

JESSICA HAWKINS - Associate Professor of Communication Design

Department of Art & Visual Culture
Centenary College of Louisiana

jhawkins@centenary.edu
318-780-8198

CURRICULUM VITAE

EDUCATION:

M.F.A. Communication Design, May 2011
Louisiana Tech University, Ruston, Louisiana
4.0 on 63 hours

B.S. Interactive Media, Graphic Design Minor, May 2004
Harding University, Searcy, Arkansas
3.98 on 134 hours

Semester abroad in Florence, Italy, Fall 2001
Harding University in Florence

EXPERIENCE:

Associate Professor, Centenary College of Louisiana, Shreveport, LA
August 2017 - present

- Teaching introductory and advanced classes in communication and new media design
- As Chair of the Department of Art & Visual Culture, redesigned curriculum that introduced an Arts Management Track and overhauled the studio art course sequence.

Owner and principal designer, BlueJay Creative, Shreveport, LA
February 2009 - present

- Providing web, identity and print design services to a wide range of organizations, specializing in nonprofit organizations and travel marketing.

Assistant Professor, Centenary College of Louisiana, Shreveport, LA
August 2011 - Spring 2017

- Taught introductory and advanced classes in communication and new media design
- Taught Node, a Living Learning Community focusing on the intersection of technology, design, and social change

Graduate Teaching Assistant, Louisiana Tech University, Ruston, LA
September 2009 - May 2011

- Sole instructor for the junior and senior-level Advertising Campaign class, Winter 2011
- Taught two of five units in the Introduction to Communication Design class, Spring 2010
- Created and taught digital design assignments for students in the Introductory Design class
- Aided professors with grading and in-class critiques of student work in five different classes

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Advertising & Publications Manager,
Shreveport-Bossier Convention & Tourist Bureau, Shreveport, LA
November 2004 - February 2009

- Responsible for in-house publications, media buying, and public relations with national and local media
- Helped spear-head a re-branding of cities of Shreveport and Bossier, Louisiana
- Managed \$250,000 annual print advertising budget

COURSES TAUGHT

Design Communication, Centenary College of Louisiana -7 sections, 2011-2016
Public Communication for the Digital Age, Centenary College of Louisiana - 12 sections, 2011-2016
Introduction to Design, Centenary College of Louisiana - 3 sections, 2013-2016
Topics in Multimedia Design, Centenary College of Louisiana - 2 sections, 2012-2016
Web Design, Centenary College of Louisiana - 2 sections, 2012-2015
Social Technology & Design Thinking for Good, Centenary College of Louisiana - Fall 2015
Public Art, Centenary College of Louisiana - Fall 2011
Advertising Design, Louisiana Tech University - Winter 2010-2011

COURSES ASSISTED

Two Dimensional Design, Louisiana Tech University - Fall 2010
Introduction to Communication Design, Louisiana Tech University - Spring 2010
Two Dimensional Design, Louisiana Tech University - Fall 2009

HONORS

- 2019 - Silver Addy® Award, American Ad Federation - Shreveport-Bossier
- 2019 - Bronze Addy® Award, American Ad Federation - Shreveport-Bossier
- 2018 - Outstanding Teaching Award 2017-2018, Centenary College of Louisiana, Shreveport, LA
- 2018 - Bronze Addy® Award, American Ad Federation - Shreveport-Bossier
- 2018 - Silver Addy® Award, American Ad Federation - Shreveport-Bossier
- 2017 - Bronze Addy® Award, American Ad Federation - Shreveport-Bossier
- 2016 - Gold Addy® Award, American Ad Federation - Shreveport-Bossier
- 2016 - Silver Addy® Award, American Ad Federation - Shreveport-Bossier
- 2016 - Bronze Addy® Award, American Ad Federation - Shreveport-Bossier
- 2015 - Judge's Award for Print Design, American Ad Federation - Shreveport-Bossier Chapter
- 2015 - Gold Addy® Award, American Ad Federation - Shreveport-Bossier
- 2015 - Bronze Addy® Award - Web Design, American Ad Federation - Shreveport-Bossier
- 2014 - Silver Addy® Awards, American Ad Federation - Shreveport-Bossier Chapter
- 2013 - *Best of Print* Overall Award, American Ad Federation - Shreveport-Bossier Chapter
- 2013 - Gold Addy® Award, American Ad Federation - Shreveport-Bossier Chapter
- 2013 - Judge's Award for Logo Design, American Ad Federation - Shreveport-Bossier Chapter
- 2013 - Three Silver Addy® Awards, American Ad Federation - Shreveport-Bossier Chapter
- 2012 - Laundry Love identity published in 2011 Brand New Awards
- 2012 - Bronze Addy® Award, American Ad Federation - Tenth District
- 2012 - Judge's Award for Logo Design, American Ad Federation - Shreveport-Bossier Chapter
- 2012 - Three Gold Addy® Awards, American Ad Federation - Shreveport-Bossier Chapter
- 2011 - *Best of Print* Overall Award, American Ad Federation - Shreveport-Bossier Chapter
- 2011 - Two Gold Addy® Awards, American Ad Federation - Shreveport-Bossier Chapter

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- 2011 - *Honorable Mention for Body of Work*, The Student Show, Louisiana Tech University
- 2010 - Two Silver Addy® Awards, American Ad Federation - Shreveport-Bossier Chapter
- 2010 - *Best of Graduate Submissions*, The Student Show, Louisiana Tech University
- 2008 - Earned Travel Marketing Professional Certification from Southeast Tourism Society
- 2004 - Graduated Honors with Distinction, Harding University
- 2004 - Interactive Media Student of the Year, Harding University Communications Department
- 2004 - First Place Brass Ring Award for Graphic Design

EXHIBITIONS

- The Magnificently Mundane*, University of Illinois Springfield Visual Arts Gallery, February 28-April 11, 2019.
- DigiFest South Digital Art Show*, Bossier Civic Center, Bossier City, Louisiana; September 2013.
- Storytelling*, Norsworthy Art Gallery, Shreveport, Louisiana; September 2013.
- Master of Fine Arts Thesis Show*, Bellocq Gallery, Louisiana Tech University; May 2011.
- Art from the G.U.T. Show*, Enterprise Center, Ruston, Louisiana; February 2011.
- The Student Show*, Bellocq Gallery, Louisiana Tech University; February 2011.
- A Saucer Full of Secrets*, Thousand Words Studio and Gallery, Ruston, Louisiana; May 2010.
- The Student Show*, Bellocq Gallery, Louisiana Tech University; April 2010.
- Master of Fine Arts Exhibit*, Enterprise Center, Ruston, Louisiana; January 2010.
- National Association of Schools of Art and Design Exhibition*, Bellocq Gallery, Louisiana Tech University; October 2009.
- Artist Book Exhibition*, Ruston Public Library, Ruston, Louisiana. July 2009.

PUBLICATIONS

- Hawkins, Jessica, and Jessica Alexander. "Making an Exhibit: A Collaborative Reinterpretation of Art." *Design+CollabEd*. New York: Bloomsbury Academic, forthcoming. Print. UnderConsideration. *2011 Brand New Awards*. Austin, TX: UnderConsideratio, 2012, p. 42. Print.

SCHOLARLY PRESENTATIONS

- Out of the Classroom & Into the Exhibit: Collaboration Through Color*, University & College Designers Association Design Education Summit, Johnson City, TN, May 20, 2019.
- 3-in-1: Strategies for Implementing Social Justice into Design Curriculum Without a Community Partner*, Panel Presentation, University & College Designers Association Design Education Summit, Youngstown, OH, May 21, 2018.
- Living Learning Communities: Lessons Learned*, AIGA Nuts+Bolts Design Educators Conference, Bowling Green, Ohio; June 16, 2016.
- Living Learning Communities: Lessons Learned*, University & College Designers Association Design Education Summit, Brookings, South Dakota; May 18, 2015.
- Get with the Program: An experiment in foundational design pedagogy*, University & College Designers Association Design Education Summit, Chattanooga, Tennessee; May 20, 2013.
- Node Living Learning Community*, TEDx Red River, Bossier City, Louisiana; September 7, 2012.
- Watch Your Language - In Progress*, Turner Art Center, Centenary College; April 18, 2011.
- Watch Your Language*, Visual Arts Center, Louisiana Tech University; May 9, 2011.

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GRANTS

2019-2020 Louisiana Board of Regents Undergraduate Enhancement Fund, \$27,366 to upgrade the equipment, safety, and accessibility of the Turner Art Center sculpture studio
2015-2016 Louisiana Board of Regents Undergraduate Enhancement Fund, \$105,348 to transform a campus computer lab into a state-of-the-art, multi-modal learning space.

FELLOWSHIPS

2016-2017 Design Incubation Fellow. Design Incubation works with academics and practitioners to create scholarly discourse and publications focused on creative projects, critical analysis, historical perspectives, technological advances and other topics relevant to design studies.

ACTIVITIES & MEMBERSHIPS

American Institute of Graphic Arts, 2009 - present
University & College Designer's Association, 2012 - present
American Advertising Federation, 2011 - present
Jury Panel Member for Shreveport Common Public Art Project, Shreveport Regional Arts Council, 2012-2013
Community Leaders Program, Louisiana Association of Non-Profit Organizations, 2011

SERVICE

Faculty Personnel Council, Centenary College of Louisiana, Fall 2017 - present
Chair, Department of Art & Visual Culture, Centenary College of Louisiana, Fall 2017 - present
Academic Policy Council, Centenary College of Louisiana, Fall 2014 - Spring 2017
Education Committee, American Advertising Federation, Shreveport-Bossier Chapter, 2015-2016
Past-President, American Advertising Federation, Shreveport-Bossier Chapter, 2014-2015
Diversity Advocate, Centenary College of Louisiana, Fall 2013
Diversity Committee, Centenary College of Louisiana, Fall 2012 - Spring 2014
Alpha Chi Honor Society Faculty Advisor, Centenary College of Louisiana, Spring 2013 - present
Faculty Club President, Centenary College of Louisiana, Fall 2012 - Spring 2013
President, American Advertising Federation, Shreveport-Bossier Chapter, 2013-2014
Chair of the American Advertising Federation ADDY Awards, Shreveport-Bossier Chapter, 2013
First Vice President, American Advertising Federation, Shreveport-Bossier Chapter, 2012-2013
Second Vice President, American Advertising Federation, Shreveport-Bossier Chapter, 2011-2012

DEVELOPMENT

Completed *Foundational HTML + CSS + JavaScript* short course, SuperHi Coding Academy, May 1-June 30, 2019
Attended (and presented at) the University & College Designers Association (UCDA) Design Education Summit at Youngstown State University, May 21-22, 2018.
Attended (and presented at) the AIGA Nuts+Bolts Design Educators Conference, Bowling Green, Ohio; June 14-16, 2016.
Completed "The Complete Web Developer Course - Mobile-ready Websites" course, Udemy, May 4-June 12, 2015.
Attended (and presented at) the University & College Designers Association (UCDA) Design Education Summit at South Dakota State University, May 18-19, 2015.
Attended the American Advertising Federation Tenth District Leadership Conference in Dallas, TX, April 10-11, 2015.

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- Attended the American Advertising Federation Tenth District Winter Leadership Conference in Lake Charles, LA, January 23-24, 2014.
- Audited the short course APPL/INDS 520: *Connect! Speaking Skills For Life* at Regent College in Vancouver, British Columbia, July 21-26, 2013. The course was taught by Dr. John Stackhouse, an award-winning public communicator.
- Attended (and presented at) the University & College Designers Association (UCDA) Design Education Summit in Chattanooga, Tennessee, May 20-21, 2013.
- Completed *PSD to HTML: The Missing Link of Web Design* short course, How Design University, August 27 - September 23, 2012.
- Attended the American Advertising Federation Tenth District Summer Leadership Conference in Killeen, Texas, September 20-22, 2012.
- Completed *Coding for Designers: HTML and CSS* short course, How Design University, July 2 - July 30, 2012.
- Attended the University & College Designers Association (UCDA) Design Education Summit at Virginia Tech University, May 21-22, 2012.
- Attended the American Advertising Federation Tenth District Annual Convention and National Student Advertising Competition in Shreveport, Louisiana, April 10-14, 2012.
- Attended the American Advertising Federation Central Region Conference in Fort Worth, Texas, September 16-18, 2011.

SKILLS

- Print Design
- Identity Design
- Web Design
- Copywriting
- News release writing
- Media buying
- Vinyl cutter and Laser cutter experience
- Bookmaking and binding techniques
- Screenprinting
- Photography: digital SLR camera & scanning equipment

SOFTWARE PROFICIENCY:

- Illustrator CC
- Photoshop CC
- InDesign CC
- Dreamweaver CC
- Bridge CC
- WordPress
- HTML 5 / CSS3
- Processing (a programming language for visual artists)
- Microsoft Office Suite
- Proficiency in both PC and Mac operating systems