
Aaris Sherin

Assistant Chairperson of the
Department of Art and Design

Associate Professor
of Graphic Design
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Director of Fellowships
at Design Incubation
designincubation.com

FULL-TIME ACADEMIC EMPLOYMENT

Assistant Chairperson: Department of Art and Design
St. John's University – Queens, New York – 2013 through present

Associate Professor of Graphic Design (tenured-position)
Department of Art and Design
St. John's University – Queens, New York – 2009 through present

Assistant Professor of Graphic Design (tenure-track position)
Department of Art and Design
St. John's University – Queens, New York 2005-2009

Assistant Professor Graphic Design (tenure-track position)
Department of Art, The University of Northern Iowa – Cedar Falls, Iowa
2003 – 2005

PART-TIME / ADJUNCT ACADEMIC EMPLOYMENT 2000-2003

Columbia College, Chicago, IL
St. John Fisher College, Rochester, NY
Moraine Valley Community College, Palos Hills, IL

Other Academic Positions

Director of Fellowships at Design Incubation, New York, NY. Moderate and organize annual fellowship where participants work on developing research projects for publication with academic and trade publishers 2014 through present. The second annual Design Incubation Fellowship will be held in January 2016 at St. John's Manhattan campus with participants from 12 higher education institutions.

Design Incubation is a think tank for educators and practitioners of Communication Design. Our aim is to create a community in which graphic designers can assess creative work and research through a lens of scholarly activity and academic review.

Reviews Editor, Design and Culture (Academic Journal)
published by Routledge, London. October 2015 through present

EDUCATION

Master of Fine Arts in Graphic Design (Terminal Degree)
Rochester Institute of Technology – Rochester, New York. 2003

Bachelor of Fine Arts
The School of the Art Institute of Chicago – Chicago, Illinois. 1998

PRINT PUBLICATIONS

Books

- 2015 Author: Introduction to Graphic Design. In contract. Manuscript submitted to publisher May 2015. Currently in peer review. Fairchild/Bloomsbury. London, UK. Anticipated publication, 2016
- 2014 Author: Elaine Lustig Cohen: Modernism Reimagined. This title is part of the RIT Press' chapbook series on historically important designers. RIT Press. Rochester, NY. 2014

- 2014 Co-Author: The Graphic Design Reference and Specification Book. This is a new retitled edition of Forms Folds and Sizes. (co-author with Poppy Evans who wrote material for 1st edition). Rockport Publishers. Beverly, MA. 2013
- 2013 Author: Sustainable Thinking: Ethical Approaches to Design and Design Management. Targets designers who want to create sustainable outputs and services as an extension of their personal values and creative vision. Fairchild Books/Bloomsbury. London, UK. 2013. Chinese language edition to be published in 2016
- Author/Designer: Design Elements: Using Images to Create Graphic Impact. Explores how successful sourcing, creation, and use of imagery can be applied to professional graphic design. Rockport Publishers. Beverly, MA. 2013
- 2012 Author/Designer: Design Elements: Color Fundamentals. Takes an in-depth look at using color in design applications and applying principles to effectively communicate with color. Rockport Publishers. Beverly, MA. 2012. Translated into Spanish and Korean
- 2009 Co-Author: 2nd Edition of Forms Folds and Sizes – added four chapters of new content to the book. (co-author with Poppy Evens who wrote material for 1st edition). Rockport Publishers. Beverly, MA. 2009 Translated into German
- 2008 Author: SustainAble: A Handbook of Materials and Applications For Graphic Designers and Their Clients. The text combines information on theory, techniques, and materials relevant to sustainable design. Rockport Publishers. Beverly, MA. 2008. Translated into German, Japanese, Spanish and Korean

Articles in Print Publications

- 2010 Escape From the Tyranny of Things: An Argument for Heirloom Consumption (or Keeping Stuff for a Very Long Time) published in Form Magazine. Basel, Switzerland. 2010
- Expert commentary – short text on “Social Innovation Design” for the Asian Design Journal. Korean Design Research Institute. Seoul, South Korea. Spring 2010
- 2009 Beyond Green. Commissioned Article for Expressis Verbis (Magazine). Manroland AG (Publisher) Offenbach am Main, Germany. Fall 2009
- STEP 100. 5 descriptions from interviews with winners of STEP 100 2009 for STEP Inside Design magazine. USA. January 2009
- 2008 The Underpinnings of Cool. Feature article about the motion graphics studio Interspectacular for STEP Inside Design magazine. USA. December 2008
- SustainAble. In NOC – International Design Center Nagoya (bi-monthly publication). Article on three case studies from the book SustainAble (authored 2008). Nagoya, Japan. March/April 2008
- 2007 Viva La Chaumont. Feature on the International Poster and Graphic Arts Festival of Chaumont (France) for STEP Inside Design magazine. USA. September/October 2007

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- 2007 Not Just for Love ... or Money. Feature article on Dutch designer Melle Hammer for STEP Inside Design magazine. USA. May/June 2007
- 2006 Content is Served. Feature article on Dutch design company Lava for STEP Inside Design magazine. USA. May/June 2006
- Style Book. Feature article on the designer/photographer Lillian Bassman for PRINT magazine. USA. March/April 2006
- 2005 Memorable Moments: Women Working in Design, 1900-2000 for STEP Inside Design magazine. USA. November/December 2005
- 2004 Co-author with Roy Berhrens (20/80): Historical Notes in "Front of the Book" section of PRINT magazine USA:
- Leapin' Lizards - in Front of The Book (FOB) September/October 2004
- Czeched Out - in Front of The Book (FOB) July/August 2004
- Clip Art - in Front of The Book (FOB) May/June 2004
- The First Fax - in Front of The Book (FOB) March/April 2004
- Digital Art - in Front of The Book (FOB) January/February 2004

Book Sections

- 2012 Opinion interview about the future of design education published in: Erfolgreich als Designer: Designzukunft denken und Gestalten. Publisher: Birkhäuser. Basil, Switzerland. Edited by Joachim Kobuss and Michael Hardt. Published in German only. 2012
- 2011 Be a Catalyst. Invited essay published in Just Design: Socially Conscious Design for Critical Causes. Author: Christopher Simmons. Publisher: How Books. Palm Coast, FL. 2011
- 2010 Escape From the Tyranny of Things: An Argument for Heirloom Consumption (or Keeping Stuff for a Very Long Time). Essay published in Limited Language (Book based on Online Magazine). (Edited by Colin Davies and Monika Parrinder) Publisher: Birkhäuser. Basel Switzerland. 2010
- 2008 Graphic Design entry in Material Culture in America – Understanding Everyday Life. Publisher – ABC CLIO PO p. 122-124 Oxford, UK. 2009
- 2005 Artwork, photographs published in The Cosmos of Russian Life: An Introduction to Russian Culture. Sergei A. Goncharov. Publisher: Russian State Pedagogical University of A. I. Herzen. St. Petersburg, Russia. 2005

Book Reviews (In Print)

- 2014 Review of the exhibition Richard Hollis at Artists Space: Books & Talks, Walker Street, New York. In the journal Design and Culture: The Journal of the Design Studies Forum. Publisher: The Bloomsbury Group. London, UK. Fall, 2014
- 2008 Review of Otl Aicher by Mark Rathgeb (Phaidon 2006) for Design and Culture: The Journal of the Design Studies Forum. (Academic Print Journal) Berg. London, UK. Volume 1 Issue 2. July 2009

ONLINE PUBLICATIONS

Articles

- 2009 Goodbye Green. Article in Novum: World of Graphic Design (Online version of the magazine). Germany. October, 2009
- Escape From the Tyranny of Things: An Argument for Heirloom Consumption (or Keeping Stuff for a Very Long Time). Essay appeared in Limited Language (Online Magazine). July 2009
- 2006 Biographical Articles in Grove Art Online/The Dictionary of Art. Oxford University Press. London, UK. Fall 2006
- Wrote biographical articles on the following designers: Cipe Pleneles, April Greiman, Barbara Morgan, Carol Twombly, Helen Federico, Lillian Bassman, Mary Faulconer, Susi Singer, Lilly Reich, Gudrun Zapf Von Hesse, Bea Feilner, Rosemary Tissi, Jacqueline Casey, Elaine Lustig Cohen, Muriel Cooper, Émigré Inc.
- 2004 Reviews for the online journal Leonardo (MIT Press). Peer Reviewed. The reviews of the following books and films appeared on the Leonardo website in 2003 and 2004
- Marguerite: A Reflection of Herself, (VHS Video First Run/Icarus Films), Mehmet Güleriyüz. Forty Years of Drawing: Retrospective Drawing Exhibition 1963-2003 (Yapi Kredi Yayinlari Publishing), Women, Art and Technology (MIT Press), Teaching Graphic Design: Course Offerings and Class Projects from the Leading Undergraduate and Graduate Programs (Allworth Press), Anni Albers and Ancient American Textiles: From Bauhaus to Black Mountain (Ashgate Publishing Company), A Brush with Life (VHS Video First Run/Icarus Films), Citizen Designer: Perspectives on Design Responsibility (Allworth Press), Zinat One Special Day (VHS Video First Run/Icarus Films), Women Artists: The Other Side of the Picture (VHS Video, The National Film Board of Canada)

CONFERENCE PROCEEDINGS

Full Proceedings (In Print)

- 2004 Education in Motion: A 21st Century Solution to Interactive Learning. Published in ISIMD 2004 2nd Annual Symposium of Interactive Media Design, the proceedings of the 2nd International Symposium of Interactive Media Design. Yeditepe University. Istanbul, Turkey
- 2003 Women Pioneers in Design: A New Learning Resource for Students of Graphic Design History in Changing Tides 2003 International Visual Literacy Association Annual Conference publication. Virginia Polytechnic Institute – Blacksburg, VA

Abstracts (In Print)

- 2008 Abstract of Place, Space and Opportunity – Designers Confront Sustainable Challenges. Published in the conference book of Social Studies – AIGA Education Conference. 2008 Baltimore, MD
- 2003 Abstract of Women Pioneers in Design: A New Learning Resource for Students of Graphic Design History in Annual Conference Program - 2003 International Visual Literacy Association Annual Conference, Virginia Polytechnic Institute, Blacksburg, VA

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Conference Proceedings (Online)

- 2006 Hybrid Learning: Uniting Online and Analog Methodologies. The Design Frontier– Graphic Design Education In Small Programs and Non-Urban Regions. AIGA Design Education Conference. Rocky Mountain College of Art and Design. Denver, CO. Paper December 3, 2006. Presentation also included in conference proceedings. (Paper co-written with Professor Liz DeLuna)
- 2005 Approaches to Teaching Design History Schools of Thought 2: Poised Toward the Future of Graphic Design Education. AIGA Design Educators Conference. Art Center College of Design, Pasadena, CA. March 5, 2005. Published paper in conference proceedings

PROGRAMS / APPEARANCES / LECTURES

Keynotes, Standalone Presentations, and Moderator

- 2013 Invited Speaker at Caracas Design (professional conference). Presentation: Sustainable Thinking. Caracas, Venezuela. November 4, 2013
- 2011 Invited Speaker at Design Thinkers. Presentation: Better Design with Color. RGD Ontario. Toronto, Canada. November 2, 2011
- Invited Speaker at Design Thinkers. Presentation: Design Reset. RGD Ontario. Toronto, Canada. November 3, 2011
- 2010 Keynote Presentation: A Better World by Design. 1-day conference titled "S.O.S. terrible." Duoc UC Plaza Vespucio. Santiago, Chile. October 20, 2010
- Standalone Presentation on material from SustainAble (authored 2008). Sustainable Design International Forum. Kyoto Institute of Technology. Kyoto, Japan. January 22, 2010
- 2009 Keynote Lecture. Outreach to Clients. United Nations Publishing. Geneva, Switzerland. December 3, 2009.
- Moderator Green Tea Hours. AIGA Philadelphia. Philadelphia, PA. May 7, 2009
- Designing to be Green. Presentation at Seeing Green 2 – sponsored by AIGA Los Angeles. Los Angeles, California. April 25, 2009
- 2008 The Engaged Designer. Presentation at The Third International Conference of Design for Sustainability. Tokyo, Japan. December 9, 2008
- Green Graphic Design: A Survey of Contemporary Practice. Presentation at SustainCommWorld, The Green Media Show. Boston, MA. September 30, 2008.
- Ready, Set, Go Green. Presentation at the 3rd Annual Print Buyers Conference. Boston, MA. September 11, 2008
- Ready, Set, Go Green. Keynote Presentation at Massachusetts Institute of Technology's seminar "A Veritable Feast." Cambridge, MA. March 26, 2008

- 2015 Panel Session Discussant. Session title: Design and the Socially Mediated. College Art Association Annual Conference. New York, NY February 13, 2015
- 2009 Panel Co-Chair. Feminist Design, A Quiet Transformation. College Art Association Annual Conference 2009. Los Angeles, CA. February 25-28 2009.

Other Conference Attendance With Participation

- 2015 Invited speaker. Packaging Paradox. "Sustainable Packaging Design" sponsored by the Art University of Isfahan, Isfahan, Iran. A pre-recorded lecture was presented followed by a live question and answer session via Skype. May 20th 2015
- Speaker. Design Incubation Colloquium 1.5. Talk title: Publishing Confidential. Rhode Island School of Design, Providence, RI. March 7, 2015
- Host and Organizer. Design Incubation Colloquium 1.4. St. John's University, Manhattan Campus. February 12, 2015
- Host and Organizer. Design Incubation Fellowship. St. John's University, Manhattan Campus. January 12, 15 and 19, 2015
- 2014 Poster Session. Collaboration (self 20%, collaborators 80%). CityTech Scholars Poster Session showcasing Design Incubation. The New York City College of Technology, CUNY, Brooklyn, NY. November 20, 2014
- Speaker for book launch at Rochester Institute of Technology. Spoke about Elaine Lustig Cohen: Modernism Reimagined. Cary Graphic Design Archive at Rochester institute of Technology. Rochester, NY. September 18, 2014
- Invited Speaker for Millersville Day of Design. Lectures presented via Skype. February 26, 2014
- 2013 Panelist. One of four invited panelists for a discussion on the future of graphic design at the Museo de la estampa y del Diseño Carlos Cruz-Diez, (Design Museum) Caracas, Venezuela. Museo de la estampa y del Diseño Carlos Cruz-Diez, is the most significant design museum in Venezuela. November 6, 2013
- 2008 Session Moderator. Session Moderator for professional development workshop at the 3rd Annual Conference on Design for Sustainability. Tokyo, Japan. December 9, 2008
- Go Green. Discussion leader for Roundtable at the 3rd Annual Print Buyers Conference. September 11, 2008. Boston, MA
- 2007 Moderator. Moderator for professional development workshop and presentation at the 2nd Annual Conference on Design for Sustainability. Toyota Eco Design Institute. Shirakawa-go, Japan. December 22, 2007

DESIGN PROJECTS / EMPLOYMENT

- 2013 Designer: Design Elements: Using Images to Create Graphic Impact. Designed the interior of 160-page book including nearly 400 images and text. Rockport Publishers. 2012
- 2012 Designer/Cover Art Director: Design Elements: Color Fundamentals. Designed the interior of 160-page book. Rockport Publishers. 2012
- 2005 Designer. The Cosmos of Russian Life: An Introduction to Russian Culture. Sergei A. Goncharov. Russian State Pedagogical University. 2005 ISBN 5-8064-0929-5. 2005
- 2000 Designer. Sassafras Inc., Chicago, IL. Created packaging, graphic and product design for food items, cookware and other household goods

SPONSORED PROJECTS, PROGRAMS AND GRANTS

- 2015 Lead faculty on grant-funded project. Campus Suicide Prevention Grant. Funded by the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration and the Center for Mental Health Services. Grant number: 5U79SM061808-02. September 2015 to September 2016. Grant amount \$101,550 of which approximately \$25,000 is used for design-related projects.
- 2010 Lead faculty on grant-funded project. Sober 24/7: Reducing high-risk drinking among first-year students at St. John's University, New York. Granting Agency: U.S. Department of Education – Grant Competition to Prevent High-Risk Drinking and Violent Behavior Among College Students. Grant number: 84.184H CFDA. Grant period 2 years (2008-2010). \$200,000
- 2008 Lead faculty on grant-funded project: Anti-Tobacco Campaign: External funding from the Queens County Council. Queens, NY. \$8,000
- 2006 Lead faculty on grant-funded project: Underage Drinking: Not a Minor Problem. Bureau of Prevention New York State Office of Alcoholism and Substance Abuse Services. \$25,000
- 2005 Creative director on grant-funded project: Carrie Chapman Catt Museum. Grant received for design work on faculty-led student project: From the Charles City Tourism Fund Steering Committee for the Carrie Chapman Catt Museum project. Applied in conjunction with the National 19th Amendment Society, Charles City, Iowa. \$5,040
- Lead faculty on grant-funded project: Carrie Chapman Catt Museum. Grant received for design work on faculty-led student project: From the Citizen's National Bank Foundation for the Carrie Chapman Catt Museum project. Applied in conjunction with the National 19th Amendment Society, Charles City, Iowa. \$1,000
- 2004 Lead faculty on grant-funded project: Carrie Chapman Catt Museum. Grant received for design work on faculty-led student project: From the Silos & Smokestacks National Heritage Area for the Carrie Chapman Catt Museum project. Applied in conjunction with the National 19th Amendment Society. \$5,500

- 2014 Lead faculty on grant-funded project: Carrie Chapman Catt Museum. Grant received for design work on faculty-led student project: From the National 19th Amendment Society for the Carrie Chapman Catt Museum project. \$2,500

CONSULTANCIES / EXTERNAL REVIEWER

- 2014 External grant reviewer: reviewed three grant applications submitted to AIGA Design Faculty Research Grant
- External academic program reviewer: reviewed and wrote an evaluation of 5 programs housed within the Department of Communication Arts at Fitchburg State University in Fitchburg, Massachusetts
- 2012 External academic program reviewer: Salem Community College. Penns Grove, NJ. January 2012. As part of a New Jersey state-mandated external review I reviewed and wrote an evaluation of the Digital Media Design, Web Page Design Certificate, and Computer Graphics programs at Salem Community College
- 2009 Consultant: United Nations Publishing: Consultant and workshop director for Sustainable Publishing at the United Nations, December 3 and 4, 2009. United Nations Geneva Duty Station, Geneva, Switzerland. Second installment in an ongoing program to make United Nations Publishing more sustainable. Department directors and employees from the United Nations global publishing duty stations came to Geneva for a workshop that dealt with outreach to the UN's clients. I directed and facilitated the 2-day workshop where participants developed actionable directives for client outreach and marketing
- 2008 Consultant: United Nations Publishing. Consultant and workshop director for Greening United Nations Publishing, Nov 18-19, 2008. UN Headquarters: New York, New York. In attendance were managers and employees from the United Nations global publishing duty stations as well as a representative from the International Atomic Energy Agency. Facilitated workshop where participants developed actionable directives and a 3-year plan to move United Nations Publishing to be a leader in sustainable publishing worldwide
- 2007 Workshop Tutor for Design for Social Innovation. Workshop was organized and sponsored by the International Design Center Nagoya. December 13-26, 2007. Traveled with 25 international students to explore the current state of sustainable design in Japan and worked with student groups to help them develop proposals for a more sustainable Nagoya by the year 2025 (proposals were presented at the G8 Summit in Tokyo, Japan – July 2008). Workshop locations: Tokyo, Nagoya, and Shirakawa-go, Japan

RECOGNITION / AWARDS

- St. John's University Faculty Recognition Award. Annual competitive monetary award for faculty who have engaged in substantial research resulting in publications. 2012-2015 and 2006-2010
- 2015 Outstanding Faculty Achievement Award. St. John's University. Presented each year to a small selection of faculty who have been nominated by their departmental chairperson and have 10 or more years of service to the University. May 2015



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- 2013 Academic Research Leave – Granted for work on Sustainable Thinking: Ethical Approaches to Design and Design Management. St. John’s University. Leave granted for spring 2013 semester.
- 2007 New York State Assembly Citation - For Sober 24/7 Campaign. Awarded February 2007 by New York State Assemblyman Rory Lanceman and representative for New York City Councilman James F. Gennaro
- Recognition of Outstanding Contribution. Award for “outstanding contribution to New York’s neediest clients” For work done in conjunction with St. John’s Law School Child Advocacy Clinic. Art direction on Timmy’s Story – bi-lingual book for children entering the social service system in New York State
- 2006 Golden Silo Award for the Carrie Chapman Catt Museum Project. Awarded by the Silos and Smokestacks National Heritage Area