



HERB VINCENT PETERSON, MFA
Curriculum Vita

Associate Professor of Design

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Department of Art + Design
South Carolina School of the Arts
Anderson University

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EDUCATION

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North Carolina State University

Doctor of Philosophy in Design, PhD: 2018 – Present (In Progress)

Research: Design for Social Impact pedagogies within rural communities & schools.

Advisor: Derek Ham, Ph.d

The Ohio State University

Master of Fine Arts, MFA: 2006 – 2008

Interdisciplinary Specialization in Fine Art and Design

Thesis Research: The Impact of Social Imagery through Typographic Syntax.

Advisor: Michael Mercil, MFA

Herron School of Art and Design: Indiana University

Bachelor of Fine Arts, BFA: 1998 – 2006

Visual Communication Design and Fine Art Photography

Minor, Art History Studies: 2006

Thesis Research: Designing Death: a Visual Study of Death Related Experiences.

Advisor: Linda Adele Goodine, MFA

ACADEMIC AWARDS

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- 2006 – 2008 ■ **Graduate Fellowship Stipend:** The Ohio State University, College of the Arts
Columbus, Ohio
- 2006 ■ **Ann Hamilton Studio Fellowship:** 2 out of 60 graduate students selected
Columbus, Ohio
- IU Top 100 Students:** Nominated by faculty: Herron School of Art and Design: IU
Indianapolis, Indiana
- IU Top 10 Students:** Ranked 6 overall: Herron School of Art and Design: IU
Indianapolis, Indiana
- The Spirit of Herron Award:** Selected out of 900 students: Herron School of Art: IU
Indianapolis, Indiana
- The Annual Menz Scholarship:** Departmental nomination: Herron School of Art: IU
Indianapolis, Indiana
- 2005 ■ **Outstanding Teacher Award:** Herron School of Art, Saturday School: Fall & Spring
Indianapolis, Indiana
- Marry Milligan Award:** Excellence in Vis Comm: Herron School of Art & Design: IU
Indianapolis, Indiana
- 2004 ■ **Louise Fulton IMA Fellowship:** Excellence in Photo: The Indianapolis Museum of Art
Indianapolis, Indiana
- Joseph Van Sickle Award:** Excellence in Photography: Herron School of Art: IU
Indianapolis, Indiana
- 2003 ■ **Ada Brondband Design Award:** Excellence in Vis Comm: Herron School of Art IU
Indianapolis, Indiana
- Gregg Prosser Design Award:** Excellence in Vis Comm: Herron School of Art: IU
Indianapolis, Indiana
- Joseph Van Sickle Award:** Academic Excellence: Herron School of Art & Design: IU
Indianapolis, Indiana



ACADEMIC APPOINTMENTS

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- **Anderson University (South Carolina)**
South Carolina School of the Arts
Department of Art + Design
Associate Professor of Design: July 2022 – Current
+
Director, AU Design for America

 - **North Carolina State University**
College of Design
Department of Art + Design (MAD Tech)
Design Teaching & Research Faculty: January 2022 – July 2022

 - **Indiana Wesleyan University**
Department of Design: Division of Art + Design
College of Arts and Sciences
Associate Professor of Design: July 2016 – January 2022
Assistant Professor of Design: July 2014 – June 2016
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Coordinator, Visual Communication Design: July 2018 – January 2022
Coordinator, Graphic Design: July 2014 – January 2022
Coordinator, Design Minor Programs: July 2014 – January 2022
Director, The Foundry (Design Studio): September 2016 – January 2022

 - **Herron School of Art and Design: Indiana University**
Department of Visual Communication Design
Department of Photography
Visiting Assistant Professor: July 2012 – June 2013
Adjunct Professor: Summer 2006, July 2012 – June 2013
Design Instructor: (Herron Saturday School) August 2004 – May 2006

 - **Ohio Dominican University**
Department of Art and Design
Division of Arts and Letters
Assistant Professor of Art and Design: August 2009 – July 2012
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Program Head, Graphic Design: August 2009 – July 2012

 - **The Ohio State University**
Department of Industrial, Interior, & Visual Communication Design
Department of Art: Photography
Visiting Assistant Professor (Design): July 2008 – June 2009
Lecturer (Photography): Summer 2008
Graduate Teaching Associate, August 2006 – May 2008
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ACADEMIC TEACHING EXPERIENCE

■ Anderson University: South Carolina School of the Arts

ART 222: Production Design 1: Sophomore Studio

ART 325: User Experience Design: Junior Studio

ART 329: Design for Social Value (Special Topics Studio)

ART 422: Advanced Studio 2: Senior Studio

ART 423: Beyond the Portfolio

ART 493: Senior Seminar: Exhibition (w/Prof. Luke Anspach)

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Extra duties included: Reestablished the AIGA student group, led student leaders and helped develop new programming. Founded and launched the first ever, Design for America studio at AU, Wrote and crafted new BFA courses, nasad accreditation narratives, and future casted design program in downtown Anderson, SC.

■ North Carolina State University: College of Design (Department of Art and Design)

DES 101: Design Inquiry II: Methods and Process-Designing for People

ADN 492: Special Topics: Advanced Design Processes (w/Dr. Lesley Ann Noel)

ADN 480: Design for Social Impact (Immersive Studio)

ADN 496: The Business of Design (w/Prof. Heather Allen Zucchini)

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Extra duties included: Developed new immersive social impact studio that embraced the City of Raleigh: Understanding Gentrification and the Power of Systemic Oppression in Oberlin Village. Led students to develop complex design solutions using AR and VR, branding, and research methods.

■ Indiana Wesleyan University

DES 100: WS 1 – Score, Cut, Fold, and Chop

DES 101: Fundamentals of Design Studio

DES 150: WS 2 – Print and Proof

DES 151: Human Centered Design

DES 200: WS 3 – Prototyping

DES 202: Typography 1

DES 203: History of Design (Lecture)

DES 250: WS 4 – Portfolio Building

DES 251: Making Meaning

DES 252: Advanced Typography

DES 257: BFA Portfolio Review

DES 301: Form and Function

DES 302: Identity and Branding

DES 351: Service and Research Design

DES 400: WS 7 – Art Direction and Project Management

DES 401: Information and Visualization Design (Designing Systems)

DES 405: Thesis Design Studio 1 – (Directed independent research)

DES 451: Design for Social Entrepreneurship

DES 455: Thesis Design Studio 2 – (Directed independent research)

ART 490: Senior Exhibition



ACADEMIC TEACHING EXPERIENCE CONTINUED

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■ Indiana Wesleyan University Continued

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Extra duties included: Lead the redevelopment of the design curriculum and

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the establishment of new BFA degree options (VCD, UXD, and DSI): program assessment and NASAD and HLC accreditation alignment: served as the NASAD divisional representative: oversaw and led design faculty, including adjunct/part-time positions: developed and oversaw internship program: mentored and advised more than 70 plus undergraduate students: designed and facilitated the annual sophomore mid-point reviews: directed and advised senior thesis research projects and case study presentations: established and led the very active AIGA student group, oversaw the Foundry (community design studio): worked closely with admissions and met with prospective students and families: lastly, more than doubled student numbers by implementing and facilitating integrated marketing and branding efforts produced in tandem with student interns.

■ Herron School of Art and Design: Indiana University

HER K303: Color Photography

HER K402: Image as Text

HER V412: Visual Research in Design

HER V201: Making Meaning (Semiotics in Design)

HER V311: Type and Image

HER V410: Methods for Innovation

HER K500: Graduate Studio Critiques and Visits (Graduate)

HER K530: Studio Emphasis 1 and 2 (Graduate)

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Extra duties included: Wrote new graduate level courses: served on graduate acceptance committees and advancement reviews committees

■ Ohio Dominican University

ART 100.01: Studio Humanities (non-majors)

ART 121.01: Life and Object Drawing 1

ART 161.01: Life and Object Drawing 2

DES 262.01: Color Theory for Design Communication

DES 112.01: Principles and Elements for Design

ART 274.01: Art and Community

DES 115.01: Photoshop for Image Making

ART 201.01: Photography 1

DES 204.01: Typography 1

DES 207.01: Visual Communication 1 (Design Process)

DES 257.01: Visual Communication 2 (Solving Problems)

DES 307.01: Production for Design

DES 357.01: Design for Identity

DES 358.01: Brand and Ad Campaign

DES 360.01: Visual Communication 3 (Information Design, New Approaches)

ART 450.01: Installation and Time based Art



ACADEMIC TEACHING EXPERIENCE CONTINUED

■ Ohio Dominican University Continued

ART 390.01: Advanced Photographic Techniques

DES 380.01: Design for Interactivity (User Experience Design)

DES 479.01: Visual Communication 4 (Designing for Systems)

DES 480.01: Design for Social Impact

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***Extra duties included:** Developed and updated new graphic design and photography programs: established AIGA Student group: overhauled the photography and design studio spaces: established internship program: brought STEM+AED (art, education, and design) based research and programming to the university: ran all design labs: advised undergraduate design students and oversaw design curriculum.*

■ The Ohio State University

ART 2500: Contemporary Issues in Photography (Lecture)

ART 2555: Introduction to Digital Photography

ART 2555.B: Introduction to Film Photography

ART 3005: Photography 2 (Darkroom Photography)

DESIGN 2110: Design Fundamentals 1 (Technical Drawing for Design)

DESIGN 2130: Design Fundamentals 3 (Color for Design Communication)

DESIGN 3400: Design Media 1 VCD

DESIGN 3450: Design Media 2 VCD

DESIGN 6000: Independent Graduate Hours (Graduate)

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***Extra duties included:** Worked with faculty to develop new foundation based courses, sat on grad research committees, helped to strengthen the design minor, graduate visits and studio critiques.*

ACADEMIC TEACHING INTERESTS

Design processes and methods: conceptualization for art and design practices: problem finding: human-centered design: design thinking: design research: systems design: making meaning – semiotics: visual rhetorics: co-design: collaboration: community-based design: social justice: design justice: design for equality: design for social impact: social innovation: life calling development: Thematic areas of focus: Critical Awareness, Positionality, Authority and Agency, Doing Good.

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Teaching design is a finessed balance between focused skill and human inquiry. It takes relationship building, trust forming, and deep listening. It also demands a clear picture of where things are heading. It requires patience and calm, and constant learning. It begs for details and insights and exposes ways of seeing that challenge the status quo. It takes opening the head, revealing the heart, and employing the hands to co-create alongside a world of extraordinary minds.



ACADEMIC SERVICE

2022 – 2023 ■ **Faculty Advisor – AU AIGA Student Group:** Department of Art + Design, AU
Oversee student group activities, leadership, and extended trips, programming

Director – DFA AU (Design for America): Department of Art + Design, AU
Oversee nationally recognized HCD studio and programming of student design leaders completing complicated design projects within the Upstate, South Carolina

Committee Member – Anderson University Diversity Leadership Team:
Helping to drive equitable practices at AU and bridging the local community: served on National Womens Week committee.

2021 ■ **Faculty Advisor – IWU AIGA Student Group:** Division of Art + Design, IWU
Oversaw student group activities, leadership, and extended trips

Photography Faculty Search Committee: Member: Division of Art + Design, IWU
Collaborated on position posting, evaluated and interviewed candidates.

Design Faculty Search Committee: Member: Division of Art + Design, IWU
Collaborated on position posting, evaluated and interviewed candidates.

2020 ■ **Lilly Innovation Think Tank:** Committee Member: Indiana Wesleyan University
Invited by university council to consult ideas for large-10 million dollar grant.

Design Technology Committee: Chair: Division of Art + Design, IWU
Drafted technology requirements and statements, defined tech lab needs.

2019 ■ **Diversity Fellow Advisory Committee:** University Committee Member: College of Arts and Sciences representative: Indiana Wesleyan University
Invited by VP of Multicultural Affairs to aid in the development of the first ever Diversity fellow position and process.

2018 ■ **Multicultural Enrichment Council–Diversity and Inclusion Working Group:** University Committee Member: CAS representative: Indiana Wesleyan University
Invited by Associate Dean of CAS to help draft DEI initiatives and programming across university schools and colleges.

BFA Curriculum Design: Chair: Division of Art + Design, IWU
Designed, drafted, and implemented three first-ever BFA Design programs.

2017 ■ **Design & Planning Committee:** Chair: Division of Art + Design, IWU
Conducted program wide research and plans for new design programs.

Marion City College Planning and Advisory: Chair: IWU: University Committee
Invited by President David Wright PhD to help conceive and develop a multi-level collaboration with Taylor University, Indiana Wesleyan, and Ivy Tech. Lead all design efforts and presented to university trustees for approval.



ACADEMIC SERVICE CONTINUED

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- 2017 ■ **Justice Center for Human Trafficking:** Consultant: University Committee
Consulted and developed brand research, identity, and positioning for new 1 Million dollar Center. In tandem with student interns.
- 2016 ■ **The Foundry:** Director: Division of Art + Design, IWU
Planned, designed, and implemented a new student focused studio space that specialized as an in-house agency for the Division of Art + Design. Oversaw interns, project workflow, and production on all print and digital work. Managed project and studio budgets.
- Beard Art Center Safety Committee:** Member: Division of Art + Design, IWU
Collaborated on safety standards and methods for studio courses.
- Design Fellow Search:** Chair: Division of Art + Design, IWU
Developed first ever design fellow position, evaluated and interviewed candidates.
- Design Faculty Search:** Member: Division of Art + Design, IWU
Evaluated and interviewed candidates for design programs.
- 2015 ■ **Nasad Committee:** Divisional Representative: Division of Art + Design, IWU
Conducted research and divisional alignment for NASAD accreditation.
- University Technology Council:** Member: CAS representative: IWU
Helped draft tech requests for students with need, developed new programs to obtain technology as rental vs ownership.
- 2012 – 2013 ■ **Advancement Review Committee:** Herron School of Art and Design: VCD
Served as design faculty reviewing multiple VCD applications.
- Graduate Acceptance Committee:** Herron School of Art and Design: Photo
Reviewed graduate applications and selected upcoming cohort.
- 2012 ■ **AIGA Faculty Advisor:** AIGA Student Group: Ohio Dominican University
Oversaw student group activities, leadership, and extended trips
- AIGA Faculty Member : AIGA Student Group:** Ohio Dominican University
Developed the first ever AIGA student group on ODU campus.
- 2011 ■ **Ohio Dominican University Web Committee:** Member: Ohio Dominican University
Researched user flow, needs, and developed master plan for new site overhaul.
- 2010 ■ **Academic Advisory Web Committee:** Member: Ohio Dominican University
Worked to find redundancy issues within the university website via academics.
- 2009 ■ **Design Foundations Advisory Committee:** Member: Department of Design: OSU
Collaborated with faculty on new course design and unification for NASAD renewal.
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RESEARCH

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My research and scholarly design work lie at the intersection of community, higher-ed, and design pedagogy. The ultimate goal of this work is to develop innovative and equitable design pedagogies that equip various socio-economic, diverse, marginalized, and undeserved community members to learn and apply design to their lives, conceivably empowering vibrant living. The research, produced in tandem with college design students, engages through community design-oriented workshops, placemaking efforts, design thinking sessions, and various qualitative research practices. Outcomes are shared, experienced, and modeled through versatile tool kits and sustainable solutions pointing to the numerous systemic social issues we face as community members. Lastly, my research is central to designing students' learning by applying first-hand facilitation, co-design practices, human-centered design, design thinking, and implementation skills while building real-life experience.

RESEARCH IN PRACTICE

■ Marion Design Co.

Co-Founder and Chief Design Officer: May 2016 – May 2021

Marion Design Co's mission is to revive, empower, and propel community forward by creating sustainable design solutions developed through education and collaboration with local students and community.

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***Duties included:** Co-Founded the not-for-profit studio: Developed organizational business model with both philanthropic and commercial practices: Worked closely with city leaders, including the Mayor and affiliated offices, to strategize, plan, and implement community-wide social impact: facilitated numerous design thinking sessions and workshops with both college design students and community members – focusing on issues around diversity, equality, and inclusion and racial justice: implemented educational models for both higher-ed and k-12 students: creative directed all commercial projects: oversaw organizational and project budgets: recruited semesterly internship cohorts: raised over 100,000.00 in in-kind giving: awarded more than 100,000.00 in funded grant opportunities: collaborated by managing a 1.1 million dollar grant to develop design thinking tools for youth across America: created various research outcomes aimed to impact diverse needs and groups: drove economic impact by influencing investment into the once-blighted downtown.*

■ Open and Build

Founder and Executive Director: July 2009 – June 2012

Open and build was a Columbus-based not-for-profit that worked as a social innovation hub and network that brought design professionals of all levels (student to senior) to work on small design needs for underfunded not-for-profits. After three years of leading multiple pro-bono projects, O&B bequeathed its networked algorithm to the Ohio Dominican University Design Program.



RESEARCH IN PRACTICE CONTINUED

■ **Open and Build Cont.**

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***Duties included:** Founded the not-for-profit network: collaborated with developers to build and implement calendar keyword algorithm: lead organization and board meetings: facilitated teams and application process for not-for-profits in need: actively communicated to teams and helped bridge gaps with groups and clients: organized physical space needs for meetings and celebrations located at (ILLIO).*

■ **ILLIO (It Looks Like Its Open)**

Founder and Team Member: 2009 - 2013

ILLIO is a community-arts studio and a collection of diverse studio members (from puppets to philosophy to social impact design); we host various creative makers and teachers for classes, exhibitions, meditation, and reflective play.

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***Duties included:** Founded and organized the first group of creative members: developed gallery exhibition program: collaborated on numerous community facing creative workshops, critique groups, art swap meets, reading sessions, and public lecture series: established video support group and video support month (with the backing by the Ohio Arts Council): oversaw organizations finances.*

■ **Steamed Ahead: Summer Immersion**

Co-Writer, Research Collaborator, and Design Facilitator, 2010 -2011

Steamed Ahead was a two-year (summer) intensive STEM to STEAMED learning experience where k-12 educators utilized the creative design process within their disciplines while being coached by university science, math, education, and design faculty. Junior high and high school students worked collaboratively on expansive, open-ended projects while earning college credit. Research findings helped start STEMEAD programming at Ohio Dominican University, funded through the Battelle Innovation Grant project.

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***Duties included:** Collaborated on qualitative research methods, gathering, and analysis from k-12 educators: facilitated design thinking learning and process: co-wrote grant and collaborated to disseminate findings.*

■ **Herb Vincent Peterson Studio**

Owner: Creative Principal, 2000 -

My creative research practice embraces two distinct branches: One branch as a consultancy that focuses on improving missional work rooted in organizations trying to improve the world. The second branch develops collaborative-large scale museum and gallery quality installations. This work embraces issues within contemporary society, pointing to resources and language to expand awareness.

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***Duties include:** Working alongside various senior level leaders, curators, gallerists, and communities through creative design practices. large scale installation and team management: Overseeing two-three interns per year:*



GRANTS

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■ Imaginarium

Collaborator and Creative Director, 2019 – Present

1.1 Million: Strengthening Congregational Ministries with Youth Initiative

Written by Amanda Dury with Marion Design Co.

Lilly Endowment

■ Big Idea Grant: Downtown Impact

Co-Writer and Collaborator

150,000.00: Toward matching OCRA revitalization grant

Community Foundation of Grant County

■ Better User Experience Marion

Writer and Director of Grant, 2017

6,000.00: Give to Grant, Grant

Written by Herb Vincent Peterson for Marion Design Co.

Community Foundation of Grant County

■ You Are the Answer

Writer and Director of Grant, 2016

800.00: Project Grant

Written by Herb Vincent Peterson for Marion Design Co.

Indiana Wesleyan University Benevolence Fund

■ Inscription

Co-Writer and Collaborator, 2012

5,000.00: FD Summer Research Grant

Written by Herb Vincent Peterson with Jessica Larva, MFA.

Ohio Dominican University

■ Steamed Ahead

Co-Writer, Research Collaborator, and Design Facilitator, 2010 – 2011

500,000.00: STEM Education (k-12) Innovation Grant

Written by Herb Vincent Peterson with C.King, M.Stauer, R. Zelke

The Battelle Institute

■ Thesis Support

Writer

3,000.00: Fergus Materials Grant

Written by Herb Vincent Peterson

The Ohio State University: College of the Arts



PRESENTATIONS, JUROR, CURATORIAL

2020 ■ **Remembering the Rural: AIGA Communities elsewhere**

AIGA National Board Retreat & Conference: Panel discussion: (Covid-Cancellation)
Pittsburgh, Pennsylvania

2020 AIGA: Midwest Design Week

AIGA Indy, Cinci, Lou, & Tol: Panel moderator and conference organizer:
Indianapolis, Indiana

2019 ■ **Human Gestalt: How to Trick Freshmen into Emergent Organization in the Studio**

FATE: Columbus College of Art & Design: Workshop with W. Puffer H. Soderstrom
Columbus, Ohio

Feeling of Familiar: The Flavor of Foundational Integration: Minding the Gap

FATE: Columbus College of Art & Design: Paper/panel discussion w/ H. Soderstrom
Columbus, Ohio

2018 ■ **The Crossroads of Design Thinking and Community Building**

Indiana Arts Commission Homecoming: Paper/panel: Fort Wayne Museum of Art
Ft.Wayne, Indiana

MAKE: AIGA Design Educators Conference

Herron School of Art and Design: Co-Organizer: Indianapolis, Indiana

2018 AIGA Indianapolis Portfolio Review

Launch Indy: Invited juror and guest panelist: Indianapolis, Indiana

A New Type of University: Design Education in Rural Communities

SEAD: Socially Engaged Art and Design: University of Indianapolis and Indiana
Wesleyan University: Conference speaker: Marion, Indiana

The Immunity to Change

SPEA, Arts Administration lecture Series, Indiana University: Guest speaker
Bloomington, Indiana

Why Marion?

Grant County Economic Growth Council & IWU Leadership Council: Guest speaker
Marion, Indiana

Revive, Empower, Propel: The Lure of your Local

Indiana Wesleyan University Chapel Speaker: w/Wendy Puer: Marion, Indiana

2017 ■ **A Cure for the Common Mold**

FATE: Kansas City Art Institute: Paper presentation and panel: Kansas City Missouri

Reveal, Empower, Propel

Design Incubation: Kent State University: Lecture presentation: Kent, Ohio



PRESENTATIONS, JUROR, CURATORIAL CONTINUED

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2016 ■ **2016 AIGA Indianapolis Portfolio Review**

Developer Town: Invited juror: Indianapolis, Indiana

2015 ■ **Between Here There and Everywhere**

Department of Art: Union University: Visiting Designer Lecture: Jackson, Tennessee

Corn Fed & Mid-West: Self Branding

ASID Design Interaction Day: Keynote Lecture: Marion, Indiana

Annual Visual Arts Scholarships

Community School of the Arts: Invited Juror: Marion, Indiana

ReView: AIGA Indianapolis Student Portfolio Review

Hinge Bureau: Invited juror and guest panelist: Indianapolis, Indiana

2015 National Honors Art Induction

Mississinewa High School: Keynote Speaker: Gas City, Indiana

Day of Aliveness 2015

Larks Song: Coaching Center: Guest Design Coach: Marion, Indiana

Making the Break

Herron School of Art and Design: Speaker & panel discussion: Indianapolis, Indiana

2014 ■ **Art Rules and Love Affairs**

Division of Art+Design: Indiana Wesleyan University: Visiting Designer Lecture
Marion, Indiana

2012 ■ **Developing an Effective Web Presence**

The Ohio State University Dept of Art: Visiting Artist Lectures: Columbus, Ohio

Technology and Transformation

Center for Dominican Studies: Dominican University: Speaker/Panel Discussion
Columbus, Ohio

Bloomington Photography 2012 Exhibition

Grunwald Gallery: Indiana University: Guest Juror: Bloomington, Indiana

2011 ■ **30 Years of Photographic Work: Linda Adele Goodine**

Wehrle Art Gallery: Ohio Dominican University: Head Curator: Columbus, Ohio

The Shape of Letter

Ann Hamilton Lecture Series | Wexner Center/Thompson Library OSU: Lecture
Columbus, Ohio



PRESENTATIONS, JUROR, CURATORIAL CONTINUED

2011 ■ **The Shape of Design to Come**

The UnSchool: 13 E. Tulane Studio: Guest Speaker: Columbus, Ohio

2010 ■ **Inspiration Generation**

The Ohio State University (Design, Art, Arch): Artist Lectures: Columbus, Ohio

Finding Our Way Back Home

Human Centered Design Exhibition: 13 Tulane Gallery: Gallery Talk: Columbus, Ohio

2009 ■ **The Constructed Journey : Fine Art and Video**

IUPUI Lilly Auditorium: Book Presented: Indianapolis, Indiana

The First Ever Columbus Genius Award

Columbus Museum of Contemporary Art: Presenter: Columbus, Ohio

2008 ■ **Location Location Location**

Urban Arts Gallery: Paper Presentation and Panel Discussion: Columbus, Ohio

The Intersection of Art and Design

Columbus Museum of Art/Contemporaries, UAS: Gallery Talk: Columbus, Ohio

2007 ■ **Re-Surfacing**

Technology Expanding the Horizon: The Ohio State University: Curator & organizer
Columbus, Ohio

Web Importance and Presence

The Department of Art: The Ohio State University: Public Lecture: Columbus, Ohio

2006 ■ **iMOCA 101**

Indianapolis Museum of Contemporary Art: Lecture: Indianapolis, Indiana

Warm Conversations A and B

The Madison Arts Gallery and Studios: Gallery talk: Indianapolis, Indiana

Return To Sender

The Madison Arts Gallery and Studios: Head Curator: Indianapolis, Indiana

Menz Lecture Series

Herron School of Art and Design: Public Lecture: Indianapolis, Indiana

Hearts to Hormones

Marsh Gallery: Herron School of Art and Design: Curator: Indianapolis, Indiana

Conflux

Gallery 003: Herron School of Art and Design: Guest Curator: Indianapolis, Indiana



EXHIBITIONS

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2022 ■ **Art + Design Faculty Exhibition**

Group Exhibition: Vandiver Gallery: Anderson, University: Anderson, SC

2020 ■ **The Faculty**

Group Exhibition: Williams Galleries: Beard Arts Center: IWU: Marion, Indiana

2018 ■ **The Team Show**

Group Exhibition: Williams Galleries: Beard Arts Center: IWU: Marion, Indiana

Class Photo

Group Exhibition: Healing Arts Gallery: Curator by P. Schultz: Indianapolis, Indiana

2016 ■ **Between Here There and Everywhere**

Solo Exhibition | Art Gallery at Union University: Jackson, Tennessee

Marion Design Co. Reveal, Empower, Propel

Research Exhibition: 1920 Gallery: IWU: Marion, Indiana

2015 ■ **Art and Design Faculty Exhibition**

Group Exhibition: Williams Galleries: Beard Arts Center: IWU: Marion, Indiana

2014 ■ **Not Until I Get There**

Solo Exhibition: Williams Galleries: Beard Arts Center: IWU: Marion, Indiana

2013 ■ **1000 Words**

Group Exhibition: Jacksson Contemporary Art: Columbus, Indiana

In the End

Special Projects-Installations with Students: Herron School of Art and Design
Indianapolis, Indiana

2012 ■ **Symbols, Stories and Conclusions**

Solo Exhibition: Kuhn Fine Arts Gallery | Ohio State Marion: Marion, Ohio

X-Marks the Spot

Solo Exhibition with John McCutcheon: Sean Christopher Gallery: Columbus, Ohio

Bee Asana

Video Screening with Linda Adele Goodine: 75th Sylvia Plath Symposium: IU
Bloomington, Indiana

2011 ■ **Inscription**

Solo Exhibition with Jessica Larva: Wehrle Art Gallery: Ohio Dominican University
Columbus, Ohio



EXHIBITIONS CONTINUED

2010 ■ **And at the hour of our Death**

Solo Exhibition: Sean Christopher Gallery: Columbus, Ohio

Bee Asana

Exhibition with Linda Adele Goodine: Reese-Berkshire Gallery: Herron School of Art
Indianapolis, Indiana

Ship

with artists from 13 E. Tulane | Artillery (Shoebox) Gallery | South Campus Gateway
Columbus, Ohio

The I in Text

Group Exhibition: Rife Gallery - OAC: Curated by Liz Maugaans (CMOCA)
Columbus, Ohio

Honey Drip

Solo Exhibition: with Linda Adele Goodine: National Museum of Art Macedonia
Skopje, Macedonia

A-Holes

Group Exhibition: w/13E.Tulane & Couchfire Collective: Gateway: Columbus, Ohio

2009 ■ **(s)Edition: Prints as Activism**

Group Exhibition: Urban Institute of Contemporary Arts: Grand Rapids, Michigan

Chautauqua

Group Exhibition: Step Contemporary Art Center-Herberger Institute for the Arts:
Tempe, Arizona

The Constructed Journey

Video Projected: Indiana University Lilly Auditorium: IUPUI: Indianapolis, Indiana

Ikea Idea

Group Exhibition: Bell Tower Gallery: Arizona State University: Tempe, Arizona

Lucky Project Space

Performance: itlookslikeitsopen gallery: Columbus, Ohio

2009 ■ **Quick Honey, Stop the Car**

Public Art Project: UAS Gallery & Columbus Downtown Development
Columbus, Ohio

Out of Book

Solo Exhibition: Sean Christopher Gallery: Columbus, Ohio

Bee Asana

Solo Exhibition: Ruschman Gallery: Indianapolis, Indiana



EXHIBITIONS CONTINUED

2009 ■ **Chasing Wonderment**
Group Exhibition: Emerging Artists: Blue Star Contemporary Art: San Antonio Texas

2008 ■ **Settling Down, A New Typographic**
MFA Exhibition: Urban Arts Gallery: Columbus, Ohio

Texts: New Works, New Artists
Group Exhibition: Agora Contemporary Art: New York City, New York

Bee Asana
Group Exhibition: Elizabeth Gallery: London, England

Bee Asana
Video Project: 75th Sylvia Plath Symposium: Oxford Play House: Oxford, England

A Walk for Gina
Public Performance: with Zuzana Muranicova: Broad Steet: Columbus, Ohio

2007 ■ **Small Works**
Group Exhibition: Roy G Biv Gallery: Curator Diana Matuszak: Columbus, Ohio

Mixed Salad
Performance: Advanced Computing Art Design: The Ohio State University
Columbus, Ohio

Listen To Me: The Oxford Open
Group Exhibition: Modern Art Oxford: Oxford, England

Fab 4
Group Exhibition: Sherman Art Gallery: Curator Sarah Weinstock: Columbus, Ohio

2006 ■ **Warm Conversations A & B**
Scope: PAM: East Hampton Studios and Gallery: East Hampton, New York

I love My...
Solo: The Van that Thought Out Loud: Indianapolis Museum of Contemporary Art
Indianapolis, Indiana

Braid: New Work By Ohio Artists
Group Exhibition: The Warehouse Gallery: Delaware, Ohio

Warm Conversations A & B
Art-Basel Miami: Miami Beach Convention Center: Miami, Florida

1:1 UC-OSU
Group Exhibition: Hopkins Hall and Silver Image Gallery: Columbus, Ohio



EXHIBITIONS CONTINUED

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- 2006 ■ **Warm Conversations A & B**
Solo: Cinema Scope Art Fair: Gallery of Scope: Miami, Florida
- In Recovery**
- 2018 ■ Group Exhibition: Northern Kentucky University Gallery: Highland Heights Kentucky
- First Class**
Group: Herron Senior Thesis Exhibition: Big Car Gallery: Indianapolis, Indiana
- To Mourn**
Group: Herron School of Art Annual Student Show: Marsh Special Projects Gallery
Indianapolis, Indiana
- Return to Sender**
Group Exhibition: The Madison Arts Gallery and Studios: Indianapolis, Indiana
- Consumption**
Group: The Madison Arts Gallery: Curator Jeremy Tubbs: Indianapolis, Indiana
- It's All About Us**
Group Exhibition: Harrison Center for the Arts: Indianapolis, Indiana
- Hearts to Hormones**
Group Exhibition: IUPUI Public Art Billboards: Indianapolis, Indiana
- 2005 ■ **Conflux**
Group Exhibition: Herron School of Art and Design: Gallery 003: Indianapolis, Indiana
- Different Similarities**
Group Exhibition: Lamp Gallery of Contemporary Art: Indianapolis, Indiana
- Nous**
Solo: Independent Research UROP: Bonder Contemporary Art: Indianapolis, Indiana
- History is a Verb**
Herron School of Art Annual Student Show: Herron Gallery: Curator Lori Nix
Best in Show for Photography: Indianapolis, Indiana
- Ephesians Chapter 3**
Solo-Private Viewing: Bratton Installation Gallery: Indianapolis, Indiana
- 2004 ■ **We Five**
Group Exhibition: e Anderson Gallery: Fort Wayne, Indiana
- One Man, One Piece, One Show**
Solo Exhibition: Bonder Contemporary Art: Indianapolis, Indiana



EXHIBITIONS CONTINUED

- 2004 ■ **Dis-Pepsi**
Underground Emerging Artists: Harrison Center for the Arts: Indianapolis, Indiana
- 2003 ■ **Just Stop**
Herron School of Art Annual Student Show: Herron Gallery: Indianapolis, Indiana
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BIBLIOGRAPHY

- 2019 ■ **Bella, Pete. "009. A New Kind of Design: with Herb Vincent Peterson (S1E1)."**
Peter Bella, 25 September, 2019. petebella.com/009-a-new-kind-of-design-with-herb-vincent-peterson-s1e1/.
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- Witkowski, Ashley. "IWU and University of Indianapolis, in Collaboration with Marion Design Co., Host Inaugural Art Design Conference."** Indiana Wesleyan University, Indiana Wesleyan University, 8 Oct. 2018,
- "Downtown Marion Gets Different Look from Indiana Wesleyan Art and Design Students."** Indiana Economic Digest, 26 April 2018,
- "Congresswoman Susan Brooks Visits Marion Design Co."** Congresswoman Susan W. Brooks, 20 Sept. 2018,
- Wright, David. "A Story Full of Hope: Marion Design Co."** The Wesleyan Church, 2 Mar. 2018,
- 2017 ■ **Sanders, Laura. "Marion Design Co. Leader empowers community."** Grant County Connected, 1 Mar 2017
- Incubation, Author Design. "Reveal, Empower, Propel: Design Education for a Tenacious Community."** Design Incubation, 4 Mar. 2017,
- 2016 ■ **WIWU. "Local Design: Marion Design Co by Stephanie McCracken."** Online video. YouTube, 19 Jul 2016
- Lehner, Emily. "Brushstrokes: Marion Design Co."** IWU Alumni Blog. 01 July 2016
- Twigg, Brittany. "Students serve Marion through Design."** Grant County Connected. 30 May. 2016
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- 2015 ■ **Cravens, Ali.** "Untangling the confusion of contemporary art." The Sojourn. 29 Jan. 2015.
- 2013 ■ **Blair, Brian.** "Cellphone photo exhibit dials up creativity." The Republic. 6 Mar. 2013.
- 2011 ■ **2011 Yates, Christopher.** "ODU: Sex, loss at odds in photos." Columbus Dispatch. 14 Nov. 2011.
- Watson, Zach.** "Little School hosts big retrospective." The Other Paper. 10 Nov. 2011.
- 2010 ■ **Mantey, Jackie.** "The A-List, November Gallery Hop-Sean Christopher Gallery." Columbus Alive. 4 Nov. 2010.
- Shubaily, Raad.** "I of the Text' eyes social issues with art." The Lantern. 1 June. 2010.
- Starr, Ann.** "Text-based show: good art, weak theme." The Other Paper. 1 June. 2010.
- Davis, Amy.** "Wordplay links text-filled pieces by Ohioans." Columbus Dispatch. 16 May. 2010.
- Zollinger-Turner, Tracy.** "Artscape:A-Holes Artist Miniature Golf." Columbus Alive. 18 Mar. 2010.
- 2009 ■ **Bowen, Jimi.** "From Ohio State to New Studio." The U Weekly: OSU, Nov. 2009.
- Payne, James.** "13 E. Tulane." Online Posting. 6 Nov 2009. banalization.com
- 2008 ■ **Peterson, Herb Vincent.** *Settling Down a New Typographic.* MFA Thesis. Columbus: Ohio State University P, 2008
- Starker, Melissa.** "The A List, Emerging Underground." Columbus Alive. 18 July. 2008.
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- Elwood, Victoria.** "Honey Stop the Car!." Online Posting. 16 Apr 2008. <http://osuartsblogspot.com>
- 2006 ■ **Neff, Ben.** "Appetite for the fine Arts." Intake Monthly Magazine. 13 Apr. 2006.
- West, Christopher.** "Art in Review." Online Posting. 14 Apr 2006. Onthecusp.org.
- Gerber, Stephanie.** "Hearts to Hormones." Online Posting. 10 Feb 2006. iupui.edu
- 2005 ■ **Genesis. Literary Publication.** Two images published. Volume 39 Fall 2005
- 2004 ■ **Genesis. Literary Publication.** One image published. Volume 38 Fall 2004
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PROFESSIONAL PRACTICE

■ Herb Vincent Peterson Studio

Creative Direction: Current Freelance Practice: 2002 – Present

herbpeterson.com

***Duties Included:** Oversee personal studio practice as a design consultancy focused on social impact and DEI initiatives: Develop multifaceted collaborations for community arts programming: Design and Install large scale museum installations.*

■ Proof Design Co.

Partner – Creative Direction: 2011 – 2014

proofdesignco.com

***Duties Included:** Ran small boutique design studio that focused on socially minded brands, organizations, and companies.*

■ Ann Hamilton Studio

Senior Creative Director 2007 – 2009

annhamiltonstudio.com

***Duties Included:** Designed all studio materials including catalogs and monographs: Designed various pieces for large scale installations for places such as the Thompson Library, Brown University, and the The Guggenheim Museum.*

■ Michael Mercil Studio

Creative Assistant: 2007 – 2010

michaelmercil.com

***Duties Included:** Designed all marketing material for studio including, website, print and digital pieces: Designed presentation materials and a variety of grants.*

■ Goodine Studio

Head Studio Assistant - Photography & Design Management: 2005 – 2007

lindaadelegoodineofficial.com

***Duties Included:** Ran all creative direction for large scale photographic works: catalog, monograph and presentation design: studio assistance with sets and lighting. Post-production and exhibition and gallery design.*

■ Trendy Minds

Design Intern: 2004

trendyminds.com

***Duties Included:** Served design team with various print and digital pieces: projects included: Ortho Indy, Comoront Beach Resort, Instinct Mens Magazine, IYG.*

■ Young and Laramore

Design Intern: 2004

yandl.com

***Duties Included:** Served design team with various print and digital pieces: Projects included: Hoosier Lotto and Steak-n-Shake brands.*



CURRENT PROFESSIONAL MEMBERSHIPS

2023 ■ **AIGA: Professional Association for Design**

Design Leader: New York City, New York

AIGA: Design Educators Community

Design Leader: New York City, New York

AIGA: Indianapolis Chapter

Chapter Member and Board Member (Director of Education): Indianapolis, Indiana

CIVA: Christians in the Visual Arts

Professional Member: Madison, Wisconsin

College Art Association

Individual Member: New York City, New York

Creative Mornings

Professional Member and volunteer: Indianapolis, Indiana

Design Incubation

Professional Participant: New York City, New York

Design Justice Network

Member: United States

Fate: Foundations in Art: Theory and Education

Individual Member: United States

ico-D: International Council of Design

Professional Member: Application Pending Quebec, Canada

Society for Experiential Graphic Design

Education Member: Washington, DC and Raleigh, NC

UCDA: University & College Designers Association

Education Member: Smyrna, TN

Design Research Society

Education/Research Member: London, England

PAST PROFESSIONAL MEMBERSHIPS

2009 - 2014 ■ **Columbus Society of Communication Arts**

Professional & Faculty Member: | 09 - 14 | Columbus, Ohio

2007 - 2011 ■ **Greater Columbus Arts Council**

Member | 07 - 11 | Columbus, Ohio



PAST PROFESSIONAL MEMBERSHIPS CONTINUED

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2006 - 2011 ■ **Ohio Art League**
Professional Member | | 06 - 11 | Columbus, Ohio

2004 - 2011 ■ **SPE: Society of Photographic Education**
Educational Member: Columbus, Ohio

2004 - 2006 ■ **Indy Arts: Arts Council of Indianapolis**
Artist Member: Indianapolis, Indiana

IDADA: Indianapolis Downtown Artists and Dealers Association
Member: Indianapolis, Indiana

2002 - 2004 ■ **PPA: Professional Photographers of America**
Educational Member: Indianapolis, Indiana

2000 - 2003 ■ **Indiana Professional Photographers Guild**
Professional Member: Indianapolis, Indiana

Professional Photographers of Indiana
Professional Member: Indianapolis, Indiana

PROFESSIONAL SERVICE

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■ **AIGA and AIGA Indianapolis Board of Directors**

Director of Education: 2019 - 2022

indianapolis.aiga.org

indianapolis.aiga.org/black-lives-matter

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DEI Adhoc Committee, 2018 - Present

Director of Impact, 2018 - 2019

Faculty Advisor AU, 2022 -

Faculty Advisor IWU, 2014 - 2021

Faculty Advisor ODU, 2009 - 2012

Student Representative: 2002 - 2004

■ **IAC Indiana Arts Commission Civic Arts Advisory**

Advisory Member: 2019

.in.gov/arts

Indianapolis, Indiana

■ **Marion Design Co. Advisory Board Member**

Chief Design Officer: 2016 - 2021

mariondesign.co

Marion, Indiana



PROFESSIONAL SERVICE CONTINUED

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- **Main Street Marion Design Committee**
Committee Member: 2016 – 2021
mainstreetmarion.org
Marion, Indiana

 - **Thriving Life Work Group Advisory: Thriving Families, Thriving Grant County**
Advisory Member: 2018
thrivinggrantcounty.com
Marion, Indiana

 - **Harwood Listening Sessions: United Way of Grant County**
Facilitator: 2016 –2017
unitedwayofgrantcounty.org
Marion, Indiana

 - **Downtown Round Tables: Main Street Marion**
Facilitator and member: 2016 –2017
mainstreetmarion.org
Marion, Indiana

 - **Open and Build Board of Directors**
Executive Director and board member: 2009 –2012
openandbuild.org
Columbus, Ohio

 - **City Art Center:**
Education Board member: 2011 –2012
cityartcenter.org
Delaware, Ohio
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