

BETHNABI

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TEACHING EXPERIENCE

August 2011–Present

Assistant Professor, Graphic Design + Digital Media

University of North Florida » Jacksonville, FL

In this limited-access program, which offers in-depth study of graphic design, students are provided with transformational learning opportunities and industry-standard production tools to ensure a competitive edge when entering the workforce or further education pursuits. Projects are designed to build students' personal portfolios, with emphasis on critical thinking, problem-solving, and the creative process.

Teaching Responsibilities (a 3/3 course load of required and elective undergraduate classes with a focus on print design):

ARH 4724	History of Graphic Design
ART 2605C	Basic Computer Images
GRA 2190C	Introduction to Graphic Design
GRA 2203C	Prepress Production
GRA 3118C	Publication Design
GRA 4179C	Social Design
ART 4905	Directed Individual Studies

In addition to course instruction, faculty participate each term in portfolio reviews for limited-access acceptance, as well as portfolio reviews (pre-review of status and needed revisions, mid-term progress review, final review and evaluation) for each senior, culminating in a portfolio show. Faculty also advise students regarding scheduling, course selection, academic progress and professional development.

January 2010–April 2011

Adjunct Instructor

Florida A&M University » Tallahassee, FL

Taught undergraduate courses in FAMU's School of Journalism and Graphic Communication. Directed independent studies for students. Advised the staff of *Journey*, FAMU's award-winning student magazine, offering critiques and reviewing proofs.

Teaching Responsibilities:

JOU3223	Publication Editing and Design
JOU4212	Magazine Design and Layout

UNF SERVICE: UNIVERSITY & DEPARTMENT

2011–Present	Graphic Design Limited Access Review Committee
2012–Present	Museum of Contemporary Art (MOCA) Committee
2013–Present	Graphic Design + Digital Media Assessment Community
2015	Weinstein Memorial Scholarship in Visual Arts Committee
2013–2014	Photography Assistant Professor Candidate Search Committee
2013	UNF Sculpture Bike Rack Installation Committee

**RESEARCH
GRANTS**

December 2012

**International Faculty Travel Grant
University of North Florida**

Awarded a \$2,500 grant for travel to London, England (May–June, 2013), to develop a Visual Arts Workshop study abroad course. Implementation of the resultant course is pending.

**RESEARCH,
SCHOLARSHIP
& CREATIVE
INITIATIVES**

Major initiatives, and presentations and papers, have focused on three major areas:
Visual Rhetoric in Graphic Design Education
Design and Technology
Brand/Visual Identity Strategy (U2’s Visual Identity; U2 Tattoo Project)

**MAJOR
RESEARCH/
CREATIVE
ACTIVITY**

The U2 Tattoo Project

An outgrowth of ongoing research into visual identity and branding, the U2 Tattoo Project is an initiative to document and curate tattoos related to U2. It studies U2 fan tattoos (emblems, icons, type treatments, lyrics, or other graphic representations, as well as related personal narratives) in terms of popular U2 iconography and lyrics, examines the connections between favorite albums and tattoos, and explores what happens to U2’s visual identity as it passes into the hands and onto the bodies of fans.

The project has documented more than 300 fan tattoos—approximately half via online submissions from fans in 20 different countries, and the other half via in-person interviews and photo shoots at 19 events. Documentation includes pictures of fans and their tattoos, the genesis of the tattoos and their relationship to the U2 body of work (concerts, albums, songs, etc.), and the stories behind the selection and personal symbolism of the various icons, lyrics, and marks.

The project website at U2TattooProject.com provides an ongoing curation of all the tattoos. Additional insights into the design elements have been provided through interviews with the two lead members of U2’s longtime creative team.

U2 Tattoo Project Gallery Exhibit

August 2016; Jacksonville, FL

“Ink, Icons, Identity: Exploring U2’s Brand Through Fan Tattoos”

University of North Florida Gallery of Art

One of the first major outcomes of this research initiative is an upcoming multimedia exhibition of photos, research, and artifacts related to U2 tattoos, as well as the compelling personal stories behind the permanent bodily markings of these logos, symbols and designs. The exhibit will be the basis for proposed articles and a book.

**CONFERENCE
PRESENTATIONS,
PAPERS
& PANELS**

*(All abstracts
accepted via peer-
reviewed process.)*

October 2016 (upcoming); Roanoke, VA

Southeastern College Art Conference (SECAC 2016)

Panel Co-chair: “The Road to Hell Is Paved with Good Design: New Paths and Paradigms
In Designing for Social Change”

Presentation: “Three Logos and the Truth: The Iconography of U2 Tattoos”

March 2016; Seattle, WA

Popular Culture Association/American Culture Association National Conference

Presentation: “From Marketing to Markings: The U2 Tattoo Project Explores the
Ultimate Fan Expression”

October 2015; Pittsburgh, PA

Southeastern College Art Conference (SECAC 2015)

Presentation: “What Do You Meme? Art, Design and Why the Internet Ruins Everything”

October 2014; Sarasota, FL

Southeastern College Art Conference (SECAC 2014)

Panel Chair: “Educating the Disciplined Designer”

Presentation: “Anonymity Versus Ownership: Elevating the Status of Graphic Design”

April 2014; Chicago, IL

Popular Culture Association/American Culture Association National Conference

Presentation: “Where the Bands Have No Logo: U2’s Mutable Visual Identity as a
Contemporary Branding Model”

January 2014; Vancouver, British Columbia

Design Principles and Practices International Conference

Presentation: “Lend Me Your Eyes: The Enduring Art of Visual Rhetoric in Graphic Design
Education”

May 2013; Chattanooga, TN

University and College Designers Association Education Summit

Presentation: “Re-teaching English to Teach Design? Using Visual Rhetoric to Improve
the Creative Process”

April 2013; Cleveland, OH

U2 Conference: U2 TRANS—

Presentation: “‘What You Don’t Have, You Don’t Need It Now’: How the World’s Most
Iconic Band Got There Without a Logo”

May 2012; Blacksburg, VA

University and College Designers Association Education Summit: Catch-22

Presentation: “Design and Technology: Frenemies Against a Common Foe”

**PUBLISHED
WORKS**

Forthcoming

Cengage Learning

Graphic Design Solutions by Robin Landa, interactive edition

“Visual Rhetoric: Using Literary Devices to Prompt Concept Formation” (video)

November/December 2015

GDUSA

“Scadia: The Known World” logo

“Vivat” Society for Creative Anachronism Knights logo

July/August 2015

GDUSA

UNF Ceramics Guild Ian Johnston poster

UNF Ceramics Guild Adam Field poster

May 2013

University & College Designers Association

Design Education Summit Abstracts and Proceedings

“Re-teaching English to Teach Design? Using Visual Rhetoric to Improve the Creative Process”

**INVITED LECTURES
AND INTERVIEWS**

February 2016

AIGA Jacksonville: Discover Design, “Design for Social Good”

May 2015

The Design Recharge Show, “Why Graphic Design Is Fine Art”

May 2015

AIGA Jacksonville: The Morning Leak, “Scadia: The Known World” Branding and Marketing

**COMMISSIONED
WORKS**

May 2016

2017 International U2 Conference

Logo and promotional materials (in process)

May 2015

AnthroFilms, Jacksonville, FL, and Manchester, UK

“Scadia: The Known World” documentary film logo and promotional materials

January 2015

Scott Calhoun, Director, U2 Conference, Cedarville, OH

“U2 Fan Stories” identity and promotional materials (forthcoming book and film)

October 2013

Museum of Contemporary Art (MOCA), Jacksonville, FL

“Kept Time,” Joseph D. Jachna photography exhibition promotional materials

**DEPARTMENTAL
COMMISSIONED
WORKS**

UNF Sculpture Guild and Department of Art and Design

2014 Visiting artists Paul Higham and Coral Lambert promotional materials

UNF Ceramics Guild and Department of Art and Design

2013 Visiting artist Chris Kelly promotional materials

2013 Visiting artist Adam Field promotional materials

2012 Visiting artist Denny Gerwin promotional materials

2012 Visiting artist Ian Johnston promotional materials

**COMMUNITY
SERVICE**

2012–Present

Education Co-Director

AIGA Jacksonville Chapter » Jacksonville, FL

Responsible for helping the organization produce meaningful programming that supports the chapter's students and educators, and increases participation in the design community. Assist faculty advisors from participating schools with building local student chapters and coordinate the annual portfolio review, student poster competition and other educational activities.

**PROFESSIONAL
EXPERIENCE**

February 2011–June 2012

Senior Editorial Designer

Rowland Publishing » Tallahassee, FL

Led the creative component of a magazine redesign that debuted in April 2011. Worked with editor to restructure and rename departments, and worked with creative director to refresh visual identity of *EC Magazine*, including redesigning all editorial pages.

March 2010–February 2011

Lead Designer, Emerald Coast Magazine

Rowland Publishing » Tallahassee, FL

In addition to previous job duties, became lead designer for *Emerald Coast Magazine*. Responsibilities included designing all editorial pages; conceptualizing, assigning and art directing photo shoots; researching and acquiring imagery from outside sources; mapping out entire editorial and advertising content for each issue; writing copy as necessary; preparing pre-press files; conducting press checks; reviewing printer proofs and having final sign-off of magazine pages.

November 2006–March 2010

Graphic Designer

Rowland Publishing » Tallahassee, FL

Contributed to the layout and design of four major magazine titles (*Tallahassee*, *850*, *Emerald Coast* and *Bay Life*) of a regional publishing company, including both editorial and advertising content. Also worked on special projects, including books, brochures, tradeshow graphics, branding campaigns and event collateral. Additional responsibilities involved proofing layouts, editing copy for Rowland titles and specialty publications, and freelance writing.

EDUCATION **MFA in Graphic Design**
Savannah College of Art and Design, Savannah, GA, January 2005

Visual Journalism Seminar for College Graduates
The Poynter Institute, St. Petersburg, FL, June–July 2002

BA in English, Highest Honors; Minor in Mass Communication
University of Florida, Gainesville, FL, December 2001

HONORS & AWARDS **Professional**

- » Nominee, UNF Faculty Association 2015–2016 Outstanding Undergraduate Teaching Award
- » GDUSA 2015 American Graphic Design Award, “Scadia: The Known World” logo
- » GDUSA 2015 American Graphic Design Award, “Vivat” Society for Creative Anachronism Knights logo
- » GDUSA 2015 In-house Design Award, UNF Ceramics Guild Ian Johnston poster
- » GDUSA 2015 In-house Design Award, UNF Ceramics Guild Adam Field poster
- » AAF-Panama City 2011 Gold ADDY, Panama City Beach Chamber 2010 Vacation Planner
- » Florida Magazine Association 2008 Gold Charlie for Writing Excellence

Savannah College of Art and Design

- » Graduate Fellowship
- » First Place Graduate Portfolio, AIGA Jacksonville Review
- » Master’s thesis used as course material by thesis chair
- » Worked with team to develop winning design for U.S. Army Ranger memorial
- » Worked with team to produce logo for 2004 G-8 Summit

The Poynter Institute

- » Visual Journalism Fellowship
- » Worked with industry icons such as Mario Garcia, Robert Newman and Kimberly Elam

University of Florida

- » Student Society for News Design, UF Chapter, Founding President, April 2000
- » President’s Honor Roll and Dean’s List

SOFTWARE PROFICIENCIES Expert working knowledge of Mac OS and Adobe CC 2015 InDesign, Photoshop, Illustrator and Acrobat. Working knowledge of Adobe Digital Publishing, Microsoft Office Suite, Flash, Dreamweaver and After Effects.

AFFILIATIONS AIGA, The Professional Association for Design, 2004–present
Southeastern College Art Conference, 2014–present
Popular Culture Association/American Culture Association, 2013–present
Phi Kappa Phi Honor Society