

Outline of Faculty Data

2021

Sheri Selph

Assistant Professor
Art and Design

GENERAL INFORMATION

Degrees

2001, Master of Fine Arts, Graphic Design, University of Tennessee, Knoxville.

1998, Bachelor of Fine Arts, Graphic Design, Louisiana Tech University.

Professional Positions

August 2017 - Present, Academic - Post-Secondary, Assistant Professor, Middle Tennessee State University, Art and Design, Murfreesboro, TN, United States of America.

I am currently an Assistant Professor in Graphic Design teaching both core courses and upper division elective courses. Previous to my role as Assistant Professor in Graphic Design, I served as Lecturer/FTT in the Graphic Design area adding to my extensive knowledge of MTSU's Graphic Design curriculum.

Since my appointment to Tenure Track in 2017, I have been heavily involved in the curriculum planning of the graphic design core courses including Digital Foundations, Graphic Design Technologies, Typographic Design, Portfolio I, Portfolio II, and the Senior Thesis Capstone.

Additionally, I've taken the lead in updating and revising the curriculum for the specialized focus area of Interactive Design since 2017.

August 2013 - July 2017, Academic - Post-Secondary, Lecturer, Middle Tennessee State University, Art & Design, Murfreesboro, TN, United States of America.

I served as Lecturer in the Graphic Design program for 4 years before applying to a Tenure-track position. I was heavily involved in teaching and planning the core courses of Graphic Design Technologies, Typographic Design, Portfolio I and Portfolio II. I also participated in planning and assisting the Professional Portfolio Review for all senior Graphic Design BFA candidates.

January 2005 - October 2012, Business/Private, Associate Creative Director, Acxiom Corporation (International), Creative, Nashville, TN, United States of America.

Acxiom is a global interactive marketing services company that uses analytics, data integration, and consulting solutions to help companies conduct effective marketing programs. As Associate Creative Director, I was responsible for delivering creative strategies as part of the Acxiom Global Consulting group. I worked closely with our Executive Creative Director, as well as a team of specialized designers and writers, to deliver effective and exciting visual communication, specifically developed on behalf of our clients for their customers.

I often received accolades from our Global Creative Director for my visual design work and collaboration with our copywriters. I was employed as a **full-time creative professional working in the field of graphic design, marketing and advertising, holding the title of Associate Creative Director from 2005-2012**. While at Acxiom, I honed my professional graphic design skills and developed my practical marketing expertise. I helped develop marketing and creative strategies, and **realized design work from graphic design research activity for national and international projects**.

I lead creative teams in both print marketing design and online design. I delivered pre-press, print-ready

files in industry-standard formats and web-ready files in HTML and CSS code, and weekly; and I assisted in production facilitation as needed.

June 2002 - January 2005, Business/Private, Art Director, SmartDM Inc, Art Department, Nashville, TN, United States of America.

Specializing in comprehensive marketing services and data management for mid-sized companies, SmartDM was an all-inclusive direct marketing agency based in Nashville. As Graphic Designer, I was responsible for the visual conception and design of direct-marketing campaigns, including overseeing their production in our full-service lettershop for print mail and digital design delivery in our email marketing system. SmartDM was acquired by Acxiom in 2005, and I was promoted to Associate Creative Director.

September 2001 - July 2002, Business/Private, Graphic Designer / Web Designer, Leading Edge Communications, Art Department, Franklin, TN, United States of America.

LEC is a boutique design agency specializing in traditional advertising and short-run magazine publication. I worked as a graphic designer handling jobs from concept to completion. I also updated design and content to client websites.

Awards and Honors

District 7 American Advertising Federation Student ADDY Awards 2020, American Advertising Federation Nashville. (February 2020).

The 2020 District 7 American Advertising Federation Student ADDY Awards receives hundreds of entries from colleges and universities all across the southeastern United States. The competition is juried by Regional area industry professionals. This year two Awards were received by my MTSU Graphic Design students for work that they completed in 2019.

Gold

Will Wood

Silver

Emily Rice

Nashville American Advertising Federation Student ADDY Awards 2020, American Advertising Federation Nashville. (February 2020).

The 2020 Nashville American Advertising Federation Student ADDY Awards receives hundreds of entries from colleges and universities all across Middle Tennessee. The competition is juried by Nashville and surrounding area industry professionals. This year 15 Awards were received by my MTSU Graphic Design students for work that they completed in 2019. The students were recognized at an event in Nashville on February 25, 2020.

Judges Favorite

Emily Rice

Gold

Hien Phan

Jordan Stewart

Sophie Hall

Hannah Melton

Tibyan Ahmed

Hannah Calvert

Emily Rice

Campbell Turner

Silver

Will Wood

Sophie Hall

Brittany Partello
Jake Bruce
Tori King
Stephen Dahl

Nashville Student Addy Awards 2019, American Advertising Federation Nashville. (February 2019).

At the 2019 Nashville Student ADDY Awards, 13 Awards were received by my students for work that they completed in 2018.

Jake Bruce
Jessica French
Caroline Harris
Grace Hollowell
Andrew Lamb
Alex Miracle
Callie Northern
Megan Renee Starling
Violet Stubbs
Taylor Walton
Spencer Watson
Tayler Webb
William Wood

Nashville Student Addy Awards 2018, American Advertising Federation Nashville. (February 2018).

At the 2018 Nashville Student ADDY Awards, Awards were received by my students for work that they completed in 2017.

People's Choice Award - 2017, Adobe Creative Jam, Nashville, Tennessee. (November 2017).

[AwardCaptaintoKidiPhoneAppUIDesignnbspprototype-1.pdf](#)

Adobe Creative Jam, Nashville, People's Choice Award. I participated in a one-night app design contest using Adobe's newly-released XD (Experience Design) software. Adobe has been a leader in creative software for over 20-years, so it was an honor to have been 1 of only 10 people invited to participate in the Nashville area. I competed that night with my senior graphic design student, Bethani Walton, as my partner. Bethani was an amazing partner. I was proud of her as a student competing against design professionals that night! We took home the People's Choice Award that night by popular vote.

Nashville Student Addy Awards 2017, American Advertising Federation Nashville. (February 2017).

At the 2017 Nashville Student ADDY Awards, 13 Awards were received by my students for work that they completed in 2016.

Nashville Student Addy Awards 2016, American Advertising Federation Nashville. (February 2016).

At the 2016 Nashville Student ADDY Awards, 11 Awards were received by my students for work that they completed in 2015.

Nashville Student Addy Awards 2015, American Advertising Federation Nashville. (February 2015).

At the 2015 Nashville Student ADDY Awards, 2 Awards were received by my students for work that they completed in 2014 as a direct result of projects assigned by me.

Internet Advertising Award (AIC), Web Marketing Association, 2011. (November 2011).

Symantec Retention Trigger Series Email Campaign, Best Computer: Software Email Message Campaign

Gold Addy Award, Student Category, University of Tennessee, Knoxville. (February 2000).

"Typolektiq" - A collaborative digital multimedia website from Sheri Flournoy (Selph), Seth Johnson, and Kenneth Lennon featuring experiments in digital typography.

Gold Addy Award, Student Category, Louisiana Tech University. (February 1998).

"Louisiana Cotton Museum Logo" - A collaborative branding campaign for a new museum in northwest Louisiana.

Licensures and Certifications

US Postal Service Mailpiece Design Analyst, US Postal Service. (September 2004 - Present).

MDP Online is the only mailpiece design certification program approved by the Postal Service. This self-paced course is ideal for mail preparers who wish to maximize their proficiency in designing letter-size and flat-size mail to meet USPS standards and obtain certification as a Mailpiece Design Professional. For more information see <https://pe.usps.com/MailpieceDesign/Index>

Faculty Development Activities

Tutorial, "[Multiple Tutorial Titles]," Adobe, United States of America. (September 2013 - Present).

I have current personal subscription to Adobe where I participate in at least one new tutorial weekly. I also use the MTSU-provided subscription to Lynda in classes. But, I continue to vet each tutorial I use as supporting class material.

Teaching

Tutorial, "[Multiple Tutorial Titles]," LinkedIn Learning / Lynda.com, United States of America. (September 2013 - Present).

I use the school's subscription to LinkedIn Learning / Lynda.com where I participate in at least one new tutorial monthly. I continue to vet each tutorial I use as supporting class material.

Teaching

Tutorial, "[Multiple Tutorial Titles]," Skillshare, United States of America. (September 2013 - Present).

I have a current personal subscription to SkillShare where I participate in at least one new tutorial weekly. I continue to vet each tutorial I use as supporting class material.

Teaching

Conference Attendance, "AIGA National Conference 2020," American Institute of Graphic Artists, Virtual. (November 9, 2020 - November 14, 2020).

AIGA National Conference 2020 (originally scheduled to be in Pittsburgh, PA then moved to virtual during COVID-19) — the American Institute of Graphic Artists, 3-day conference including conference sessions and workshops

Research

Conference Attendance, "Nashville Design Week," Arts and Business Council of Greater Nashville, Nashville, TN. (October 25, 2020 - October 30, 2020).

[nashvilledesignweek.org-Nashville Design Week-1.pdf](https://nashvilledesignweek.org-Nashville-Design-Week-1.pdf)

Nashville Design Week is a platform for bold collaborations and conversations that promote idea sharing, engage and educate the public, and strengthen our city's design culture and impact. We believe we can create a higher quality of life through design. Nashville Design Week provides access to designers who are shaping Nashville's future — from architecture and interiors to graphic, industrial, and fashion design. By shining a spotlight on their work, Nashville Design Week demonstrates Nashville's emergence as a city known for and shaped by thoughtful and innovative design.

Research, Teaching

Conference Attendance, "Adobe MAX 2020 Creativity Conference," Adobe, Virtual. (October 20, 2020 - October 25, 2020).

The Adobe MAX conference is an annual event held by Adobe Systems in North America, Europe and Japan. The purpose of the event is to promote the latest Adobe releases to those in the computer design and development industries.

Teaching

Conference Attendance, "UCDA Design Education Summit: Human Centered Design," The University & College Designers Association (UCDA), Des Moines, IA (moved to Virtual in 2020), TN, United States of America. (May 1, 2020 - May 31, 2020).

This national summit for design educators, chairs, and students, continues an ongoing community created specifically for graphic design educators with many opportunities for professional participation and development. Included in the summit are general session speakers, panel discussions, and paper and poster presentations selected from abstracts submitted through a peer reviewed process. UCDA is famous for providing professional development in a relaxed atmosphere. The faculty will share ideas and welcome your participation in an ongoing dialogue about the critical issues facing the design education community. This two day summit is open to UCDA members and non-members, design educators and practitioners, and students.

2020 - Design educators and graduate students—join your colleagues in the 14th annual UCDA Design Education Summit. This national summit for design educators, chairs, and students, continues an ongoing community created specifically for graphic design educators with many opportunities for professional participation and development. Human-centered design (HCD) is a creative approach to problem-solving for human needs. It starts with the people you are designing for and includes them as active participants and subject-matter experts in the creative process. They become partners and co-creators in designing products, services, interactions, spaces, and experiences that meet their actual needs. In the classroom, HCD creates opportunities for experiential learning, innovation, and social impact as well as connections to, and collaborations with other disciplines.

Research, Teaching

Workshop, "Summer 2020 Faculty Writing Retreat," Middle Tennessee State University, Murfreesboro, TN, United States of America. (May 1, 2020 - May 30, 2020).

Research

Workshop, "Promotion and Tenure Workshop," Middle Tennessee State University, Murfreesboro, TN, United States of America. (April 30, 2020).

Research, Service, Teaching

Conference Attendance, "UCDA Design Education Summit: Collaborate," The University & College Designers Association (UCDA), Johnson City, TN, United States of America. (May 20, 2019 - May 21, 2019).

This national summit for design educators, chairs, and students, continues an ongoing community created specifically for graphic design educators with many opportunities for professional participation and development. Included in the summit are general session speakers, panel discussions, and paper and poster presentations selected from abstracts submitted through a peer reviewed process. UCDA is famous for providing professional development in a relaxed atmosphere. The faculty will share ideas and welcome your participation in an ongoing dialogue about the critical issues facing the design education community. This two day summit is open to UCDA members and non-members, design educators and practitioners, and students.

2019 - Design educators and graduate students—join your colleagues in the 14th annual UCDA Design Education Summit. This national summit for design educators, chairs, and students, continues an ongoing community created specifically for graphic design educators with many opportunities for

professional participation and development. The method of collaboration has changed from working *for* a community to working *with* a community. No longer are we outsiders looking in, but rather we are learning from our communities, and relying on them for their expertise and knowledge to guide the process.

Research, Teaching

Conference Attendance, "Decipher - AIGA Design Educators International Research Conference 2018," American Institute of Graphic Artists, Ann Arbor, MI, United States of America. (September 2018).

AIGA Design Educators Conference 2017 (Ann Arbor, Michigan) — the American Institute of Graphic Artists, Design Educators International 3-day conference including tours and workshops

Research

Workshop, "MT Engage Workshop," MTSU. (September 2018).

LT & ITC Training (Middle Tennessee State University) - MTEngage Fall 2018 (Middle Tennessee State University Walker Library) — university-specific training on new initiatives within Middle Tennessee State University's academic offerings

Teaching

Conference Attendance, "AIGA National Conference 2017," American Institute of Graphic Artists, Minneapolis, MN, United States of America. (October 2017).

AIGA Conference 2017 (Minneapolis, Minnesota) — the American Institute of Graphic Artists National 3-day conference including tours and workshops

Research, Service, Teaching

Workshop, "Grant-Writing Workshop," MTSU. (September 2017 - October 2017).

I attended the two initial sessions of the grant-writing workshop, but was not able to complete the workshop due to other demands.

Research

Workshop, "Overview Fall 2017," MTSU. (September 2017).

LT & ITC Training (Middle Tennessee State University— Overview Fall 2017 (Middle Tennessee State University Walker Library) university-specific training on new initiatives within Middle Tennessee State University's academic offerings.

Teaching

Workshop, "Pedagogy and Practice of ePortfolios Fall," MTSU. (September 2017).

LT & ITC Training (Middle Tennessee State University) - Pedagogy and Practice of ePortfolios Fall 2017 (Middle Tennessee State University Walker Library) — university-specific training on new initiatives within Middle Tennessee State University's academic offerings

Teaching

Conference Attendance, "AIGA National Conference 2016," American Institute of Graphic Artists, Las Vegas, NV, United States of America. (October 2016).

AIGA Conference 2017 (Minneapolis, Minnesota) — the American Institute of Graphic Artists National 3-day conference including tours and workshops

Research, Service, Teaching

Conference Attendance, "AIGA National Conference 2015," American Institute of Graphic Artists, New Orleans, LA, United States of America. (October 2015).

AIGA Conference 2015 (New Orleans, LA) — the American Institute of Graphic Artists National 3-day conference including tours and workshops

Research, Service, Teaching

TEACHING/MENTORING

Scheduled Teaching

Spring 2021

Course Number	Section	Title	Enrollment	Credit Hours
ART 3930	001	Interactive Design I	18	3

Spring 2021

Course Number	Section	Title	Enrollment	Credit Hours
ART 4320	002	Senior Project	11	3

Spring 2021

Course Number	Section	Title	Enrollment	Credit Hours
ART 4390	001	Interactive Design II	13	3

Fall 2020

Course Number	Section	Title	Enrollment	Credit Hours
ART 4410	001	Typography in Motion	14	3

Fall 2020

Course Number	Section	Title	Enrollment	Credit Hours
ART 4410	002	Typography in Motion	11	3

Fall 2020

Course Number	Section	Title	Enrollment	Credit Hours
ART 4640	005	Advanced Art Problems	1	3

Spring 2020

Course Number	Section	Title	Enrollment	Credit Hours
ART 2325	005	Typographic Design	18	3

Spring 2020

Course Number	Section	Title	Enrollment	Credit Hours
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ART 3930	001	Interactive Design I	18	3
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Spring 2020

Course Number	Section	Title	Enrollment	Credit Hours
ART 4320	002	Senior Project	11	3

Fall 2019

Course Number	Section	Title	Enrollment	Credit Hours
ART 1650	003	Foundations Digital Art/Design	16	3

Fall 2019

Course Number	Section	Title	Enrollment	Credit Hours
ART 3325	001	Word and Image	15	3

Fall 2019

Course Number	Section	Title	Enrollment	Credit Hours
ART 4410	001	Typography in Motion	15	3

Fall 2019

Course Number	Section	Title	Enrollment	Credit Hours
ART 4640	005	Advanced Art Problems	3	3

Spring 2019

Course Number	Section	Title	Enrollment	Credit Hours
ART 2325	004	Typographic Design	15	3

Spring 2019

Course Number	Section	Title	Enrollment	Credit Hours
ART 3400	001	Interface Design	18	3

Spring 2019

Course Number	Section	Title	Enrollment	Credit Hours
ART 4320	002	Senior Project	15	3

Fall 2018, Yes

Course Number	Section	Title	Enrollment	Credit Hours
ART 4001	001	Studio Workshop	11	3

Fall 2018

Course Number	Section	Title	Enrollment	Credit Hours
ART 4400	001	Interactive Design III	7	3

Spring 2018

Course Number	Section	Title	Enrollment	Credit Hours
ART 3400	001	Interface Design	18	3

Spring 2018

Course Number	Section	Title	Enrollment	Credit Hours
ART 3930	001	Interactive Design I	18	3

Spring 2018

Course Number	Section	Title	Enrollment	Credit Hours
ART 4320	002	Senior Project	12	3

Fall 2017

Course Number	Section	Title	Enrollment	Credit Hours
ART 3325	002	Word and Image	13	3

Fall 2017

Course Number	Section	Title	Enrollment	Credit Hours
ART 4400	001	Interactive Design III	14	3

Fall 2017

Course Number	Section	Title	Enrollment	Credit Hours
ART 4410	001	Typography in Motion	11	3

Spring 2017

Course Number	Section	Title	Enrollment	Credit Hours
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ART 2325	002	Typographic Design	14	3
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Spring 2017

Course Number	Section	Title	Enrollment	Credit Hours
ART 2325	003	Typographic Design	8	3

Spring 2017

Course Number	Section	Title	Enrollment	Credit Hours
ART 3330	002	Portfolio I	13	3

Spring 2017

Course Number	Section	Title	Enrollment	Credit Hours
ART 4320	002	Senior Project	11	3

Fall 2016

Course Number	Section	Title	Enrollment	Credit Hours
ART 2310	003	Graphic Design Technology	14	3

Fall 2016

Course Number	Section	Title	Enrollment	Credit Hours
ART 3325	002	Word and Image	12	3

Fall 2016

Course Number	Section	Title	Enrollment	Credit Hours
ART 4310	002	Portfolio II	11	3

Fall 2016

Course Number	Section	Title	Enrollment	Credit Hours
ART 4410	001	Typography in Motion	15	3

Spring 2016

Course Number	Section	Title	Enrollment	Credit Hours
ART 2310	001	Graphic Design Technology	17	3

Spring 2016

Course Number	Section	Title	Enrollment	Credit Hours
ART 3100	001	In-House Design	5	1

Spring 2016 Studio, Conventional Methodology, Yes

Course Number	Section	Title	Enrollment	Credit Hours
ART 3330	002	Portfolio I	15	3

Spring 2016

Course Number	Section	Title	Enrollment	Credit Hours
ART 3930	001	Interactive Design I	17	3

Spring 2016

Course Number	Section	Title	Enrollment	Credit Hours
ART 4330	001	Internship	13	3

Fall 2015

Course Number	Section	Title	Enrollment	Credit Hours
ART 2310	004	Graphic Design Technology	16	3

Fall 2015

Course Number	Section	Title	Enrollment	Credit Hours
ART 3930	002	Interactive Design I	11	3

Fall 2015

Course Number	Section	Title	Enrollment	Credit Hours
ART 4310	002	Portfolio II	16	3

Fall 2015

Course Number	Section	Title	Enrollment	Credit Hours
ART 4310	003	Portfolio II	11	3

Spring 2015

Course Number	Section	Title	Enrollment	Credit Hours
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ART 2310	001	Graphic Design Technology	11	3
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Spring 2015

Course Number	Section	Title	Enrollment	Credit Hours
ART 2325	002	Typographic Design	16	3

Spring 2015

Course Number	Section	Title	Enrollment	Credit Hours
ART 2325	004	Typographic Design	15	3

Spring 2015

Course Number	Section	Title	Enrollment	Credit Hours
ART 3330	002	Portfolio I	15	3

Fall 2014

Course Number	Section	Title	Enrollment	Credit Hours
ART 2310	003	Graphic Design Technology	16	3

Fall 2014

Course Number	Section	Title	Enrollment	Credit Hours
ART 2310	004	Graphic Design Technology	10	3

Fall 2014

Course Number	Section	Title	Enrollment	Credit Hours
ART 4310	002	Portfolio II	16	3

Fall 2014

Course Number	Section	Title	Enrollment	Credit Hours
ART 4310	003	Portfolio II	16	3

Spring 2014

Course Number	Section	Title	Enrollment	Credit Hours
ART 2310	001	Graphic Design Technology	10	3

Spring 2014

Course Number	Section	Title	Enrollment	Credit Hours
ART 2325	002	Typographic Design	14	3

Spring 2014

Course Number	Section	Title	Enrollment	Credit Hours
ART 4280	001	Digital Illustration	15	3

Spring 2014

Course Number	Section	Title	Enrollment	Credit Hours
ART 4280	002	Digital Illustration	3	3

Spring 2014

Course Number	Section	Title	Enrollment	Credit Hours
ART 4300	001	Advanced Illustration	6	3

Fall 2013

Course Number	Section	Title	Enrollment	Credit Hours
ART 2310	003	Graphic Design Technology	14	3

Fall 2013

Course Number	Section	Title	Enrollment	Credit Hours
ART 2310	005	Graphic Design Technology	16	3

Fall 2013

Course Number	Section	Title	Enrollment	Credit Hours
ART 4310	001	Portfolio II	15	3

Fall 2013

Course Number	Section	Title	Enrollment	Credit Hours
ART 4330	001	Internship	10	3

Teaching Innovation and Curriculum Development

Revise Existing Course. ART 3930 - Interactive Design I. January 2018 - January 2019.

In ART 3930 - Interactive Design I, Students gain an advanced understanding of the graphic design process in online, digital design. The class emphasizes formal, conceptual, and technical aspects of kinetic typography through individual projects created with industry specific software applications. It is a 3-hour studio course, requiring six hours of lab time per week. I updated this course to reflect and mimic the flow of creative industry assignments; including website design strategy for retail and service industries; website creation using WYSIWYG online website design tools; HTML email design for digital direct marketing including data imports to email marketing systems; and website design in newly-released, market-ready and beta-test releases of a variety of prototyping softwares.

New Degree Program. Minor in Interactive Design. October 2018.

[GD Minors options-1.pages](#)

In October of 2018, I co-lead the creation of the Interactive Design minor within the Department of Art and Design along with Art and Design chair Nicole Foran and Media and Entertainment Faculty Prof. Richard (Rick) Lewis. The Interactive Design Minor went through although Prof Lewis and I agreed that it would be better suited to call the major Digital Design, as one could still achieve the minor while by-passing Interactive Design Courses.

Revise Existing Course. ART 4410 - Typography in Motion. August 2017 - December 2017.

In ART 4410 - Typography in Motion, Students gain an advanced understanding of the graphic design process in time-based media. The class emphasizes formal, conceptual, and technical aspects of kinetic typography through individual projects created with industry specific software applications. It is a six-hour studio course.

I updated this course to reflect and mimic the flow of creative industry assignments, for short-run, web format advertising.

Revise Existing Course. ART 4440 - Interactive Design III. August 2017 - December 2017.

In ART 4440 - Interactive Design III, Students gain an advanced understanding of the graphic design process in online, digital design. The class emphasizes formal, conceptual, and technical aspects of kinetic typography through individual projects created with industry specific software applications. It is a 3-hour studio course, requiring six hours of lab time per week. I updated this course to reflect and mimic the flow of creative industry assignments, including website design strategy for retail and service industries, website creation using WYSIWYG online website design tools, HTML email design for digital direct marketing including data imports to email marketing systems; website design in newly-released, market-ready and beta-test releases of a variety of prototyping softwares; and experimental technologies including but not limited to: 360 video recording and editing, 3-D design and publishing to VR and AR technologies.

Academic Advising

2020-2021 Undergraduates Advised:25

Graduate Students Advised:0

Speaking with students to advise them of classes, processing drop/adds, overrides, etc.

2019-2020 Undergraduates Advised:45

Graduate Students Advised:0

Advising UG graphic design BFA majors

2018-2019 Undergraduates Advised:30

Graduate Students Advised:0

2017-2018 Undergraduates Advised:30

Graduate Students Advised:0

Directed Student Learning

UG Thesis Chair. (January 2020 - May 2020).

Advised: BFA Graphic Design degree candidates

In Spring 2020, I instructed and facilitated one of the two sections of Graphic Design Senior Project during which students participate in a Capstone project that must be completed to obtain their BFA degrees in the concentration of Graphic Design. I co-wrote both the theme of the capstone and the parameters of the project.

UG Thesis Chair. (January 2019 - May 2019).

Advised: BFA Graphic Design degree candidates

In Spring 2019, I instructed and facilitated one of the two sections of Graphic Design Senior Project during which students participate in a Capstone project that must be completed to obtain their BFA degrees in the concentration of Graphic Design. I co-wrote both the theme of the capstone and the parameters of the project.

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UG Thesis Chair. (January 2017 - May 2017).

Advised: BFA Graphic Design degree candidates

In Spring 2017, I instructed and facilitated one of the two sections of Graphic Design Senior Project during which students participate in a Capstone project that must be completed to obtain their BFA degrees in the concentration of Graphic Design. I co-wrote both the theme of the capstone and the parameters of the project.

Mentorship

Morgan Knight (Undergraduate). August 2020 - December 2020.

Independent Study in 3-D printing and advanced Interactive Design. I mentored Morgan in setting up a home 3-D printing studio during COVID-19. I advised her on multiple software, materials, website design, researching toy and character design, and on the marketing and promotion of her line of 3-D printed figures.

Andrelle O'Neal (Undergraduate). August 2019 - December 2019.

Independent Study in advanced Interactive Design. I mentored Andy in the theory of Interactive Design, the practice of on-location photography, and the practice of gallery installation; and I advised her on multiple softwares.

Emma Jane Goodwin (Undergraduate). August 2019 - December 2019.

Independent Study in advanced Interactive Design. I mentored Emma Jane in the theory of Interactive Design, the practice of on-location photography, and the practice of gallery installation; and I advised her on multiple softwares.

Zach Chamberlain (Undergraduate). August 2019 - December 2019.

Independent Study in advanced Interactive Design. I mentored Zach in the theory of Interactive Design, the practice of on-location photography, and the practice of gallery installation; and I advised him on multiple softwares.

Angelica Bennett (Undergraduate). January 2018 - May 2018.

I mentored Angelica on preparing for an off-site presentation and workshop of design. She created the topic and presented, with my assistance, a project specifically to engage young people with disabilities who are interested in art and design.

Non-Credit Instruction Taught

Workshop, Saturdays at Todd Series / Department of Art and Design, 5 participants. (October 17, 2020).

Promoting Your Studio or Design Practice with an Email Newsletter. Saturdays at Todd (SaT) is a lecture series promoted by the Department of Art and Design directed to community members. I had both university employees and community participants. I even had one international participant sign-up from Uganda.

Workshop, Saturdays at Todd Series / Department of Art and Design, 12 participants. (March 23, 2019).

The Principles of Design with the Tortoise and the Hare - Join Associate Professor Jean Nagy and Assistant Professor Sheri Selph for a workshop in book design and layout while visually re-interpreting Aesop's classic tale, The Tortoise and the Hare. You can participate in this fun, collaborative, mixed-media project while learning the guiding principles of design. This wholesome, teaching tale is appropriate for the whole family. And the book collaborations will be exhibited in Andrew Todd Hall's Glass Gallery after. We will be providing mixed papers and media. (No oils or chemicals.) Participants are invited to bring one natural item to incorporate into the story, if they wish. Ages 5 - 105 welcome! We would love for children and adults to attend. (Minors must have an adult stay with them.) We encourage parents to participate with their children. Workshop is limited to 20 participants.

Workshop, Department of Art and Design, 15 participants. (February 2018).

February 2018 - An Exercise in 3-Dimensional Script Typography: "Candy Land Typography" - I lead a workshop on using the advanced features of Ado blend tool in Adobe Guest lecture + demonstration of type in Adobe Illustrator and paint techniques in Adobe Photoshop to mimic 3-D, "candy-like" typography in Professor Jean Nagy's Computer Assisted Art class.

Workshop, Department of Art and Design, 15 participants. (February 2017).

February 2017 - An Exercise and Lecture on the Animated GIFs for "Animated GIF's for Valentine's Day" - I gave a lecture on the history of the animated GIF and lead a workshop on how to make animated GIF's in Photoshop for Professor Jim Mravec's Interactive Design I class.

Workshop, Department of Art and Design, 15 participants. (February 2015).

March 2015 - An Exercise on How to Extrude 3-Dimensional Typography in Adobe Illustrator: "How to Make a Type Sandwich" - I lead a workshop on using layers and the 3D feature in Adobe Illustrator to mimic 3-dimensional typography on a 2-dimensional print for Professor Noël Lorson's Typographic Design class.

Peer Review of Teaching

2020-2021

[Selph Observation Fall2020 Satinover-1.pdf](#)

Student Teaching Evaluations

2020-2021

[Course Evaluation Summary2019COVID-2020-1.pdf](#)

2019-2020

[Course Evaluation Summary - Campus Labs F19-1.pdf](#)
[Thank you!! - Taylor Thompson-1.pdf](#)

2018-2019

[Course Evaluation Summary - Campus LabsF18-1.pdf](#)

[Course Evaluation Summary - Campus LabsS19-1.pdf](#)

2017-2018

[Course Evaluation Summary - Campus LabsS18-1.pdf](#)

SCHOLARSHIP/RESEARCH

Publications

Peer Reviewed/Refereed

Published

Conference Proceeding

Selph, S. F., Allard, L. Visualizing Success: Strategies for How to Effectively Merge Creative Design with Program Evaluation. *"How Will You Shine Your Light"*. Washington D.C.: American Evaluators Association. <https://www.eval.org/p/cm/ld/fid=771>

The work of professional analysts and professional graphic designers overlaps in many ways. Both take information and deliver it back in more easily understandable formats. But while an analyst's work involves the collection, interpretation and visualization of data focusing on the minutiae of detail, a graphic designer's work can take a more sweeping approach giving that information color and personality. The personality of an entity, organization, or company is a core part of its brand and ultimately, its trustworthiness. Marketers and advertisers know that branding is built through the many interactions between user and organization, and one of the first interactions a user may have is through interacting with the organization's website or printed materials such as brochures. Users and consumers often judge these informational and marketing materials based on ease of use, but also on pleasure of use.

Through this *Ignite Presentation*, we, the presenters—one analyst and one graphic designer—would discuss the process of our collaborations. We would show the results of two projects, a website for a state-run residential recovery court and a brochure that standardized the branding of five county veterans' treatment court programs.

[2047-Visualizing Success Allard Selph 2-page-1.pdf](#)

[Eval20_Selph_Binder1-1.pdf](#)

(2019). Find Your People: Students create new communities as a way to bring together outliers in an exhibition called Belong. *Collaborate: UCDA Design Education Summit 2019* (pp. 1). Murfreesboro, TN: University & College Designers Association (UCDA). <https://www.dropbox.com/s/mi6lod81o14xw8h/2019-ucda-des-proceedings.pdf?dl=0>

As every good designer/educator knows: audience is important. So, what happened when three faculty let 25 design students create collective audiences with oddly specific interests? — An exhibition of student-produced educational content, interesting visual twists, and unexpected human connections.

[2019-ucda-des-proceedings-1.pdf](#)

Submitted

Conference Proceeding

Selph, S. F. *Creating Trustworthiness in the Digital Age (a.k.a. Don't Be a Fake Friend)*.

There's a certain level of trust I need to have in a digital entity before I hand over my money, my child, or even my email address. Faced with a submit or download button, I want to know if the website on my computer represents who it says it does. After all, this digital entity and I

are about to make an exchange—and the exchange must be a fair trade. In an advertising age where many brands begin with a digital reach, designers are being asked to create digital brands with only the promise of future physical experiences. But for many visual design educators, teaching brand persona for internet insta-companies can be hard to incorporate into the curriculum due to constantly developing new digital capabilities. That leaves even less class time to go over the possible ethical pitfalls. I have recently been working on a multi-channel creative strategy tool for my design students with a follow-up flowchart for ethical choices in branding design. Hopefully sharing this will assist more educators in leading young designers to strive for honesty and brand only with integrity.

[Creating Trustworthiness in a Digital Age-1.docx](#)

Non-Peer Reviewed/Refereed

Submitted

Conference Proceeding

Selph, S. F. *Designers as Thought Leaders: Visual Actualization Served with a Side of Data.*
AIGA Educators / University of Michigan.

I proposed to facilitate an initial discussion on the trend of “Bridging Physical and Digital Experiences” (AIGA Designer of 2025: Why Design Education Should Pay Attention to the Trends) outlining methods for which to engage and direct an audience’s response and then a discussion on how these engagements are measured with modern marketing methods. It is my belief that our knowledge and legacy in the studies of visual, communication, and graphic design will prove that we, the designers, can provide new pathways for connecting physical and digital engagement to a message or group. I would also like to explore how designers can disrupt the regulations of design for marketing and influence action by doing what we do best: applying the “twentieth century principles of design” (AIGA Designer of 2025: Why Design Education Should Pay Attention to the Trends) while exploring emotional connections in an experimentally artistic, conceptual way.

[designers-as-thought-leaders_selph-1.pdf](#)

Presentations

Oral Presentation

Selph, S. F., Cobb, S. M., SECAC 2020, "A Novel Idea: Students Utilize the Literary Experience to Conceptualize Political Campaign Branding and Design in an Exhibition Called In the Books," Virginia Commonwealth University, Virginia Commonwealth University - Virtual due to COVID, Richmond, VI, United States of America. (December 8, 2020).

This Presentation was presented at SECAC 2020 in the track:

What Graphic Design Can Do for Social Change

Session Chair: Jong-Yoon Kim, Plymouth State University

Graphic design, also known as communication design, is the art and practice of planning and projecting ideas and experiences with visual and textual content. We, graphic design educators, are training our students in visually effective ways to produce various types of design products such as innovative logo designs, page layouts, engaging web designs, creative packaging designs, etc. However, there is another avenue of graphic design that does well when crowd-sourced and that can have significant impact outside of profit margins: socially-influential design. Today, we are facing lots of severe social issues we care about, including education, poverty, pollution, climate change, green energy, health care, childhood obesity, civil rights, immigration, terrorism, housing, homelessness, student loan debt, racism, gun control, etc. Designers are not only good at designing functionalities

but also good at solving problems and especially in recognizing problems that people did not previously consider to be problems at all. This session seeks to provide guidance through examples/proposals of projects that have gone both wrong and right.

Abstract:

A Novel Idea: Students Utilize the Literary Experience to Conceptualize Political Campaign Branding and Design in an Exhibition Called In the Books

As another intense election approaches, graphic design faculty challenged senior capstone students to think topically and interdisciplinary by connecting their graphic design studies to the election season. These future graphic designers were asked to take a closer look at what makes up a well-crafted political campaign—the message, the tone, the visual language. Students were then prompted to navigate the complex task of creating a political campaign through the literary experience—a process that builds understanding of perspective, empathy, and good storytelling.

Generally, people use stories to navigate their own personal lives and expand their perspective. Designers can use those same literary experiences to tell an effective story through design. This requires insight into human behaviors and the ability to foster connections between individuals and communities—in this case, the candidate and their potential voters. Students used literary analysis to make human connections and build bridges of understanding.

In this presentation, we will examine In the Books, a collection of senior capstone projects of fantastical political campaigns utilizing characters from literature. We will share how we guide students through the creative process and explore their solutions and outcomes. Lastly, we will discuss how students can utilize these human-centered skills in their design practice.

[CobbSelph_Acceptance_Letter-1.docx](#)
[SECACPresentation_CobbSelph-1.pdf](#)

Selph, S. F., Nashville Recovery Court Support Foundation Board Presentation, "Branding and Design for the Nashville Recovery Court Support Foundation," Nashville Recovery Court Support Foundation, Virtual, Nashville, TN, United States of America. (October 14, 2020).

Selph, S. F., Human Trafficking Survivors Court Foundation Board Presentation, "Branding and Design for the Cherished Hearts Program," Human Trafficking Survivors Court Foundation, Virtual, Nashville, TN, United States of America. (September 15, 2020).

Poster

Selph, S. F., UCDA Educators Conference, "Find Your People," UCDA, East Tennessee State University, Johnson City, TN, United States of America. (May 2019).
This is for a POSTER.
Tenure-track faculty

Find Your People

Students create new communities as a way to bring together outliers in an exhibition called Belong.

As every good designer/educator knows: audience is important. So, what happened when three faculty let 25 design students create collective audiences with oddly specific interests? — An exhibition of student-produced educational content, interesting visual twists, and unexpected human connections.

Creating senior-level capstone projects can be challenging. Project themes can become over-exposed; or sometimes, they are simply no longer relevant. After several years of designing for communities in need, senior faculty advisors decided to change up our prompt and have students research audience connection a different way.

Inspired by the boom of online support communities and informed by our research and professional backgrounds in marketing and advertising, we set out to experiment with what would happen when the option of using a familiar/common audience was removed.

We prompted our class of 25 student designers begin their project by concepting communities that had never before existed. To our delight, initial community ideas from students included: 1.) 18-29 year olds interested in self-development psychology and woodworking; 2.) Artists who like correspondence chess and beat improvisation; and 3.) People who love 500+ piece jigsaw puzzles, the sound of rain on a tin roof, and apple scented candles.

The design outcome, like the community, would be uncharted research territory.

In this poster I would share what we did to flip designing for community, how we got the students thinking about the psychology of inclusion, and how we taught messaging for action.

Additionally, I think opening a conversation about creating and re-creating senior capstones would be an important take-away in this piece; and I would initiate one-on-one discussions on placing the burden of senior capstones audience ideas onto students to give them a sense of full ownership.

[SELPH-SHERI-POSTER1-1.pdf](#)

[UCDA Abstract_Belong-1.pdf](#)

Lecture

Selph, S. F., Fall 2020 Honors Lecture Series, "Why We "Heart" Things," Middle Tennessee State University, Middle Tennessee State University, Murfreesboro, TN, United States of America. (October 20, 2020).

[F20-IconsAndImagesFlyer-1.pdf](#)

Panel

Selph, S. F., Cobb, S. M., Ahmed, T., Melton, H., Voter Engagement in Design, "In The Books," Sam Fox School of Design & Visual Arts, Sam Fox School of Design & Visual Arts - YouTube Channel, St Louis, MO, United States of America. (October 23, 2020).

A Novel Idea: Students Utilize the Literary Experience to Conceptualize Political Campaign Branding and Design in an Exhibition Called In the Books

As another intense election approaches, graphic design faculty challenged senior capstone students to think topically and interdisciplinary by connecting their graphic design studies to the election season. These future graphic designers were asked to take a closer look at what makes up a well-crafted political campaign—the message, the tone, the visual language. Students were then prompted to navigate the complex task of creating a political campaign through the literary experience—a process that builds understanding of perspective, empathy, and good storytelling.

Generally, people use stories to navigate their own personal lives and expand their perspective. Designers can use those same literary experiences to tell an effective story through design. This requires insight into human behaviors and the ability to foster connections between individuals and communities—in this case, the candidate and their potential voters. Students used literary analysis to make human connections and build bridges of understanding.

In this presentation, we will examine In the Books, a collection of senior capstone projects of fantastical political campaigns utilizing characters from literature. We will share how we guide students through the creative process and explore their solutions and outcomes. Lastly, we will discuss how students can utilize these human-centered skills in their design practice.

[DesigningtheVote_PanelAd_Selph_Cobb-1.pdf](#)

[DesigningtheVote_PanelAd_Selph_Cobb_Broadcast-1.pdf](#)

Contracts, Fellowships, Grants and Sponsored Research

Funded

Selph, S. F., Allard, L., "Website Strategy, Design, and Implementation for Morgan County Residential Recovery Court," Sponsored by Tennessee Department of Mental Health and Substance Abuse Services - This project is funded under a grant contract with the State of Tennessee, Department of Mental Health and Substance Abuse Services., Federal, \$4,500.00. (April 2018 - April 2019).
Research

[Allard Consulting Letter of Proposal Acceptance MCRRC_030118-1.pdf](#)
[MCRRC_analytics_reporting-2.docx](#)

Selph, S. F., "ITDC Innovation Grant 2017," Sponsored by Middle Tennessee State University - ITDC, Middle Tennessee State University, \$10,000.00. (January 2018 - July 2018).

Research, Teaching

[2017-2018 ITD Instructional Technology Innovation Gr... - Sheri Flournoy Selph-1.pdf](#)
[ITDCGrant Selph 2017 UXUIScreen-2.pdf](#)

Selph, S. F. (Co-Principal), Allard, L. (Co-Principal), "Marketing, Creative Strategy, Design, and Implementation for Cherished Hearts," Sponsored by Cherished Hearts under a grant from the Federal Bureau of Justice Assistance - This project was supported by Grant No. 2017-YX-BX-0002 awarded by the Bureau of Justice Assistance., Federal, \$5,000.00. (July 2020 - September 2020).

Research

[Allard Consulting Letter of Proposal Acceptance CH_101220-1.pdf](#)
[CH_analytics_reporting-1.docx](#)

Selph, S. F. (Co-Principal), Allard, L. (Co-Principal), "Marketing, Creative Strategy, Design, and Implementation for Nashville Recovery Court Support Foundation," Sponsored by Nashville Recovery Court Support Foundation - This project is funded under a grant contract under the Federal Bureau of Justice Assistance, Federal, \$2,250.00. (June 2020 - December 2020).

Research

[Allard Consulting Letter of Proposal Acceptance NRCSF_060420-2.pdf](#)
[NRCSF_analytics_reporting-4.docx](#)

Selph, S. F. (Principal), "Marketing Collateral for 13th Judicial Drug Treatment Court operating in the state of Tennessee," Sponsored by 13th Judicial Drug Treatment Court of Putnam County, State, \$500.00. (March 2018 - March 2019).

Research

Selph, S. F. (Co-Principal), Allard, L. (Co-Principal), "Marketing Collateral for Five (5) Veterans Treatment Courts operating across the state of Tennessee," Sponsored by Tennessee Department of Mental Health and Substance Abuse Services under a grant from the Federal Bureau of Justice Assistance - This project was supported by Grant No. 2017-VV-BX-0002 awarded by the Bureau of Justice Assistance., Federal, \$4,500.00. (November 2018 - April 2019).

Research

[Allard Consulting Letter of Proposal Acceptance VTC_112417-1.pdf](#)
[VTC_analytics_reporting-1.docx](#)

Currently Under Review

Selph, S. F., Nagy, J. M., "Adding a Special Topics Section on Women in the Field of Graphic Design to the ART 3100 In-House Design course," Sponsored by MTSU Presidents Commission on the Status of Women, Middle Tennessee State University, \$2,700.00.

Teaching

Nagy, J. M. (Co-Principal), Selph, S. F. (Co-Principal), "Travel Grant," Middle Tennessee State University, \$1,740.00.
Research
[NagySelph Faculty Travel UCDA 2020-1.pdf](#)

Not Funded

Selph, S. F., Nagy, J. M., "Adding a Special Topics section on Women in field of Graphic Design to the ART 3100 In-House Design course.," Sponsored by Middle Tennessee State University - Curriculum Integration Grant offered by the President's Commission on the Status of Women, Middle Tennessee State University, \$2,700.00.
Teaching

Exhibits and Performances

Selph, S. F., "Branding and Design for MCRRC," Todd Art Gallery Faculty Show, Todd Art Gallery, Todd Art Gallery, Murfreesboro, TN, United States of America. (September 1, 2020 - October 1, 2020). Exhibition, Invited, No, Academic, Local.

Selph, S. F., "Conference Materials for the Rockin' Mom Retreat Conference 2019," Down Syndrome Diagnosis Network, Gaylord Opryland Resort Conference Center, Nashville, TN, United States of America. (September 8, 2019 - September 9, 2019). Realized Design Work, Invited, No, <https://www.dsdiagnosisnetwork.org/retreat>, Non-Academic, International.

I designed various logos for the annual retreat/conference, different sponsorship events, and various swag (T-shirts, notebooks, cups, websites, etc) that was used at this event. This event attracts attendees worldwide—many flying in from Australia and the UK. I designed and pre-pressed annual conference booklets. I designed and pre-pressed brochures in both English and Spanish. I have consulted on conference display large-format backdrops, photography, and websites for this conference.

Selph, S. F., "She Has Impeccable Taste," Sheri Selph, Faculty Exhibition, Todd Art Gallery, Murfreesboro, TN, United States of America. (August 2018 - October 2018). Exhibition, Invited, No, <https://www.mtsu.edu/art/>, Academic, National.

Photography + Video + After Effects
<https://youtu.be/DWYfxTujDZ4>

Selph, S. F., "Conference Materials for the Rockin' Mom Retreat Conference 2018," Down Syndrome Diagnosis Network, Gaylord Opryland Resort Conference Center, Phoenix, AZ, United States of America. (September 7, 2018 - September 9, 2018). Realized Design Work, Invited, No, <https://www.dsdiagnosisnetwork.org/retreat>, Non-Academic, International.

I designed various logos for the annual retreat/conference, different sponsorship events, and various swag (T-shirts, notebooks, cups, websites, etc) that was used at this event. This event attracts attendees worldwide—many flying in from Australia and the UK. I designed and pre-pressed annual conference booklets. I designed and pre-pressed brochures in both English and Spanish. I have consulted on conference display large-format backdrops, photography, and websites for this conference.

Selph, S. F., "Conference Materials for the Rockin' Mom Retreat Conference 2017," Down Syndrome Diagnosis Network, Gaylord Opryland Resort Conference Center, Chicago, IL, United States of America. (September 8, 2017 - September 9, 2017). Realized Design Work, Invited, No, <https://www.dsdiagnosisnetwork.org/retreat>, Non-Academic, International.

I designed various logos for the annual retreat/conference, different sponsorship events, and various swag (T-shirts, notebooks, cups, websites, etc) that was used at this event. This event attracts attendees worldwide—many flying in from Australia and the UK. I designed and pre-pressed annual conference booklets. I designed and pre-pressed brochures in both English and Spanish. I have consulted on conference display large-format backdrops, photography, and websites for this conference.

Selph, S. F., "Professional Practice in Graphic Design for the Kroger Corporation," Sheri Selph, Faculty Exhibition, Todd Art Gallery, Murfreesboro, TN, United States of America. (August 2016 - October 2016). Exhibition, Collaborative exhibition / project, No, <https://www.mtsu.edu/art/>, Non-Academic, Local.

Realized Graphic Design work for The Kroger Co.

<https://sheriselph.wordpress.com/2017/10/30/regional-design-and-copywriting-for-the-kroger-corporation/>

Selph, S. F., "Selph Portrait," Sheri Selph, Faculty Exhibition, Todd Art Gallery, Murfreesboro, TN, United States of America. (August 2016 - October 2016). Exhibition, Collaborative exhibition / project, No, Non-Academic, Local.

Video self-portrait using Character Animator

<https://youtu.be/04i2P2yYaVU>

Selph, S. F., "Conference Materials for the Rockin' Mom Retreat Conference 2016," Down Syndrome Diagnosis Network, Gaylord Opryland Resort Conference Center, Dallas, TX, United States of America. (September 9, 2016 - September 11, 2016). Realized Design Work, Invited, No, <https://www.dsdiagnosisnetwork.org/retreat>, Non-Academic, International.

I designed various logos for the annual retreat/conference, different sponsorship events, and various swag (T-shirts, notebooks, cups, websites, etc) that was used at this event. This event attracts attendees worldwide—many flying in from Australia and the UK. I designed and pre-pressed annual conference booklets. I designed and pre-pressed brochures in both English and Spanish. I have consulted on conference display large-format backdrops, photography, and websites for this conference.

Selph, S. F., "How to Make Moonshine," Sheri Selph, Still Life: The Art of Moonshine, Todd Art Gallery, Murfreesboro, TN, United States of America. (August 2015 - October 2015). Exhibition, Accepted, Yes, <https://mtsunews.com/still-life-exhibit/>, Non-Academic, National.

Kinetic Typography + Illustration

<https://youtu.be/-4aU2ukuY0s>

Selph, S. F., "Conference Materials for the Rockin' Mom Retreat Conference 2015," Down Syndrome Diagnosis Network, Gaylord Opryland Resort Conference Center, Minneapolis, MN, United States of America. (September 11, 2015 - September 12, 2015). Realized Design Work, Invited, No, <https://www.dsdiagnosisnetwork.org/retreat>, Non-Academic, International.

I designed various logos for the annual retreat/conference, different sponsorship events, and various swag (T-shirts, notebooks, cups, websites, etc) that was used at this event. This event attracts attendees worldwide—many flying in from Australia and the UK. I designed and pre-pressed annual conference booklets. I designed and pre-pressed brochures in both English and Spanish. I have consulted on conference display large-format backdrops, photography, and websites for this conference.

Selph, S. F., "Sense of Place - Solo Exhibition," Sheri Flournoy (Selph), Mayfield-Graves County Art Guild, ICE House, Mayfield, KY, United States of America. (June 2001 - August 2001). Exhibition, Invited, No, <http://www.icehousearts.org>, Non-Academic, Regional.

Solo Exhibition

Selph, S. F., "Bluebeard," Sheri Flournoy (Selph), Gallery 1010, Knoxville, TN, United States of America. (November 2000 - December 2000). Exhibition, Accepted, No, <https://gallery1010.utk.edu>, Academic, Local.

Graphite and Charcoal Portraits based on a literary reference to Kurt Vonnegut's novel Bluebeard.

Media Appearances and Interviews

"Essential Business Practices", " Graphic Artist Guild's series #TheGuildChat. (March 15, 2018).

served on a Graphic Artists Guild experts panel for the topic "Essential Business Practices" for the Graphic Artist Guild's series #TheGuildChat

Research and Creative Activity (*In-Progress*)

"Brand Positioning/Graphic Design/Digital Advertising for Allard Consulting (Huntsville, AL)" (On-Going). (March 2020 - Present).

Creating a brand and online digital advertising for Lauren Allard of Allard Consulting.

"Visualizing Success: Strategies for How to Effectively Merge Creative Design with Program Evaluation" (Working Paper). (November 2019 - Present).

Co-authoring a presentation and report on my 2019 contracts from the private consulting agency Allard Consulting as a creative strategist / graphic designer on two State of Tennessee Grants.

I worked with a private evaluator project to design and create a website for Morgan County Residential Recovery Court. Consulting for, creating and designing this type of work is practice-based research in the field of graphic design. For this project, I provided brand positioning recommendations, branding, copywriting, graphic design, on-site photography and website production. My extended knowledge in photography was crucial to the success of this project. The work that is the basis of this presentation has already been viewed by an audience spanning in 33 different states from across the United States of America with and in 10 additional countries. The work's impact is not only comparable to widely-viewed national creative work and international work on a lesser scale, but it should also be considered public grant work done regionally in the State of Tennessee.

"FLC Community: Spatial Computing in Education and Learning" (On-Going). (September 2019 - Present).

In August 2019, I joined an FLC chaired by Dr. John Wallin and Dr. Andrienne Friedli. This FLC was created to explore the emerging technologies in Spatial Computing that could be used in Education and Learning. Our work so far has been discussing, testing, developing, and designing for augmented-reality in classroom learning environments. Long-term goals include a securing a grant to create a product and publication of the successes of that product.

"Graphic Design/Social Media/Digital Advertising for Pilates Moves Me (Denver, CO)" (On-Going). (March 2020 - April 2020).

Created a brand and online digital advertising for Emily Sharpe of Pilates Moves Me of Denver, CO during COVID-19 shutdown.

"Graphic Design/Creative Strategy/Copywriting for The Ruston (Murfreesboro, TN)" (Complete). (March 2018 - July 2018).

I designed and updated logos for three brands: SkinPH, The Ruston, The Vera Kate Room. I was the **consultant and designer for their marketing strategy** and the designer and production advisor of her physical signage.

"Graphic Design/Creative Strategy/Copywriting for The Ruston of Murfreesboro's VIP Murfreesboro magazine advertising (Murfreesboro, TN)" (Complete). (March 2018 - July 2018).

Designed and participated as production point of contact for The Ruston's ad's that ran in **Murfreesboro VIP magazine**.

"Graphic Design of Marketing and Advertising Materials for BBVA/Compass Bank" (Complete). (2009 - 2011).

Internationally viewed Graphic Design work including both print collateral at runs of 1 million+ copies and digital interactive work for BBVA Compass Bank. BBVA USA is a bank holding company headquartered in Birmingham, Alabama. It has been a subsidiary of the Spanish multinational Banco Bilbao Vizcaya Argentaria since 2007 and operates chiefly in Alabama, Arizona, California, Colorado, Florida, New Mexico, and Texas.

"Graphic Design of Marketing and Advertising Materials for BlueCross BlueShield across the US" (Complete). (2008 - 2010).

Nationally viewed Graphic Design print and digital work for BlueCross BlueShield across the US

"Graphic Design of Marketing and Advertising Materials for City Center, Las Vegas Properties" (Complete). (2007 - 2009).

Internationally viewed Graphic Design print and digital work for CityCenter, Las Vegas, NV. CityCenter is a 16.797-million sq ft mixed-use, urban complex on 76 acres located on the Las Vegas Strip in Paradise, Nevada.

"Graphic Design of Marketing and Advertising Materials for Harrah's Entertainment" (Complete). (2007 - 2009).

Nationally viewed Graphic Design work including both print collateral at runs of 1 million copies and digital interactive work for the Harrah's Entertainment brand under Caesars Entertainment Corporation. Caesars is an American gaming hotel and casino corporation founded in Reno, Nevada and based in Paradise, Nevada that owns and operates over 50 properties and seven golf courses under several brands. across the US.

"Graphic Design of Marketing and Advertising Materials for Cadillac" (Complete). (2006 - 2009).

SERVICE

University Service

University

Committee Member, Athletics Committee. (November 2020 - Present).

Committee Classification: Administrative.

b. Charge: Review matters relating to varsity athletics at MTSU and make recommendations to the President.

c. Report Recipients: President; standard summary reporting.

d. Nomination: By cohort.

e. Membership: Six (6) faculty, one (1) from each cohort and two (2) at-large faculty members, to serve three (3)-year terms; two (2) students, each serving one (1)-year terms; and an additional member appointed by the President to serve as the University's permanent representative to Conference USA.

f. Special Information:

(1) The Athletic Committee will conduct the following activities:

(a) monitor adherence to NCAA and Conference USA rules and ensure operation of the athletic program

at a high level of integrity;

(b) encourage school spirit and sportsmanship in athletics and use the athletic program as a medium to promote public relations at the University;

(c) improve opportunities for women and minorities where there is evidence these groups are underrepresented;

(d) advise the Athletic Director and the President on any matter pertaining to athletics and MTSU.

(2) Ex-officio members will include: Vice President for Marketing and Communications, Athletic Director, the outgoing chair of the committee, the Senior Women's Administrator, and the President of the Blue Raider Athletic Association.

(3) The chair-elect will be selected at the first Fall meeting of the committee with a term of office as chair beginning with the following Summer term. The chair-elect will preside in the absence of the chair.

(4) The guidelines under which the committee operates will be consistent with Conference USA and NCAA regulations.

(5) The committee will meet, when necessary, in the summer to carry out its responsibilities.

(6) The committee will exercise the following authorities:

(a) Oversight. The committee will be responsible for monitoring and/or evaluating at least once a year: the academic performance of student-athletes, including graduation rates and grade point averages. The Athletic Director will show the committee broad categories of the budget, i.e., what generally is spent for each sport.

(b) Recommendations. The committee will be responsible for participating in recommendations relating to the addition or elimination of a sport; price and sale of football, basketball, and baseball tickets; changes in the policy regarding priority seating for football, basketball, and baseball; changes in conference affiliation; and hiring of coaches and athletic directors. When a special committee is formed for the hiring of athletic directors and head coaches or any other change in their status, the Athletic Committee will be represented by at least one (1) faculty member of the committee, selected by the Chair in consultation with the Faculty Senate. On any official committee, task force, or body of the University set up to review or act upon matters relating to varsity athletics, the Athletic Committee will be represented by at least one (1) faculty member of the committee, selected by the Chair in consultation with the Faculty Senate. If the special committee has more than ten (10) members, then the Athletic Committee will be represented by two (2) members.

(c) Decision-Making. The Athletic Committee may hear appeals relating to granting of letters and awards in varsity sports.

g. Review and Revise date: 2022 and every five (5) years subsequent.

User Testing Consultant, Digital Measures MTSU Beta Testing Group. (July 2019 - Present).

I was part of the small, initial all-digital user test group and an early adopter of the Digital Measures platform for MTSU. I provided some of the very first feedback for the Digital Measures platform adopted by MTSU in 2019 both as a faculty user of the system and as an examiner of the way the committee would operate the system as users. This role allowed me to be both a test subject and conduct user testing on the OFD system. I reported on how the users interacted with the system—developing certain expectations as they adapted to it.

Grant Reader, Spacial Computing in Education and Learning Grant for Basic and Applied Sciences. (January 10, 2020).

I offered my time to proofread a grant for MTSU's College of Basic and Applied Sciences for a National Science Foundation (NSF) grant asking for funding to experiment with learning via Spacial Technologies.

Hosting Professor in Graphic Design, MTSU Inclusion Camp for high school students with intellectual disabilities. (June 18, 2019).

I co-taught with Associate Professor Noel Lorson a work-shop for high school students and their counselors to introduce them to experiences in graphic design. (I would like to add that this was a wonderful experience for myself as both a professor of graphic design and a mother of a child with special needs.)

Speaker on Photography, MTSU Merit Badge University. (February 2019).

I spoke as an invited expert to Scouts on photography and working in the creative field as a professional Creative Director. I demonstrated a Ricoh Theta 360 camera.

Department

Recruitment Committee Chair, The Department of Art and Design. (August 2019 - Present).

I organized and participated in several recruitment activities.

- I worked recruitment tables at one True Blue Tour and one Regional College Fair in Franklin, TN.
- I ran social media campaigns and email marketing campaigns directed at potential students.
- I organized the department's recruitment activities and assigned members to these activities.
- I corresponded with K-12 Murfreesboro City School and Rutherford County art educators.
- I worked with members of the committee to research and design swag items to be used for recruitment.
- I provided a mid-year report to my chair, who relayed that report to the college committee.

Co-Chair, Ollie Fancher Scholarship Fundraising Committee. (March 2019 - Present).

Planning and organizing fundraising through social media for the Ollie Fancher Graphic Design Scholarship.

Faculty Presenter, Artist / Professor Lecture Series. (February 3, 2021).

Art and Design faculty at MTSU were asked to volunteer to present their work to the university body. These were done virtually during the 2020-2021 year of COVID.

Webmaster of Graphic Design's Senior Capstone Interactive Space, Area of Graphic Design in the Department of Art & Design. (March 15, 2020 - May 1, 2020).

During the COVID-19 shutdown, I created an online space to help 31 graphic design students take their work virtual and make connections with alumni. I spent approximately 25 hours independently setting up this space which was additional service outside of my original responsibilities to oversee the Seniors Thesis course. I also spent an additional 15 hours coaching students and faculty on how to use it. With many of the students in panic due to canceled university events, I had to contribute more technical working time to mitigate the crisis. Because of my technical contributions on this webspace and my creative supervision, we were able to host our traditional gallery thesis show online, transition our live events to virtual spaces, and position our program to be more visible to incoming students.

Co-Chair, "Better Together" Graphic Design Professional / Student Portfolio Review. (February 2020 - April 2020).

Student-Professional Reviews are critical for graphic design students to make connections in the field. They also prepare students to present and discuss their work. Each year the graphic design faculty organize a portfolio review for the BFA senior thesis students.

This year, even in the midst of Covid-19 shutdown, was no different. On April 29, 2020, the Department of Art and Design's graphic design area proceeded as planned with holding their review on its originally designated date in a *virtual*, online, format.

Myself, with co-chairs Noel Lorson and Stefanie Cobb, took on the organization of the logistics. I also lead the student branding team and created and implemented the email marketing components.

Event Organizer / Chair, Guest Speaker Kasey Golden. (August 2019 - December 2019).

Kasey Golden, an internationally-recognized YouTube sensation for her inspired illustrations, was a student of mine during my first year of teaching at MTSU. While, I can hardly take credit for any of her brilliance, it has been an honor to watch her grow into a superstar.

It was on my radar that she was quickly becoming a YouTube Star, but when she hit 1 million followers, I

felt the time was right to bring her back to inspire the next decade of graduates.

I worked out the details with Kasey, the department, and proceeded to follow-up with the organization and promotion of her event. I was also her liaison to the University for processing her payment.

Search Committee Chair, Department of Art and Design. (September 2018 - May 2019).

Search Committee Chair for Graphic Design Tenure-Track Faculty member - Interactive

Search Committee Member, Department of Art and Design. (September 2018 - May 2019).

Search Committee Member for Graphic Design Tenure-Track Faculty member - Illustration

Saturdays in Todd Community Workshops: The Principles of Design with the Tortoise and the Hare. (March 23, 2019).

Associate Professor Jean Nagy and I teamed up to offer a non-digital approach to learning the principles of graphic design for a departmental community event called Saturdays at Todd Hall. We opened our workshop for all ages, and had up to 10 people in attendance. We worked on book layout in a hands-on cut-and-paste fashion.

Department of Art and Design Recruitment Specialist, The Department of Art and Design. (August 2018 - December 2018).

In the fall of 2018, I took a course release to pursue 150 hours worth of service to the department of art and design in recruitment:

- I designed and pre-pressed a printed table-top fabric banner
- I ran several social media campaigns—one of which was a sponsored, target-marketing post.
- I worked recruitment tables at two True Blue Tours and two Regional College Fairs in Murfreesboro, Franklin and Nashville.
- I organized and hosted informational tables at both Vol State and Motlow to answer questions about transferring to MTSU in the majors that fall under Art and Design
- I worked the Fall Department Fair.
- I worked 2 Preview Days this year.
- I gave tours of the Todd Art building to prospective students—including one high-profile basketball recruit.
- I corresponded with local K-12 art educators in our local school districts.
- I coordinated our Department of Art and Design at MTSU hosting the spring continuing education for K-12 Murfreesboro City School and Rutherford County art educators, and I was on-site as their liaison to MTSU. We should continue to see high recognition from our local county feeder schools through inviting them on campus to visit our building.
- I visited Warren County high school (a very large county high school in the area) and spoke to art students. I gave a presentation on our department and talked individually to high school students who were interested majoring in Art and Design.
- I spoke at MTSU Merit Badge University on Photography and being a professional Creative Director in efforts to recruit regional Scouts (Boy & Girl)—a high percentage of whom are known to be serious and dedicated students.
- I wrote a SOP document for future recruitment.
- My chair received compliments from the Dean of Liberal Arts on my work.
- While at the beginning of the semester I started with just a cardboard box of brochures, giveaway pens and a hand-crafted foam core sign, by the end of the semester I had compiled a professional level rolling-bag recruitment kit. With the kit and SOP that I compiled any member of the department should be able to pick up my work where I left off and attend a college recruitment night with confidence.

Faculty, Art & Design Department Open House - Fall 2018. (November 2018).

Promotion of our department: Recruiting future students, demonstration of design facilities, equipment and expertise to the local community, MTSU liaison to the community of Murfreesboro

Search Committee Member, Department of Art and Design. (October 2017 - August 2018).

Search Committee Member for Graphic Design Full-Time Temporary Faculty member - Graphic Design. This particular search took a very long time as several candidates withdrew during the process.

Faculty, Art & Design Department Open House - Spring 2018. (March 2018).

Promotion of our department: Recruiting future students, demonstration of design facilities, equipment and expertise to the local community, MTSU liaison to the community of Murfreesboro

Faculty, Art & Design Department Open House - Fall 2017. (November 2017).

Promotion of our department: Recruiting future students, demonstration of design facilities, equipment and expertise to the local community, MTSU liaison to the community of Murfreesboro

Professional Service

Reviewer/Referee, AIGA Educators Online Forum. (April 2017 - Present). Appointed, Pro Bono, Approximately 40 hours spent per year.

[AIGA Forum-1.png](#)

After meeting members of the AIGA Educators board at the 2017 AIGA Conference, I suggested and co-founded the AIGA Design Educators Community - Discussions forum for AIGA Educators. I was approved to start the group through the board in 2017. I worked with Kelly Kitt Murdoch from University of Michigan to get the Forum up and running on Facebook that same year. As of January 2021, we have 829 participating educator members.

Committee Member, OUTLET 4.0 - Student Video and Performance Show. (September 1, 2019 - March 30, 2020). Appointed, Pro Bono, Approximately 40 hours spent per year.

Committee member for programming and planning for Outlet 4.0, to be held at Vanderbilt University.

Juror, White Oak Crafts Fair, Woodbury, TN. (September 14, 2019). Appointed, Approximately 5 hours spent per year.

I served as a Juror to the White Oak Crafts Fair best of show competition, judging over 50 artists' booths for quality and content.

Juror, University and Colleges Design Association (UCDA), National. (June 22, 2019). Appointed, Pro Bono, Approximately 9 hours spent per year.

I served as a Juror to the Annual Awards competition, judging over 300 entries for quality and content.

These annual awards honor the best work in educational design—in print, digital, illustration, photography, and student competitions. These coveted awards are judged by a hand-picked panel of peer jurors composed of designers, design educators, photographers, and illustrators working in or doing a significant portion of their work for educational institutions—they understand the environments in which you create.

Juror, Volunteer State Community College, Gallatin, TN. (April 5, 2019). Appointed, Compensated, Approximately 9 hours spent per year.

I served as a Juror to their annual student art competition, judging over 100 entries for quality and content.

Committee Member, OUTLET 3.0 - Student Video and Performance Show. (September 1, 2018 - March 30, 2019). Appointed, Pro Bono, Approximately 40 hours spent per year.

Photography of the event for future advertising applications

I served on the committee for programming and planning for Outlet 3.0, held at Watkins College of Art & Design. I directed the branding design for a second year in a row, mentoring one of my students to create the design.

Conference-Related, AIGA Educators "Decipher" Conference. (September 2018). Appointed, Pro Bono, Approximately 3 hours spent per year.

I serves as Conference Session Moderator during AIGA's 2018 International Design Research Conference in Ann Arbor, MI

Program Organizer, OUTLET 2.0 - Student Video and Performance Show. (September 1, 2017 - March 30, 2018). Appointed, Pro Bono, Approximately 40 hours spent per year.

[sheriselfh.wordpress.com-Outlet 20 Branding Design and Event Coordination at MTSUs Todd Art Gallery-1.pdf](http://sheriselfh.wordpress.com-Outlet-20-Branding-Design-and-Event-Coordination-at-MTSUs-Todd-Art-Gallery-1.pdf)

In early 2017, I submitted my students' work to a new showcase for student film and video at Vanderbilt University titled Outlet.

In 2018, I brought that showcase to MTSU's Todd Hall Art Gallery, and we playfully named it Outlet 2.0. I started negotiating bringing the show to MTSU early in the Fall. I knew that it would provide a much needed connection to art and design programs at other universities and multi-media show experience for our students, but it also brought practice-based research opportunity for myself—helping to elevate the visual design of the show's branding in print and marketing.

Public Service

Organizer, Gigi's Playhouse, Franklin, TN. (April 2018).

In Spring 2018, I mentored graphic design senior Angelica Bennett as she prepared an event intended to serve young people interested in art with disabilities. We met with the director of Gigi's Playhouse, a community center for people with Down syndrome and their families; and we were able to organize that event with them. The event was free and had 8 participants with Down syndrome and 4 volunteers. Angelica instructed the participants in creating paper-crafted "insect-themed" projects. I also participated as a volunteer. I was very proud of Angelica, who often had a more reserved personality for stepping into a teacher/leader role.

Professional Memberships

University & College Designers Association, UCDA, National, (November 27, 2020 - Present).

The University & College Designers Association (UCDA) inspires designers working in academia in North America and around the world by delivering relevant programming and benefits in a personal and thoughtful way. The organization provides for the professional and personal growth of its members, and advocates for designers' and educators' roles within their institution. UCDA works to elevate the importance of design overall.

Southeastern College Art Conference, SECAC, National, (September 2020 - Present).

SECAC (formerly the Southeastern College Art Conference) is a non-profit organization that promotes the study and practice of the visual arts in higher education on a national basis.

American Advertising Federation, AAF, National, (January 2020 - Present).

The American Advertising Federation, headquartered in Washington, D.C., is the oldest national advertising trade association in the United States. The AAF also has 15 district operations, each located in and representing a different region of the nation.

American Institute of Graphic Arts, AIGA, International, (August 2013 - Present).

Direct Marketing Association, DMA, International, (January 2003 - August 2012).

Association for those in marketing via print, email, web, and social media.

Consulting

Non-Profit, Down Syndrome Diagnosis Network. (January 2014 - Present).

Design & Marketing Consultant for Down Syndrome Diagnosis Network an international non-profit organization. I have designed various logos for the annual retreat/conference, different sponsorship events, and various swag (T-shirts, notebooks, cups, websites, etc). I designed and pre-pressed annual conference booklets from 2014 - 2018. I designed and pre-pressed brochures in both English and Spanish. I have consulted on conference display large-format backdrops, photography, and websites. www.dsdiagnosisnetwork.org

For Profit Organization, The Kroger Co., Nashville, United States of America. (August 2013 - January 2017).
Designed and crafted direct marketing messaging and promotion materials for Nashville area Kroger stores.

Documentation:

<http://sheriselph.wordpress.com/2017/10/30/regional-design-and-copywriting-for-the-kroger-corporation/>

Contract-based Videographer, Sure Shot Nashville, Nashville, TN, United States of America. (May 2004 - August 2005).

Video-recorded live musical performances for promotional purposes for events like Dancin' in the District (Nashville) which included back-stage and side-stage recording of artists including but not limited to: Kanye West, George Clinton and the Parliament, Matisyahu, Fuel, the Psychedelic Furs, and Blondie.

ADMINISTRATIVE DATA

Permanent Data

Assistant Professor

August

01

2017

2017-08-01

2017-08-01, September 1, 2006, Assistant Professor, August 1, 2017

Yearly Data

2020-2021. Liberal Arts Art and Design, Assistant Professor, On Tenure Track, 100.

2019-2020. Liberal Arts Art and Design, Assistant Professor, On Tenure Track, 100.

2018-2019. Liberal Arts Art and Design, Assistant Professor, On Tenure Track, 100.

2017-2018. Liberal Arts Art and Design, Assistant Professor, On Tenure Track, 100.

2016-2017. Liberal Arts Art and Design, Lecturer, On Tenure Track, 100.

2015-2016. Liberal Arts Art and Design, Lecturer, Non-Tenurable, 100.

2014-2015. Liberal Arts Art and Design, Lecturer, Non-Tenurable, 100.

2013-2014. Liberal Arts Art and Design, Lecturer, Non-Tenurable, 100.