

**DOUGLAS D. MAY**

**ASSISTANT PROFESSOR**



**COMMUNICATION DESIGN**

**COLLEGE OF ART**

**UNIVERSITY OF NORTH TEXAS**

**2017-2022**

**ACADEMIC DOSSIER**

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## 2020 - 2021 :: Reflective Narrative

### RESEARCH/SCHOLARSHIP

The following dossier contextualizes my professional scholarly/creative activities during the 5-year tenure assessment period. It presents justification and articulation of why the examples provided are evidence of value, impact, and significance. The work presented in the Faculty Information System (with the corresponding PDF) demonstrates, documents, and validates insights gained through an ongoing design practice that shapes my expertise in communication design.

The practice of design, in general, is understood to be the activity of planning, organizing, and implementing resources to improve conditions. I utilize this understanding in my practice to benefit organizations to establish competitive positions, create awareness, and increase participation in their business or social activities.

My contributions include the College of Visual Arts and Design's most valued international group exhibitions and published works from the East Sea International Art Pre-Biennale ([Page 10](#)), 16th Festival Jazz in the Ruins ([Page 21](#)), Gwangju Design Biennial ([Page 29](#)), International Design Education Expo & Conference ([Page 25](#)), Visual Information Design Association of Korea ([Page 31](#)), International Design Works Exchange ([Page 32](#)), Korean Society of Basic Design & Art, (Pages [44](#), [46](#), [51](#), [52](#), [53](#)). These works have been exhibited in Seoul, Korea, London, England, Katowice, Poland, Gallen, Switzerland, San Jose, California, and Jakarta, Indonesia. The exhibition opportunities are beneficial in framing social issues in a global exchange of new ideas and techniques with that experience returning to my classroom.

Ongoing professional commissions include continuing work for national, regional, and local clientele. These include assignments from commercial clients in Dallas, Los Angeles, San Francisco, and Reno, NV. Additionally, commissioned work from non-profit groups continues to be recognized in international peer-reviewed competitions, blogs, and journals, including *Graphis Annuals* Pages [11](#), [14](#), [19](#), [21](#), [27](#), [28](#), [35](#), *PosterPoster* and *Creative Quarterly Journal* ([1](#), [2](#), [3](#)).

The accompanying supplemental PDF document is paginated chronologically in reversed order and presented in four main categories: [Scholarship](#), [Research](#), [Creative Activities](#), [Teaching and Student Outcomes](#), [Service](#), and links to [Supplemental Documents](#).

### TEACHING

Despite the challenges of the COVID pandemic, I adjusted my pedagogy to maintain a seamless teaching experience for my students. Student outcomes continued to be successful, as evident in the increasing number of student design awards from [national](#) and international competitions. In [Graphis New Talent 2022](#) alone, UNT students placed 53 finalists in the competition, with 45% of the winners coming directly from my classes. With this contribution, the recognition of our overall program in the [TOP 50](#) public graphic design schools' U.S. college rankings has risen from #6 to #4 in the last three years. In May 2022, three UNT seniors were selected as finalists for the Best Portfolio award from the

**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

REFLECTIVE  
NARRATIVE

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**2020 - 2021 ::** Dallas Society of Visual Communication. More importantly, 50% of our 2022 seniors were employed professionally before spring graduation. By bridging theory and practice, students received an informed professional viewpoint from a team-oriented faculty member.

In 2021 I was honored to be nominated by my students and awarded [“Teacher of the Year”](#) by American Advertising Federation Dallas. A benefit of receiving this award was getting to know the Education Committee of the AAF Dallas. In Spring 2021, the five-person committee mentored my Art Direction class in a group assignment that integrated Art Direction and Graphic Design into one major project. The effort resulted in a Silver Award from AAF Dallas to the student team for their [StylCycl](#) project. I continue to leverage my outside industry relationships to regularly invite high-profile professionals into the classroom, including guest speakers from Dallas, Los Angeles, Minneapolis, Phoenix, and Santa Fe. These lectures and critiques effectively resonate with the professional expectations awaiting graduates.

#### **SERVICE**

My most significant service responsibility is co-producing senior graduation events (held in-person and online), including exhibitions, awards, and professional and alumni testimonials. These events were uplifting conclusions during the COVID lockdown. In 2022 we resumed our in-person senior awards gallery event with over 180 persons in attendance.

I have served as either Chair or Committee Member for five faculty search committees. These interactions with fellow art and design faculty have been beneficial in understanding and addressing long-term academic concerns. In an unofficial duty, I have supported the Program Coordinator in securing hard-to-fill one-year appointments and adjunct faculty.

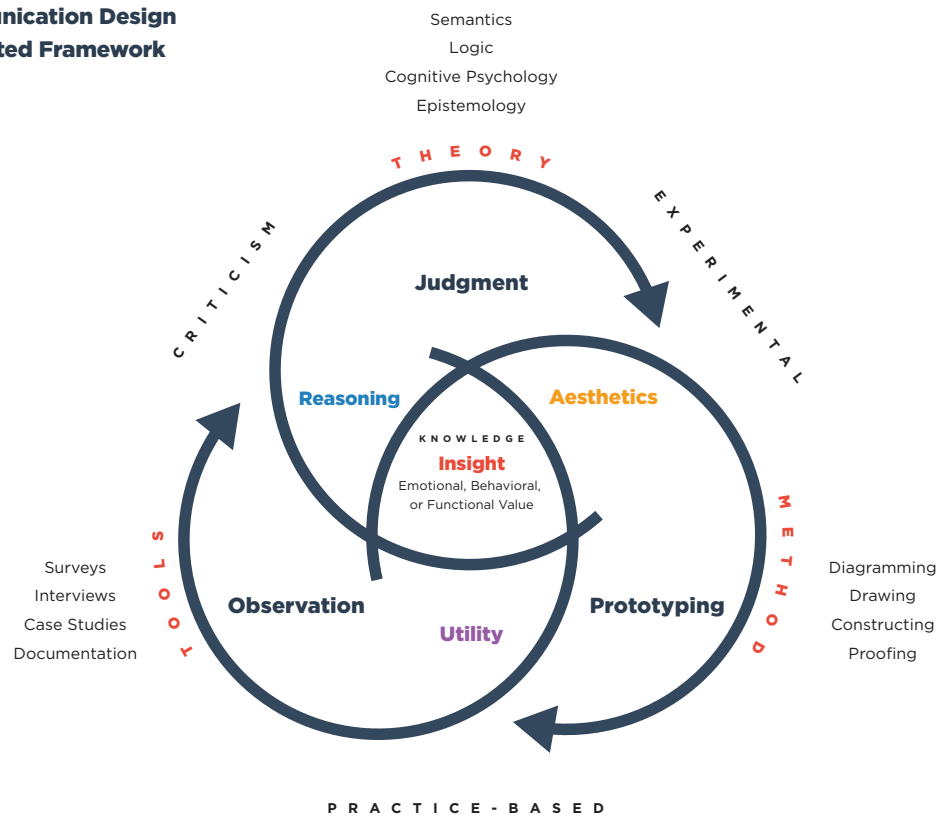
I serve as the Faculty Advisor for the [AIGA UNT Student Group](#) during each academic year. The student-run group conducts regular business meetings, online discussions, and in-person events. The student participants gain beneficial access to the professional community they will soon enter.

As an active member of both the University and professional design community, my actions help bridge these worlds by preparing design graduates to transition into their professional roles.

**2020 - 2021 :: Communication Design Integrated Framework**

This diagram indicates multiple overlaps across the design landscape and how each category becomes interdependent while yielding separate but supporting benefits. The concept proposes a check-and-balance model between theory, practice, and craft. Each design principle, tool, and action informs a stratum of inquiry that influences what follows. Scholars and practitioners may enter this conceptual cycle from any angle and contribute specific insights within a silo of expertise or a holistic understanding of the design process.

**Communication Design  
Integrated Framework**



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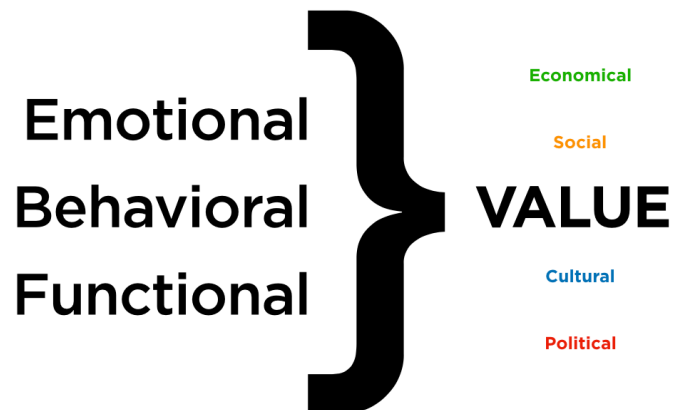
**2020 - 2021 :: Design and Art**

Visual communication (design) is essential for the formation and sustainability of all cultures and societies. The term design is somewhat easier to agree upon than (what is) art, yet the term design has become increasingly ambiguous in the digital era. Communication Design interfaces with other domains by transcoding knowledge from the sciences and humanities, but on its own, communication design is a relatively young domain within academic research.

On a basic level, it is vital to understand that pleasing aesthetics are not the end goal of communication design, but it is the preferred language we speak, and as with any language, various dialects can be spoken.



More than a surface treatment, the insights gained throughout the design process communicate emotional, behavioral, and functional value. These individual attributes benefit our collective economic, social, cultural, or political needs.

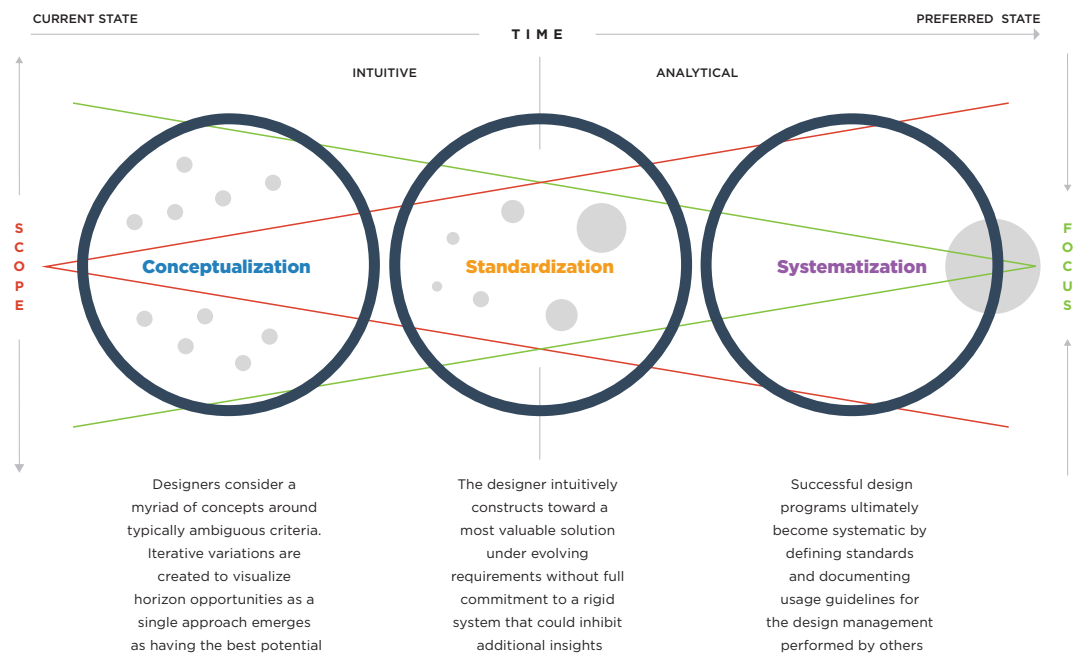


**2020 - 2021 :: Visualization of a Design Transformation**

The chart below visualizes a concept labeled “Creative Efficacy” on how creativity transfigures ideas from ambiguous states to usable systems over time. I have presented this idea at scholarly and professional conferences to help prime discussion to reconcile the conflict between the nature of artistic intuition and the nurture of critical thinking. Managing this diametric transition helps practitioners achieve successful communication design from concept to implementation.

**Creative Efficacy:**  
Transformation Across  
Design Interventions

Creative efficacy is the ability to imagine a preferred state and produce the intended result at will. It requires a combination of creativity and skill in an act of volition among the participants promoting change. These efforts can be performed by individuals, teams, or institutions.



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**SCHOLARSHIP,**

**RESEARCH, AND**

**CREATIVE ACTIVITIES**

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INTERNATIONAL  
DESIGN COMPETITION

INTERNATIONAL | COMPETITION | ORIGINAL SUBMISSION NOT SELECTED | ADDITIONAL AWARD PENDING

**2022 :: We Love Jazz | RadioJazz.FM**

This poster competition sought to popularize the history of Polish jazz and promote jazz musicians in Poland and throughout the world through graphic arts.

There was a field of 720 posters submitted with only 33 presented in the exhibition. The poster entry (shown right) was not selected for one of the cash prizes.

**PLEASE NOTE:** THIS POSTER IS A FINALIST IN THE GRAPHIS POSTER ANNUAL 2023. AWARDS ARE TO BE ANNOUNCED IN JUNE 2022.

The visual approach captures the experience of listening to live music. The theatrical lighting frames the stage and grand piano in anticipation of hearing the first note.

The asymmetry of the graphic forms and typography evokes the abstract quality of improvisational jazz while presented in an elegant composition.

<https://radiojazz.fm/wewantjazz2021/>



1. Poster accepted in the 2021 East Sea International Art Pre-Biennale Exhibition.

**euroJazz**



Ministry of  
**Culture**  
National  
Heritage  
and Sport  
of the Republic  
of **Poland**.



**NARODOWE**  
**CENTRUM**  
**KULTURY**

2. The 3rd International Posters Competition WE WANT JAZZ was organized by The EuroJAZZ Foundation and National Center for Culture Poland.

**2022 :: Texas Fandango 3**

**PLEASE NOTE:** THIS POSTER IS A FINALIST IN THE GRAPHIS DESIGN ANNUAL 2023. AWARDS ARE TO BE ANNOUNCED IN JUNE 2022.

The Texas Fandango vintage motorcycle event has rapidly become the most significant public festival in the Southwest for showcasing vintage and classic motorcycles. The event reflects an emerging sociological trend of consolidating sub-genre specialty groups into a more prominent, visible, and sustainable community.

The 2022 event drew more than 4,500 attendees from 16 states, Canada, and Mexico. Additionally, the event has brought new life to the 160 years-old Gillespie County Fairgrounds. The organizers of the annual springtime event also donate a portion of the ticket sales to the Fredericksburg Optimist Club, further bridging locals and visitors to promote the benefits of event tourism.

With a nod to 70s Austin counterculture artist Jim Franklin, the 2022 poster is an homage to the iconic Texas armadillo. The poster features a forced visual connection depicting the Texas mascot's fierce independence and the spirit of motorcycle dirt track racing. The event is regionally organized and hosts antique motorcycle enthusiasts from throughout the U.S. and Canada.

1. Promotional poster for the 3rd annual Texas Fandango vintage motorcycle event.





**2021 :: East Sea International Art Pre-Biennale**

WAVE

Haenyeo | East Sea

Under the theme of Wave, the East Sea International Art Pre-Biennale was held in Gangwon Province and Donghae City, Korea, known for having a beautiful blue Pacific Ocean and rich cultural heritage.

The Pre-Biennale is the start of the 'East Sea International Art Biennale' held once every two years in Donghae City and Gangwon Province to present a high standard of global visual arts. Two hundred top worldwide artists active in popular visual arts such as graphic design, illustration, drawing, painting, animation, video, installation, mural, and graffiti participated in this event.

The goal of the East Sea International Art Biennale is to promote the geographical and historical significance and value of the East Sea of Korea nationally and internationally, to improve the economic, social, cultural, artistic, environmental status by presenting the highest quality cultural and artistic content to the vitalization of the local economy and urban regeneration on an arts platform.

<https://eiab.kr/POSTERS>



1. Poster accepted in the 2021 East Sea International Art Pre-Biennale Exhibition.



2. The Pre-Biennale is the start of the 'East Sea International Art Biennale' held once every two years in Donghae City and Gangwon Province

**2021 :: Protest Posters 2 - Graphis Publishing - 5 AWARDS**

Graphic design can be an effective method in signaling political dissonance in a democracy. These posters were inspired by events during the 2020 US presidential election.

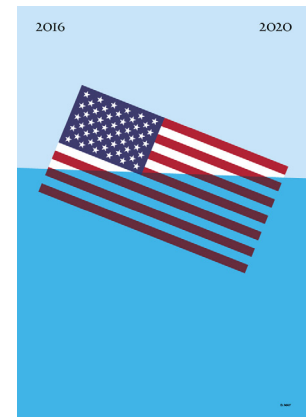
1. **GOLD AWARD:** There are strong emotional associations with national symbols. This image tells a story of a slow demise in progress. The dates clarify that a political message is intended for the viewer.

2. **SILVER AWARD:** Awareness poster promotes mandatory equal pay among the sexes for performing the same work.

3. **SILVER AWARD:** Ironically, President Trump cast a vote-by-mail ballot in Florida after months of questioning the legitimacy of this voting method. The poster urges Congress and election officials to count every vote cast during the election.

Graphis awarded 12 Platinum, 137 Gold, and 176 Silver Awards, totaling over 700 winners, along with 94 Honorable Mentions. All work is published and permanently archived on [Graphis.com](https://www.graphis.com).

All entries were judged by a panel of highly accomplished Graphis award-winning designers: Andrea Castelletti (IT), Paul Garbett (AU), Jennifer Morla (US), Chikako Oguma (JP), Woody Pirtle (US), and Marlena Buczek Smith (US).



3. Gold Medal Award – Page 125



4. Silver Medal Award – Page 204



1. Silver Medal Award – Page 22



2. Honorable Mention – Page 225



5. Honorable Mention – Page 225



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NATIONAL AWARD  
AND PUBLICATION

NATIONAL | JURIED | UNPUBLISHED | AWARDED

**2021 :: UCDA – HONORABLE MENTION AWARD**  
August 30th, 2021

Douglas May received national recognition with an Honorable Mention Award from the University & College Designers Association for an unpublished poster design conceived for the University of North Texas.

The poster explores developing a visual association through campus iconography, focusing on academic tradition and scholarly aspirations as an alternative to an identity reliant on an athletic mascot.



1. Speculative poster focused on campus landmark



2. Honorable Mention: UNT Poster

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PROFESSIONAL  
DESIGN ACTIVITY

NATIONAL | COMMISSIONED | EVENT BRANDING | AWARDED

**2021 :: Texas Fandango Event Branding -  
Antique Motorcycle Club of America -  
Chapter Event - GOLD AWARD (POSTERS)**

The Texas Fandango is a regionally organized event hosting antique motorcycle enthusiasts from around the U.S. and Canada. My relationship with this organization has allowed me to observe, conceptualize, and contribute tangible design solutions that help promote and build attendance. This first-hand involvement informs the design process by understanding a broad audience demographic, niche subject matter and by gaining knowledge of the vernacular aesthetic that helps to contextualize the communication.

1. Various for sale merchandise and ephemera were designed for the 2019, 2020 (postponed) and 2021 events.

2. Posters are distributed to businesses and enthusiasts around the U.S. - Gold Award Graphis Poster Annual 2022



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PROFESSIONAL  
DESIGN ACTIVITY

INTERNATIONAL | PRO BONO | PUBLISHED

**2016 - 2022 :: Publisher of *Harmonica Happenings***

What better way to learn the dynamics of an organization than to embed yourself in the middle of that group's activities?

Operating in the role of Media Director for the Society for the Preservation and Advancement of the Harmonica (SPAH) allows me to observe and participate in the inner workings of the Board of Directors. As Publisher of *Harmonica Happenings* magazine, my role allows me to interact with the general membership, working musicians, historians, scholars, and industry manufacturers that collectively sustain the organization's mission.

I view this as an ongoing opportunity to study and document a non-profit community that exists without a physical location but instead centered around a musical instrument, shared skills, and diverse practitioners.



1. Magazine covers convey a journal-style presentation 2. Editorial layouts for both text only articles as well as personality driven interviews

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PROFESSIONAL  
 DESIGN ACTIVITY

REGIONAL | COMMISSIONED | BRAND DEVELOPMENT

**2018 - 2021 :: BKMSH / Visorie Consulting - Brand Development and Web Development**

Time to market is a critical factor in the business world today. Deploying a new name, brand identity, and an informational website helps business entrepreneurs respond quickly to market demands and stay competitive.

The accounting firm of BKMSowanHoran engaged me to consult on brand development for their new business consulting alliance.

The expedited effort allowed the new partner to successfully secure appointments, establish credibility, and form key relationships within a short time period.

**VISORIE**

1. A unique name can become a valuable asset for any company. The legal standard that insures the optimal trademark protection is a fanciful and arbitrary naming solution.

Commissioned assignments have continued in 2021-2022, including regional advertising seminar support, and web content development.



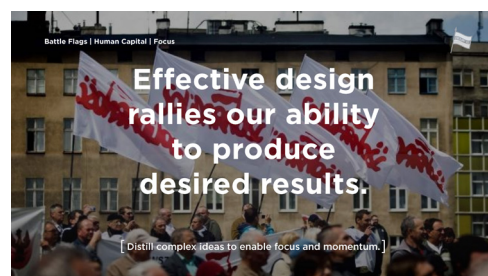
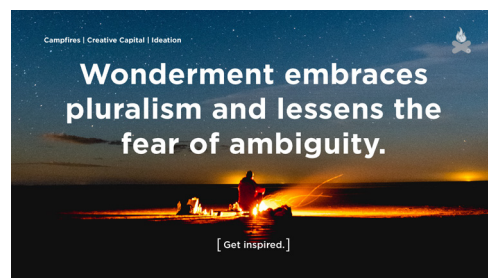
2. Corporate capabilities brochure with illustrations by Jim Frazier



3. Consulting alliance website

**2020 :: International Conference: Design Principles & Practices, Monterey, Mexico**

**ABSTRACT:** THE PRESENTER IDENTIFIED THREE ITEMS AS CONTEXTUAL ANALOGIES TO GENERATE A DISCUSSION ABOUT IMAGINATION, SOCIAL SYSTEMS, AND GRAPHIC SYMBOLS. Campfires do not contain a specific message but enable our vision and, subsequently, the subconscious imagination to fuel creativity. Such wonderment can generate novel community-connecting ideas that influence social capital development. Totem cultures signal an intrinsic human need for order, respect, and connectedness to the world around them. Battle flags are symbols that lead the charge and foster our allegiance. They provide visual direction during times of chaos and uncertainty. Visual branding is equivalent to the battle flag in that customers and employees seek confidence and trust through reassuring visuals and experiences around them. By examining these three fundamental subjects analogically, the author discussed the conceptual possibilities for combining creativity, community, and symbols for designing events as the catalyst for building social capital in communities.



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INTERNATIONAL  
DESIGN EXHIBITION

INTERNATIONAL | COMPETITION | EXHIBITED | ONLINE | AWARD

**2020 :: Creative Quarterly 61**

A series of experimental photographic collages utilize a combination of archived film, digital, and mobile camera images captured over several decades and assembled in a composition that creates artificial storytelling transcending temporal and spatial constraints.

The reviewers selected the photo *Launch* from over 600 entries, with only 34 pieces accepted in the professional photography category to participate in the [CQ61 online exhibition](#).



1. *Design Quarterly*: Issue #61 Digital Photography  
Category: Runner-up titled "Launch"



2. "Passenger" Not published



3. "Arrival" Not published



2. *Design Quarterly*: Issue #61

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INTERNATIONAL  
AWARDS  
AND PUBLICATION

INTERNATIONAL | JURIED | PUBLISHED AS BOOK AND ON-LINE ARCHIVE | AWARDED

**2020 :: Graphis Design Annual 2021**

**GOLD AWARD and SILVER AWARD**

July 30<sup>TH</sup>, 2020

Douglas May was awarded a Gold Award for the logo design for [Skunkworks Custom Guitars](#) and a Silver Award for the [Haas Motomuseum](#) poster. Graphis Design Annual 2021 published the selected designs in print and it is also available online at Graphis.com.

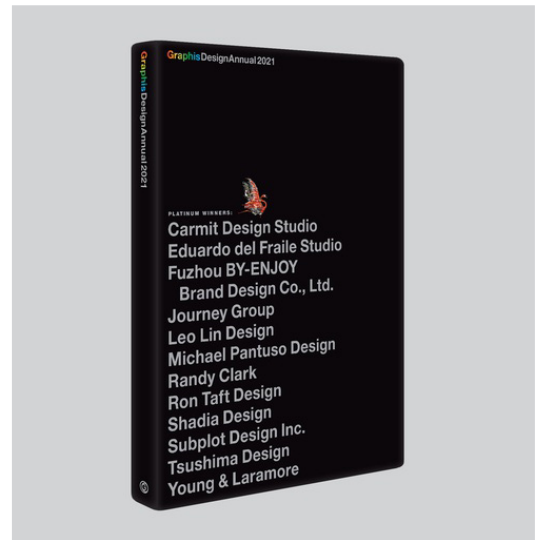
This book celebrates emerging and established talents in design internationally.

All entries were judged by a panel of past award winners from previous Graphis Annals. They include from China, Yin Zhongjun (Dalian RYCX); Diogo Gama Rocha (Omde-sign) from Portugal; Graphis Master from Spain Álvaro Pérez (El Paso); U.K designers John Fairley (Curious Productions) and Gavin Hurrell (Turner Duckworth); and from the U.S., Erin Mutlu (White and Case) and Jared Welle (Ultra Creative).

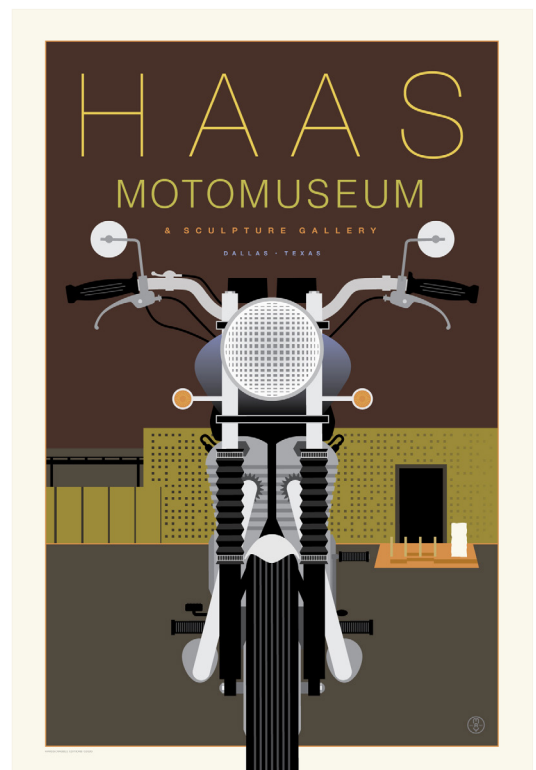
A total of 454 designs were awarded from designers worldwide. 12 Platinum, 125 Gold, 317 Silver, and 241 Honorable Mentions are presented in the Graphis Design Annual 2021.



1. Gold Award: Logo/trademark design for Skunkworks Custom Guitars. Page 81.



2. ISBN: 978-1-931241-94-6 with 272 pages



3. Silver Award: Poster design promoting private motorcycle museum collection and art gallery. The 4-color digital poster measures 24 inches x 36 inches. Page 196.

**Douglas D. May**  
*Assistant Professor*  
*Dossier of Scholarship*

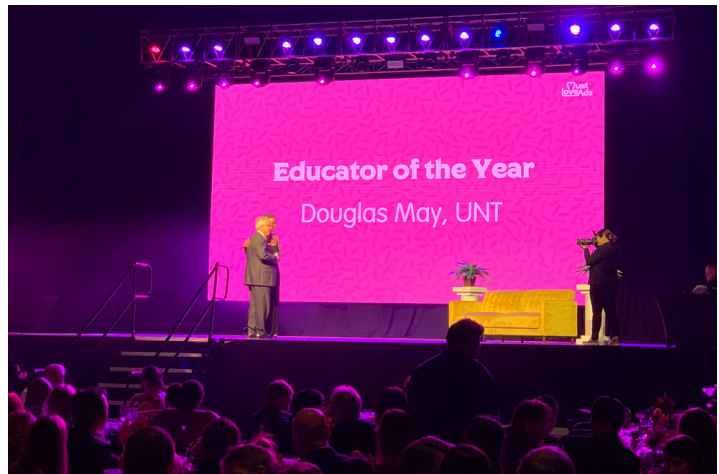
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*College of Visual Arts and Design*  
*Department of Art*

INDUSTRY  
RECOGNITION OF  
ACHIEVEMENT

LOCAL | NOMINATED | AWARD

**2020 :: American Advertising Federation/ Dallas Chapter  
EDUCATOR OF THE YEAR**  
January 31, 2020, Dallas, TX

The American Advertising Federation, AAF, Dallas announced the 2020 Suits Awards Recipients with Douglas May, ('77 B.F.A., Visual Communication) assistant professor, named the Educator of the Year. The Suits Awards is an award program designed to recognize and honor individuals across various advertising disciplines who support the creation, execution, and delivery of great creative work from the Dallas advertising industry. AAF Dallas selects one individual within nine categories to honor each year.



UNT Communication Design Seniors Taylor Dumas, Madeline O'Mary, Ashley Roy, and Adeline Fortenberry pictured with Art Direction professor Douglas May at the AAF Awards Gala.



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INTERNATIONAL  
DESIGN EXHIBITION

INTERNATIONAL | JURIED | EXHIBITED | PUBLISHED ON-LINE | AWARDED

**2020 :: Jazz in Ruins - Gliwice, Poland**

Commemorating the 16th Festival Jazz in the Ruins in Gliwice, Poland, two poster designs were accepted in the open category for Jazz-related imagery and under the event's central theme, "Jazz 'n' Roll."

A gallery of accepted posters from 67 designers from 29 countries was on display during the events' live performances and shared on social media platforms leading up to the event.

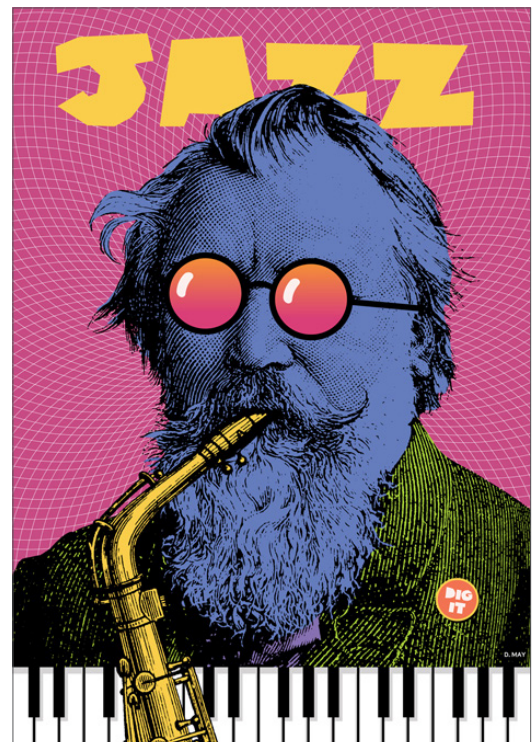
**PLEASE NOTE:** The "JAZZ" poster lower left was also awarded a Silver Award in Graphis Poster Annual 2022.



1. Main stage and poster gallery during the "16th Festival Jazz in the Ruins" in Gliwice, Poland



2. Poster exhibited under the theme "Jazz 'n' Roll".



3. The award winning poster is a humorous take on classical romanticist composer Johannes Brahms transformed into a jazz saxophonist. Page 176 Graphis Poster Annual 2022

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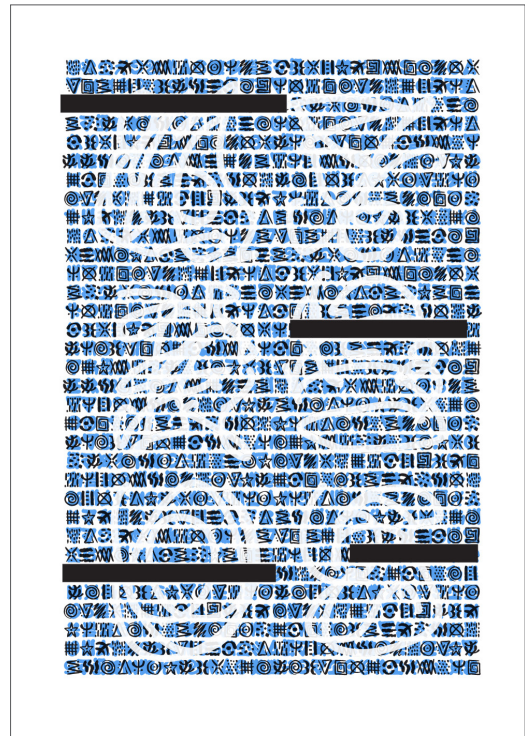
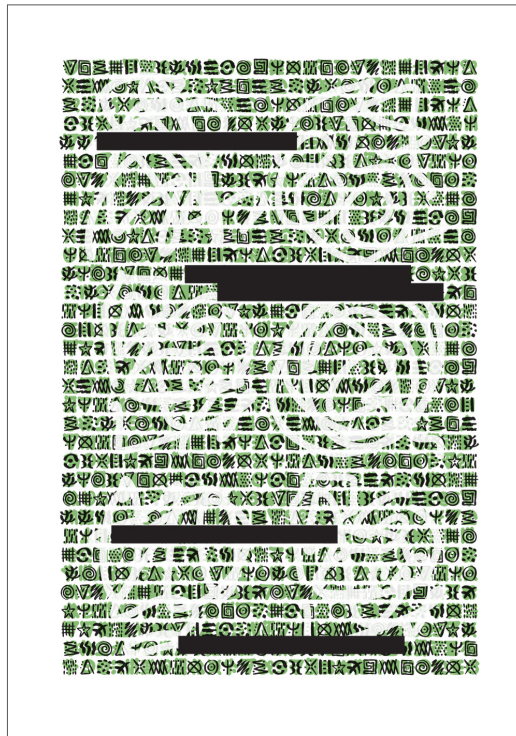
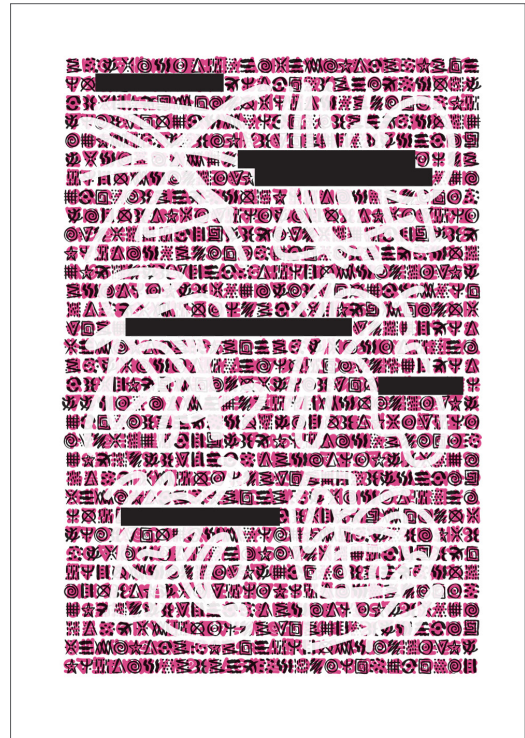
UNT / CVAD  
FACULTY CREATIVE  
EXHIBITION

LOCAL | CURATED | EXHIBITED

2020 :: UNT CVAD Faculty Show 2020

Andrea Karnes, the Senior Curator at the Modern Art Museum of Fort Worth, selected my experimental typography series for the 2020 Faculty Show exhibited at the University of North Texas College of Visual Art and Design CVAD Gallery. The experimental typography poster series was developed through tablet and desktop font development and layout software. The visual forms explore the relationship of symbol, typography, and composition with subjective interpretation, unintended interpretation, redaction, and disinformation.

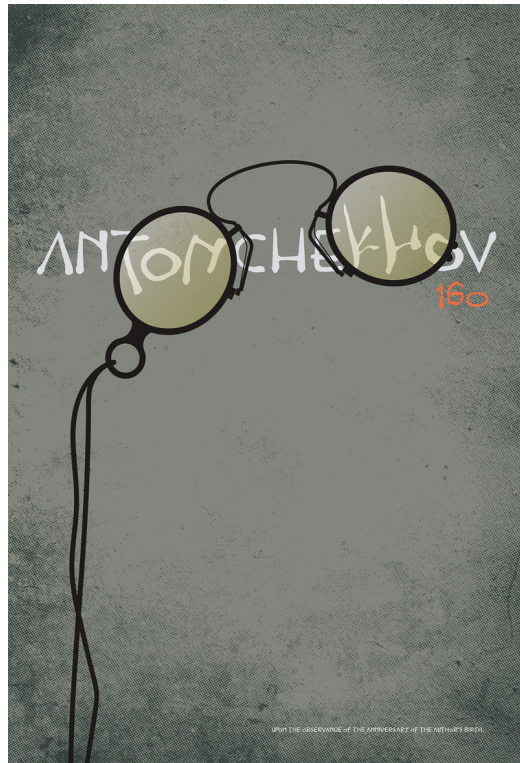
1. Graphic variations on a theme through invented visual language with intentional ambiguity.



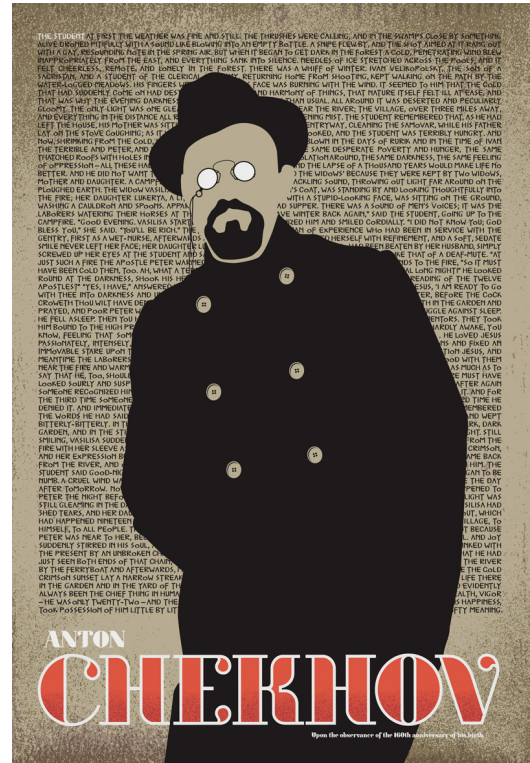
2019 :: Entries for the Strelka Poster Competition – Chekhov 160

Strelka is a biennial festival that takes place in Nizhny Novgorod, Russia. The poster action competition is the most visible part of STRELKA design biennale 2020. This year it commemorates the 160 anniversary of celebrated Russian writer Anton Chekhov. Upon completion, the organization travels to other Russian cities, including Moscow, St. Petersburg, Kharkov, Saratov, Smolensk, and Cheboksary.

My two entries below were not selected by the jury for exhibition. 74 participating (finalists) were chosen by the selection committee



1. Poster conveying a simple concept about Anton Chekhov's life and writing. He wrote about the hopelessness of ordinary events and the relationships of people in small towns.



2. "The Student" is one of Anton Chekhov's shortest stories. The poster displays the story's entire text behind a high-contrast silhouette of the author. A somber feeling echoes the sentiment of quite desperation felt by the main character.

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CONFERENCE  
PRESENTATION

LOCAL | INVITATIONAL | LECTURE

**2019 :: AIGA/DFW: Season Kick-off Event**

September 12th, 2019  
WeWork Dallas, TX

AIGA/DFW kicked off a new event season with a community meeting featuring UNT-CVAD Assistant Professor Doug May. The lecture was held on September 12th, 2019, at the WeWork space in downtown Dallas and was attended by 70 local students and professionals. The UNT AIGA/UNT Student Group was in attendance and represented by President Sharon Mathew and board member Annie Nguyen. The talk was focused on ways designers can create value for users, clients, and the communication design profession at large.



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CONFERENCE  
PRESENTATION  
& EXHIBITOR

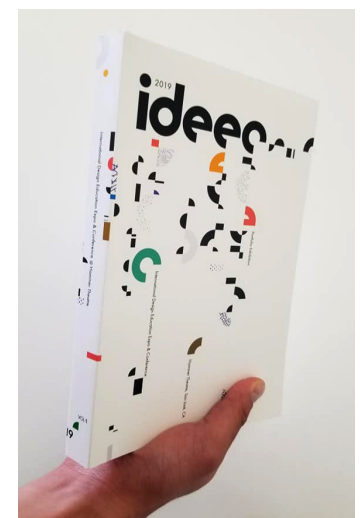
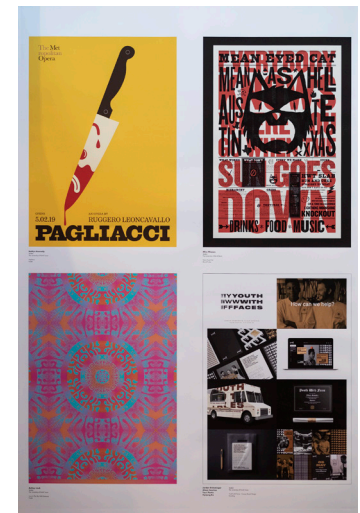
INTERNATIONAL | INVITATIONAL | LECTURE | EXHIBITED | PUBLISHED

**2019 :: IDEEC: International Design Education Expo & Conference**  
August 16th - 18th, 2019  
SJSU Hammer Theatre Center  
San Jose, CA  
[www.ideec.design](http://www.ideec.design)

The theme of the conference was Visual Design Education. Educators from 24 selected universities from around the globe were invited to present academic research and pedagogical insights from their respective design education programs. The event featured three parts: a conference, exhibition, and workshops.

The IDEEC conference inspired designers, educators, and students working in visual communication and information design around the world by delivering relevant programming and research results.

I was pleased to present my scholarly research and represent UNT and CVAD at this inaugural event.



My participation in this conference accomplished these goals:

- Gained valuable exposure for the UNT's academic pedagogy and student work to an international design community audience
- Enhanced my own reputation as an educator and scholar
- Exchanged international design research, methodologies, influences and inspiration
- Became informed by leading professional designers' global experience and trends
- Cultivated symbolic and dynamic exchanges between my design research, teaching, and professional activities through multicultural conversations

**2019 :: Presentation at the 15th Annual National Student Show Educator's Forum**

**"WHY I JOINED A MOTORCYCLE GANG."**

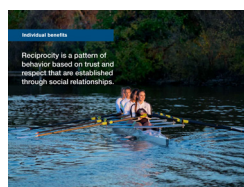
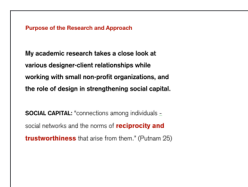
This talk explored the advantages and disadvantages of conducting embedded design research into small non-profit affinity groups and gaining insights otherwise unavailable from typical outsider discovery. Over the last few years, I participated in a national road run with a group of vintage motorcycle enthusiasts, learned to play the harmonica with some of the world's leading players, and rowed open water with a local competitive rowing club.

What was learned from these ethnographic studies? These hands-on experiences led to more relevant understanding through first-hand observations, interviews, and photo documentation while overcoming communication gaps toward informing desired collective-action outcomes. Subsequently, this research helped gain more significant insights for fostering social capital improvement in communities through design processes and contemplation of relevant axioms, theorems, or conjectures.

The efforts discussed were compared to participatory journalism as well as the practice of embedded journalism in active combat units during the 2003 invasion of Iraq. Informed by the benefits and limitations that these two interactions offer, the talk explored how to:

- Discover analogies and visual associations to frame communication concepts
- Identify important benefits for members and supporting communities
- Define a criteria for accountability and for evaluating design outcomes
- Understanding the organizational concerns that affect non-profit community programs

The presentation explored that preliminary design discovery and formal academic design research share expected outcomes from such primary research methods.



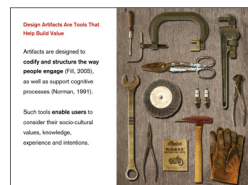
**WHY DID I JOIN A MOTORCYCLE GANG?**

To explore a bottom-up approach to communication design and its effects on individual and collective social participation. To better understand the benefits of design on all levels of membership, organization, social networks and overarching community.



**RESULTS**

- WHITE ROCK ROWING increased its membership by 80% and facility rental revenue by 115%.
- SPAH benefited from more cohesive materials, improved event signage, positive attendee feedback, group momentum, gained 5 new advertisers, 3 new major sponsors, and increased youth scholarship fund donations.
- AMCA NATIONAL ROAD RUN experienced 90% increase in rider registration from previous event with 15 new vendor sponsors, gained media coverage and robust social media activity.



**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

INTERNATIONAL  
AWARDS  
AND PUBLICATION

INTERNATIONAL | JURIED | PUBLISHED AS BOOK AND ON-LINE ARCHIVE | AWARDED

**2019 :: Graphis Design Annual 2020 - 2 GOLD AWARDS**

The multi-part branding campaign for [Honeycomb Social Events](#) was awarded a Gold Award and published in the 2020 *Graphis Graphic Design Annual*. Additionally, another effort, the logotype for the [Texas Fandango](#) vintage motorcycle event, was honored with a second Gold Award.

*Graphis* is an annual design industry competition that “publishes the work of exceptional talent in Design, Advertising, Photography and Art/Illustration. The *Graphis* tradition continues, presenting international award-winning work from 1944 to the present for both digital and print.”

*Graphis* awarded 12 Platinum, 163 Gold, and 268 Silver Awards, totaling over 700 winners, along with 273 Honorable Mentions. All work is published and permanently archived on [Graphis.com](#).

All entries were judged by a panel of highly accomplished *Graphis* award-winning Designers: Fa Hsiang Hu (TW), Toshiaki & Hisa Ide (US), Jennifer Morla (US), Shadia Ohanessian (AU), Michael Pantuso (US), and Rene V. Steiner (CA).



1. Gold Award: Logotype for Texas Fandango event held in Fredricksburg, Texas on April 5-7th, 2019. Page 90.



2. ISBN: 978-1-931241-82-3 272 pages



3. Gold Award: Honeycomb Social Events branding and promotion campaign. Page 92.

**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

INTERNATIONAL  
AWARDS  
AND PUBLICATION

INTERNATIONAL | JURIED | PUBLISHED AS BOOK AND ON-LINE ARCHIVE | AWARDED

**2019 :: Graphis Poster Annual 2020**

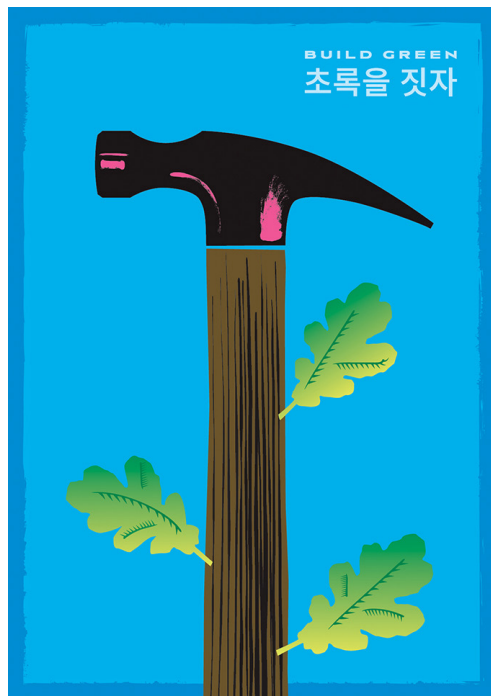
SILVER AWARD and HONORABLE MENTION

Initially designed for the Visual Information Design Association of Korea, the [Build Green](#) poster was awarded a Silver Medal and is included in the *Graphis Poster Annual 2020*.

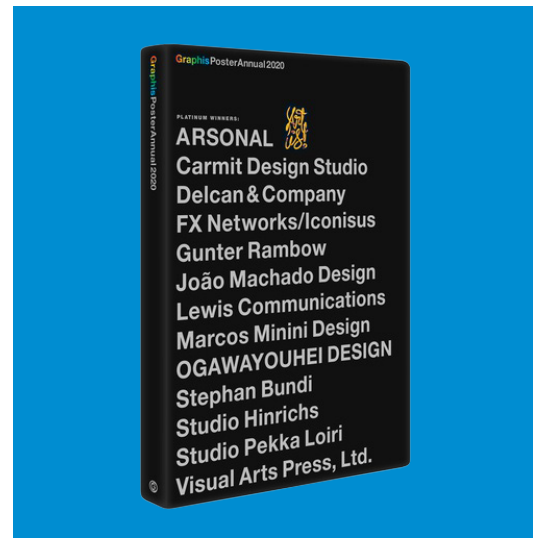
A second poster design for the [Society for the Preservation and Advancement of the Harmonica](#) annual convention was accepted and awarded an Honorable Mention Award.

*Graphis* awarded 12 Platinum, 107 Gold, and 230 Silver Awards, along with 149 Honorable Mentions from a field of 500, all presented and permanently archived on [Graphis.com](#)

All entries were judged by a panel of highly accomplished Poster Designers: Takashi Akiyama (JP), Rikke Hansen (DK), Dermot MacCormack (US), Patricia McElroy (US), Gunter Rambow (DE), and Hajime Tsushima (JP).



1. Silver Award: 4-color poster 728mm x 1030mm promoting green building practice. Page 169.



2. ISBN:978-1-931241-81-6 240 pages



3. Honorable Mention Award: 4-color digital poster 20 inches x 28 inches promoting event for national non-profit organization. Page 209.

**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

ARTISTIC AND  
PROFESSIONAL  
PERFORMANCES AND  
EXHIBITIONS

INTERNATIONAL | INVITATIONAL | GALLERY EXHIBIT | PUBLISHED

**2019 :: Gwangju Design Biennial International  
Invitational Poster Exhibition**

The conceptual approach addressing the theme of humanity was to visualize the interrelationship between nature vs. nurture from a non-dualistic perspective.

The Gwangju Design Biennial is a world comprehensive design festival founded in 2005 in Seoul, Korea. This year the organization hosts the International Invitational Poster Exhibition. Only 150 participants worldwide were selected to participate, considering each artist's outstanding achievement in poster design.

The role of design has become more critical as a tool of creativity and innovation that creates our common values within and understanding. The fundamental value of design begins with human-centered thinking. Humanity, the combination of human+community, extends its concept from an individual to a worldwide level by co-existing and considering the surrounding environment and people around us. The 2019 Gwangju Design Biennial addressed social issues through the importance and role of design within the theme of humanity and presented a design vision for a better global society.

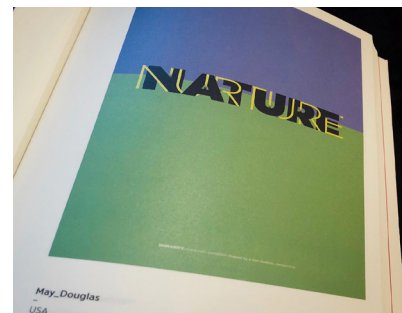
The International Design Poster Exhibition, a special exhibition of the 2019 Gwangju Design Biennale, displayed poster designs by 466 designers from 37 countries.



1. Gwangju Design Biennial is a world comprehensive design festival founded in 2005 in Seoul, Korea.



2. Nature Nurture poster in the Gwangju Design Biennial as exhibited Sept. 9th – Oct. 31st, 2019



2. A 460 page perfect bound catalog was published to commemorate the exhibition

**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

ARTISTIC AND  
PROFESSIONAL  
PERFORMANCES AND  
EXHIBITIONS

LOCAL | INVITATIONAL | PUBLISHED AS FOR SALE ITEM

**2019 :: AIGA DFW Go Fish Card Deck**

This year, my participation continued in a third-in-a-series designer playing card deck that benefits the AIGA Dallas/Ft. Worth chapter. Invited members were assigned a specific card to design in a collaborative creative effort. The community holds a corresponding event to reveal the finished product where for-sale decks can be purchased to raise money for the non-profit organization. The publication of these fundraising gift items is underwritten by local industry vendors.



1. The Pelican, also known as the Kingfisher, was reduced to a simplified geometric form, a technique that is part of my design pedagogy.

**Douglas D. May**  
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Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

ARTISTIC AND  
PROFESSIONAL  
PERFORMANCES AND  
EXHIBITIONS

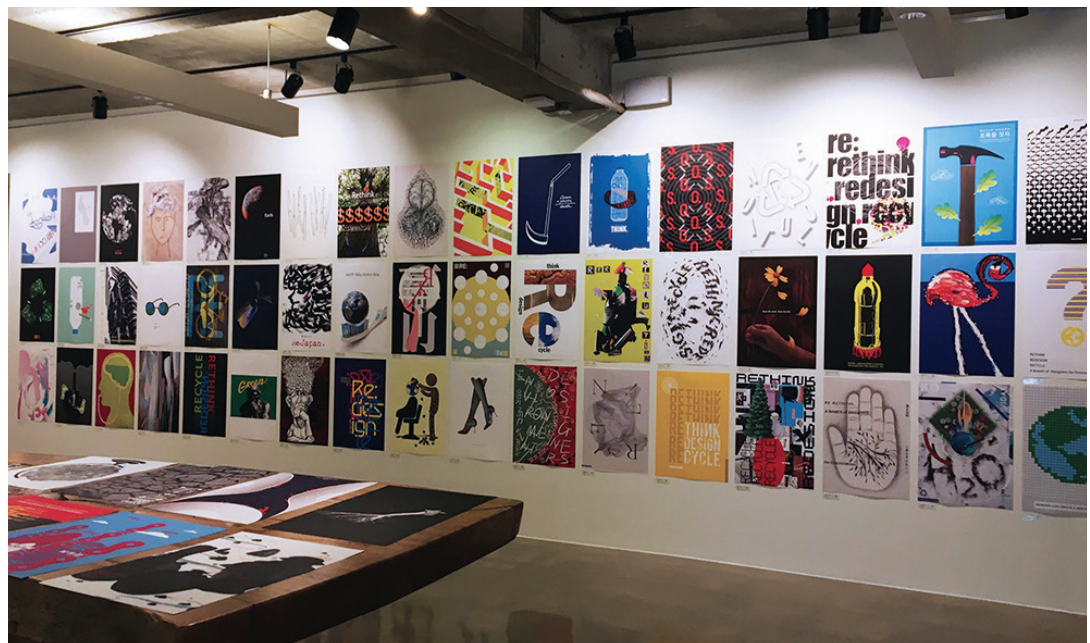
INTERNATIONAL | INVITATIONAL | GALLERY EXHIBIT

**2018 :: Visual Information Design Association  
of Korea Poster Invitational Exhibition**

I was invited by VIDAK to participate in this international poster exhibition on design and the environment. My previous professional experience consulting with U.S. construction companies such as Turner, Landmark Systems, and HWH has given me insight into the significant impact of green building. The poster utilizes the same reductive process that I teach in my classroom. By reducing complex ideas through combinational imagery and a distinctive color palette that is familiar, the poster helps viewers make quick positive associations that are memorable and effective visual communication. I use this example in my classroom to demonstrate teachable concepts within the creative process, including; reductive thinking, forced connections, color theory, and digital texture making.



1. 4-color poster dimensions are 728 mm x 1030 mm



2. VIDAK Gallery Seoul, South Korea December 17th, 2018

**2019 :: International Design Works**

**Exchange**

**EXPERIMENTAL TYPOGRAPHY**

Douglas D. May was invited to participate in the 3rd International Design Works Exchange, an international invitational poster exhibition hosted by the Communication Design Association of Korea.

The exhibition dates were from November 9th – 15th, 2019 at the Qilu Art Museum in Bundang-gu near the capital city of Seoul. The theme of the exhibit was communication.

The presenting organization proposes that the exhibition offers a conversation where East and West exchange “the creation and enjoyment of culture/ art and design dreaming of culture-centered society where the diversity and creativity of culture are respected.”

[CVAD announcement link](#)



1. Poster for the 3rd International Design Works Exchange under the theme of “Communication”. This design approach also demonstrate a new working process that I have developed utilizing font and glyph generation between mobile applications and desktop programs.



2. Poster exhibited gallery at the Qilu Art Museum in Bundang-gu near Seoul, Korea

**Douglas D. May**  
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Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

PROFESSIONAL  
DESIGN ACTIVITY

INTERNATIONAL | COMMISSIONED | EVENT BRANDING | CANCELED

## 2019 :: International Body Music Festival

Artistic Director Keith Terry wanted to promote this world tour more dynamically, consistently, and efficiently. I developed a poster system that offers an evident kinetic feel while conforming to international print standards. The design solution allows local pre-event promotions while ensuring consistent easy-to-manage graphic standards.

The International Body Music Festival is an Oakland, California-based non-profit arts organization dedicated to performing, recording, and educating cross-cultural rhythmic arts. The festivals have been held in 10 countries over the last decade.

The IBMF features contemporary and traditional body music plus newly commissioned projects presented in concerts, workshops, teacher training, lecture-demonstration, and in-school assembly programs.

The production was canceled due to Covid-19 in early 2020.



1. Event posters with dates and venue applied randomly by hand



2. For-sale merchandise supplements operational costs with passive income while promoting the brand name



3. Multi-colored guerrilla style event posters create visual rhythm

**2019 :: East Top North American Launch Strategy for Chinese Manufacture**

I was approached by the North American sales representatives for Jiangsu East Musical Instrument Co., Ltd., makers of East Top harmonicas, to help create an introductory print ad a few weeks before a publication deadline. The challenge was to create an ad that introduced the emerging brand to a new market.

Every harmonica player already has a preferred brand of instrument. It is likely one of the big three harmonica manufacturers, Hohner or Seydel from Germany, or Suzuki from Japan.

I proposed to China-based East Top that their North American marketing strategy should not compete directly with established market leaders but slowly win over acceptance to gradually capture market share.

Harmonica players need multiple instruments in a variety of the 12 musical keys. Therefore, if 10% of the US market purchase just one East Top instrument to supplement their existing gig bag, it would be a significant win for the company. The brand can gradually win acceptance and spread the word of mouth approval to additional players by successfully seeding the product line to new customers.

Creating a focused advertising premise without supporting visuals is a real-world scenario that I challenge my Art Direction class to tackle each Spring semester.



1. The positioning strategy eliminates a first time buyer's reluctance to switch brands by giving them permission to supplement their existing collection of musical instruments.

**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

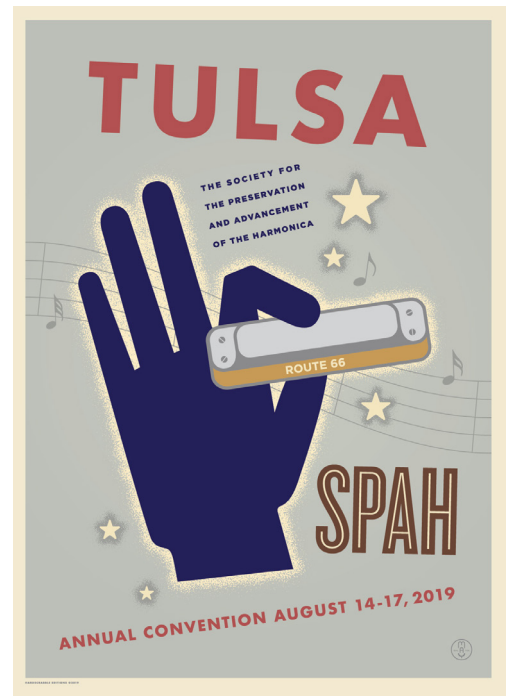
**University of North Texas**  
College of Visual Arts and Design  
Department of Art

PROFESSIONAL  
CONSULTING

NATIONAL | PRO BONO | EVENT BRANDING | AWARDED

**2019 :: Society for the Preservation and Advancement of the Harmonica: SPAH 56th Annual Convention**

I have designed and produced the 56th annual SPAH Convention event branding. The national convention is held each August in a different U.S. city. In 2019 the destination was Tulsa, Oklahoma. One visual communication challenge is finding the balance between the host city's cultural identity and the national organization's mission. This image was built around a WPA-style theme reminiscent of Tulsa's art deco heritage. The key-art is applied to convention materials, including pre-event promotions, posters, website banners, sale apparel, stage banners, and the Program of Events. The result brings a strong sense of community between the local Route 66 Harmonica Club host and a geographically dispersed international and national membership of participating individuals.



1. 4-color digital poster dimensions are 20 inches x 28 inches



2. Program of events



3. For sale apparel

**PLEASE NOTE:** The poster for this event was recognized by the judges in the international publication [Graphis Poster Annual 21](#) receiving an Honorable Mention Award.

**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

PROFESSIONAL  
DESIGN ACTIVITY

NATIONAL | COMMISSIONED | EVENT BRANDING

**2019 :: National Road Run Antique Motorcycle Club of America - Cherokee Chapter Event**

Imagine cruising 150 miles a day on winding backroads while riding a machine built in 1947, or '57, or '67. The love of vintage iron is not nostalgic. It is a passion for many interested in heritage, engineering, adventure, and building social bonds.

The research is evaluated through ethnographic methods through firsthand observation and documentation of community events. There is a dynamic between attendees' pre-event expectations and their experience. The website database registration, pre-event sales, photo documentation, and limited interviews allow a small promotional team to assess commercial success. While an understanding of demographic, psychographic, and human-centered behavior helps with a continuous cycle of improvement to plan, organize and host future events, i.e., design the entire event experience from the ground up.



1. The event's key art poster was adapted to various print advertising and on-line media including Instagram and Facebook ads.



2. For-sale merchandise not only generates revenue but extends the event experience out to the general public creating curiosity, discussion, and consideration for participation in future events.  
3. Database CMS Website. 4. Event documentation



**2019 :: Coin Up - Positioning for Cause-Based Start-Up**

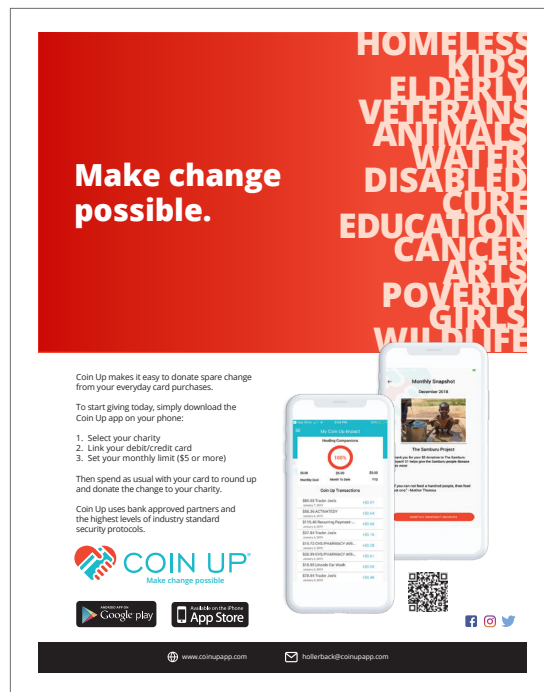
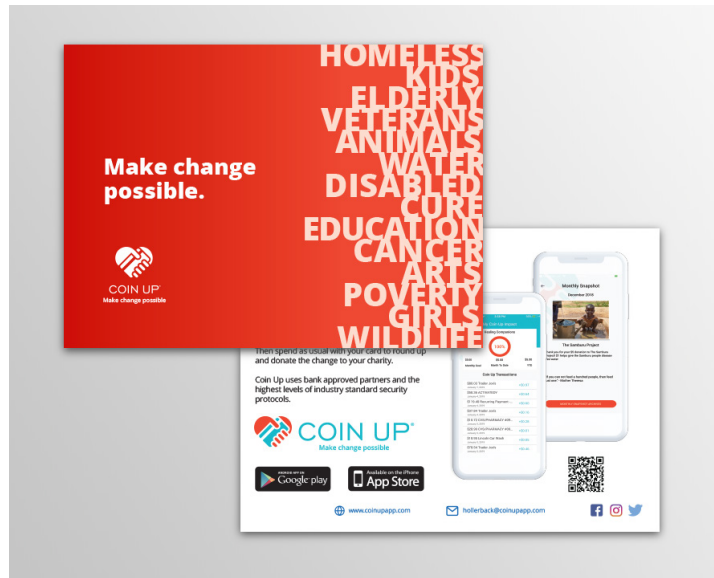
Pentagram partner and design industry icon Paula Scher once referred to graphic ephemera as “crapola” – those small disposable print pieces that consume a large portion of designers’ time.

I could not disagree more about the importance of these quintessential pieces and their contribution to communicating brand promise.

One of the first things a young designer learns is that there are no independent elements in a composition – everything is relational and essential to the final message.

When Los Angeles tech start-up Coin Up asked me to help them with their marketing, I recognized an opportunity to streamline the brand message and clarify its role in enabling directed transactional mobile donations.

The theme Make Change Possible was quickly adopted by executive leadership and disseminated to non-profit clients and donors.



1., 2. Marketing and informational handouts with sign-up instructions for distribution at trade-shows, rallies, and conferences.

**Douglas D. May**  
*Assistant Professor*  
*Dossier of Scholarship*

**University of North Texas**  
*College of Visual Arts and Design*  
*Department of Art*

ARTISTIC AND  
 PROFESSIONAL  
 PERFORMANCES AND  
 EXHIBITIONS

REGIONAL | JURIED | EXHIBITED

**2018 :: May & Co. was recognized at the 50th Anniversary Retrospective of the Dallas Show with 8 selected works**

In June of 2018, the Dallas Society of Visual Communication (DSVC) celebrated the 50th Anniversary of the Dallas Show – the perennial advertising and design industry regional award competition. Previous award-winning work was called for a curated design retrospective at the Dallas Museum of Art featuring examples from over the last five decades to mark the occasion. The exhibit highlighted 100 designs from over 50 years in a one-time-only display. Professional design work spanning four decades was represented with eight projects selected and displayed as examples of my firm’s contribution to Dallas’ national reputation. The work was presented chronologically and visually fed into the 2018 professional show exhibited at the same event.



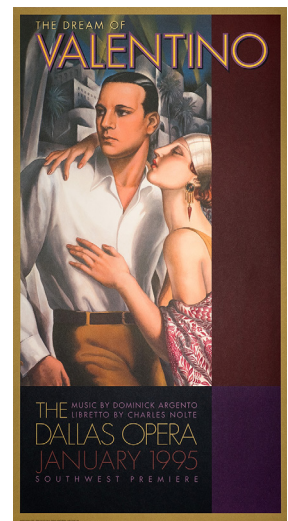
1985



1998



1989



2005



1994



2007



1996

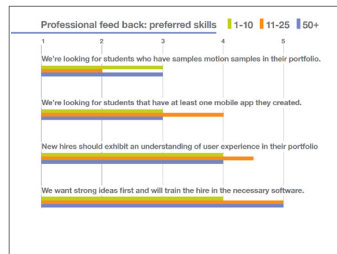
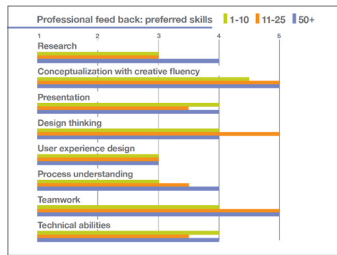
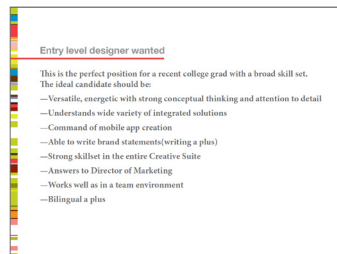


2016

**2018 :: Presentation to 14th National Student Show Educator's Forum**

COMPARING DESIGN EDUCATION TO INDUSTRY DEMANDS

An educators forum was held by professors Lee Whitmarsh-Hackett, *Director of Visual Communication* for Texas A&M University-Commerce, and Douglas May, *Assistant Professor of Visual Communication* at the University of North Texas in Denton, Texas. In a pre-conference survey, we asked how educators keep their curriculum current in an industry of evolving required skill-sets across a broad range of technologies. As required professional competencies and industry demands on our graduates expand, visual communication programs are met with intense challenges of what courses to offer, where new courses belong in the study, and how to balance technical skills with idea-driven portfolios



Questionnaires were sent nationally to industry professionals and studio leaders with the results presented to design educators in attendance.

Rate from 1 to 5 WITH 1 not important and 5 being very important.

What are the key skills you are looking for in new hires with less than 1 year out of college?

- A. Research\_\_\_\_\_
- B. Conceptualization with Creative Fluency\_\_\_\_\_
- C. Presentation\_\_\_\_\_
- D. Design Thinking\_\_\_\_\_
- E. User Experience Design\_\_\_\_\_
- F. Process understanding\_\_\_\_\_
- G. Teamwork\_\_\_\_\_
- H. Technical abilities, i.e., photo manipulation\_\_\_\_\_
- I. Software Skills: Adobe CC \_\_\_\_ Office \_\_\_\_ 3D \_\_\_\_  
 Animation\_\_\_\_ Web CMS\_\_\_\_ App Design\_\_\_\_\_

Plus these additional YES or NO questions.

2. We're looking for students that have motion samples in their portfolio.
3. We're looking for students that have at least one sample mobile app they created in their portfolio.
4. New hires should exhibit an understanding of user experience in their portfolio.
5. We want strong ideas first and will train the hire in the necessary software.

The results were presented at the 14th National Student Show Educator's Forum in Dallas, Texas.



**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

ARTISTIC AND  
PROFESSIONAL  
PERFORMANCES AND  
EXHIBITIONS

LOCAL | INVITATIONAL | PUBLISHED AS FOR SALE ITEM

**2018 :: AIGA DFW Hierophant Tarot Card**

AIGA Dallas/Ft. Worth sponsored this unique community design project publishing an invitational collaborative project and exhibit. Selected members were invited to express their creativity as part of a custom tarot card deck. I chose to design The Hierophant tarot card. The Hierophant represents a teacher or counselor who will help educate the one who seeks to learn. The selection reflects my position as reflected in my teaching philosophy that can be found in my academic dossier.



1. The Hierophant card was published as part of a complete tarot card deck and released at an industry event held on March 31st, 2018.

**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

PROFESSIONAL  
DESIGN ACTIVITY

NATIONAL | PRO BONO | EVENT BRANDING | AWARDED

**2018 :: Society for the Preservation and Advancement of the Harmonica: SPAH 55**

This effort was the third year designing and producing the annual SPAH Convention event branding for several consecutive years. The national convention is held each August in a different U.S. city. In 2018 the destination was St. Louis, Missouri. One visual communication challenge is finding the balance between the hosting city's cultural identity and the national organization's mission. The concept behind this image was to build a metaphor for the community out of different musical instruments and accessories. The key art is applied to convention materials, including pre-event promotions, posters, website banners, sale apparel, stage banners, and the Program of Events. The results are a more robust sense-of-community participation between the local hosting club and a geographically dispersed national membership.



1. 4-color digital poster dimensions are 20 inches x 28 inches



2. Program of events



3. For sale apparel

The event poster was recognized by the judges in the international publication [Graphis Poster Annual 20](#) receiving an Honorable Mention Award.

**Douglas D. May**  
 Assistant Professor  
 Dossier of Scholarship

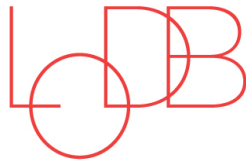
**University of North Texas**  
 College of Visual Arts and Design  
 Department of Art

PROFESSIONAL  
 DESIGN ACTIVITY

NATIONAL | COMMISSIONED | BRAND IDENTITY DEVELOPMENT

**2018 :: Law Offices of Dawn Brewer**

LODB is a successful private law practice based in Southern California with a national clientele. Principal/Owner Dawn Brewer is a respected attorney specializing in healthcare law. The firm selected me to create a distinctive identity and informational Website that reflected their professionalism, industry expertise, and personal service.



1.

1. Clients refer to the law firm by the acronym LODB. The overlapping letterforms are accented with the capital O ascending from below the baseline defined horizon.

2. The business Web site was designed around the premise that “health care law is not simple, but knowable”. All elements are orchestrated to convey a trusted professional resource.



2.

**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

**University of North Texas**  
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Department of Art

PROFESSIONAL  
DESIGN ACTIVITY

NATIONAL | COMMISSIONED | BRAND IDENTITY DEVELOPMENT

**2018 :: ThruVu, Inc.**

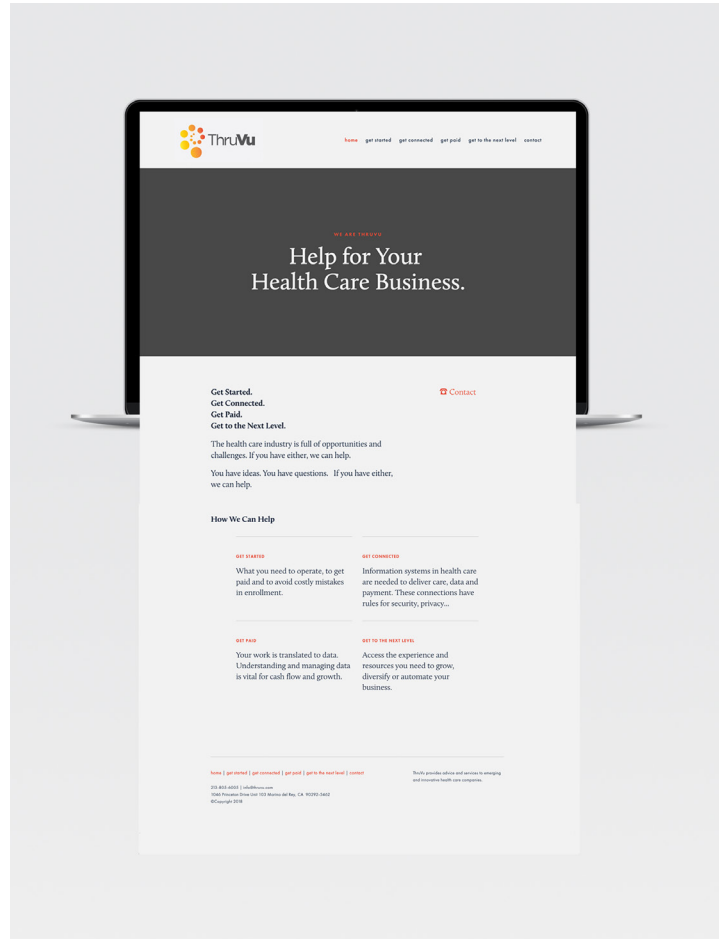
I designed a new identity and informational website for ThruVu. The firm is an expert in back-office efficiency processes, billing procedures, and block-chain integration through its consulting practice with the healthcare industry in California, Arizona, and Texas.



1.

1. The new identity for the company reflects the sophistication of the health care market

2. ThruVu services an industry with immense complexity. The client wanted to stand apart from her competitors with a straightforward approach to marketing communications.



2. www.thruvu.com

**Douglas D. May**  
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Dossier of Scholarship

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Department of Art

ARTISTIC AND  
PROFESSIONAL  
PERFORMANCES AND  
EXHIBITIONS

INTERNATIONAL | INVITATIONAL | GALLERY EXHIBIT | PUBLISHED CATALOG

**2018 :: KSBDA ST. Gallen International  
Invitational Exhibition**

In this exhibit, works of art were submitted from invitational artists from 20 participating countries.

**Title:** Basic design - page 336

**Theme:** New era, value of basic molding

**Date:** Feb. 9, 2018 - Feb. 18, 2018

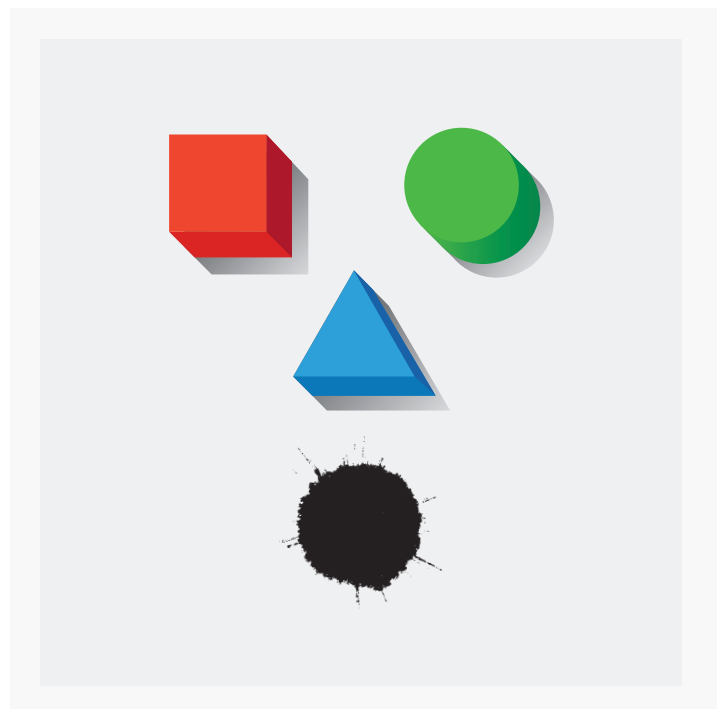
**Place:** Schule fur Gestaltung St. Gallen, Switzerland

**Organized by:** Schule fur Gestaltung St. Gallen, Switzerland

**Hosted by:** Korean Society of Basic Design & Art

*Molding is a form expressed through a dichotomous interpretation and different approaches called expression and reproduction in visual and spatial concepts. The specific elements of molding are dots, lines, surfaces, textures, forms and spaces. Its principles are change, unification, harmony, and balance, and we can even think of them in repetition, symmetry, balance, rhythm and emphasis to be more specific.*

HYUK YONG UM, Professor  
Chonbuk National University



**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

ARTISTIC AND  
PROFESSIONAL  
PERFORMANCES AND  
EXHIBITIONS

REGIONAL | JURIED | EXHIBITED

**2017 :: Texas A&M Commerce Alumni Retrospective -Juried Show**

The 100 best communication design pieces from Texas A&M University-Commerce alumni featured work from over 40 years. Entries were judged by nationally recognized designers DJ Stout, Lana Rigsby, and Jack Summerford. Three of my professional projects were selected for the exhibition, including recent work for the Four Seasons Hotel - Las Vegas, New York-based BWA Apparel, and Dallas Summer Musicals. Competitions are essential for sustaining my professional presence in the professional design community.

1. Brand development and season look-book for the introduction of a mens apparel line.
2. Logo for a restaurant and wine bar located in the Four Seasons Hotel in Las Vegas, Nevada
3. Invitation to a development fundraising gala benefiting Dallas Summer Musical.



1.



2.



3.

**Douglas D. May**  
Assistant Professor  
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Department of Art

ARTISTIC AND  
PROFESSIONAL  
PERFORMANCES AND  
EXHIBITIONS

INTERNATIONAL | INVITATIONAL | GALLERY EXHIBIT | PUBLISHED CATALOG

**2017 :: KSBDA Spring International  
Invitational Exhibition**

In this exhibit, works of art were submitted from invited artists from 21 participating countries.

**Title:** Type Series I - page 421

**Theme:** Modeling &  
Visualization

**Date:** May 27, 2017 - May 31, 2017

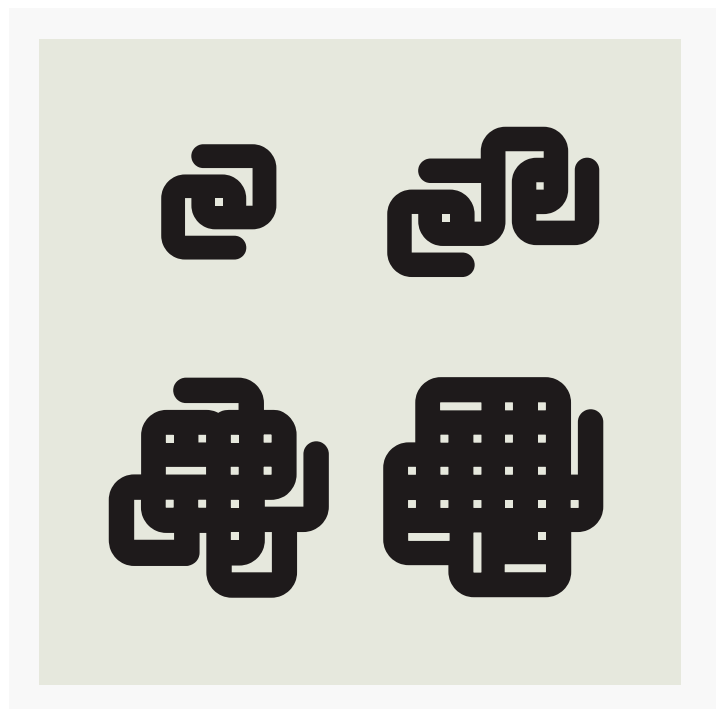
**Place:** University of Seoul,  
Gallery Red Brick, Korea

**Organized by:** University  
of Seoul

**Hosted by:** Korean Society of  
Basic Design & Art

*The events that are produced and appreciated in the human brain, visualizations created by data, and formative arts which experiments with the visual conditions such as light colors, lines and form, and movement and materials appear to be both the same and different problems.*

LEE, WON GON  
Senior Vice President, KSBDA



**Douglas D. May**  
 Assistant Professor  
 Dossier of Scholarship

**University of North Texas**  
 College of Visual Arts and Design  
 Department of Art

PROFESSIONAL  
 DESIGN ACTIVITY

LOCAL | COMMISSIONED | WEB DEVELOPMENT

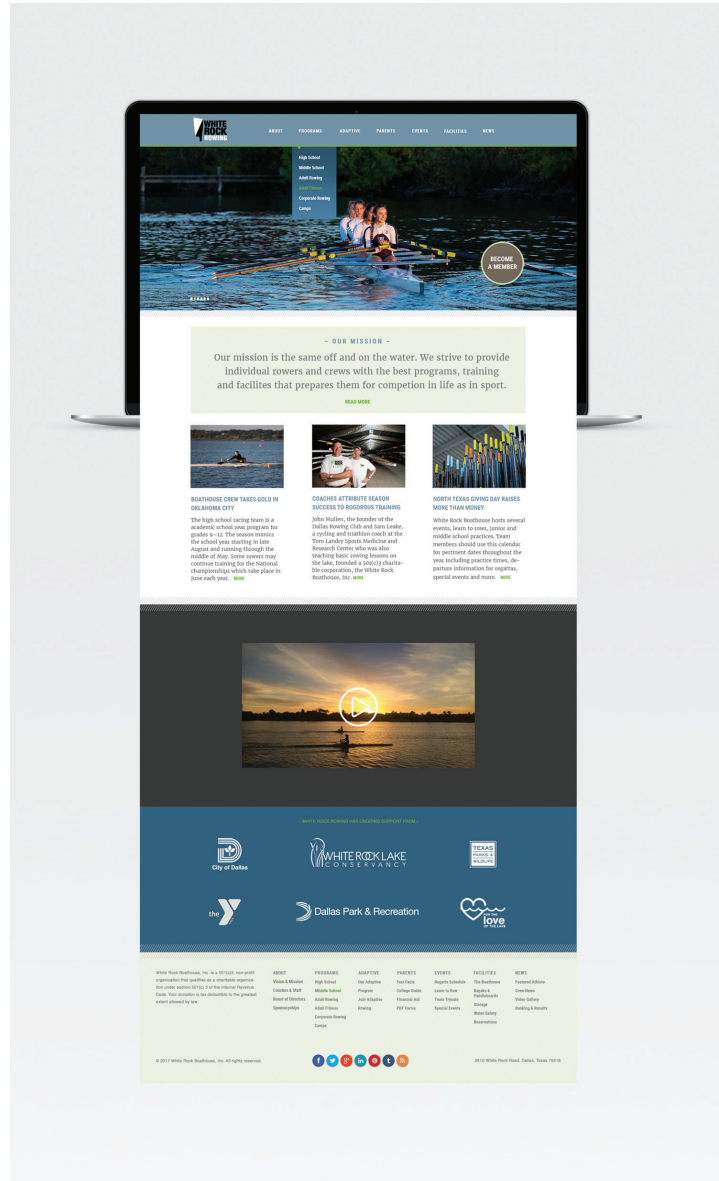
**2017 :: White Rock Boathouse, Inc.**  
**- 391% growth after launch.**

This professional engagement included website design and technology implementation for a local non-profit organization. My services provided the planning, design, and coordination for building a commercial-grade content management system (CMS) to accommodate authorship from multiple coaches, managers, and parents within the organization.

The design solution was built on a robust content management system (CMS) that allows non-technical authors to input and control visual content throughout the site. The non-profit rowing club is housed in a City of Dallas-sponsored facility at White Rock Lake in East Dallas.

The White Rock Boathouse is focused on local youth crews from local high schools and sponsors regional competitive rowing events. White Rock Rowing has experienced a 391% increase in membership since the site was launched.

1. *White Rock Rowing is operated under the White Rock Boathouse, Inc. - A 501 3c non-profit organization in Dallas, TX and offers public high-school students a opportunity for regional competition.*



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ARTISTIC AND  
PROFESSIONAL  
PERFORMANCES AND  
EXHIBITIONS

LOCAL | INVITATIONAL | PUBLISHED AS FOR SALE ITEM

**2017 :: AIGA DFW Playing Card Deck**

AIGA Dallas/Ft. Worth sponsored this community design project, a member-only collaborative project, and exhibition. Select members were invited to express their creativity as part of a playing card deck. I was assigned the King of Diamonds because of my historical ranking as an AIGA Fellow and thirty-two-year member. My participation in local projects like these is instrumental in keeping a strong connection with the professional community. These influential industry relationships can benefit my students seeking mentors, internships, and future employment.



1. The above King of Diamonds card was published as part of a playing card deck and released at an event held in 2017.

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PROFESSIONAL  
DESIGN ACTIVITY

NATIONAL | PRO BONO | EVENT BRANDING

**2017 :: Society for the Preservation and Advancement of the Harmonica: SPAH 54**

In 2017 I designed and produced the SPAH Convention event branding and national promotions. The 54th annual convention was held in Tulsa, Oklahoma. Event branding is vital in generating pre-event reservations, website visibility, for sale apparel, stage banners, and the Program of Events. The delicate interlocking letterforms recall the hand-drawn typography associated with antique harmonica packaging.



1. For sale apparel



2. Brand theme for 2017 SPAH Convention



3. Program of events

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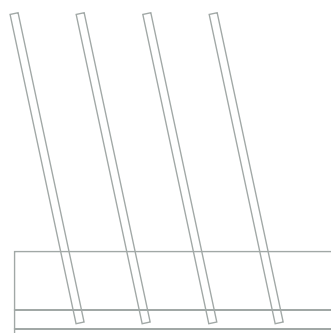
PROFESSIONAL  
DESIGN ACTIVITY

LOCAL | COMMISSIONED | DEVELOPMENT

**2017 :: SMU - Development**  
**Presentation to Gene & Jerry Jones for Major Gift**

This project involved the design and production of a presentation to philanthropists Gene & Jerry Jones that resulted in a successful fundraising effort in securing the underwriting for a five million dollar gift to the Meadows School of the Arts at SMU. I advised the Director of Development and SMU's Department of Internal Affairs to create a limited edition presentation box that housed renderings provided by the architectural consulting firm. The large embossed cloth-bound case reveals a clear acrylic container that doubles as a viewing stand. There were three presentation boxes manufactured under this contract with an overall budget of \$15,000..

*To display upright, the viewer inserts each panel into the individual slots in the bottom of the presentation case.*



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ARTISTIC AND  
PROFESSIONAL  
PERFORMANCES AND  
EXHIBITIONS

INTERNATIONAL | INVITATIONAL | GALLERY EXHIBIT | PUBLISHED CATALOG

**2016 :: KSBDA Spring International  
Invitational Exhibition**

In this exhibit, works of art were submitted by invitational artists from 19 participating countries.

**Title:** Logo - page 462

**Theme:** Global Communication and Originality Through Formative Arts

**Date:** May 28, 2016 - Jun 1, 2016

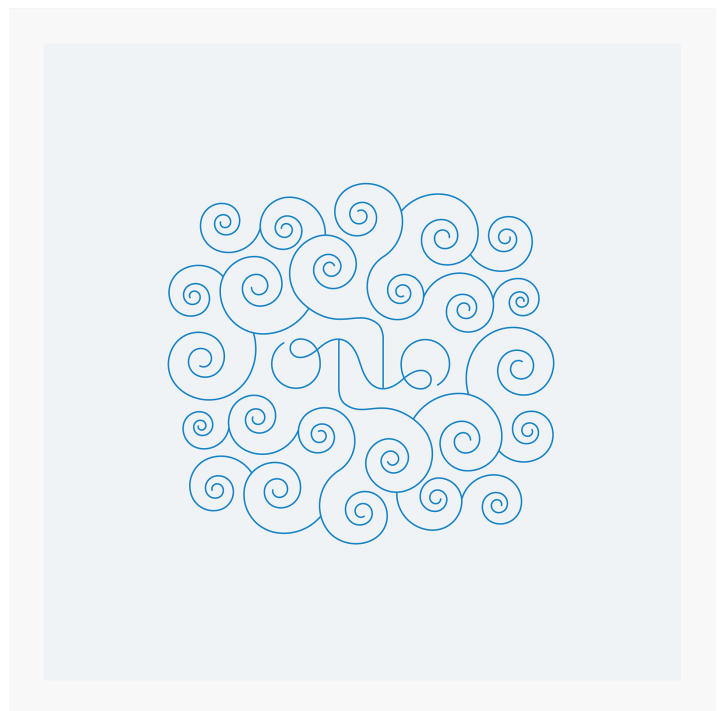
**Place:** Seoul National University, Woosuk Gallery

**Organized by:** Seoul National University Visual Arts Institute

**Hosted by:** Korean Society of Basic Design & Art

*The interest of our members is moving gradually from theory of communication in the modern perspective, relativist viewpoint in which the viewpoint of the subject changes or changes its status in a flexible environment, to this theory of formative arts which is newly being recognized along with the development of new technology in science.*

LEE, WON KON  
Senior Vice President of  
Academic Affairs, KSBDA



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ARTISTIC AND  
PROFESSIONAL  
PERFORMANCES AND  
EXHIBITIONS

INTERNATIONAL | INVITATIONAL | GALLERY EXHIBIT | PUBLISHED CATALOG

**2016 :: KSBDA London International  
Invitational Exhibition**

This exhibit published works of art from invitational artists from 17 participating countries.

**Title:** Logo - page 447

**Theme:** The Evolution of  
Formative Arts – Extraordinary  
Diversity

**Date:** June 30, 2016 - Jul 7, 2016

**Place:** Main Gallery, University  
of Reading, UK

**Organized by:** University  
of Reading

**Hosted by:** Korean Society of  
Basic Design & Art

*Furthermore, unity, change and  
harmony are the principles of basic  
design and art, and much attention  
is being paid to them as they can be  
divided into repetition, symmetry,  
balance, rhythm, differences, and  
proportion.*

UM, HYUK YONG  
Professor, Chonbuk  
National University



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ARTISTIC AND  
PROFESSIONAL  
PERFORMANCES AND  
EXHIBITIONS

INTERNATIONAL | INVITATIONAL | GALLERY EXHIBIT | PUBLISHED CATALOG

**2016 :: KSBDA Katowice International  
Invitational Exhibition**

In this exhibit, works of art were submitted by invitational artists from 16 participating countries.

**Title:** Logo - page 348

**Theme:** Digital City

**Date:** Aug 12, 2016 - Sep 10, 2016

**Place:** Galeria Teatru Korez,  
Katowice, Poland

**Organized by:** University  
of Silesia, Katowice, Poland

**Hosted by:** Korean Society of  
Basic Design & Art

*The exhibition was a festival of international exchanges in which new light was shed on “Digital City” which is based on “formative arts” from new and a variety of perspectives to contribute to society and academic development in the field of art and design in the future.*

PROFESSOR CHANG KWANG CHIB  
Kyung Hee University and  
Honorary President, KSBDA



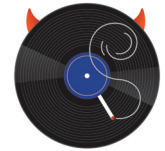
**2017 :: The Trinity River Blues Project**

I have been working on a self-initiated project that interprets the most influential Texas blues guitarists into a series of for-sale prints. I start each icon by reducing each personality to distinct imagery. Design entrepreneurship is part of the coursework that I teach at UNT. Creating supplementary income from one's talent can be financially rewarding and therapeutic from the stress of commercial deadlines.

**PLEASE NOTE:** AN UPDATED EDITION OF THIS PROJECT IS A FINALIST IN THE GRAPHIS DESIGN ANNUAL 2023. AWARDS ARE TO BE ANNOUNCED IN JUNE 2022.



1.



2.



3.



4.



5.



6.



7.



8.

1. Blind Lemon Jefferson
2. Robert Johnson
3. T-Bone Walker
4. Lightnin' Hopkins
5. Gatemouth Brown
6. Freddie King
7. Jimmie Vaughn
8. Stevie Ray Vaughn

**TEACHING AND**

**STUDENT OUTCOMES**

---

**2020 - 2021 :: Inclusivity and Cultural Awareness In-Class Projects**

In keeping with the Communication Design faculty curriculum, I provide pedagogy that allows students to explore their interests, concerns, and realities. Success is achieved by promoting students to identify social, cultural, or political themes personal to them, their families, and social groups.

Students are encouraged to use critical thinking, creativity, design principles, and aesthetic skills. Classroom critiques allow student designers to explore their viewpoints, with frequent classroom discussions allowing their cohorts to provide positive experience through interaction and feedback.

ASSIGNMENT OUTCOMES HAVE INCLUDED:

ADES 2515 IMAGE-MAKING & COLOR THEORY: Assignment – Create a social, cultural, or protest poster:

- Poster depicting oppressive amounts of government documentation for legal immigration
- Poster denouncing violence against Asian Americans during Covid-19 pandemic
- Poster denouncing third world factory labor conditions in the textiles industry
- Poster against the Texas State Bill SB-3 book ban
- Poster against male body physical stereotyping
- Poster statement of colorism as a major social concern
- Poster denouncing greenfield destruction from urban sprawl
- Image highlighting women’s pay inequality in the workplace

ADES 3545 ART DIRECTION: Assignment – Forecasting a 21st Century Cultural Institution or Event

- The visualization for a public experience center for children with sensory issues
- A anti-fast fashion framework for collaboration between fashion industry, retail, and consumers
- A promotional framework focused on activist training and support, including LGBTQ and BIPOC

ADES 4520 ADVANCED CAMPAIGNS: Assignment – Individual Senior brand development campaigns

- Identity for minority community focused non-profit shoe charity
- A mobile application concept for users with the anxiety disorder called Selective Mutism
- Redesign of the National Organization of Women’s brand identity
- A reading primer book series for bi-lingual Hispanic children
- A children’s activity book teaching Hangul to Korean American children
- A local’s guidebook to Costa Rica
- Redesign of the visual identity for La Alhambra in Granada, Spain
- A Russian-America cookbook preserving one family’s culinary heritage
- A non-binary children’s birthday party celebration kit
- A monthly subscription box that introduces important female role models to girls
- A ‘zine that highlights notable lesbian role models to teens
- A campaign celebrating the inclusivity and diversity of UNT Folxlorico dance troupe
- A branding program addressing the societal stigma of veganism
- Promotion campaign for an over the counter medical prescription for AIDS treatment

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STUDENT  
OUTCOMES

SILVER AWARD WINNER | BRANDING | GRAPHIS NEW TALENT 2021

**2021 :: Advanced Campaigns**

COURSE: ADES 4520 -501

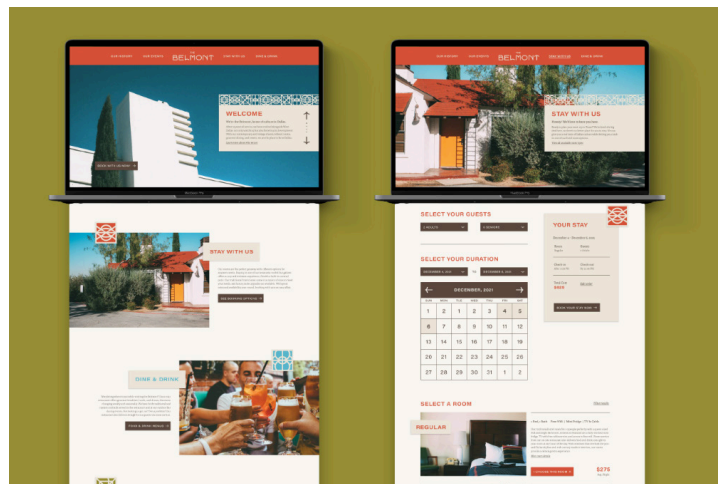
GRAPHIC DESIGN

ADVANCED CAMPAIGNS

Each fall, Seniors are immersed in a multi-part excise to improve a client's position in the marketplace by conceiving a cohesive re-branding campaign.



*Examples from a multi-part campaign for The Belmont Hotel including identity design, website interface, and a custom typeface designed by Ashley Owen.*



**2022 :: Art Direction - Business to Consumer**

COURSE: ADES 2515

CONSUMER PRINT ADVERTISING

These examples are one ad each from student art directed consumer campaigns. The assignment challenges each student to create an overarching position with three visual executions based on their preliminary research.

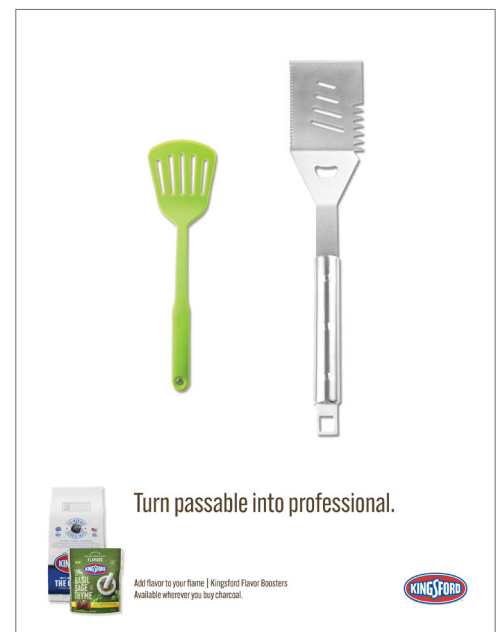


1.

1. Aubrey Barnes – San Pellegrino Essenza
2. Jennifer Mendonca Sobral – Motorola Razor
3. Natalie Crawford – Kingsford Flavor Enhancers



2.



3.

**2022 :: Sophomore Logos**

COURSE: ADES 2515

TRADEMARKS

Designing an effective logo is a fundamental requirement for being a proficient graphic designer. The ability to communicate a clear business purpose is paramount for helping clients be noticed, remembered, and preferred by customers.



4. Craig Smith



8. Cuyler Aycock



1. Nancy Compean



5. Emily La



9. Keaton Dillard



2. Kristen Doung



6. Julian Quiroz



10. Tereena Nguyen



3. Lauren Clark



7. Maxwell Pius



11. Monroe Hale

1. Sole Mates 2. Thyme in the Garden 3. Eight Arms 4. Harp B-B-Q 5. Celestial Farms 6. Peacock Boutique 7. Seeds For Life  
8. Magnolia Bakery 9. Pie Sci Pizza 10. Impeccable Pig 11. Dirty Dawgs

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STUDENT  
OUTCOMES

SILVER AWARD WINNER | BRANDING | DALLAS ADDYS 2022

**2021 :: Advanced Campaigns**

COURSE: ADES 4520 -501

GRAPHIC DESIGN

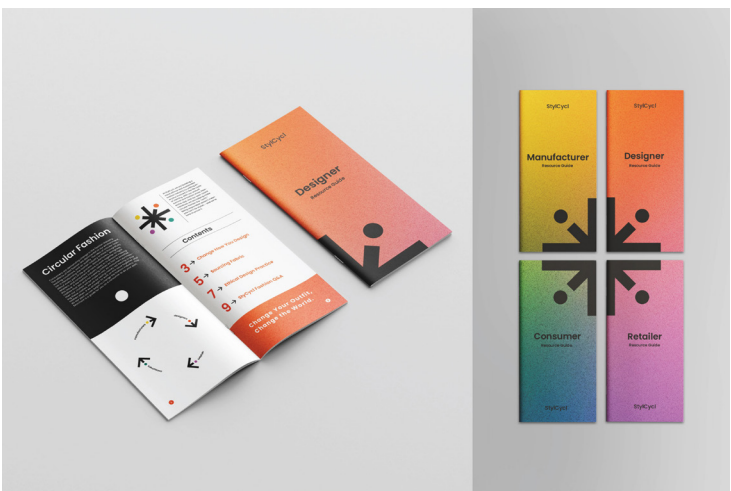
ADVANCED CAMPAIGNS

This a junior-level group assignment to envision a significant social program or event. Each team considers emerging sociocultural trends to select a cause for building a institutional brand. The recommendations are based on research and conclude with a review by advertising industry professionals to critique and validate the work.

The team imagined a new organization named StylCycl that stresses the problem of unsustainable and unethical fashion while providing tools and ideas to all involved in the lifecycle of garments. The brand was designed to support the forward-reaching goals of the circular fashion movement. The project address to four key audiences: designers, manufactures, retailers, and consumers.

*Examples from a multi-part campaign for StyleCycl including identity design, advertising, collateral, digital and event branding.*

*Student Art Directors:  
Ashley Owen, Garrett Elm-Picard,  
Gina Lecca, Jarred Trapp, Angie Fuentes*



SEE MORE: [StylCycl Behance Page](#)

SILVER AWARD: [AAF Dallas Addys Honorable Mention: Graphis New Talent](#)

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STUDENT  
OUTCOMES

AWARD WINNERS | NEWSPAPER ADVERTISING | ADDYS DALLAS 2022

**2021 :: Art Direction - Type only ads**

COURSE: ADES 3545  
ART DIRECTION

Communication design is a combination of words and pictures. This exercise helps students understand that relationship by drawing a mental picture in the mind of the viewer. These examples are finalists in the 2022 Addy's – a student design competition sponsored by the American Advertising Federation Dallas

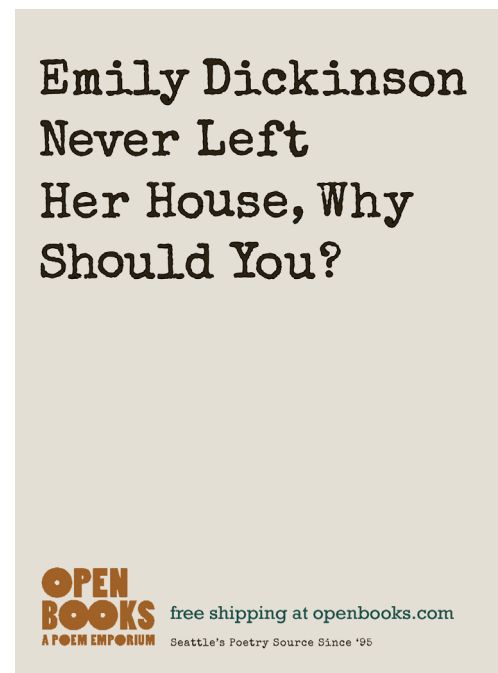


1.

1. Gina Lecca – Finalist 2022 Dallas Addy's
2. Garrett Elm-Picard – Finalist 2022 Dallas Addy's
3. Olivia Katz – Bronze Award Copywriting 2022 Dallas Addy's



2.



3.

**2021 :: Sophomore Logotypes**

COURSE: ADES 2515

LOGOTYPES

Designing an effective logo is a fundamental requirement of being a proficient graphic designer. The ability to communicate a clear and understandable business purpose is paramount for helping clients be noticed, remembered, and preferred by customers.



4. Craig Smith



8. Cuyler



1. Murial Bezanson\_



5. Patrick Thomas



9. Cameron



2. Jordan Heath



6. Leena Lam



10. Brianna Peacock



3. Jaina Wong



7. Max



11. Monroe Hale

1. Funny Bus Comedy Tours 2. Honey Baked Hams 3. Grizzly's Gifts 4. Capital Bee Honey 5. Sushi Train 6. Naked Fish 7. Freezing Cow  
8. Mammoth Wool 9. Slim & Husky's 10. Arrow Paper Goods 11. Dirty Dawgs

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STUDENT  
OUTCOMES

GOLD AWARD WINNER | BRANDING | GRAPHIS NEW TALENT 2021

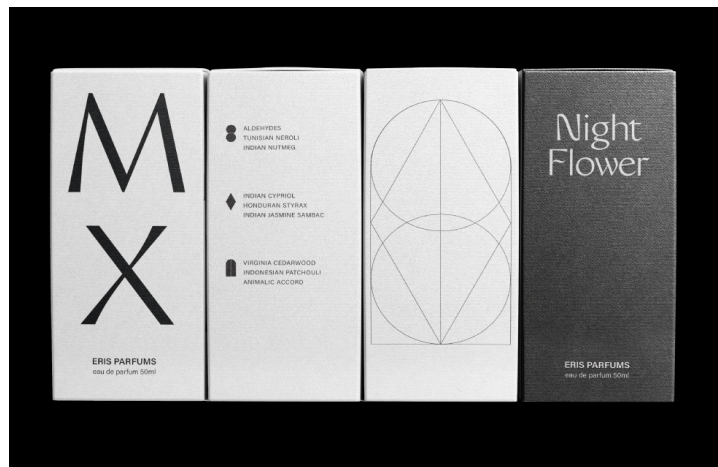
**2020 :: Advanced Campaigns**

COURSE: ADES 4520 -501  
GRAPHIC DESIGN  
ADVANCED CAMPAIGNS  
Each fall, Seniors are immersed in a multi-part excise to improve a client's position in the marketplace by conceiving a cohesive re-branding campaign.

**PLEASE NOTE:** UNT GRADUATING SENIOR PARKER METCALF WAS A WINNER IN THE "WORLD'S BEST INTERNSHIP" COMPETITION IN 2021



Examples from a multi-part campaign for Eris Parfums including identity design, packaging prototypes, and consumer advertising designed and art directed by Parker Metcalf



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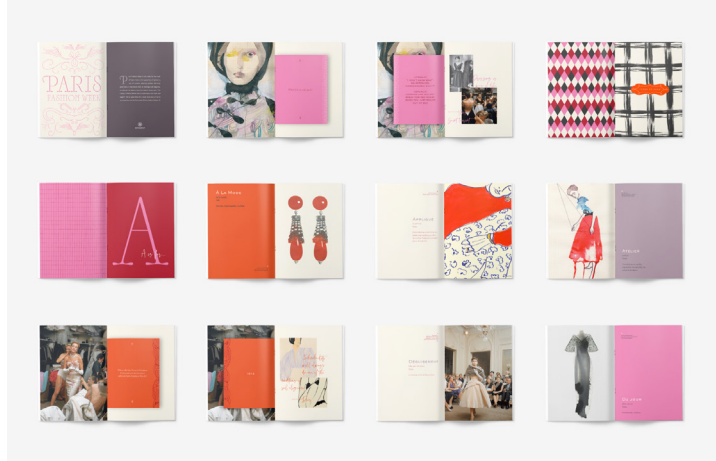
STUDENT  
OUTCOMES

AWARD WINNERS | VARIOUS CATEGORIES | GRAPHIS NEW TALENT 2021 | NSS SCHOLARSHIP

**2020 :: Advanced Campaigns**

COURSE: ADES 4520 -502  
GRAPHIC DESIGN  
ADVANCED CAMPAIGNS

Students choose a wide variety of hypothetical clients for creating design campaigns. These may include entrepreneurial projects, campaigns, and corporate re-branding.



1.

1. Hana Snell - "Je ne sais quoi" -  
brochure design Gold Medal Award  
Graphis New Talent 2021

2. Stephanie Moreno - National Student  
Show: Winner Genevieve Meek  
Illustration Masters Scholarship with  
cash award of \$1000.00

3. Andrew Ashton - 7-11 Branding  
campaign. Winner of the Gold Medal  
Award Dallas Addy's 2021



2.



3.



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OUTCOMES

**2020 :: Social Posters**

COURSE: ADES 2515

IMAGE MAKING & COLOR THEORY

During a highly charged political year, the poster project in this class turned to addressing critical social issues. The students were allowed to choose their own topic. I was moved not only by their creative skill and expression but more so by their shared personal insights on these powerful issues.

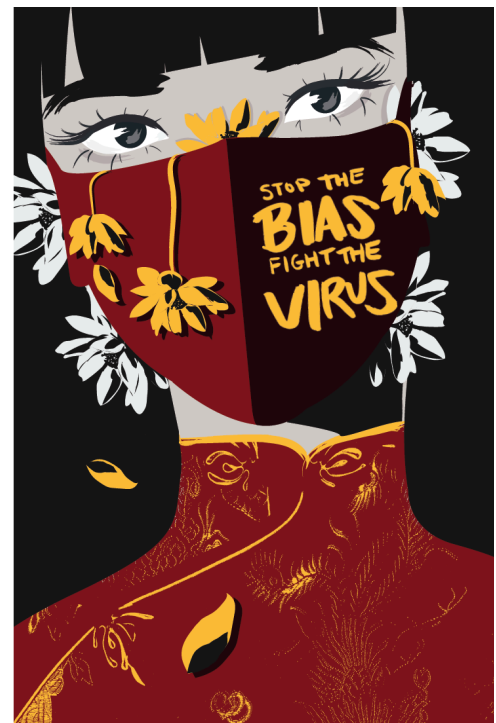


1.

- 1. Marly Chhoeung
- 2. Jaylyne Nguyen – Judges Choice Award, National Student Show
- 1. Amy Fang



2.



3.

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 OUTCOMES

**2019 :: Advanced Campaigns**  
 COURSE: ADES 4520  
 GRAPHIC DESIGN  
 ENTREPRENEURIAL ASSIGNMENT

In this assignment students create their own entrepreneurial projects. Students choose a wide variety of hypothetical clients, first researching market competitors and then designing distinctive brands and prototypes.



1.



2.

1. Kori Siller-Ramos – Silk Scarves Company

2. Madeline O'Mary – Frozen food products

3. Chelsea Tolin - Micro Brewery based on personal storytelling



3.

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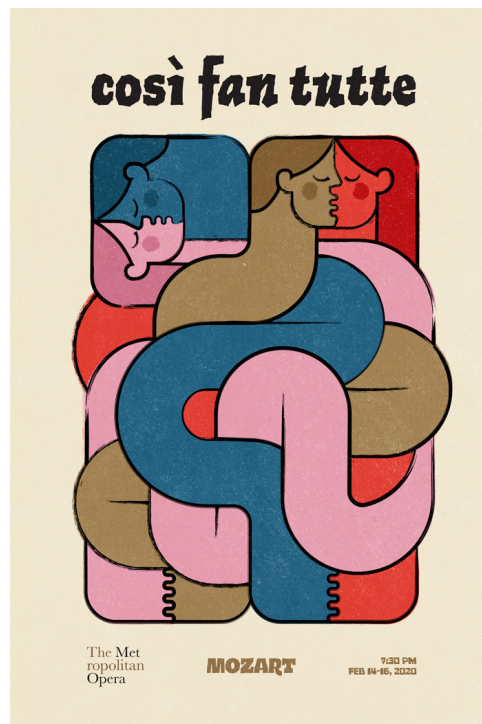
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Department of Art

STUDENT  
OUTCOMES

**2019 :: Cultural Event Posters**

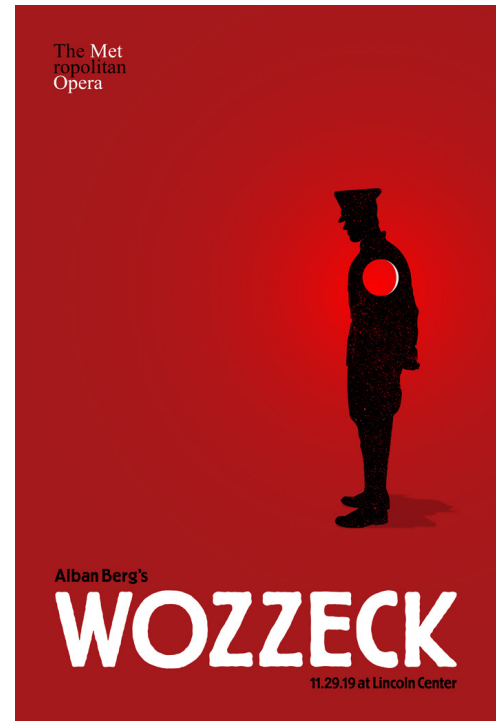
COURSE: ADES 2515  
IMAGE MAKING & COLOR THEORY

The posters generated in this class are a continuation of the opera poster assignment in 2018. This series has proven to effectively teach image-making and color theory while incorporating conceptual thinking. Work from this class continued to be award-winning in student competitions.

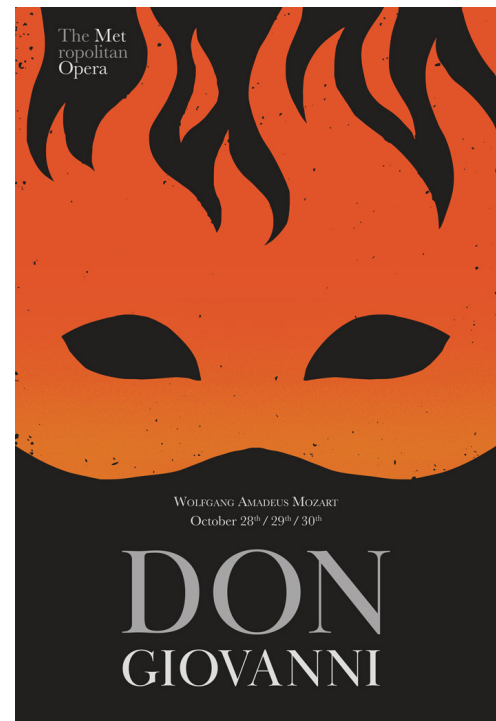


1.

- 1. Kristina Armitage – Best Poster, National Student Show
- 2. Rachel Furlong
- 1. Tama Higuchi



1.



3.

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OUTCOMES

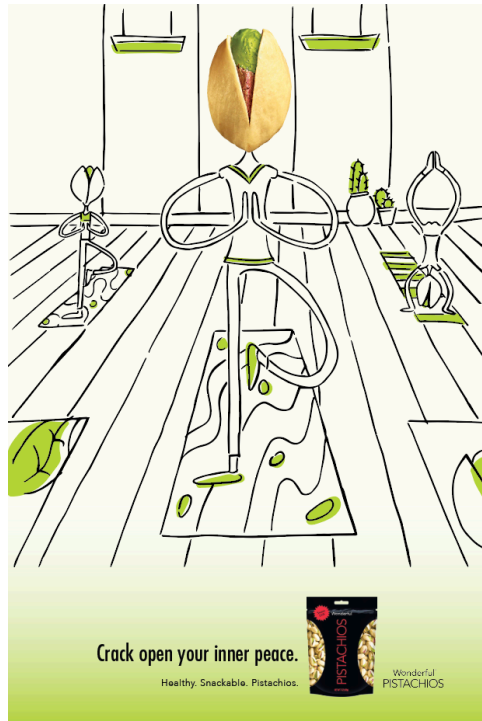
AWARD WINNERS | PRINT | MAGAZINE ADVERTISING | DALLAS ADDYS 2020

**2019 :: Art Direction - Business to Consumer**

COURSE: ADES 3545

INTRO TO ART DIRECTION

The Art Direction course challenges students to generate fresh, unique, and appropriate ideas distilled from creative briefs, strategy statements, communications objectives, and other forms of discovery. Those who complete this course understand how to approach, construct and critique advertising campaigns through strategic thinking, appropriate aesthetics, developing meaningful text, with objective analysis through art direction.

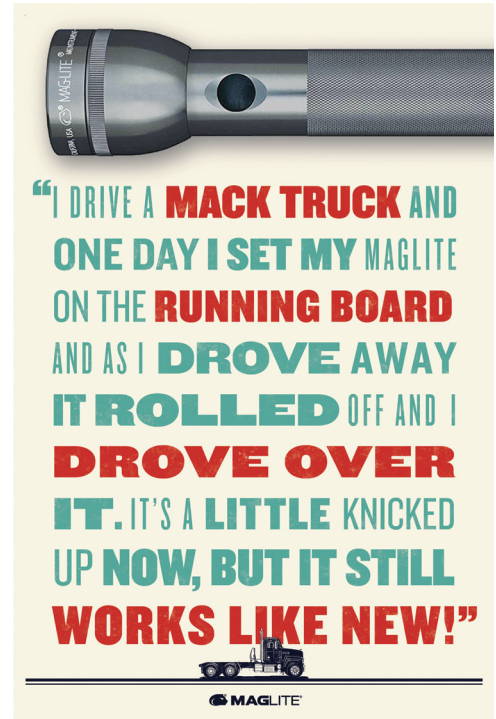


1.

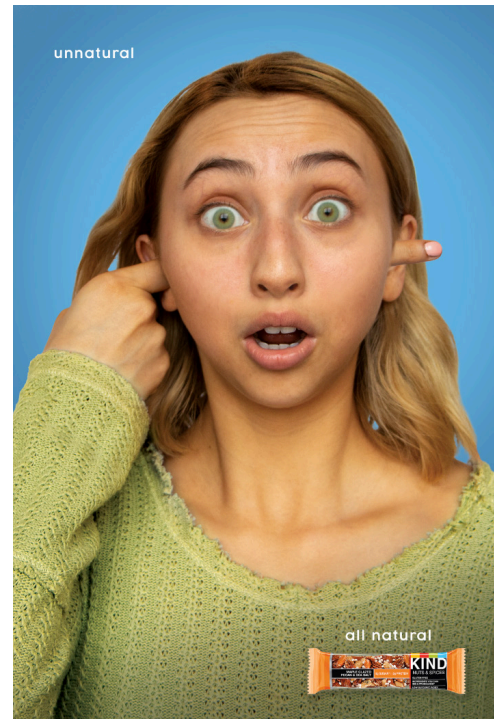
1. Taylor Dumas – Silver Medal Dallas Addy's 2020

2. Ashley Roy - Silver Medal Dallas Addy's 2020

1. Geo Cuevas



1.



3.

**2019 :: Sophomore Logos**

COURSE: ADES 2515

TRADEMARKS

Designing an effective logo is a fundamental requirement of being a proficient graphic designer. The ability to communicate a clear and understandable business purpose is paramount for helping clients be noticed, remembered, and preferred by customers.



1. *Murial Bezanon*



2. *Annie Nguyen*



3. *Jaina Wong*



4. *Andrea Garoutte \**



5. *Patrick Thomas*



6. *Leena Lam*



7. *Elizabeth Beasley*



8. *Alexis Houser \**



9. *Claudia Zelaya †*



10. *Brianna Peacock*



11. *Cecilla Ontiveros*

1. Funny Bus Comedy Tours 2. Honey Baked Hams 3. Grizzly's Gifts 4. Capital Bee Honey 5. Sushi Train 6. Naked Fish 7. Freezing Cow  
 8. Mammoth Wool 9. Slim & Husky's 10. Arrow Paper Goods 11. Citizen Rail



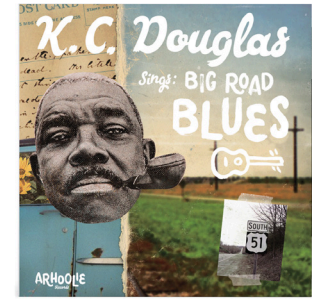
**2018 :: Minor Campaign**

COURSE: ADES 4520  
 GRAPHIC DESIGN  
 ADVANCED CAMPAIGNS

Small and mid-size businesses benefit from design services to help them get noticed and become more competitive in the marketplace. Despite having less budget and fewer marketing requirements than larger corporations, designers can give local and regional businesses a solid foundation for growth by designing strong identity programs and branded assets.



Limited minor campaign for independent recording label Arhoolie Records designed by Kaleb Privett.



**2018 :: Cultural Event Posters**

COURSE: ADES 2515  
IMAGE MAKING & COLOR THEORY

The last project of this Sophomore level course requires the culmination of skills and techniques learned from the previous class assignments. The thoughtful combination of reductive thinking, image-making, and color theory results in the designer producing successful visual communication. Please see the supplemental document uploaded to FIS.



1.

1. Kaitlyn Kennedy - Best Poster, National Student Show
2. Maria Ramirez
3. Natalie Tarrant - Honorable Mention - London International Creative Competition - LICC



2.



3.

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STUDENT  
OUTCOMES

**2018 :: Major Campaign**  
COURSE: ADES 4520  
GRAPHIC DESIGN  
ADVANCED CAMPAIGNS

Developing an extensive multi-part design campaign is vital for high-value graphic designers. The ability to identify and prototype new communication initiatives and business opportunities clearly and cohesively is a powerful way for seniors to demonstrate their competence as emerging talent.



Multi-part major campaign for Parkland Hospital designed by Michael Wood.



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STUDENT  
 OUTCOMES

**2018 :: Editorial Covers**

COURSE: ADES 2515  
 IMAGE MAKING &  
 COLOR THEORY

This assignment challenges Sophomore students to illustrate timely topics of social importance. Each cover is based on an actual article in recent issues of a major periodical.



1. Natalie Tarrant
2. Mai-Linh Lillard

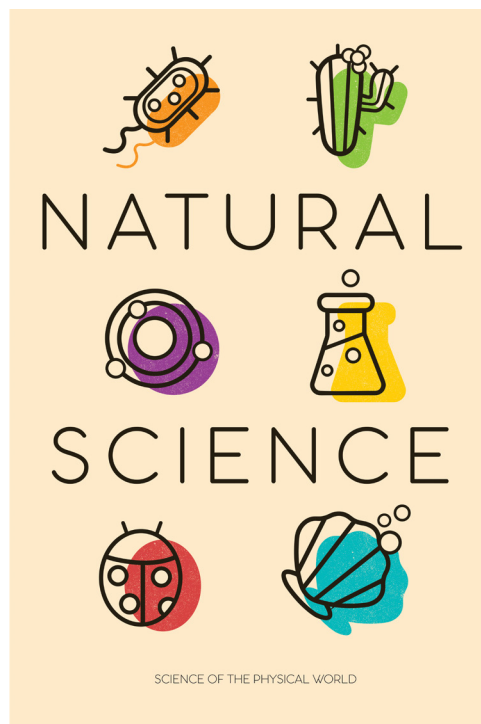
3. Maria Ramirez
4. Nicolas Morales
5. Jonathon Pinto

6. Ronald Villareal
7. Jessica Sue Cobb
8. Kristina Lee

**2018 :: Icon Posters**

COURSE: ADES 2515  
IMAGE MAKING & COLOR THEORY

The designing of icon systems is explored in this sophomore-level assignment. I challenge my students to create meaningful icons that work individually and collectively in a series. This ability is a transferable skill to various media executions across broad subject matter. It can add value to products, websites, mobile applications, print, and other circumstances where interaction is required.



1.

1. Jared Trapp
2. Ashley Linch
3. Kristina Lee



2.



3.

**2017 :: Advanced Campaigns**

COURSE: ADES 4520

TRADEMARKS

Designing an effective logo is a fundamental requirement of being a proficient graphic designer. The ability to communicate a clear and understandable business purpose is paramount for helping clients be noticed, remembered, and preferred by customers.



4. Taylor Penn



8. Paul Avery Comer



1. Allen Khazan



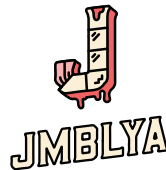
5. Michael Wood



9. Tylee Marsh



2. Christine Smith



6. Ko Hyejung



10. Steven Martinez



3. Esther Streich



7. Emma Pattison



11. Christina Romero

1. Bang Bang Pie & Biscuits 2. Funny Farm Comedy Club 3. ProdecoTech eBikes 4. Stellar Wine Bistro 5. Calloway's Nursery 6. JMPLYA Hip-Hop Festival  
7. Bijou Costumes 8. Isotopes Baseball Team 9. Flower Ranch Nursery 10. Aids Health Foundation 11. SwampFest Bike Race

**Douglas D. May**  
Assistant Professor  
Dossier of Scholarship

**University of North Texas**  
College of Visual Arts and Design  
Department of Art

STUDENT  
OUTCOMES

**2017 :: Social Cause Poster**

COURSE: ADES 2515  
IMAGE MAKING &  
COLOR THEORY

There is a long history of designers who harness the power of their creativity and persuasive skills to effect significant social change and have an enormous impact. This assignment allows sophomores to take on real-world issues and make powerful statements.



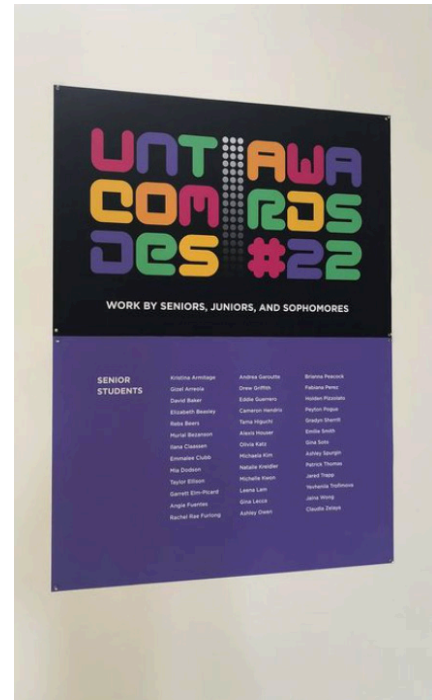
1. Annie Evans
2. Chelsey Reynoso

**SERVICE TO  
THE UNIVERSITY  
PROFESSION,  
AND PUBLIC**

**2022 :: Senior Show and Awards Banquet**

Returning to our Spring semester tradition, the Communication Design Department reinstated The Senior Show and Awards Banquet with an exhibition in the Art Building Lightwell Gallery. Approximately 185 people, including graduating seniors and their families, attended the exhibition and enjoyed coffee and snacks. Additionally, two juniors and seven sophomores students were recognized for their achievements by receiving financial scholarships presented during the event.

All Communication Design faculty participated to ensure our department fully recognized our students' achievements.



1. CVAD graduated 39 BFA's on May 12th, 2022



2. Seven seniors received an Outstanding Achievement Award selected by Communication Design Faculty



3. Bryce Johnson (Art Direction) and Mariangelis Pagan (Graphic Design) each received \$1000 scholarship from the Launch Agency

**2022 :: EASL - 30th Anniversary Celebration Event Design and Promotion**

The Emergency Artists' Support League makes funds available through monetary grants to visual artists pursuing a career in their field and those already in a professional role. The non-profit organization is committed to making help readily available to individuals in the visual arts community when emergencies occur. Douglas May donated the EASL - The 30th Anniversary Celebration event design and promotion in collaboration with collage artist Pamela Nelson.



1. The EASL 30th Anniversary invitation design was donated by Douglas May in collaboration with artist Pamela Nelson.



2. Advertising space was donated by Patron Magazine and helped create additional awareness for the event.

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SERVICE  
ACADEMIC  
ADVISING

LOCAL | COMPETITION | PUBLISHED

**2020 - 2021 :: AIGA UNT Student Group collaborates with the UNT Opera Program to promote the production of seasonal performances.**

The Communication Design department student-led AIGA Student Group held two poster competitions open to all members. The winning posters were selected by Professor Jonathan Eaton, the Margot and Bill Winspear Chair in Opera Studies. The winner and runner-ups received a small cash prize for their outstanding efforts.

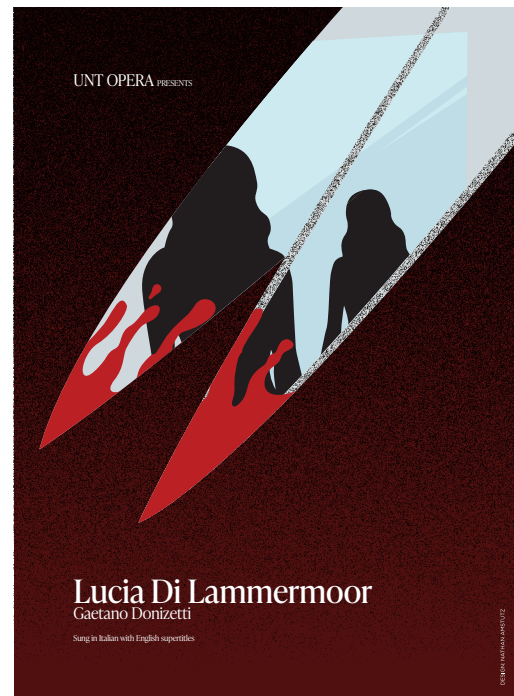
“This collaboration is a perfect use of talent and resources - the Opera Program needs marketing materials and has the budget and resources to print and disseminate them, and graphic design students need real-life experience. This competition is a wonderful way to meet both needs. As someone who has worked for more than twenty years in the professional opera world with many designers, I am delighted with the creativity and craftsmanship that these AIGA Student Group designers have brought to the project and look forward to many more successful similar competitions. Many thanks to Prof. Douglas May for his vision in bringing the collaboration about.”

– JONATHAN EATON, *Director of Opera*

2020 SELECTED WINNER: Nathan Amstutz

2021 SELECTED WINNER: Holden Pizzolato

The winning key-art was applied to print and digital promotion across campus and social media channels for upcoming performances.



1. Selected winning poster by Nathan Amstutz, Senior '21 Communication Design



2. Selected winning poster by Holden Pizzolato, Senior '22 Communication Design

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COMMUNITY  
SERVICE

REGIONAL | REDUCED-RATE | COMMUNITY SERVICE

**2020 - 2021 :: Southwestern Watercolor Society - 57th and 58th Annual Membership Exhibition Catalog**

2001 was the first year that I participated in assisting the Southwestern Watercolor Society produce its annual exhibition catalog. Working with the Exhibition Chairman and other SWS Board Members, I helped the non-profit organization set up a visual system that facilitated a less laborious production process than previous efforts. Subsequently, I was asked to oversee the 2022 Exhibition CATALOG.



1. The 8 1/2 X 11 - 64 page exhibition catalog cover and editorial spread



2. The exhibition catalog displays editorial content including; the judges profile, the eighteen cash-award winning entries and the additional sixty-six accepted entries, sponsor information, and general club information.

**2019 :: Senior Show and Awards Banquet**

Each Spring semester, the Communication Design Department host two separate events to recognize the achievements of our graduating seniors. The Senior Show is a gallery exhibition that features the portfolio work from all graduating seniors. Over the last two years, I have been responsible for the organization and logistics of these events.

On graduation day that same week, the Communication Design Department hosts an annual awards banquet in the Art Building Lightwell Gallery. Approximately 175 people, including graduating seniors and their parents, attend the show and enjoy a light fare breakfast. Additionally, six sophomores students are recognized for their achievements by receiving financial scholarships announced during this event.

Support is provided by other ComDes faculty members that participate in ensuring students' efforts are fully recognized by our department.



1. The senior event key graphics used an original mono-spaced type font designed in 2017



2. Outstanding achievement is recognized each spring semester for the top performing seniors and sophomores that receive personalized awards



3. Individual awards were created and personalized for 12 student scholarships

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SERVICE TO THE  
DEPARTMENT

LOCAL | COMMISSIONED | UNT | SIGNAGE

**2018 :: Texas Fashion Collection:  
West Dressed Exhibit**

The Texas Fashion Collection (TFC) is an acclaimed educational resource operating within UNT's Visual Arts and Design College. After introducing myself to incoming Director Annette Becker, she asked me to design the installation signage for the "West Dressed" exhibit.



Large informational kiosks served as bookends for a retrospective fashion collection highlighting the western influence on fashion design. The exhibit was on view at North Park Center in Dallas, Texas from April 13 to June 17, 2018.

LOCAL | SPECULATIVE | UNT | IDENTITY

**2018 :: TFC Proposed Logo Update**

The Texas Fashion Collection's position as a unique repository of high fashion and style should require an equal effort in all outward-facing communications with industry, academia, and the general public. After working with the existing logo on the West Dressed exhibit, I proposed a new logo system for the Collection. Unsolicited, I developed the first round of possible solutions open to further discussion.



1. Existing TFC logo



2. Proposed logo



3. Proposed logo – horizontal configuration

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CURRICULUM  
& PEDAGOGY

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**2020 - 2021 :: Links to Academic Dossier, Vitae, and Supplemental Materials**  
[DOUGMAY.CO](http://DOUGMAY.CO)

2022

[Curriculum Vitae](#)

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PAPER IN PROGRESS:

[Conditions for the substantive duration of visual communication](#)

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JANUARY 24TH, 2021

[Professional Activities Presentation to Faculty](#)

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2021

DESIGN PRINCIPLES & PRACTICES, MONTEREY, MEXICO

[Campfires, Totems, & Battle Flags](#)

*Exploring ideation, social systems, and graphic symbols to improve communities.*

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2019

[Presentation: National Student Show Educators' Forum](#)

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2018 - 2019

[Student Outcomes: Opera Posters](#)

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2017

[MFA THESIS](#)