

EDUCATION

Boston University, MFA, Dean's Scholar, Graphic Design
University of Pittsburgh, BS with Honors, Majors: Information Science & Fine Arts

TEACHING EXPERIENCE

Boston University College of Communication, Associate Professor of the Practice, 2010-present
Boston University College of Communication, Assistant Professor, 2001
Create integrative courses that emphasize design fundamentals with current and emerging technology.
Teach graphic design and creative software courses to undergraduate and graduate non-design students.
Teaching strategies include using historical and contemporary examples to instruct design principles, and software demonstrations that reinforce design fundamentals. Intro course has 14 sections each semester.

Boston University College of Communication, Lecturer, 1999–2001
Developed the Design Strategy & Software course to teach design to non-designers by integrating instruction of graphic design fundamentals with computer graphics software.

Boston University College of Fine Arts, Teaching Associate, 1998–2001
Taught the History of Graphic Design and Introduction to Graphic Design courses.
Developed slide lectures to instruct the history of graphic design and its relevance to contemporary work.
Developed the introductory course with multimedia projects and teaching strategies for novice students.

School of the Museum of Fine Arts, Boston, Visiting Lecturer, 1999
Presented lectures of graphic design history; each period's design conventions were then reinterpreted by the students to graphically express current events.

Boston University Academy, Instructor, 1995–2000
Established the Computer Graphics Art Elective Program. Established the Middle School Art Program.
Began developing the methodology of integrating the instruction of design fundamentals with graphic software skills.

DESIGN EXPERIENCE

Joyce Walsh Designs, Consultant & Designer
Design for all media & Consult and speak on design strategies for non-design organizations and professionals.
Microsoft, Art Director, Profile Photographs, 2021
Wunderman/MSC, Video and image creation for Wunderman website 2020
BU Dental School, Consult and train the Communications Department, 2016-2019
Assette, Develop white papers, articles, webinars for the Investment Fund Management Industry 14-16
Nectagen, Branding design for this biotech innovation company, 2014-2019
League of Women Voters, Designer and software consultant, 2011-present
Houghton Mifflin Co., book design
Bayer Corp., Internet animation, L.L. Bean, catalogue design
The Canadian Consulate General, marketing collateral
American Institute of Architects (AIA), conference catalogue
Foley Fiore Architects, print and multimedia design
WPP Group's Savatar, Inc., Corporate identity, website; JWT animation design
Boston University College of Communication, web site design and development

SOFTWARE

Expert User and Instructor of: Adobe Creative Cloud Illustrator, Photoshop, InDesign, Premier; XD
Final Cut Pro Video & Sound editing, HTML/CSS

BOOK PUBLICATIONS

Joyce Walsh. *Graphic Design Essentials: Skills, Software and Creative Strategies*
Bloomsbury Publishing, London. Second edition published worldwide October 29, 2020

Joyce Walsh (Macario). *Graphic Design Essentials: Skills, Software and Creative Strategies*
Laurence King Publishing, London 2009. International trade book edition
Pearson/Prentice Hall, 2008. USA Upper Saddle River; New Jersey: Reprints Fall 2011, 2013
Posts & Telecom Press, Beijing, China, 2013.

Adrian Shaughnessy. *Graphic Design: A Users Manual*. London: Laurence King Publishing. 2009, Editor

BOOKS, CONT.

Mark Boyce. *Sizes May Vary, A Workbook for Graphic Design*. London: Laurence King Publishing, 2008. Editor Otto Lerbinger. *Corporate Communication: An International and Management Perspective*. Wiley Blackwell, Developed diagrams for this book. Fall 2017.

Andrea Wilkinson and David Gardener. *The Means by Which We Find Our Way*.

(63, 189-190). Hamilton, New Zealand: Ramp Press Winter 2008.

Essay and design selected for the book which was based on an international design exhibition that was curated at the School of Media Arts Institute of Technology, Hamilton, New Zealand.

Otto Lerbinger. *Corporate Public Affairs: Interacting With Interest Groups, Media, And Government*

(Lea's Communication Series), Mahwah, New Jersey: Lawrence Erlbaum Associates, 2006.

Developed and produced several diagrams for this book, one of the diagrams is featured on Amazon. March 2005.

Adrian Shaughnessy. *How to Become a Graphic Designer Without Losing Your Soul*.

London: Laurence King Publishing, 2005. Editor: edited the manuscript for the US audience 2005.

Mark Boyce. *Allocated Space, Formats & Systems for Communication*.

London: Laurence King Publishing, 2008. Advised on concept, content and modifications for UK and US editions. November 2006.

Mark Gatter. *Software Essentials for Graphic Designers*. London: Laurence King Publishing, 2006.

Advised on concept, technology and content. November 2004.

**PERIODICAL &
ONLINE ARTICLES**

Fonts by the Numbers, Investment Writing. Susan Weiner Investment Writing website. April 26, 2016

The Client-Savvy Colors That Make Presentations More Effective, Advisor Perspectives, July 7, 2015

15 Ways to Make Investment Reports Easier to Read, Advisor Perspectives, August 18, 2015

Do Your Client Reports Need a Makeover?, Think Advisor, October 6, 2015

Are Your Client Reports Brand-boosters or Brand-busters?, Advisor Perspectives, November 2, 2015

First Impressions Matter: The Importance of Color in Investment Management Presentations and Reporting, Boston, January 2015. White Paper developed for Assette as part of a project to establish the client as a thought-leader in design strategies for the Investment Fund Management Industry.

First Impressions Matter: The Importance of Typography in Investment Management Presentations and Reporting, Boston, April 2015. White Paper developed for Assette as part of a project to establish the client as a thought-leader in design strategies for the Investment Fund Management Industry.

First Impressions Matter: Optimizing Information Organization and Design for Investment Industry Reports and Presentations, Boston, July 2015. White Paper developed for Assette as part of a project to establish the client as a thought-leader in design strategies for the Investment Fund Management Industry.

Joyce Walsh Macario, "How to Design a Successful Logo." *COMTalk*

(Fall 2009): 4-7 Boston University. Article for the Faculty Focus feature of the College of Communication Alumni magazine featuring ten designs by alumni that are published in *Graphic Design Essentials*.

Andrea Wilkinson and David Gardener. "The Means by Which We Find Our Way

(Observations on Design)." *TYPO*, Issue 32 (2008): 84-89 Czech Republic, Vydavatelství Publisher.

Typo is an international design journal published in English and Czech.

Design was selected for an article about an international design project.

**LECTURES &
PRESENTATIONS**

Keynote Address, Teaching with Technology Conference, "Engage & Build Knowledge with Multimedia Expression," Boston University September 26, 2018

Consulted with faculty across the University to enable them to include multimedia in their courses.

Presentation Educational Innovation Conference, Conference, Presenter

"Integrating Visual Literacy with Multimedia Skills," May 3, 2018

Coincided with being awarded BU's first Digital Learning & Innovation Digital & Multimedia Ambassador

AIGA Design Educators Conference, USC School of Cinematic Arts,

"How to Teach Design to Non-Design Students and Create Programs for Non-Designers"

Developed and presented a workshop on methods for teaching design to non-designers & how to build this type of curriculum and program. June 1, 2017

Webinars for PAICR, Professional Association for Investment Communication Resources

Multimedia presentations on design strategies for investment fund management professionals:

"The Importance of Color in Marketing and Client Communications", Jan 30, 2015

"The Importance of Fonts in Marketing and Client Communications", April 24, 2015

"Information Organization and Design in Investment Reports and Presentations", July 22, 2015

Guest Lecture CS App Development class CS214,

Spoke on App design strategies for Mark Crovella, Chair of the Computer Science Dept., April 14, 2014

Guest Lecture, Affordable Housing and Community Development Communicators Peer Group

Spoke on web development strategies. Jan 14, 2014

Web Design Strategies Presentation The Affordable Housing & Community Development Communicators.

This is a second group of 20 professional communicators who work for state agencies, nonprofit organizations and community development corporations in the areas of affordable housing and community/ economic development. Feb 10, 2014

Multimedia Lecture, New England Scholastic Press Association

Multimedia presentation on the Ten Principles of Graphic Design, Each May, 2006-2014

Guest Lectures, Metropolitan College Advanced Media Writing class

Corporate Branding and Typographic Design for all Media, Spring and Fall semesters, 2009-2012

Guest Lecture, The World of Communication, CO 101

Multimedia presentation on design and new media developments in the communication industry. Oct. 1, 2009

Presenter, Center for Excellence in Teaching, First Innovations in Teaching Seminar

Presented the methodology of "*Graphic Design Essentials: Skills, Software and Creative Strategies*," March 2009

Guest Speaker, Science Journalism Graduate Seminar, Webzine Design Optimization, October 2006

New Media Training Seminars, ISM Travel & Leisure Marketing

Presented three multimedia seminars on InDesign to 12 creative professionals who were transitioning from Quark to InDesign. Boston, January & February 2006

Keynote Speaker, New England Scholastic Press Association

NESPA Annual Conference, "*The Do's and Don't of Design in Journalism*" Multimedia presentation. May 5, 2005

JOYCE WALSH

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HONORS

2020	Selected to be an Adobe Education Leaders (300 worldwide)
2018-2019	Awarded BU's first Digital Learning & Innovation Digital & Multimedia Ambassador
2003-2011	Recipient of Boston University Alumni Legacy Awards
2008	Finalist for the Metcalf Award for Excellence in Teaching at Boston University
2005, 2008	HERS House Faculty Recognition
2003, 2004	Excellence in Teaching from Sigma Kappa Sorority
2004, 2005	The Order of Omega Society Faculty & Administration Appreciation

COURSE SUMMARY

BU College of Communication

CM501	Design Strategy & Software	2019-present	CM323/741 combined into one course
CO250	Fundamentals of Design & Software	2013-2014	Awarded a grant to develop this course
CM741	Design & New Media (Graduate)	2014-present	Created for the COM grad program
CM744	Design & New Media (Graduate)	2012-2016	Developed course for MET grad program
CM529	Design & New Media II	2010-present	Created the course
CM323	Design & New Media	2009-present	Created the course; 12 sections/semester
CM323	Design in Communication	1999-2009	Created the course
CM510	Computers in Communication	2001-2006	Developed the course
CM414	Computers in Communication	2001-2004	Developed the course
CM471	Internship (Undergraduate)	2003-2005	Developed for on-line
CM809	Graduate Internship	2003-2005	Developed for on-line
CM474	Directed Study	2001-present	
CM809	Directed Study (Graduate)	2002-present	

BU College of Fine Arts

AR280	Introduction to Graphic Design	1999-2001
AR581	History of Graphic Design	1998-2001

UNIVERSITY SERVICE

Boston University

2021-2022	University Council Committee on Undergraduate Academic Programs & Policies
2016-2019	Cross-College Challenge BU HUB Signature Course Pilot Committee
2012-2018	BU University Council
2012-2018	Executive Committee of the Faculty Council
2012-2018	Co-Chair, University Council Student Life Policies Committee
2006-2018	University Council Committee on Student Life and Policies Member
2001-present	Faculty Advisor Fusion Dance Group
2014-2017	BU IS&T Technology Governance Committee
2008-2012	College of Communication/College of Fine Arts Creative Confab
	Developed a Transmedia Track; Developing alliances between CFA and COM
2009, 2015	Faculty Central Faculty Focus Group: Re-concept and redesign the faculty web page
2008-2009	College of Fine Arts, Faculty Search Committee, New Media Advisor
2006-2009	University Council Committee on Admissions and Enrollment Policies
2004	BU Faculty Video for Alumni Legacy Gift program
2002-07, 21	Boston University Faculty Council Representative

COLLEGE SERVICE

College of Communication

2004-present	De facto Director of design & technology courses: hire, train, schedule adjuncts, curriculum
2004-present	Member, Faculty Search Committees
2002-present	Student Project Exhibitions: present 8-10 annually
2009-present	Design and Software Curriculum and Technology Strategic Planning
2008-2019	Mass Communication Department Undergraduate and Graduate Curriculum
2003-2010	Executive Technology Committee
2003-2010	Multimedia Curriculum Committee
2007	Faculty Contributor, Faculty Expectations Document
2006	College of Communication Strategic Planning Committee
2002-2006	Annual Multimedia Showcases presented graduation weekend to families
2003-2005	Developer and web master, College of Communication website
2002-2005	Faculty Coordinator, Mass Communication Department Internships
2002-2005	Chair, Graduate Comprehensive Exam