



M. Casey McGarr, MFA

TEXAS A&M UNIVERSITY - COMMERCE
Assistant Professor of Visual Communication



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Assistant Professor of Visual Communication
Texas A&M University-Commerce
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BIO

Casey is an Assistant Professor at Texas A&M University-Commerce, teaching in the Visual Communication program at the Universities Center at Dallas Campus. He teaches undergraduate typography, design, MFA pedagogy, and MFA studio classes. Casey re-designed the Art Department Website in 2014.

His passion for typography led him to letterpress printing where he operates Inky Lips Letterpress which has been recognized national and internationally. Inky Lips Letterpress prints with metal type, wood type, linoleum, and photopolymer. Casey designs and prints on two Vandercook proof presses. The shop has hundreds of metal fonts and 50 wood fonts that reside in ten type cabinets. He continues to hold workshops for local and regional attendees. Casey has also began making letterpress wood fonts with a CNC router which elevates the letterpress craft on a national and international stage.

He has spoken to numerous Ad Federations throughout the United States and recently as a Workshop Leader at the AIGA Design Ranch in Hunt, TX. Recent book publications include, 1,000 More Greetings, Vandercook 100, Letterpress Now, The Little Book Of Letterpress, New Vintage Type, Letterpress Adventures, Impressive: Print Making, Letterpress & Graphic Design, The Big Book Of Packaging 2011.

EDUCATION

Texas A&M Commerce at UCD, Dallas, Texas
MFA in Art with an Emphasis in Visual Communication / Graduated 2010

Texas Tech University, Lubbock, Texas
B.F.A. Design Communications, graduated 1989
Course Work: Graphic Design & Packaging Design

TEACHING EXPERIENCE

TEXAS A&M UNIVERSITY-COMMERCE, UNIVERSITIES CENTER AT DALLAS

Assistant Professor of Visual Communication

- 2015 Fall
Undergraduate: Art 300 Typography
Undergraduate: Art 497 Letterpress
Graduate: Art 502 Design Teaching Methods
- Summer Two
Graduate: Arts 547 Design Teaching Mentorship
- Summer One
Graduate: Art 518 Thesis Exhibition
- Spring
Undergraduate: Art 464 Advanced Processes
Undergraduate: Art 365 Design Communications 1
Graduate: Arts 541 Studio 2 Design education and theory
- 2014 Fall
Undergraduate: Art 300 Typography One, Section 801
Undergraduate: Art 300 Typography One, Section 803
Undergraduate: Art 465 Letterpress

- 2014 Summer Two
Graduate: Art 547 Design Teaching Mentorship
- 2014 Summer One
Graduate: Art 518 Thesis Exhibition
- 2014 Spring
Graduate: Art 541 Studio 2 Design Education
Undergraduate: Art 365 Graphic Design
Undergraduate: Art 464 Advanced Processes
- 2013 Fall
Graduate: Art 502 Design Teaching Methods
Undergraduate: Art 300 Typography One
Undergraduate: Art 465 Letterpress
- 2013 Summer Two
Graduate: Art 547 Design Teaching Mentorship
- 2013 Summer One
Graduate: Art 518 Thesis Exhibition
- 2013 Spring
Graduate: Art 524 Studio 2 Design Education and Theory
Undergraduate: Art 300 Section 801 Graphic Design
Undergraduate: Art 300 Section 802 Graphic Design
- 2012 Fall
Graduate Art 502 Pedagogy One, Pedagogy Campus
Undergraduate Art 300, 801 Typography One

ARKANSAS STATE UNIVERSITY

Assistant Professor of Visual Communication

- 2012 Summer One
Undergraduate - : Art 3423 Packaging Design
- 2012 Spring, Undergraduate
Art 2423 Publication Design
Art 3423 Packaging Design
Art 3463 Web Design
- 2011 Fall, Undergraduate
Art 2413 Typography
Art 2443 Graphic Design for the Web
Art 4463 Branding on the Web
- 2011 Summer One, Undergraduate
Art 3423 Packaging Design
- 2011 Spring, Undergraduate
Art 2423 Graphic Design II
Art 3423 Packaging Design
Art 4463 Advanced Web Design

- 2010 Fall, Undergraduate
Art 2443 Introduction to Digital Media
Art 3453 Motion Graphics

PROGRAM / COURSES DEVELOPED

- 2014 Collaborated with Josh Ege on Design 1 and Typography 1, to elevate the assignments and creative process, and to elevate the students to achieve a higher level of success, Fall 2014.
- 2014 Gave input to Virgil Scott, Raul Vileral, and Margie Bowles into redeveloping two - 8-week business classes for Spring 2015, Summer 2, and Fall 2015: Product and Process, (CMI-1) Creative Marketing Innovation 1 and (CMI-2) Creative Marketing Innovation and a User Experience class.
- 2013 Gave input to Virgil Scott with Margie Bowles in developing two new eight-week business classes for Spring 2013: (CMI-1) Creative Marketing Innovation 1 and (CMI-2) Creative Marketing Innovation.
- 2013 Currently working with Virgil Scott and Josh Ege to revise and update course content and assignments for undergraduate Art 300 Typography
- 2012 Currently working with Virgil Scott to revise and update course content and assignments for undergraduate Art 300 Typography,
- 2012 Graphic Design Technology - The course introduces students to basic levels of graphic design utilizing Adobe Illustrator, Adobe Photoshop, and Adobe InDesign. Instruction includes color theory, input output techniques for production of design files, Arkansas State University, 2012.
- 2011 Web Design 3463 - Course introduces students to HTML and CSS as it relates to the implementation to successful web design and development. Students explore and expand their knowledge while designing websites for mock clients, Arkansas State University,
- 2011 Assisted in redesigning the curriculum for the Graphic Design degree including renaming of classes and rewriting descriptions, Arkansas State University.

STUDENT AWARDS

- 2011 National Addy, Gold, Recycled, Packaging, Art 3423 Packaging Design
- 2011 DSVC National Student Show, Merit of Excellence, Art 3423 Packaging Design
- 2010 Regional Addy, Gold, Stop motion animation, Mr. Potato Head, Art 3453 Motion Graphics Design

PROFESSIONAL PRACTICE

MCGARR CREATIVE

Owner / Principle, 2001 - Present

Primary responsibilities included new business development, managing client relations, design and production websites, online banners, packaging, logos, brochures, corporate financial statement, posters, art directing photography, copywriting direction, and various other ancillary pieces, McKinney, Texas.

INKY LIPS LETTERPRESS

Owner Principle, 2001 - Present

Printing the old fashion way with metal type, wood type, Linoleum, and photopolymer. We design and print posters, invitations, and stationary on four presses. Inky Lips Letterpress also teaches letterpress workshops and the lessons include printing on a Vandercook, linoleum carving, hand setting type, locking up a form of type, making photopolymer plates and basic type setup and shop safety. I also created a YouTube® video demonstrating linoleum carving techniques and printing the cut on a Vandercook proof press, "Letterpress and linoleum carving", <http://www.youtube.com/watch?v=xh6sgedq1HA>. McKinney, Texas.

ARTHUR ANDERSON

Art Director for the Southwest Region, 2000 - 2001

Responsibilities included: managing the group that focused on addressing the design and marketing issues for web environments. It was my responsibility to help clients implement solutions that enable them to build strong and lasting relationships with their customers, suppliers, partners and other value networks who impact their business. I led the day-to-day branding and design development, working with a team of designers, Irving, Texas.

FOSSIL

Creative Director, 1991 - 2000

Responsibilities included: management and mentoring of up to 17 people and the design and implementation of web development and print. My primary creative responsibilities included web design, photography direction, packaging, annual reports, catalogs, logos, and most importantly maintaining the brand integrity of FOSSIL, Richardson, Texas.

KWGC (KAY WILLIAMS GRAPHIC CONSULTING)

Designer, 1989 - 1991

Responsibilities included: design / production of brochures, posters, paste-up, rubylith separations, press checks, and photography direction, Dallas, Texas.

JURIED DESIGN PUBLICATIONS (National)

Work that is judged by a panel of peers based on a set of criteria and is deemed excellent in the field worthy of publication.

- 2015 *Ladies of Letterpress*, Kseniya Thomas & Jessica C. White, ISBN 9781782402299
- 2014 *Adventures in Letterpress*, Brandon Mise, ISBN 9781780673332
- 2013 *Letterpress Now*, Jessica C. White, ISBN 1454703296
- 2012 *The Vandercook 100*, Heather Mitchell, ISBN 0692016104
- 2011 *Logo Lounge*, Marich Chocolate, ISBN 1592537278
- 2011 *The Big Book of Packaging*, Poshe Fishbowl, ISBN: 9780062009890
- 2011 Page 34 and 57, edition on letterpress, January, February, and March Edition
- 2010 *The Little Book of Letterpress*, Rockport Publishing, ISBN: 0811875075
- 2010 *1000 Greeting*, Rockport Publishing, ISBN 1592536409

PUBLICATIONS (Local)

- 2010 Article for the letterpress printing at Valley View Middle School, Arkansas State University

PROFESSIONAL PRESENTATIONS

- 2014 AIGA DFW for our 4th Annual Mentor Matchmaking night at DWR, February. Making connections with students and young design professionals that may one day blossom into a professional relationship.
- 2014 University of Texas Arlington, selected to be 1 of 8 Roundtable discussion leaders from the DFW area to senior class in graphic design.
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- 2013 AIGA: Design Big, Letterpress Talk on Furthering the Process and Preservation Through Printing, Dallas, TX
- 2013 Baylor University, Critiqued student work and lectured. Gave presentation to students and faculty on my current research including design / letterpress.
- 2013 Northlake College, Presentation to students and faculty on my current research including design letterpress.
- 2011 Workshop Leader at the AIGA Design Ranch, Hunt, Texas for three-day's. A total of 60 participated during the three workshops. The AIGA Design Ranch is held every other year and limited to 150 individuals. Creative's from across the country including Canada came to this event. Workshop leaders are selected throughout the United States for their expertise in their field of study. There were a total of 6 workshop leaders including Chris Sickels, Debbie Millman, and Zeke Leonard to name a few.
- 2011 AAF-Lafayette, Topic: Inconspicuous Visual Reference, Lafayette, LA
- 2010 AAF-Northeast Arkansas, Topic: Inconspicuous Visual Reference, Jonesboro, Arkansas

EXHIBITIONS

- 2014 Ouachita Baptist University, Arkadelphia, Arkansas, February
- 2013 Kansas State University Chapman Gallery, Manhattan, KS, January
- 2013 West Asheville, NC, July
- 2012 Waco, Texas, August 3rd -31st

- 2011 Art Department Faculty Show, Arkansas State University, October
- 2011 Columbia College Chicago
- 2011 The Danish Museum of Media, Odense Denmark
- 2010 Denver Art Museum, Denver, CO
- 2010 Lincoln, NE

AWARDS AND RECOGNITION (National)

- 2012 Marich Chocolates and Inky Lips Press logo
- 2003 Rough Magazine
- 2000 International for May Rough
- 1999 1999, 1st Runner-Up
- 1999 Spiral Calendar
- 1998 Rough Magazine Oct issue
- 1998 October 1998 DSVC Rough
- 1997 Fossil Annual Report
- 1997 Fossil Tins
- 1995, 1996, 1997, 1998, 1999 Top 10, Fossil Annual Reports
- 1996 Typography, Roy Rogers & Trigger Packaging
- 1994 Roy Rogers & Trigger Packaging
- 1992 Award of Merit Limited Edition Packaging

AWARDS AND RECOGNITION (Regional)

- 2002 DSVC 3 Gold Judges Award for Letterpress Posters
- 1996 DSVC, Gold, Fossil Calendar
- 1994 DSVC, Award of Excellence

CONFERENCE PARTICIPATION

- 2013 Wazygoose Hamilton Wood Type Museum, Two Rivers, WI
- 2012 Creative Summit, San Marcos, 2012
- 2011 AIGA Southern Student Design Competition, Arkansas State University, Organizer
- 2004, 2005, 2006, 2009
DSVC National Student Show, Talked shop and answered questions about working in our industry and my letterpress experience., DSVC National Student Show, 2006, Breakout Session and spoke on letterpress and did a letterpress printing demonstration.

PROFESSIONAL RECOGNITION

- 2000 President - DSVC (Dallas Society of Visual Communicators) Over the years, the DSVC has grown to become one of the largest independent clubs of its kind with over 1000 members. Along the way it has continually sought to elevate the standards of the industry and promote the value that creative professionals add to commerce and the community at-large, Board of Directors - 1998 - 2007

PROFESSIONAL SOCIETIES (Current and past)

- AIGA Member
- Dallas Society of Visual Communication