{Fall 2008 to Spring 2009}

Art Department Strategic Planning Committee, Member
{Fall 2010 to Spring 2011}

AIGA LA Education Committee, Member
{Fall 2009 to Spring 2010}
{Fall 2008 to Spring 2009}