

**JASON FRAZIER**  
jason@frazierstudio.net  
970 443 9085

## **CAPABILITIES AND SKILLS**

Experience teaching all levels of design in a university setting. Experience teaching collaborative courses with faculty from a variety of disciplines, as well as leading sponsored projects with outside clients in a classroom setting. Contribute to curriculum and content for various courses, with subject matter that includes but is not limited to: Design thinking, design systems, design methodologies and process, concept development, communication, collaboration and cross-discipline teams, branding and brand development, design history, relational and compositional skills, typography, craft, research, writing, identity design, marketing concepts, audience relationships and image making and illustration.

Able to produce graphic design as it relates to communication and aesthetics, with strong skills in project organization and management, art direction, typography, writing, editing and illustration/image making. Work well in achieving the most appropriate solution for a given project. Experienced in design processes and concept development, and the creation of original image and design solutions in a variety of methods – traditional, digital and by alternative means.

Very good skills with leading graphics and desktop publishing software for the Mac OS X platform including InDesign, Illustrator, Photoshop, Acrobat, Sketchbook Pro and Digital Publishing Suite, as well as other applications including system, utility and support software. Developing skills with applications for video, motion design and interaction design.

Able to keep in good working order and upgrade Mac OS X-based computers, servers, as well as printers and other accessories. Solid understanding of modern electronic production, pre-press and printing techniques.

Able and eager to continue to learn and use appropriate technologies and techniques as they continue to advance as tools to facilitate communication.

## **EDUCATION**

**Master of Fine Arts in Graphic Design**  
**Colorado State University, 2007**

In addition to coursework, responsibilities included serving on the Hatton Gallery Exhibition Committee, design of promotional materials for the gallery, aiding faculty in technical issues, advising students, teaching design courses and participating in the planning and production of the Colorado International Invitational Poster Exhibition.

**Bachelor of Fine Arts in Design, Emphasis in Image Production**  
**Missouri State University, 1993 [Formerly Southwest Missouri State University]**

## **PORTFOLIO**

Samples of professional, personal and student work may be found at [www.behance.net/jasonfrazier](http://www.behance.net/jasonfrazier)

**JASON FRAZIER**  
jason@frazierstudio.net  
970 443 9085

## **EXPERIENCE**

### **Assistant Professor of Graphic Design**

**Colorado State University**, Fort Collins, Colorado, August 2014 to present  
Courses include Introduction to Graphic Design, Typography and Design Systems, Advanced Typography and Design Systems. Co-Director of Colorado International Invitational Poster Exhibition. Faculty in charge of computer lab. Developing new coursework in interaction design, information design, 3-D design and production design. Various committees, curriculum development and other activities.

### **Professor of Graphic Design**

**Savannah College of Art and Design**, Savannah, Georgia, September 2008 to July 2014  
Courses included The Business of Graphic Design, Packaging Design, Graphic Design Studio I and II, Vector and Raster Graphics, Production Design, 3-D Studio, Design Methodologies, Portfolio, as well as sponsored projects and collaborative courses with a variety of departments, companies and faculty. Committees, curriculum development and other activities.

### **Freelance Designer**

Springfield, Missouri; Savannah, Georgia; and Fort Collins, Colorado  
Of note, Art director and designer of *Ultrarunning* magazine since 2007.

### **Adjunct Faculty, Department of Art**

**Colorado State University**, Fort Collins, Colorado, August 2003 to July 2008  
Courses included Print Production, Introduction to Graphic Design, Typography and Design Systems, Advanced Typography and Design Systems, Illustration and Advanced Illustration. Various committees, most notably the committee for the Colorado International Invitational Poster Exhibition serving on the steering committee, as designer of the catalog and other publications, and as host for guests of the event.

### **Computer Lab Supervisor, Department of Art**

**Colorado State University**, Fort Collins, Colorado, August 2003 to July 2008  
Duties included managing a student lab of 50 Mac OS X-based computers, a Mac OS X Server-based network, maintaining various output devices, budgeting, procuring supplies, troubleshooting technical issues as they arise, managing student employees.

### **Contract Designer**

**One Tribe Creative**, Fort Collins, Colorado, January 2005 to June 2008  
Design and production for multi-disciplinary design firm.

### **Adjunct Faculty, Department of Art and Design**

**Missouri State University**, Springfield, Missouri, January 2001 to May 2003  
[Formerly Southwest Missouri State University]  
Classes included Print Production and Design for the Non-Design Major.

### **Senior Graphic Designer, Office of Publications**

**Missouri State University**, Springfield, Missouri, November 1995 to August 2003  
[Formerly Southwest Missouri State University]  
Design and production of marketing and informational material for student recruitment, on-campus and special events, internal communications and services. Served as department technology coordinator. Supervised and directed student designers, as well as advising and consulting with others in the University.

### **Graphic Designer**

**RK Printing Company**, Springfield, Missouri, July 1995 to November 1995  
Design and production for a small, multi-color printer.

### **Designer/Illustrator**

**The Greek Corner**, Springfield, Missouri, September 1993 to June 1995  
Design and production for screen printing on textiles and other materials.

## **PROFESSIONAL AFFILIATIONS**

**University & College Designers Association (UCDA)**, 1995-2003

**Council for the Advancement & Support of Education (CASE)**, 1995-2003

**JASON FRAZIER**  
jason@frazierstudio.net  
970 443 9085

## **CONFERENCES, EVENTS AND LECTURES**

AdobeMAX, HOW Design Live, UCDA, CASE, The Dieline Package Design Conference, HOW Creative Freelancers, HOW In-House Managers, SECAC, Colorado International Invitational Poster Exhibition, visiting designers, entrepreneurs and critics at MSU, CSU and SCAD [guests have included Louise Fili, Massimo Vignelli, Rick Poyner, Cedomir Kostovic, Chaz Mavianne-Davis, Debbie Millman, Aaron Draplin, Steff Geissbuhler, William Drentel, Charles Adler, David Berman, Cameron Tonkinwise, Ezio Manzini, John Beilenberg, Nathan Shedroff, Ann Willoughby, and Brian Dougherty, among others]

## **AWARDS, RECOGNITION, JURIES, WORKSHOPS & EXHIBITIONS**

### **CASE, District VI, January 1997**

Silver Award – Homecoming '96 series  
Bronze Award – Tent Theatre '96 series  
Gold and Bronze Awards – Founders Club Dinner Invitation (with Director of Publications)  
Silver Award – Recruitment Campaign (with Office of Publications)  
Silver Award – *SMSUToday* (with Office of Publications)

### **CASE, District VI, January 1998**

Silver Award – *Fitness-4-Fun* series  
Bronze Award – Hammons Hall for the Performing Arts  
Gold Award – 1997-98 Student Recruitment Campaign (with Office of Publications)

### **Admissions Marketing Report, February 1998**

Bronze Award – Fall 1997 *Destination SMSU* newsletter

### **CASE, District VI, January 1999**

Silver Award – Financial Report, 1998-99  
Bronze Award – Ozarks Celebration Festival logo  
Gold Award – *A la Carte* logo (with Assistant Director of Publications)

### **Admissions Marketing Report, February 1999**

Gold Award – Fall 1998 *Destination SMSU* newsletter

### **CASE, District VI, January 2000**

Gold Award – Tent Theatre '99 series  
Silver Award – COAL Lecture Series poster, *Edward Villella*  
Gold and Bronze Awards – *SMSUToday* (with Office of Publications)  
Bronze Award – *E-ssential News*

### **CASE, District VI, January 2001**

Silver Award – *Destination SMSU* newsletter

### **CASE, District VI, January 2002**

Gold Award – COAL Lecture Series poster, *Gordon Parks*  
Gold Award – Homecoming 2000 invitation packet  
Gold Award – *Live the College Life* brochure  
Silver Award – World Health Day 2001 poster  
Silver Award – Sports Media Guides

### **UCDA, August 2002**

Award of Excellence – Ozarks Celebration Festival 2001 poster

### **CASE, District VI, January 2003**

Silver Award – Founders Club 2002 Dinner Invitation

### **MFA Group Exhibition, December 2004**

### **Solo Exhibition, April 2005, Colorado State University Department of Music**

### **Graphic Responses 2 Online Exhibition, September 2005**

### **Solo Exhibition, April 2006, St. Luke's Episcopal Church, Fort Collins, Colorado**

### **Ninth International Biennial of the Poster in Mexico, October 2006**

Selected Participant – *The Ten Commandments*

### **MFA Thesis Exhibition, December 2006**

### **Graphic Responses 3 Online Exhibition, September 2007**

### **Opera – *The Rape of Lucretia*, October 2007**

Multimedia project/performance at the CSU University Center for the Arts

### **SCAD Graphic Design Faculty Exhibition, October 2008**

### **Graphic Responses 4 Online Exhibition, September 2009**

### **SCAD Graphic Design Faculty Exhibition, October 2009**

### **SCAD Graphic Design Faculty Exhibition, February 2011**

### **Juror, Brass Ring Awards, May 2011, Graphic Design category**

### **Presentation, SECAC, October 2011**

"When Is It Worth It?" – documenting sponsored project with JCPenny

### **Professional Development Workshops – CFA/SCAD, June & December 2012, June 2013**

Faculty lecturer and workshop leader, design thinking processes

**JASON FRAZIER**  
jason@frazierstudio.net  
970 443 9085

## **TEACHING PHILOSOPHY**

I believe that as an instructor at the college level, especially in graphic design and the visual arts, it is important to create an environment in which the students are encouraged and allowed to explore their craft and to find their voice as a designer. For me, teaching is less about telling students the answers, but presenting them with theory, concept and context, then letting them discover solutions uniquely their own.

During time in class, I have found that it is important to encourage the students to develop quality critical thinking skills so that they can rely on their own intuition and opinions to make logical and sound problem-solving decisions. I create assignments that put practical application to what they have been exposed to in foundation, liberal arts, art history and other courses.

I am a strong believer in replicating the real-world environment of a designer's life in the classroom so that their critical thinking skills are quick and acute. While it is impossible to recreate the real-world experience exactly, having them work rapidly on projects, and often on more than one project at a time, their problem-solving skills develop and sharpen over a short amount of time. If I, as their teacher, can give them a quality base of good conceptual thinking skills and inspire intellectual curiosity, they in turn have the opportunity to develop and grow over time in their careers.

In class, I follow several principles to engage the students: using humor to help spark interest and attentiveness, being enthusiastic about the subjects covered, and using a variety of presentation methods. I will often lead impromptu lectures and discussions on current design related topics or other issues that students bring to class. I use current, high-quality examples of design from around the world to not only expand understanding of their field and the world, but to give insight into their own work and who they are as visual people. I think it is important to use contemporary design as an aid to their education, after all they are consumers of that design landscape. The better they understand it, the better they will be able to be a creator of that world one day.

Exposing students to new media design and technological tools is essential, focusing much energy on what these new tools and processes allow designers and content creators to say and do, rather than being primarily about the technologies. I believe this exposure is important as the professional realm of design continues to change and evolve.

To me, having students ask themselves what they do and why they do it, are the most important self-critiquing skills that can be developed while in school. If they can get to that place, if they can elevate those critical thinking skills, students can create opportunities as they work professionally in which they are curious, entrepreneurial, and continue to desire to learn about their craft.

**JASON FRAZIER**  
jason@frazierstudio.net  
970 443 9085

## **DESIGN PHILOSOPHY**

Every person has been given gifts and talents, and our charge is to use those gifts to try to make this world better than the way we found it. For me as a designer, part of that mission should be to challenge people, in their thinking as well as in their visual sensibilities.

Graphic design's role in contemporary society is to inform and communicate, and more often than not, that means to sell – an idea, a product or even a lifestyle. The responsibility of the designer in that equation should be to produce work that goes beyond that basic brief, to contribute to the culture in a positive fashion. My reasons for exploring the work that I do is to try to meet that responsibility.

Design impacts the world in a massive way, from the moment we wake up in the morning and look at that tube of toothpaste, to the last page of the book we read before we turn out the lights, design plays a role unequalled by other institutions. Television, magazines, the internet, books, products, packages – too many different things to list – these items permeate our culture. Design is both a proactive part of these things as well as a reactor to them. It simultaneously shapes and succumbs to society.

People often see themselves as agents of change in limited fashion, if at all, and in limited scope or stage: church, community groups, maybe a membership in some sort of organization. Rarely do they take their convictions, their beliefs or their talents as thinkers, creators and concerned individuals to their job. Designers have a unique opportunity to inject their concern for the world's problems into their daily life due to the simple fact that their job is to communicate. Their works reach a vast audience, and by giving those things that they create aspects that bring up issues that can be pressing on the world, those works in turn have an effect.

At its essence, graphic design is about communication, and I feel that as a designer, I should do my best to use my abilities to communicate something of substance, whether that be current events and culture or beauty and aesthetics. I have an outlet, a way to take my gifts, my talents, and apply them to something bigger than myself. I can attempt to make the world a better place than the one I was given.

My aim is to speak to people in ways that get them to consider their place in society, by thinking about their understanding of the subject matter that is presented. Hopefully, in the end, that contemplation begins to get individuals involved in consciously living and considering how their actions – and inactions – shape the world around them, for themselves and for their neighbor.

I find myself drawn to a wide variety of designers and design and art movements, ones that both inform me in many different contexts. Mid-century modernism, Post-Impressionism, and vernacular design style all have had, and continue to have, an effect on the both the way I work, and the outcomes it produces. Technology and the rise of new media platforms have altered much of what we do as designers, for both process and artifact, and these new realities of the profession have a great deal of influence on me. But beyond the visual, conceptual and technological examples, I find myself most influenced by the project itself, as in what is best for it to be successful and meaningful. As stated above, design is about communication, and communication is about people. Make it matter.

Doing what is best for the issue at hand, and for who will use it and for what reasons, all while engaging in a robust, deep and intelligent process – that is the greatest influence of all.