

ABOUT

Cover Letter

About Me

Teaching Philosophy

VITÆ

Professional Career

Teaching Career

Education

Accolades

References

TERRESA HARDAWAY

Curriculum Vitæ

ABOUT

Cover Letter

About Me

Teaching Philosophy

I discovered a position within your organization due to my interest in exploring opportunities in design education and research guided design. While taking a closer look at the qualifications and experience requirements, I was pleased to see details which matched my own.

I am currently searching for an organization which will not only provide me the chance to master new skills and concepts, but also provide me the opportunity to apply my own skill set and realize my ambitions. My ability to establish and maintain an effective and professional rapport with individuals of diverse backgrounds is enhanced by my well-honed communication skills.

My professional experience began during my college undergraduate experience in 2007 where I was selected to be the lead designer for Couture by Alana, Inc., a start up fashion company. In May of 2008, I completed my Bachelor of Fine Arts in Fashion Design with a minor in African American Studies at the University of North Texas. In 2009, I was selected to be a part of the apparel and graphic design department at MTC Marketing, Inc. (d.b.a. RR Designs, Co.) in Dallas, Texas. I lead the women's and children's sportswear categories for licensed product on behalf of NFL, NHL, NCAA, Betty Boop, Bratz and Marvel. As I continued with the company, I was trained to create all of the promotional and advertising materials; catalogs, booth imagery, email blasts and websites. In addition to designing for RR Designs, I used my skills to complete freelance projects that included businesses such as dentists' offices, call centers, restaurants, and non-profits organizations. This work span the gamut from print to web-based design.

As my professional design career continued to evolve, I expanded my ongoing community outreach efforts by teaching to children, youth and adults in Dallas county. It was at this time that I found a new love and purpose for my life, which involved enlightening those seeking knowledge meaning to advance their careers and characters while simultaneously advancing my own.

I completed my Master of Fine Arts in Design with a concentration in Design Research and a minor in Anthropology from the University of North Texas in December 2015. During the 2015-2016 school year, I helped to positively affect the lives of young men and women interested in design as an educator in the University of North Texas' College of Visual Arts and Design — Communication Design and Fashion Design Areas. While teaching at UNT, I was the Graphic Design Program Lead at Brown Mackie College, D/FW for non-traditional students with an emphasis on Online learning. I am currently an Assistant Professor of Graphic Design in the Department of Art & Design at the University of Minnesota Duluth.

You will find my vitae attached for your careful consideration and review. I look forward to the opportunity to meet with you in the near future.

Thank you.

Cover Letter

About Me

Teaching Philosophy

Design Educator

I began teaching children, youth and adults within outreach ministries held at my church in Dallas county in 2010. It was during my volunteer teaching experience that I learned educating wasn't just a benefit to the learners, but to the teacher as well. This was an untapped gift that I wanted to explore further and fueled my strong decision to pursue my graduate degree to educate myself on pedagogic theories and methods to become an educator that would leave a legacy with their students.

Refer to my teaching philosophy and student's work portion of my portfolio for more details.

Design Researcher

As a design researcher, I am able to use my passion for design and its research methodologies to identify and solve real world problems. My thesis, Project Naptural (nappy+natural), is an applied research project that aspires to influence decision making within the Black community. This project is a socio-cultural initiative designed to initiate and sustain positive change in how and why many Black women form and frame perceptions about their identities by choosing to wear their hair in its naturally afro-textured state. Additionally, this project seeks to enlighten these women about how wearing particular naptural hair styles can signify and visually communicate specific meanings they may be unaware of. I hope to successfully use communication design to enlighten, connect and empower Black women to make healthy life choices.

Refer to the design research portion of my portfolio for more details.

Communication Designer

I use design elements and techniques such as; typography, color theory, layout, image preparation and branding to communicate to the world around us. I have had the opportunity to be a part of innovative brands and projects from print, film and interactive design.

Refer to the communication design portion of my portfolio for more details.

Fashion Designer

Fashion and styling have always been a passion of mine. My passion influenced my decision to study fashion and earn my Bachelor of Fine Arts in Fashion Design from the University of North Texas. My love for fashion grew into a polished technical skill that I have now used professionally for over eight years.

Refer to the fashion design portion of my portfolio for more details.

Cover Letter

About Me

Teaching Philosophy

I believe that learning is exciting. The moment when a student catches on to a new skill or concept brings joy to my life. And not only that, but I never stop learning from my students. I learn something new from them every day. This is why I have the energy that I do in all of my learning environments. I bring an excitement to the classroom that helps motivate and encourage my students to construct knowledge. With that stated, I do believe that learning is largely dependent on the student being receptive to the material, but that it is ultimately the obligation of the instructor to provide an environment where learning happens with ease, and the motivation to learn is actively encouraged. I also believe that the student's learning environment lives and evolves inside and outside of the classroom.

Concepts brought to life in a classroom lesson should become even more apparent to the student during their everyday activities. I think that educators are not only teaching students new knowledge but ways in which the students can learn. In my opinion, real world applications are so important to the learning experiences because it is what makes the material being taught actually stick in the students' minds. This is why I believe that actively mentoring the relationship between the instructor and the student is one of great importance. Establishing mutual respect and genuine interest in the students' life brings a level of comfort in the classroom that allows the student to learn from mistakes, pose viable questions and create numerous learning opportunities. This also provides the instructor the ability to discover examples that can be applied to achieve the learning objectives that most closely relate with the interests of the students.

I am determined to empower my students in ways that allow them to make their own choices, not only regarding design, but in their own lives. I like to think of myself as a seed planter unaware of how the small plants that leave my classroom will grow as they mature. A good teacher is someone who can pass along knowledge that is applicable throughout all facets of life, while simultaneously creating an eagerness to learn even more than they know. I want to push my students to become all that they can be, and then, push them even more. Empowering students to learn how to learn effectively enables them to make more diverse choices as their lives evolve.

VITÆ

Summer 2014

January 2012 - October 2015

March 2010 - June 2015

April 2009 - June 2014

2008- 2009

2006-2007

Professional Career

Teaching Career

Education

Accolades

References

Design Researcher

Northlake College, Irving

Collaborated with the Division of Mathematics & Science to create a curriculum layout publication with a focus using Design Thinking as the primary method for problem solving called Real World Math. The ideology will be used within developmental math, intermediate and college-level algebra.

Operations Developer & Designer

Advertising Matters D.B.A., "We Got Spirit Tees," Fort Worth

Use anthropological methods to create the standardized production procedures for the company. Design catalogs, fliers, brochures and signage. Headed all front-end web development.

Designer & Financial Advisor

Transformation Ministries, Irving

Create and design all published promotional material including print, web, video recordings and social media. I assist in the daily functioning of the organization, event planning and financial advising. I also teach classes and create the children's ministry curriculum.

Lead Women's Apparel Designer & Communication Designer

MTC Marketing, Inc. D.B.A., "RR Designs," Dallas

Designed licensed apparel in outerwear, tops, bags and caps for all genders and age groups in NFL, NBA, MLB, NHL, and NCAA. Character licenses such as Marvel, Betty Boop, Johnny Test, Bratz, Care Bears and Strawberry Shortcake were also attained. Took all photographs and coordinated photo shoots. Prepared all advertising material from print to web. Lead all catalog preparation and production. Assisted in production coordination.

Key Holder & Jewelry Consultant

Zales, Inc., Lewisville

Assumed managerial responsibility by overseeing beginning and end of day responsibilities such as; opening and closing the store front, handling all monies to deposit location, signing off on special customer discounts, and training new employees. I was responsible for identifying and fulfilling guests' jewelry customizations, as well as maximizing personal and store performance. I made successful sales presentations, learned jewelry features and benefits of various types of merchandise, and built a lifetime relationships with guests.

Lead Fashion Designer

Couture By Alana, Inc., Dallas

Designed original ladies apparel consisting of sportswear and business wear separates. Prepared illustrations by hand and flats on Adobe Illustrator. Created patterns by hand and worked directly with owner and overseas manufacturer.

Professional Career

Teaching Career

Education

Accolades

References

Positions Held

August 2016 - Present

Assistant Professor

University of Minnesota Duluth, Department of Art & Design

Teaching undergraduate courses in graphic design and participating in department and campus service activities. Courses include typography, graphic design one and two for freshmen and sophomore standings.

January 2014 - July 2016

Graphic Design Program Lead Instructor

Brown Mackie College, Dallas/Fort Worth

Provide education through learning-centered instruction that will enable graduates to fulfill the evolving needs of the marketplace. Facilitate learning for a range of design courses including; concept development, production procedures and typography. Use learning techniques throughout art history and professional development courses.

See descriptions of courses taught below.

January 2016 - May 2016

Adjunct Professor

University of North Texas- Denton, College of Visual Arts & Design

Facilitate meaningful learning of the course competencies in the curriculum and proactively supports all facets of the learning environment. Encourage a culture of learning that values mutual responsibility and respect, life-long learning, ethics as well as personal and professional development. *See descriptions of courses taught below.*

August 2015 - December 2015

Teaching Fellow

University of North Texas- Denton, College of Visual Arts & Design

Taught juniors and seniors how current technology is utilized in the fashion and apparel industry. *See descriptions of courses taught below.*

**Courses Taught at
University of Minnesota Duluth**

Courses Taught

ART 3922.001/2/3 | Graphic Design II

Graphic Design II is the second in a sequence of graphic design courses dealing with the interaction of text and image, the fundamental components of graphic communication. I taught students standard professional practices while continuing their exposure to various theories and practices of graphic design. Students gleaned materials' meaning, aesthetics, and practical use.

ART 2907.001 | Typography I

Typography I is an introduction to the fundamentals of typography in print and screen media. In this course I presented terminology, history, and theories of letter forms. Students performed directed assignments to develop typographic skills on computer and by hand.

ART 1002.005 | Introduction to Art

Introduction to Art Studio is a course with a strong lecture component for those with little or no creative experience in art. It introduced various materials, techniques, and concepts applied in the creative making process. This course aimed to help students look at art, talk about art, and make art.

Professional Career

Teaching Career

Education

Accolades

References

**Courses Taught at
The University of North Texas**

ADES 3575.501/2 | Computers in Fashion: Concept to Product

Taught students how current technology is utilized in the design and manufacturing of apparel and to examine ongoing developments in technology which may affect the future of the fashion and apparel industry.

ADES 3570.501/2 | Computers in Fashion: Presentation

Taught students the practical use of computers in development of apparel design, presentation formats, development of fabric groups and merchandising of a fashion line with Adobe Illustrator & Photoshop. Students created professional and creative computer-aided drawings and designs using Adobe Illustrator and Photoshop.

ADES 1540.001 | Foundations for Communication Design

Taught and demonstrated computer hardware and software and their application in communication design. This course served as preparation for acceptance into the Communication Design program through the Entry Portfolio Review.

ADES 3585.503/4 | History of Twentieth-Century Fashion

Guest Lecturer on African-American Culture in Fashion

In-depth examination of significant 20th-century designers. Development of couture in fashion and related art trends. Texas Fashion Collection used as a major resource.

**Courses Taught at
†Brown Mackie College**

The following list details every class that I have taught during my employment at Brown Mackie College. Each class is one month long and consists of 50-60 hours. I teach anywhere between two and four classes each month.

HUM 3020 | History of Art Through the Modern Times†

Engaged students in the concepts, historical themes and social/cultural influences on the art and architecture of the history of art from the Renaissance to the Modern period. Students analyzed the design and artistic concepts common to all artwork, and covered the external themes and influences that shaped art at various points in history and across cultures that provide us with a window into those cultures.

HUM 3010 | History of Art Through the Middle Ages†

Students analyzed the design and artistic concepts common to all artwork in the history of art from the prehistoric/tribal period through the Middle Ages. Students covered the external themes and influences that shaped art at various points in history and across cultures.

DSN 2900 | Graphic Design Externship†

Students were assigned to work in a professional environment appropriate for the application of skills learned in the curriculum, thus gaining practical experience in the skills acquired.

DSN 2600 | Concept Development†

This course emphasized the conceptualization processes of art and design in solving given problems. The students used creative problem-solving and research techniques, specifically problem identification, analysis, brainstorming, and idea refinement to create portfolio-quality projects.

(Continued on next page.)

Professional Career

Teaching Career

Education

Accolades

References

DSN 2500 | Advanced Web Design[†]

Students explored advanced principles of design as they are applied to the creation of content for the World Wide Web. Individual elements such as; hyper text mark-up language (HTML) and cascading style sheets (CSS), the creation of graphics for the web and the creation of animated graphic for inclusion in websites were explored as well as how such elements would be combined to create a finished web site.

DSN 2400 | Advanced Digital Illustration[†]

Students produced computer-generated compositions as related to advertising, design, and illustration.

DSN 2300 | Advanced Electronic Design[†]

This course explored advanced techniques in placing and manipulating visual elements in page design. The ability to effectively manipulate existing photographs, illustrations, display, and type were developed. New skills involving use of color, typography, and new graphic elements created in the page layout program itself were also instilled.

DSN 2200 | Advanced Digital Image Manipulation[†]

Students furthered the skills acquired in previous image manipulation and technology based classes. Emphasis was placed on advanced applications and the identification of the best solution for an assigned task. Integration of programs to achieve a product was also emphasized.

DSN 2100 | Production Procedures[†]

This course was a study of the history of printing, printing processes, pre-press, post-press, and paper. The student were expected to achieve an understanding of the various processes by preparing designs for reproduction relative to each week's subject.

DSN 1500 | Web Design[†]

This course explored the basic principles of design as they are applied to the creation content for the Web. Individual elements such as; graphics for the web, the creating of hyper links, the structure and layout of web sites and the creation of individual web pages were explored both individually and as a larger part of the creation of an entire web site.

DSN 1400 | Digital Illustration[†]

Students produced computer-generated compositions in Adobe Illustrator as related to the advertising, design, and illustration artist.

DSN 1300 | Electronic Design[†]

This course explored various means of indicating, placing and manipulating visual elements in page design, while systematically developing strong and creative layout solutions by means of cumulative, conceptual design process. The ability to effectively integrate photographs, illustrations, display, and type were developed using Adobe InDesign.

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Professional Career

Teaching Career

Education

Accolades

References

DSN 1200 | Digital Image Manipulation†

This course explored photo retouching, image manipulation, and the creation of original artwork using Adobe Photoshop. Compositing, color adjustment, and effects through the use of filters was stressed.

DSN 1170 | Typography†

An introduction to the history, evolution and application of typography for the perception of meaning, intention and personality of the written word.

DSN 1150 | Fundamentals of Design†

This course explored the basic principles of design and introduced the creative process. Design elements and relationships were identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design was presented as a tool of communication.

DSN 1000 | Drawing†

This was a fundamental course in which students explored various art and media, used a variety of drawing tools, used 3-dimensional objects in one- and two-point perspective and generated drawings that demonstrated correct proportions.

PSS 1100 | Professional Development†

This course stressed the importance of the development of skills for collegiate success including; use of texts, studying, note taking, and success in tests. The course also emphasized professional expectations, communication skills, technology, time management, problem solving, and effective and ethical use of resources.

Professional Career

Teaching Career

Education

Accolades

References

August 2013 - December 2015

Degrees Earned

**M.F.A. in Design Research
Minor in Anthropology**

University of North Texas, Denton

Major Professor: Michael Gibson, Minor Professor: Keith Owens

Thesis Topic: Project Naptural

I am studying how naturally afro-textured hair affects the self identity of Black women and how or in what ways design may assist in disseminating information and building community to provide allowances for Black women as they wear their hair without chemical relaxers and in turn empower them to make healthier life choices. www.projectnaptural.com

August 2003 - May 2008

**B.F.A. in Fashion Design
Minor in African American Studies**

University of North Texas, Denton

Graduate Courses

Fall 2015

Practicum in Innovation Studies III
Special Problems: Practicum in Innovation Studies
Art History: Suffering in Art

Summer 2015

Guided Teaching Internship
University Citizenship and Tenure in Design

Spring 2015

Applied Design Research III
Art History: History of Communication Design
Critical Thinking
Practicum in Innovation Studies II
Design Pedagogy

Fall 2014

Practicum in Innovation Studies I
Applied Design Research II
Art History: Refugees as makers and Representations of Art
Interaction Design Special Problems

Summer 2014

Applied Design Research I
Anthropology: Seminar in Cultural Anthropology

Spring 2014

Collaborative Design Studio
Anthropology: Ethnographic & Qualitative Methods
Anthropology: Organizational Anthropology

Fall 2013

Design Research Methods
Design Research Theory
Typography Special Problems

Professional Career

Teaching Career

Education

Accolades

References

September 2016 - Present

Professional Memberships

National Association for the Advancement of Colored People, Duluth Chapter (NAACP)

An African-American civil rights organization in the United States in which I serve on the executive committee.

September 2015 - Present

Design Research Society (DRS)

A learned society committed to promoting and developing design research.

September 2015 - Present

American Institute of Graphic Arts (AIGA)

The professional association for design, the exchange ideas and information, and critical analysis.

September 2015 - Present

Alpha Chi National College Honor Society (AX)

A national honor society that accepts only the top 10 percent of juniors, seniors, and graduate students in all academic fields and that recognizes and promotes scholarship and the elements of character that make scholarship effective for good.

April 2007 - Present

Sigma Gamma Rho Sorority, Inc. (ΣΓΡ)

A service organization that enhances the quality of life for women and their families in the U.S. and globally through community service, civil, and social action.

September 2016 - Present

Service

School of Fine Arts Climate Change Team

A council made up of faculty and staff from the School of Fine Arts that identifies and develops “promising practices” in efforts to create a welcoming and inclusive campus climate at a unit level (unit, department, collegiate unit) or to recommend promising practices to the Campus Change Team as appropriate.

November 2016 - Present

Employees of Color Council

A council made up of faculty and staff from diverse backgrounds that coordinates spaces, events and mentoring programs for faculty and students of color.

March 2016

Publishings

Breaking Down & Building Up Beauty Standards

This is an article I was requested to write that analyzed societal norms and Euro-centric beauty standards. Full article located here: postcoloniality.com/breaking-down-building-up-beauty-standards

(Continued on next page.)

Professional Career

Teaching Career

Education

Accolades

References

Academic Conferences & Speaking Engagements

Project Naptural

Oklahoma State University - Stillwater, Oklahoma

I will be presenting on my thesis work and holding workshops for the undergraduates within the graphic design program (approx. 150 students) about the methods and theories used to create Project Naptural. I will also host workshops to help students use these same processes within their design work.

February 2017
Audience of 200+ people.

Racism in Graphic Design

Art Educators of Minnesota - St. Paul, Minnesota

This was a presentation given with a faculty member entitled "Racism Untaught." It asked how racism and stereotypes within mass media shape behaviors and how racism, a systemic oppression that isn't taught in a classroom, can be un-taught in our classrooms today.

November 2016
Audience of 30 people.

COINs 2016 - Designing Networks for Innovation and Improvisation

National Research Council - Rome, Italy

Project Naptural: The Nap Network 1.0 artifacts were accepted to be presented at this conference.

June 2016

El Significado de la Negritud II - The Meaning of Blackness II

The Universidad de Costa Rica in San José Costa Rica

My presentation will help validate further academic research on the issues of hair within the Black community. The Meaning of Blackness asks questions about the "ideological shield that prevents an understanding and acceptance of diversity as a natural component of our societies." Project Naptural has similar questions as it uncovers the ways in which Black women have formed their knowledge and understanding about their naturally afro-textured hair. Bringing validity to the goals of Project Naptural, will help to empower the Natural Hair Movement, empowering Black women to feel comfortable to make healthy and well-informed life style choices concerning their hair to empower them and help them to signify belonging within mainstream society.

February 2016
Audience of 50 people.

The conference follows on the first, successful, conference which was held in February 2014, whose proceedings are being published in Spanish, as a book and as an e-book by Editorial de la Universidad de Costa Rica, and in English in the Harriet Tubman Series on the African Diaspora, Africa World Press.

Nappy and Happy

Natural to Life Natural Hair Show, Dallas

I was given the opportunity to speak about my thesis project and ways to build oneness in the natural hair community. I also went into details about the health benefits of natural hair and side effects of chemical relaxers.

July 2015
Audience of 25 people.

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Professional Career

Teaching Career

Education

Accolades

References

November 2014
Audience of 65 people.

How to Love the Naptural You

Nappiology Expo, Grapevine

Attendees learned new ways to become enlightened and empowered while wearing their hair napturally—on good and bad hair days— through facts, opinions, activities and shared experiences.

Monday, November 14th, 2016

In the News

Cross-Cultural Alliance hosts community forum

<http://www.kbjr6.com/story/33709353/cross-cultural-alliance-hosts-community-forum>

Cross-Cultural Alliance Hosts Community Forum

Monday, February 15th, 2016

The Denton Chronicle

<http://www.dentonrc.com/local-news/local-news-headlines/20160214-back-to-the-roots.ece>

Back to the Roots: Front Page Feature

Monday, February 15th, 2016

The Universidad de Costa Rica

<http://www.ucr.ac.cr/noticias/2016/02/16/el-significado-de-la-negritud-se-analiza-en-la-ucr.html>

The Meaning of Blackness Discussed at UCR: In Article Feature

Wednesday, March 2nd, 2016

The University of North Texas In House News

<http://news.unt.edu/news-releases/unt-graduate-researches-african-american-women-and-their-hair-%E2%80%93-and-hopes-use-informat>

UNT graduate researches African American women and their hair – and hopes to use that information for an app: Banner Feature

Thursday, March 3rd, 2016

The North Texas Daily

<http://ntdaily.com/the-creation-of-project-naptural-and-true-hairitage/>
The Creation of Project Naptural and True 'Hairitage': Front Page Feature

Tuesday, March 8th, 2016

NBCDFW.com

<http://www.nbcdfw.com/news/local/Graduates-Research-Leads-to-Natural-Hair-Platform-371466601.html>

Graduate's Research Leads to Natural Hair Platform

October 2016

\$1000

Awards

Chancellor's Small Grant

University of Minnesota Duluth

Description...

December 2015

Magna Cum Laude

University of North Texas

3.95 GPA

December 2015

Community Service Recognition

University of North Texas

500+ hours of community service involvement.

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VITÆ

Professional Career

Teaching Career

Education

Accolades

References

Fall 2015

\$850

College of Visual Arts & Design Student Conference Award Fund

University of North Texas

Funds provided for conferences, presentations, research opportunities, and internships (among other possibilities) that enrich the education and opportunities of CVAD students.

Fall 2015 - Spring 2016

\$5,000

Tuition Benefit Award Program

University of North Texas

A tuition award for salaried MFA students who maintain at least a 3.0 GPA.

Spring 2015

\$300

College of Visual Arts & Design Student Project Award Fund

University of North Texas

Funds provided for projects (including materials), study abroad, conferences, presentations, research opportunities, and internships (among other possibilities) that enrich the education and opportunities of CVAD students.

January 2008

UNT Fashion Exhibition

University of North Texas

Garments displayed in fashion gallery show for display in the University gallery's showroom and exhibition hall.

April 2007

\$400

2nd Place Cotton Category

Dallas Career Day

Cotton dress design featured and placed in esteemed fashion show.

Fall 2005 - Spring 2008

Dean's and President's List

University of North Texas

Maintained at least a 3.5 semester GPA.

Professional Career

Teaching Career

Education

Accolades

References

Michael Gibson

Associate Professor, Communication Design

Graduate Programs Coordinator, Design Research

University of North Texas- Denton, College of Visual Arts & Design

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Keith Owens

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