

Gretchen Caldwell Rinnert
Curriculum Vitae 2011

Education

Master of Graphic Design (terminal degree, NASAD accredited)

North Carolina State University, Raleigh, NC
College of Design, May 2008

Bachelor of Science, Visual Communication Design

The Ohio State University, Columbus, OH
Department of Industrial, Interior, and Visual Communication Design
June 2003

Professional Experience

Assistant Professor

Kent State University - Kent, OH
School of Visual Communication Design
August 2008 - Present
Full-time Visual Communication Design Educator teaching interactive design and motion graphics.

Partner and Designer

3 Sight Photography & Design - Raleigh, NC, Columbus, OH and Kent, OH
August 2006 - Present
Primary designer and photography assistant. Work has included web site designs, motion graphics animations, learning games, and learning management systems. Duties also include executing marketing relations and implementation.

Designer

Degnen Associates - Columbus, OH
April 2005 - June 2006
Designed web media and print materials for clients. Design work included identity systems, branding, business cards, stationary, brochures, web sites, and motion graphic animations for various clients.

Teaching & Academic Appointments - Assistant Professor - Kent State University

Kinetic And Sequential Graphics 1 (VCD 20006)

Fall 2008 / Spring 2009 / Fall 2009 / Fall 2010 / Spring 2011
I developed syllabus and course projects that act as a foundation for motion design. Projects are centered around motion design within a meaningful context. Students are asked to develop four projects that each fall within these areas: educate and inform, persuade and motivate, and to entertain. I planned new software demonstrations and tutorials to introduce students to AfterEffects. I developed new lectures covering the following topics: storyboarding, semiotics, stop motion, motion graphics history, and animation principles. [Link to online student samples and syllabus](#)

Kinetic and Sequential Graphics Advanced (VCD 43001)

Spring 2009 / Fall 2010
Revised existing syllabus and course projects to simulate the design process through the development of a new interactive space. Planned new software demonstrations and tutorials to introduce students to Actionscript 3.0. Developed new lectures covering the following topics: user research, information mapping, information architecture, wire-framing, interface design, paper prototyping, and interactive prototyping. [Link to online student samples and syllabus](#)

Graphic Design 2 (VCD 33001)

Spring 2011

Working with Professor Jillian Coorey to revise the syllabus, create several new assignments, and develop new lectures. [Link to Course Proposal](#)

Design Theory I: Culture, Communities & Context

Summer 2011

Created a syllabus, course assignments, and discussion points covering the following topics: visual culture, deconstructing advertising & design, participatory culture, online communities, social networking, blogging, gaming, new learning ecologies, and emerging literacies with design influence and impact.

Visual Design Literacy

Summer 2010

Created a syllabus, course assignments, and lectures covering the following topics: visual culture, visual language & grammar, composition, color, embedded meaning, the basics of typography, photography, motion, interaction, guerilla design and environmental design.

[Link to Course Packet](#)

Intermediate Computer (VCD 20003)

Fall 2008

Revised and edited several existing lectures and technical demonstrations. Created new quizzes, diagrams, and homework assignments. Evaluations of student work were based on participation, effort, skill, craftsmanship, and demonstration of software knowledge.

Developed a proposal to revise the delivery of course content for Intermediate & Basic Computer. (with Professor Shawn Simmons) [Link to Course Packet](#)

Graduate Appointments - North Carolina State University

Teaching Assistant

Design Fundamentals - GD 102, Spring 2008

Design History - GD 342, Spring 2007

Graduate Research Assistant

Faculty Center for Teaching and Learning

Technical Abilities

Software & Operating Systems (advanced knowledge)

Mac OS

Photoshop

MS Office,

Windows 98, 2000, XP

Illustrator

AfterEffects

Final Cut

Dreamweaver

InDesign

Flash

Apple Quicktime Pro

Programming (basic knowledge)

HTML / CSS

Actionscript 3.0

Publications & Honors

Published Article in Student Publication

title: Educational Participatory Communities: interactive video tools that inspire active learning

journal: Published in [Collective Intelligence, Collaborative Design](#), Volume 33. p 5 - 9

organization: College of Design, North Carolina State University,

date: October, 2008

Represented the Graduate Graphic Design Program

symposia title: Graduate Student Research Symposium

organization: Graduate Student Association (UGSA) and the Graduate School, NC State

location: North Carolina State University, Raleigh, NC

date: March 2008

title: Graduate Thesis Research

Winner of the Creative Best Competition in Columbus

organization: Society of Communicating Arts, Student Category

project title: Power of Motion Graphics

date: November 2003.

[link to project description and details](#)

Conferences & Symposia (presentations and papers)

research clarification:

My research has been presented at multiple conferences. While this may seem problematic, it was extremely productive as each venue supplied a different audience, a different assessment, exposure and networking opportunities.

These conferences encompassed the following research arenas:

1. Design Research
2. Design Curriculum & Education
3. Participation & Learning Research
4. Technology Learning
5. Communication Studies

Links are provided allowing access to the abstracts, presentations and papers.

organizers: The Ohio State University / Department of Design

conference title: Stir Symposium

location: Columbus, Ohio / The Ohio State University, The Ohio Union

date: October 7-9, 2011

title: Educating Designers of the Future

description: Accepted as a Provocateur for the Stir Symposium. This will be a petcha kutcha style discussion on educating the designer of the future, focusing on specific strategies that engage and motivate young designers through online participation, using new tools, online communities, scenario building, unframed assignments and open ended solutions.

organizers: University & College Designers Association (UCDA)
conference title: The State of Design Education
location: Jersey City, New Jersey
date: May 26-27, 2011
title: Creativity and Innovation in Design Education
co-author: Professor Jillian Coorey
description: Presented a paper on a case study involving junior-level visual communication design students at Kent State in The School of Visual Communication Design. Students completed two exercises designed to encourage creative thinking while gaining important knowledge and skill sets pertaining to the design field.
impact: Paper will be published within the conference journal.
acceptance rate: 30%
[link to abstract](#)

organizers: University & College Designers Association (UCDA)
conference title: The State of Design Education
location: Jersey City, New Jersey
date: May 26-27, 2011
title: The Value of Motion in Design Education
description: Presented a paper on the integration of motion into design curriculum, and its value as it can teach students systems thinking, research skills, and information design.
impact: Presentation was shared with colleagues at peer institutions. I opted to not submit the paper for publication as I hope to publish it in a journal.
acceptance rate: 30%
[link to abstract & presentation](#)

organizers: Design Principles and Practices 2011
conference title: Fifth International Conference, Design Principles and Practices 2011
location: Sapienza, Italy
date: February 2-4, 2011
title: Collaborative Social Action: A Multi-University Motion Design Exploration
description: Virtually presented a paper on collaborative design project conducted between Kent State University and Chico State University during the fall of 2010. The two groups produced a short film using only online collaboration methods.
[link to abstract & presentation](#)

organizers: Design Research Society
conference title: DRS International Conference 2010: Design & Complexity
location: Montreal, Quebec, Canada
date: July 7-9, 2010
title: Interactive Tools and Online Communities That Support Media Literacy
co-author: Professor Marty Maxwell Lane
description: Presented a paper on interactive tools and online communities that support media literacy. We presented two prototypes that aid in media engagement and assessment, inspire participation, and prepare youth to become critical digital citizens. This was the most competitive conference I presented at last year. Topics covered at the conference included: design research, educating the future designer, the design process, complexity of design, experience design and service design.

impact: Paper will be published within the conference journal.
acceptance rate: 25% - 600 submissions, 151 papers accepted
[link to abstract, paper & presentation](#)

organizers: Center for Teaching & Learning in Art and Design (ctlad)
conference title: Exploring the Boundaries in Art, Design and Media
location: Novatel, Tiergarten, Berlin, Germany
date: April 12-13, 2010
title: Teaching Interactive Design Prototyping
description: Presented a paper on the curriculum I developed for Kinetic and Sequential Graphic Design (Advanced) and how we are teaching interactive design prototyping and integrating technology education at Kent State University. I am specifically questioning how design educators teach technology and software. The paper was to be published within the conference proceedings, but due to budget cuts the publication was cancelled. While this conference had a high acceptance rate, this organization caters to a specific group. There were compelling discussions, dialogue, and ideas about teaching and learning. The keynote was by John Carson, Head of School of Art, Carnegie Mellon, Pittsburgh, USA. I also made connections in the international design community.
acceptance rate: 70% - 105 submissions and 74 papers accepted
[link to abstract, paper & presentation](#)

organizers: Society for Applied Learning Technologies
conference title: New Learning Technologies
location: Gaylord Palms Resort, Orlando, Florida
date: March 3-5, 2010
title: Interactive Tools and Online Communities That Support Media Literacy
co-author: Professor Marty Maxwell Lane
description: Presented a paper with Professor Marty Maxwell Lane on interactive tools and online communities that support media literacy. We presented prototypes that aid in critical media engagement and assessment, inspire participation, and prepare young audiences to become critical digital citizens.
acceptance rate: 34% - 87 submissions and 256 papers accepted
[link to abstract](#)

organizers: Digital Media and Learning Research Hub
conference title: Diversifying Participation
location: Gaylord Palms Resort, Orlando, Florida
date: February 17-18, 2010
title: Interactive Tools and Online Communities That Support Media Literacy
description: Presented an interactive prototype that demonstrates a collaborative, educational, online community. Related Honor: On February 25, 2010: The Video Book Prototype was featured on "Spotlight on Digital Media and Learning," a blog supported by The MacArthur Foundation. "Toward a New Ecosystem of Learning: Reflections on the Digital Media and Learning Conference," by Barbara Ray. URL to article: <http://tiny.cc/w45pa>
acceptance rate: 75% - 60 panels submitted and 40 panels accepted
[link to abstract and project documentation](#)

organizers: MeCCSA: media, communication & cultural studies in UK Higher Education.
conference title: Media, Communication, Policy and Practice
location: London School of Economics and Political Science, London, UK
date: January 6th - 8th, 2010
title: Interactive Tools and Online Communities That Support Media Literacy
co-author: Professor Marty Maxwell Lane
description: Presented a paper with Professor Marty Maxwell Lane on interactive tools and online communities that support media literacy. We presented prototypes that aid in critical media engagement and assessment, inspire participation, and prepare young audiences to become critical digital citizens.
acceptance rate: 56% - 289 papers submitted and 162 accepted
[link to abstract and project documentation](#)

organizers: International Digital Media and Arts Association
conference title: @the Digital Edge
location: Ball State University, Muncie, Indiana
date: November 2009
title: Teaching Interactive Design Prototyping
description: Presented a paper on teaching interactive design prototyping and integrating technology education. It specifically questions how design educators can teach technology and software through knowledge gathering and the production of research based artifacts.
acceptance rate: 75%
[link to abstract, paper & presentation](#)

organizers: Designing Pleasurable Products and Interfaces (DPPI)
conference title: The 4th International Conférence 2009
location: Université de Technologie de Compiègne, Compiègne, France
date: October 2009
title: Educational Participatory Communities: that inspire active learning and the use new media skills
description: I was accepted to present a prototype at this conference. This allowed me to give a short presentation and my interactive prototype called Video Book. The prototype was on display for conference attendees to explore. I was on hand to answer questions, and discuss my research.
acceptance rate: 48%
[link to abstract and project documentation](#)

organizers: International Digital Media and Arts Association
conference title: Ideas for the Future
location: Savannah College of Art and Design, Savannah, Georgia
date: November 2008
title: Educational Participatory Communities
description: I presented my interactive prototype called Video Book that demonstrates how a collaborative, educational, online community could engage students and assist educators in teaching media literacy. Video Book is a component-based, web application to be used by multiple users in remote locations. A web application allows users to connect and work in an online environment they usually do not require a site license to run the application. The Video Book interface supports direct

correspondence between students and educators.

Student groups work together and share their findings. Participants can save, share, and delete their work.

[link to abstract and project documentation](#)

organizers: North Carolina State University, Masters Students in Graphic Design

conference title: Option Shift Control

location: North Carolina State University, Raleigh, NC

date: December 2007

description: Member of the organizing committee, and presenter

- Presented paper on "Participatory Culture and Education."
 - Co-Led Round table discussion on "Copyright and Control."
 - Co-Led workshop on [Collaborative Light Writing](#).
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organizers: AIGA Design Education Community Conference

conference title: Schools of Thoughts 3

location: Art Center, Pasadena, CA

date: March 2007

description: Part of a graduate team that completed preliminary research, and design of a research database for the AIGA. The project was led by Professor Meredith Davis and Professor Santiago Piedrafita of NC State University.

Research Grant Applications

grant title: Summer Teaching Development Grant, Kent State University Teaching Council, May 2011

date: Spring 2011

status: Awarded \$6,500

co-author: Professor Jillian Coorey

[link to download grant proposal](#)

competition title: Digital Media and Learning

date: February 2010

amount: \$192,625

status: Denied

co-author: Professor Marty Maxwell Lane

[link to download grant proposal](#)

grant title: Research & Creative Activity Summer Appointments

date: October 2010

status: Denied

co-author: Professor Marty Maxwell Lane

[link to download grant proposal](#)

University Citizenship

College Curriculum Committee / 2009 - 2010 / Spring 2011

Responsibilities: Reviewing college curriculum proposals, course revisions and proposals.

Educational Policy Committee / 2009 - 2010

Responsibilities: Representing the College of Communication and Information as a committee member. Reviewing long-range academic university planning, voting on policy guidelines and curricular proposals.

Speaking Engagement / Fall 2009

I was invited to speak to senior dance majors about promoting their dance performances through graphic design. I was invited by Associate Professor of Dance, Andrea Shearer.

Speaking Engagement / Spring 2009

I was invited to speak to the Web-based Mathematics Education, (WME/IAMC Seminar) a research group headed by KSU Professor, Paul Wang. I shared my interactive prototype, Video Book, with the group. I received feedback and suggestions from computer programmers that specialize in educational tools.

School Service

Undergraduate Curriculum Committee - School of VCD / 2009 - 2011

Responsibilities: Reviewing undergraduate curriculum, policies, procedures and course revisions. Advising the FAC on necessary changes /revisions to the structure of the program.

Faculty Advisory Committee / 2008 - 2011

Responsibilities included review of departmental policies and procedures.

Graduate Curriculum Committee / 2008 - 2009 / 2011

Responsibilities: Reviewing the graduate handbook, policies, procedures and graduate curriculum. Advising the FAC on necessary changes and revisions to the structure of the program.

Technology Advisory Committee / 2008 - 2009

Responsibilities included reviewing the technology needs of the department and assessing the technology requirements for undergraduate and graduate students.

Search Committee / 2008 - 2009

Responsibilities included: Review and assessment of potential candidates for a full time, tenure track position to be filled by a 3-D Designer.

Citizenship: Community Service

Board Member

organization: Recycle Pots and Pans

date: 2011 - Present

description: Responsibilities include developing design materials and collateral, attending monthly board meetings, and developing a social media presence.

Associate Chair

organization: AIGA Cleveland

date: 2010 - 2011

description: Responsibilities included managing event photography, video and documentation - interviewing the speakers, attendees and board members, basically record event excerpts and highlights, maintaining media accounts: Vimeo, YouTube and Flickr, and setting up videos animations to promote our showcase events.

Interactive Chair

organization: AIGA Cleveland

date: 2009 - 2010

description: Responsibilities included Maintaining the AIGA Cleveland website; creating and sending out email blasts. I assisting in planning and preparing for the annual interactive event.

Guest Lecturer / Critic

invited by: Department of Industrial, Interior and Visual Communication Design, The Ohio State University

date: February 25 – 26, 2010

description: Invited to be a guest critic in two undergraduate studio courses and sit on a panel discussion for graduate students. The panel discussed job hunting, teaching and the transition into academia.

Guest Critic

invited by: Carnegie Mellon, College of Fine Arts, School of Design

date: April 21, 2009

description: Invited to participate as a guest critic in Visiting Professor Frank Armstrong's Time, Motion, & Communication course.

Consulting and Creative Endeavor

client name: Nonnie Waller's

project title: Website Redesign

date: January 2011 - Present

description: I am redesigning the website, and online store for the Nonnie Waller's brand. I am also working on print collateral, and working with a photographer to establish a strong look and feel for the client.

responsibilities: Brand and customer research, photography and concept development, photo editing and design

client name: Abbe Turner

project title: Recycle Pots and Pans & Lucky Penny Creamery

date: October 2010 - Present

description: I work as a designer for Pots and Pans, a charitable organization applying for non-profit status. This group accepts donations for kitchen items and helps to distribute to those in need.

responsibilities: Identity design, web design and print design

client name: LHT Group

project title: Various Projects

date: 2007 - 2011

description: I work as a design consultant on various projects, working for fortune 500 companies and small businesses to create educational materials.

responsibilities: course design, art direction, photo editing and selection

client name: DIY e-Learning

project title: Customizable Interactions

date: 2009 - 2010

description: I designed a series of customizable interactions that are Flash based and prebuilt. Many corporate clients purchase these interactions for online elearning courses. Clients may select several color palette options and typographic treatments. The programming of the interactions has already been implemented, saving our clients time and a considerable amount of money.

responsibilities: concept development, design
