

## **John B. Murdock, MSD**

Curriculum Vitae

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### **EDUCATION**

- 2011 MSD, Visual Communication Design  
Herberger Institute for Design and the Arts, Arizona State University  
Thesis: *Predictors of Transitional Phase Success in Visual Communication Design Education*  
(full text at: <http://repository.asu.edu/items/9453>)
- 1987 BFA, cum laude, Graphic Design  
College of Fine Arts, Arizona State University
- 1980 BGS, cum laude, emphasis in Psychology  
University of Missouri–Columbia

### **Additional Professional Training**

- 1991–2000 14 painting and drawing courses/seminars  
Scottsdale Artists' School and Arizona State University

### **PROFESSIONAL APPOINTMENTS**

- 2008 Adjunct Assistant Professor of Art–Graphic Design  
Peck School of the Arts, University of Wisconsin–Milwaukee
- 2007 Visiting Assistant Professor of Art–Graphic Design  
Department of Art, University of Missouri–Columbia

### **PUBLICATIONS**

#### **Refereed Books**

- 1994 Carter, David E. (Ed.). In *American Corporate Identity/9* (pp. 137, 239)  
New York: Art Direction Book Co.
- 1993 Carter, David E. (Ed.). In *American Corporate Identity/8* (p. 220)  
New York: Art Direction Book Co.
- 1992 Carter, David E. (Ed.). In *American Corporate Identity/7* (pp. 121, 171)  
New York: Art Direction Book Co.
- 1989 Carter, David E. (Ed.). In *American Corporate Identity/5* (p. 223)  
New York: Art Direction Book Co.

## EXHIBITIONS AND SHOWS

- 2015 Galloway Ridge Artists' Exhibition, Pittsboro, NC
- 2008 George Caleb Bingham Visiting Faculty Exhibition,  
University of Missouri–Columbia
- 1998 Best and Brightest Show, Scottsdale Artists' School, Scottsdale  
Annual Miniature Show, O'Brien's Art Emporium, Scottsdale  
Represented artist, Basalt Gallery, Denver
- 1996 Represented artist, Moynihan Gallery, Jackson Hole
- 1995 Represented artist, Turner Art Gallery, Denver  
Represented artist, Texas Trails Gallery, San Antonio
- 1994 Represented artist, Tiger Maple Gallery, Scottsdale

## AWARDS AND HONORS

- 1993 Award of Excellence: Logo Design, American Corporate Identity, New York  
Award of Excellence: Business System Design, American Corporate Identity,  
New York
- 1992 Best of Photography and Illustration, Print Magazine, Ohio
- 1991 Award of Excellence: Logo Design, American Corporate Identity, New York  
Winning Entry: Logo Design Competition, Tempe Arts Commission, Arizona  
Presidents Award for Outstanding Contribution to Youth, Boys and Girls Club of  
the East Valley, Phoenix
- 1990 Award of Excellence: Logo design, American Corporate Identity, New York  
Award of Excellence: Business system design, American Corporate Identity,  
New York
- 1988 Award of Excellence: Logo design, American Corporate Identity, New York  
Award of Excellence: Business system design, American Corporate Identity,  
New York
- 1986 Kenneth L. White Memorial Scholarship for Outstanding Achievement  
in Graphic Design, Arizona State University

## CONFERENCE ACTIVITY AND PARTICIPATION

- 2006 *Bioterrorism and Radiation Assessment Tools: Development  
and Documentation*, Coyote Crisis Campaign, April 20

## DEPARTMENTAL TALKS

- 2007 "Image, Power, Culture," April 9, University of Missouri–Columbia

## **TEACHING EXPERIENCE**

### **University of Wisconsin–Milwaukee**

Multimedia Design (Winter 2009)  
Motion Graphics (Winter 2009)  
Dynamic Typography (Winter 2009, Fall 2008)  
Professional Practice (Winter 2009)  
Print Production and Presentation Techniques (Winter 2009)  
Introduction to Design (Fall 2008)  
Introduction to Typography (Fall 2008)

### **University of Missouri–Columbia**

Imprint Design Practicum (Winter 2008)  
Graphic Design II (Winter 2008, two sections)  
Graphic Design I (Fall 2007, two sections)  
Graphic Design III: Design for Interactive Media (Fall 2007)

### **Arizona State University, Teaching Assistant**

Technology for Design II (Winter 2007)  
Visual Communication III (Fall 2006)  
Visual Communication VI (Winter 2006)  
Visual Communication I (Fall 2005, Instructor of record)  
Visual Communication II (Winter 2005, Instructor of record)

### **Arizona State University, Faculty Associate**

Visual Communication I (Fall 2004, Instructor of record)  
Drawing for Graphic Design (Winter 2004, Instructor of record)  
Graphic Design Workshop (Winter 1996, Instructor of record)

## **RESEARCH EXPERIENCE**

2006	Interface design for bioterrorism contaminant testing apparatus, Coyote Crisis Campaign
2006	Farmers' markets: Recommendations for improving customer and vendor experience
2006	East Phoenix dog parks: Site use study

**DEPARTMENTAL/UNIVERSITY SERVICE**

- 2008 George Caleb Bingham Gallery Visual Design Committee,  
University of Missouri–Columbia
- 2006 College of Design Visual Communication Design Admission Review Committee,  
Arizona State University
- 2003–2005 Collins College Visual Communication Design Curriculum Advisory Committee,  
Tempe Arizona

**COMMUNITY INVOLVEMENT/OUTREACH**

- 2015 NC Chatham County “Quality of Life in Retirement” event, marketing contributor
- 2015 NC Certified Retirement Community Program Steering Committee
- 2014 NC Chatham County Council on Aging “Goat Parade” Benefit Campaign

**RELEVANT PROFESSIONAL EXPERIENCE**

- 1988 to present John Murdock Visual Communication Design, Principal and Creative Director
- 1993 America West Airlines Magazine, Assistant Art Director
- 1991–1994 Arizona Highways Magazine, Contract designer and illustrator
- 1988–1993 GasTrak Companies, Design Director
- 1987–1988 Environmental Planning Consultants, Lead Designer

**PROFESSIONAL MEMBERSHIPS/AFFILIATIONS**

- 2006 to present American Institute of Graphic Arts (AIGA)
- 2008 Phi Kappa Phi