



M. CASEY MCGARR, MFA
Associate Professor of Visual Communication
TEXAS A&M UNIVERSITY-COMMERCE

ANNUAL REVIEW
2018 Curriculum Vitae





Casey McGarr

BIO

Casey has worked as a professional designer for over 25 years acting as creative director, art director, and owner. He owns and operates a letterpress design and print shop "Inky Lips Letterpress," producing custom invitations and poster work for a variety of local, national and international clients, as well as, teaching educational workshops. His work has been recognized in national and international publications and gallery exhibitions. 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 venue.

Casey has been published in numerous books highlighting letterpress printers/designers and in juried exhibition most recently, 2018 Art of the Poster, two works accepted in the 5th Louisiana Biennial, a National juried Exhibition, 2017 London International Creative Competition, awarded Shortlist, a juried competition, Print Regional Design Annual 2016, Expression Tipogràfica-Spain, Ladies of Letterpress, Adventures in Letterpress, Letterpress Now: A DIY Guide to New & Old Printing Methods, Vandercook 100, Celebrating 100 Artisans and 100 Years of Letterpress Printing On a Vandercook, Logo Lounge Volume 7, Big Book of Packaging, Uppercase Magazine, Little Book of Letterpress, and 1000 More Greetings.

Casey is an Associate 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 1, and Letterpress printing. He also teaches in the MFA Graduate Program which includes Pedagogy, and Design Education, Design Teaching Environment, and Thesis Exhibition and has served as Major Professor on numerous thesis committees.

May of 2016, Casey was invited to lecture on "Brainstorming and Ideation" at The Tianjin University of Technology in Tianjin China with students in China and TAMUC design students. Casey also served as study abroad faculty co-director along with faculty director Professor Virgil Scott leading ten students to TUT in China for a May-mini study abroad trip that was extremely successful and life changing for the students.

He received his MFA in visual communication at Texas A&M University-Commerce, and previously taught graphic design at Arkansas State University where he helped author and developed the current design curriculum.

McGarr was the president of the Dallas society of visual communications in 2000-2001 which is the largest local graphic design club in the united states with over 750 members. He remained on the board of directors for an additional 9 years.

EDUCATION

Texas A&M University-Commerce
Major-Visual Communication
Master of Fine Arts 2010

Thesis Topic
Attention Deficit Disorder: On Time on Task

Texas Tech University
Major-Graphic Design
Bachelor of fine Arts 1984-1989

DESIGN PROFESSIONAL PRACTICE

Inky lips Press
McKinney, Texas, 2001 to present
www.inkylipspress.com

Arthur Anderson, Southwest Regional Art Director
Irving, Texas, 2000 to 2001

Fossil, Creative Director
Richardson, Texas, 1991 to 2000

Kay Williams Graphis Consulting, Art Director
Dallas, Texas, 1989 to 1991

DESIGN PROFESSIONAL PRACTICE

Partial Client List

American Way Magazine
Baskins
Color Dynamics
Dr. Richard Land
Drexel Heritage
DSVC
ERLC (Ethics and Religious Liberty Commission)
For Faith & Family
Fossil
Metropak
Russell Newman
Loca Luna
Oak Valley Properties
Pallet Logistics
Poshé
Reliant Energy
Texas Country Reporter

TEACHING EXPERIENCE

Courses Taught

Texas A&M University-Commerce

Associate Professor 2012 to present

Fall 2018

Undergraduate

Typography, ART 300

Letterpress, ART 465

Graduate

Design Teaching Methods, ARTS 502

Summer Two 2018

Graduate

Design Teaching Mentorship, Arts 589

Summer One 2018

Graduate

Thesis Exhibition, ARTS 552

Spring 2018

Undergraduate

Design Communications 1, ART 365

Graduate

Design Education and Theory, ARTS 541

Design Teaching Methods, ARTS 502

Fall 2017

Undergraduate

Typography, ART 300

Letterpress, ART 465

Graduate

Design Teaching Environment, ARTS 506

Summer Two 2017

Graduate

Design Teaching Mentorship, Arts 547

Summer One 2017

Graduate

Thesis Exhibition, ARTS 552

Spring 2017

Undergraduate

Design Communications 1, ART 365

Graduate

Design Education and Theory, ARTS 541

Design Teaching Environment, ARTS 506

Spring 2016

Undergraduate

Design 1, ARTS 365

Graduate

Design Education and Theory, ART 541

Design Teaching Environment ART 506

Summer 1 2016

Graduate

Thesis Exhibition ART 547

Summer 2, 2016

Graduate

Design Education and Theory, ART 548

Fall 2016

Undergraduate

Typography, ART 300

Letterpress, ART 465

Graduate

Design Teaching Methods, ARTS 502

Spring 2015

Undergraduate

Design 1, ARTS 365

Advanced Processes, Art 464

Graduate

Design Education and Theory, ART 541

Summer 1 2015

Graduate

Thesis Exhibition ART 518

Summer 2, 2015

Graduate

Design Education and Mentorship, ART 547

Fall 2015

Undergraduate

Typography, ART 300

Letterpress, ART 465

Graduate

Design Teaching Methods, ARTS 502

Spring 2014

Undergraduate

Design 1, ARTS 365 801

Advance Processes, ART 464

Graduate

Design Education and Theory, ART 541

Summer 1 2014

Graduate

Thesis Exhibition ART 518

Summer 2, 2014

Graduate

Design Education and Theory, ART 541

Fall 2014*Undergraduate*

Typography, ART 300

Advance Processes, ART 464

Graduate

Design Teaching Methods, ARTS 502

Spring 2013*Undergraduate*

Design 1, ARTS 365 801

Design 1, ARTS 365 802

Graduate

Design Education and Theory, ART 524

Summer 1 2013*Graduate*

Thesis Exhibition ART 518

Summer 2, 2013*Graduate*

Design Education and Theory, ART 541

Fall 2013*Undergraduate*

Typography, ART 300

Letterpress, ART 465

Graduate

Design Teaching Methods, ARTS 502

Fall 2012*Undergraduate*

Typography, ART 300

Letterpress, ART 465

Graduate

Design Teaching Methods, ARTS 502

ARKANSAS STATE UNIVERSITY**Summer 1, 2012***Undergraduate*

Packaging Design, Art 3423

Spring, 2012*Undergraduate*

Publication Design, Art 2423

Packaging Design, Art 3423

Web Design, Art 3463

Fall, 2011*Undergraduate*

Typography, Art 2413

Graphic Design for the Web, Art 2443

Branding on the Web, Art 4463

Summer 1, 2011*Undergraduate*

Packaging Design, Art 3423

Spring, 2011*Undergraduate*

Graphic Design II, Art 2423

Packaging Design, Art 3423

Advanced Web Design, Art4463

Fall, 2010*Undergraduate*

Introduction to Digital Media, Art 2443

Motion Graphics, Art 3453

PROGRAM / COURSES DEVELOPED

Fall 2016 to present: Continue to collaborate with Professor Virgil Scott and Typography 300 on redeveloping class assignments

Fall 2014 to present: Collaborated with Professor Josh Ege on Design 1 365 and Typography 300 to enhance assignments and to elevate the students to achieve a higher level of success.

Fall 2014: Collaborated with Professor 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.

Spring 2014: Program/Curriculum Development: MFA in Visual Communication: Spring 2014, User Centered Design, MFA/ MBA Interdisciplinary Classes, Pedagogy Classes, Coauthored: Virgil Scott, Raul Varela
ART ARTS 549, User Centered Design Experience, An introduction to the understanding, development and implementation of user-centered design thinking and problem solving. Emphasis will be placed on user personas, ethnography and other observational approaches, along with rapid prototyping methods towards building insights into product and service development.

Fall 2013: Currently working with Professor Virgil Scott and Professor Josh Ege to revise and update course content and assignments for undergraduate Art 300 Typography

Fall 2012: Currently working with Virgil Scott to revise and update course content and assignments for undergraduate Art 300 Typography,

ARKANSAS STATE UNIVERSITY

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

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,

Assisted in redesigning the curriculum for the Graphic Design degree including renaming of classes and rewriting descriptions, Arkansas State University.

THESIS COMMITTEES

- 2018 MFA Thesis Major Professor, Renee Morales: "Smart Homes to Aid Aging in Place"
- 2017 MFA Thesis, Nathan Lambert: "Graphic Design's Role in Creating A Loyal Following in Professional Sport, And Implications For Middle School Education"
- 2016 MFA Thesis, Justin Childress: "Riding The Margin: An Interactive, Bicycle-Specific Hazard Notification Application For Commuter Cyclists"
- MFA Thesis, Melissa Frenna: "Waste Not, Want Not: Using Visual Communication to Reduce Food Waste within Grocery Receiving Departments"
- 2015 MFA Thesis, Deanna Gibson: "Multi-Sensory Tactile Game for use as a Reinforcement Tool for Elementary Students with Dyslexia"
- 2014 MFA Thesis - Fritz Metoff: "Road Rage"
- 2013 MFA Thesis, Mark Rogers: "Photo Journalist" Summer – Fall 2013

STUDENT AWARDS

- 5/2011 National Addy, Gold, Recycled, Packaging, Art 3423 Packaging Design
- 4/2011 DSVC National Student Show, Merit of Excellence, Art 3423 Packaging Design
- 4/2010 Regional Addy, Gold, Stop motion animation, Mr. Potato Head, Art 3453 Motion Graphics Design

SERVICE

- 2012 to present: continue to update Department of Art website
- 2018 Academic advisor search committee
- 2018 Provided the opportunity to purchase a letterpress printing press for teaching Letterpress 465 in the VisCom program
- 2016 AIGA Conference Minneapolis recruiting effort
- 2015-2017 Produced Mail Chimp emails for workshops and exhibitions for the VisCom Program.
- 2016 Began designing new website for the Department of Art

RESEARCH AND CREATIVE ACTIVITIES

With over twenty-five years as a practicing graphic designer and 17 years of letterpress printing have directed my teaching by bringing in professional practice experience into the classroom. My passion for research is self-evident in teaching Master of Fine Arts graduates in the VisCom Program. I continued to produce letterpress invitations, business cards and posters for clients and self-promotion. In the summer of 2012 with the purchase of a CNC Router with research funds, I have been able to produce 24 fonts of type from a historical aspect and designing a fonts by manipulating existing digital type. Workshops are held when time allows educating participants on the art of letterpress printing.

- 2018 Carved a wood type font for Virginia Green
- 2018 Designed and letterpress printed 200 small notebooks for The School of Visual Arts in NY

- 2017 Carved 4 fonts for A&M Commerce VisCom Letterpress class
- 2016 Held workshop for 8 designers from World Venture
- Carved two fonts for Patrick Owens, Department of Visual Arts, Greenville Technical College, Greenville, SC
- Celebrate the Children Auction: Donated Tails of the West
- Consulted Makers Marketplace to install a letterpress area for workshops.

EXHIBITIONS

- 2018 Invitation only Charles Adams Gallery, Lubbock, Texas, *UFO's Over Lubbock*
- 2018 National invitation only to exhibit and sale work in Houston, TX for It Came From The Bayou presented by Carlos Hernandez of Burning Bones Press, national artists were selected
- 2018 Fourth Annual Print Austin Print Expo
- 2018 Texas A&M University-Commerce, Department of Art Faculty Show
- 2018 Why Letterpress: Experimental Adventures National Exhibition, Presented by The Red Door Press, AIGA Iowa
- 2017 Texas A&M University-Commerce, Department of Art Faculty Show
- 2017 National invitation only to exhibit and sale work in Houston, TX for It Came From The Bayou presented by Carlos Hernandez of Burning Bones Press, national artists were selected
- 2017 National invitation only Charles Adams Gallery, Lubbock, Texas
- 2016 Slinging Ink, Chartreuse Gallery, 1301 Grand Avenue, Phoenix, national juried exhibition
- 2016 National invitation only exhibit and sale work in Houston, TX for It Came From The Bayou presented by Carlos Hernandez of Burning Bones Press, national artists were selected
- 2015 Two posters accepted into an international juried show, Western Trappings in Llano, TX
- 2015 Texas A&M University-Commerce, Department of Art Faculty Show
- 2014 Slant Gallery, Dallas, TX, juried show accepted Hello Dolly poster for Halloween show.
- 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

- 2018 Makeready: A letterpress Symposium For Educators, invitation to participate and speak my CNC Router producing wood type for letterpress printing and speak to the assignments I give in my Letterpress 465 class.
- 2018 Art of the Poster, two works accepted in the 5th Louisiana Biennial, a National juried Exhibition
- 2018 AIGA Tarot Card Deck, selected to be a designer to design one card which was printed and exhibited at the DFW AIGA Community Event Cartamundi USA headquarters, Dallas, Texas
- 2017 London International Creative Competition, awarded Shortlist, a juried competition
- 2016 Expression Tipográfica-Spain
- 2016 Print Magazine, Animal Activist poster series, December 2016
- 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 and Inky Lips Press logos, 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

- Annual Type Directors Club, 2003 Rough Magazine
- DSVC 2002, 3 Gold Judges Award for Letterpress Posters
- How 2000, International for May Rough
- Hewlett-Packard In-House Design, 1999, 1st Runner-Up
- How 1998, Regional and International Design Annuals for Rough Magazine Oct issue
- Prints Regional Design Annual, October 1998 DSVC Rough
- AR 100 Top 10, 1995, 1996, 1997, 1998, 1999 Fossil Annual Reports
- Annual Type Directors Club, 1996 , Typography, Roy Rogers & Trigger Packaging
- Graphis 1999, Spiral Calendar
- Graphis 1997, Fossil Annual Report
- Graphis 1997, Fossil Tins
- DSVC 1996, Gold, Fossil Calendar
- DSVC 1994, Award of Excellence
- The Art Directors Club 73rd Annual 1994, Roy Rogers & Trigger Packaging
- Print 1992, Award of Merit Limited Edition Packaging

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.
- 2016 Print Magazine, Animal Activist poster series, December 2016
- 2016 Work accepted into a juried publication in Spain, Book: Expression Tipogràfica, published Type Man
- 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
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- 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.
- 2013 University of Texas Arlington, selected to be 1 of 8 Roundtable discussion leaders from the DFW area to senior class in graphic design
- 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

CONFERENCE PARTICIPATION

- 2018 Makeready Educators Forum Hamilton Wood Type Museum, Two Rivers, WI
- 2017 Wazygoose Hamilton Wood Type Museum, Two Rivers, WI
- 2017 AIGA Conference, Minneapolis, MN
- 2016 AIGA Conference, Las Vegas
- 2016 Wazygoose Hamilton Wood Type Museum, Two Rivers, WI
- 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 and A&M Commerce Student Advisor
- Dallas Society of Visual Communication