

**SHAWN M MCKINNEY** < Design Educator + Graphic Designer >

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March 27, 2007

Linda Fitz-Simons  
Head, Department of Art  
Meredith College  
3800 Hillsborough Street  
Raleigh, North Carolina 27607

Dear Search Committee:

I write to apply for the following position: Assistant Professor, Graphic Design. I would be honored to join your distinguished institution of learning.

Informed by several years of academic and professional experience, I am fully prepared to teach graphic design courses at any level of your curriculum. I will ensure that your design students become familiar with a wide range of subjects, including typography, visual literacy, web design, identity systems, information design, design history, digital imaging, publication design, motion graphics, exhibition design and wayfinding systems. My facility with Macintosh hardware and software will enable me to keep students up-to-date and prepared to earn a living. I understand that a tenure track position entails a balance of teaching, creative/scholarly activity, student advising, committee work and community service.

My academic credentials include an MFA in Graphic Design from California Institute of the Arts (Valencia, CA), and a BA in English from Tulane University (New Orleans, LA).

My design work has been published in the books: *Type In Motion*, *Digital Type* and *Typography Now 2*. I was Discussant for "W(h)ither the Touch," an AIGA research paper session at the College Art Association's 93rd Annual Conference (2005). This past summer, *Journalism and Mass Communications Quarterly* published my critical review of *Margaret Bourke-White: The Early Work*, by Ronald E. Ostman and Harry Littell. Other research has been published in *International Journal of Comic Art* and *Journal of Mass Media Ethics*.

Previously, I taught as an Assistant Professor and Lecturer in the School of Journalism, UT-Austin. I served as Design Consultant (twice redesigning the Journalism website) and Design Advisor (co-founding *Orange Magazine*, a biannual student publication). I have taught in the Design Division, UT-Austin and at CalArts and Otis College of Art and Design (Los Angeles, CA). I also taught for two years at in the School of Computer Graphic Design, Wanganui Polytechnic (New Zealand).

I am committed to serving both the academic and design communities. As a member of AIGA (American Institute of Graphic Arts) I was elected President, Austin Chapter (2003-05). As a member of the Visual Communication Division, AEJMC (Association for Education in Journalism and Mass Communication) I served as Chair, Logo Design Competition (2003-05) and Designer and Editor, *Viewpoints Newsletter* (2000-02).

I hope to hear from you soon. Thank you for your consideration.

Regards,

Shawn M. McKinney