

LESLIE G. HAINES

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Education

- M.F.A. in Visual Arts (Graphic Design)** Marywood University, Scranton, Pennsylvania, 2008
- M.A. in Advertising Design** Syracuse University, Syracuse, New York, 1992
- B.S. in Graphic Design** SUNY College at Buffalo, Buffalo, New York, 1983

Academic Experience

Professor, *Middle Tennessee State University (August 2019–present)*

Associate Professor, *Middle Tennessee State University (August 2013–July 2019)*

School of Journalism, Visual Communication concentration.

Also teach courses in the Advertising program.

COURSES TAUGHT

History of Visual Communication

Visual Communication Applications

Visual Storytelling

Information Design

Senior Portfolio (Capstone class)

Advertising Design & Visuals

Special Topics Class: iPad App Development and Design

Special Topics Class: InDesign Publish Online—Main Street Murfreesboro, client

Special Topics Class: AAF NSAC (co-teacher), Ocean Spray, client

Academic Director, *The Art Institute of Tennessee—Nashville (2007–2013)*

Director of Graphic & Web Design, Advertising, Interior Design, and Art Foundations. Developed and maintained curriculums, hired and mentored faculty, managed assessment and assessment reports, advised students, created budgets, ordered supplies and equipment, served on committees, maintained accreditation, placed interns and graduates, taught two–three classes per quarter.

COURSES TAUGHT

Intro to Graphic Design

Survey of Advertising

Intermediate & Advanced Graphic Design

Typography, Intermediate Typography, Advanced Typography

Conceptual Thinking & Copywriting

Advertising Layout & Design

Graphic Design Production

Business of Graphic Design

Packaging Design

Portfolio Prep, Portfolio

Department Chair, *Watkins College of Art&Design (2001–2007)*

Hired to build a new BFA in Graphic Design program. Performed duties as listed above for AiTN.

Also responsible for creating and writing every course syllabus as well as marketing the curriculum.

Program built up to 150 students winning more ADDY awards than any area college.

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Industry Experience

Leslie Haines Design, 2010–present: Created two baseball cap designs for MakerWear brand sold at Target stores nationwide (selected from over 1,000 submissions), Tennessee license plate design selected from a statewide competition for the Tennessee Arts Commission, design of promotional ads for Kenney Chesney, Shawn Mendes and other performers through client Messina Touring Group, identity design for WMOT Roots Radio, various logos and other branding items for non-profit and for-profit organizations.

Partner, BaaHaus Design, 1995–2010: The firm provided graphic design, art direction, and advertising services for a local and national client base including: *The Tennessean/Gannett*, Watkins College of Art & Design, The Watkins Film School, WKRN News 2, Nashville Sounds, United Methodist Church, Athena Film Production, and Transformation Pictures. My role was creative director.

Marketing Design Specialist, The Tennessean 1993–1995: Responsible for all aspects of advertising design in the promotion of the newspaper. My projects took the form of ad campaigns, collateral pieces, logo designs, and brochures and involved copywriting as well as art direction and design.

Art Director/Designer, The Syracuse Newspapers 1986–1993: Served as Art Director in the Advertising Services department that functioned as an in-house ad agency. Promoted the paper as well as its top advertisers.

Awards, Recognition & Publications

Animal Abecedary book selected by Robert Bolick for his international blog “Books on Books,” 2022
Southeast Colloquium (SEC) Creative Contest, Gold Award, WMOT logo, 1 for All campaign, 2021
Publication of *Animal Abecedary: A One-of-a-Kind Alphabet Book* by Schiffer Publishing, 2018
Article on “The Real Wonder Women” series in *Nashville Arts Magazine*, 2017
AEJMC’s Best of the Web/Best of Digital Competition, third place, 2015
Article about me and my “Animal Abecedary” work in *Nashville Arts Magazine*, 2014
Tennessee Arts Commission license plate design competition winner, 2013
American Advertising Federation (AAF) District 7 Donald G. Hileman Memorial Award, 2008
American Advertising Federation (AAF) “Teacher of the Year, 7th District” 2007
Dallas Society of Visual Communicators “Golden Apple Educator of the Year Award” 2006
12 Regional American Advertising Federation ADDY awards, 7 ADDY Excellence Awards 1987–2006

Presentations & Invited Judging

American Advertising Federation (AAF) Awards competition judge, AAF Central Minnesota, 2021
Tennessee Arts Commission (TAC) Design Thinking Conference Presenter, 2018
AAF ADDY Competition judge, Huntsville, AL 2018
Journalism Interactive Conference, “The Making of an iPad App” presentation, 2015
Tennessee Press Association Conference, presentation on design, 2014
Ensworth School, 2-Day Arts Process Workshop, 2014
AIGA Dish Conference, Portfolio Judge—February 2012, 2013
AAF ADDY Competition judge, Tampa, FL 2011
AAF ADDY Competition judge, Huntsville, AL 2009
UCDA Educators Summit, Keynote Address Lecturer, Nashville, TN 2005
AAF ADDY Competition judge, Akron, OH 2005
Nashville Advertising Federation, Panel on Advertising, Lecturer, 2004

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Exhibitions of Creative Work

“Animal Abecedary” selected for exhibition at the Bodleian Libraries, University of Oxford, 2023
Nashville International Airport Solo Exhibition, “The Real Wonder Women” Series, Juried, 2019
“Animal Abecedary” Selected for Solo Exhibition, Customs House Museum, Clarksville, TN, 2018
“The Real Wonder Women” Exhibition, Green Hills YMCA, Nashville, TN, 2018
The International Contemporary Art Competition, Juried, Miami, FL, 2017
Orange is the New Black National Exhibit, Juried, San Diego, CA, 2017
Three’s A Crowd, Nashville Collage Collective Exhibition, Invitational, Nashville, TN, 2017
Nashville International Airport Solo Exhibition, “Animal Abecedary” Series, Juried, 2017
“Animal Abecedary” series selected for The Nashville Sign billboard display, 2017
Inkmasters International Juried Print Exhibition, Cairns, Queensland Australia, 2016
National Juried Show and Sale, Artclectic, University School of Nashville (USN), 2015 & 2016
Dogwood Arts Regional Fine Arts Exhibition, Knoxville, 2016
National Juried Show and Sale, Harding Art Show, Harding Academy, Nashville, 2016
Blind Juried Group Exhibition at The Frist Center for Visual Arts: Anthology, 2015
“Animal Abecedary” Invitational Solo Exhibition, USN, Nashville, 2015
“Animal Abecedary” Selected for Solo Exhibition, Fido, Nashville, 2015
“Animal Abecedary” Selected for Solo Exhibition, The Belcourt, Nashville, 2014
“20 Collaborations in Book Art” Juried Group Exhibition, Nashville Public Library, 2014
“Animal Imagery in Art” Invitational Group Exhibition, Volunteer State Community College, 2014
Tomato Art Festival, 3 pieces, Invitational Show, Nashville, 2014
4 pieces “In the Biz 2” Juried Exhibition at Chromatics in Nashville, 2011
Interactive Group Exhibition at Woman Made Gallery, Juried, Chicago, IL, 2009

Affiliations

American Advertising Federation member—1996—present
Society of News Design (SND) member—2013—present
The Frist Center for the Visual Arts, member, 2014—present
AIGA member, 2001—present
Belcourt member—2000—present
Tennesseans for the Arts member, 2002-2009