

LORRIE FREAR

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Education 1981
Master of Fine Arts Degree in Graphic Design with Highest Honors
Minor in Industrial Design
Rochester Institute of Technology
Rochester, New York
1978
Bachelor of Fine Arts Degree in Graphic Design with High Honors
Rochester Institute of Technology
Rochester, New York
1973-1975
Concentration in Liberal Arts, Spanish and Studio Art / Alden Scholar
Allegheny College
Meadville, Pennsylvania

Teaching Experience 2016-present
at Wells College Wells College, Aurora, New York

Position Held Lecturer, Book Arts Program

Courses Taught Calligraphy
at Wells College

Teaching Experience 1990-present
at RIT College of Imaging Arts and Sciences (CIAS) School of Design
Rochester Institute of Technology
Rochester, New York

Positions Held Fall 2017
Professor, Graphic Design
Fall 2011-present
Associate Professor, Graphic Design
Fall 2005-Spring 2011
Assistant Professor, Graphic Design
2004-2005
Visiting Assistant Professor, Graphic Design
1990-2004
Extended Part-time Lecturer, Graphic Design
2000-present
Lecturer, Calligraphy, Extended Studies / Interdisciplinary Studies
1995-1998
Associate Program Coordinator, Extended Studies
1994-1998
Lecturer, Advertising, Extended Studies
1991-2002, 2005, 2005
Lecturer, Summer Transfer Program, Graphic Design

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Courses Taught at RIT and Villa Maria College

Positions Held Spring 1990
Visiting Assistant Professor, Graphic Design

Graphic Design Courses 1990-present
Taught at RIT BFA Graphic Design Curriculum, First Year through Fourth Year
2010-present
MFA Visual Communication Design Curriculum
BFA: Elements of Graphic Design, Typography, Publication Design, Imagery in Design, Senior Projects, Environmental Design, Packaging Design, Branding, Career Skills/Professional Practices, Editorial Design, Social Service Design, Design Systems and Methodology. MFA: Image Forms, Typography

Other Courses 2007-2013
Taught at RIT Industrial Design, Graphic Tactics

1998-2000
School for American Crafts, Crafts Professional Practices Branding / Promotions Component

1994-2000
Extended Studies Department/ITDI, Advertising (1994-2000)

1992-1993
School of Art, Graphic Design for Illustrators

1991-1992
School of Photographic Arts and Sciences, Design for Photographers

1990-1991
Foundations, Two Dimensional Design

Teaching Experience 1988-1990
Villa Maria College Villa Maria College of Buffalo
Buffalo, New York

Position Held Adjunct, Graphic Design

Courses Taught First Second Year Graphic Design and Typography Courses
at Villa Maria College

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Teaching Collaborations and Projects

RIT Teaching 2016-2017

Collaborations and Projects

ellipse magazine 1, Editorial Design, co-taught with Professor Rachel Ferraro, Fall

Magazine received ADDY Awards from the Rochester Advertising Federation; Gold for Magazine, Gold for Cover, and Gold for Intertwined., Gold Award from ADDY District 12 AAA for publication, Silver for cover. National Addy Silver Award for publication.

ABVI and Seventh Generation Packaging Competitions, Packaging Design co-taught with Professor Stan Rickel (CIAS) and Professor Karen Proctor, (CAST), Fall

Seventh Generation, Two winning teams from seven in the competition

Editorial Design, co-taught with Professor Bob Dorsey, Spring

Adobe Design Achievement Awards; new names here.

Paperboard Packaging Alliance 2017 Student Design Challenge, Packaging Design, Spring

new names here.

2015-2016

Positive / Negative Magazine 9, Editorial Design, co-taught with Professor Denis Defibaugh, Fall

Magazine received ADDY Awards from the Rochester Advertising Federation: Gold for Magazine, Gold for Fast Fashion, Silver Awards for articles The Dad Bod, Pink Tax, Rebel with a Cause, & Cultural Isolation. Also won National Addy Silver Award for student publication. Semi-finalist, Adobe Design Achievement Awards.(Censorship) CREATIVITY INTERNATIONAL AWARDS 46th Annual Competition; Platinum Award/Best in Category

ABVI and Wegmans Packaging Competitions, Packaging Design co-taught with Professor Alex Lobos (CIAS) and Professor Karen Proctor, (CAST), Fall

Wegmans Competition winners: Two yogurt teams, Two orange juice teams

Hands-on Workshop One: *Juicy Letters*, October 30, 2016

Design Systems and Methodology co-taught with Professor Deborah Beardslee and Professor Carol Fillip, Spring

Editorial Design, co-taught with Professor Bob Dorsey, Spring

Adobe Design Achievement Awards; 2 Semi-finalist teams; Off With Their Heads, and Madonna and Child.

Paperboard Packaging Alliance 2016 Student Design Challenge, Packaging Design, Spring, Second Place: *L'Orto*, Runner-up, *Nature Valley Wild Crunch*, Shout-out to *LeSel*.

2014-2015

Positive / Negative Magazine 8, Editorial Design, co-taught with Professor Denis Defibaugh, Fall

Magazine received ADDY Awards from the Rochester Advertising Federation: Gold for interior and Gold for article called The Restricted Section.

CREATIVITY INTERNATIONAL AWARDS 45th Annual Print and Packaging Competition. Entries from 41 countries. Platinum Award/Best in Category

Professor Defibaugh and I received the Frank J. Romano Endowed Prize for Publishing Entrepreneurship for the print and electronic versions of this year's magazine.

The Typographic Carousel 5! interactive circuit with Professor Carol Fillip, Fall

Design Systems and Methodology co-taught with Professor Deborah Beardslee and Professor Carol Fillip, Spring

Editorial Design, co-taught with Professor Bob Dorsey, Spring

2015 Adobe Design Achievement Awards; Semi-finalist, Internet Trolls

Packaging Paperboard Packaging Alliance 2015 Student Design Challenge, Packaging Design, Spring

Third Place, The Book of Life/Sugar Skull Package

2015 Adobe Design Achievement Awards Competition; Semi-Finalist, Bun in the Sun

2013-2014

Positive / Negative Magazine 7, Editorial Design, co-taught with Professor Denis Defibaugh, Fall

Magazine received ADDY Awards from the Rochester Advertising Federation: Gold for cover design, Gold for interior and Silver for a spread called Mass Surveillance. Also won Addy District 12

Gold Awards for interior and National Addy Gold Award for student publication. Honorable Mention in Communication Arts Photography Annual 2014, Best in Show for student publications,

CREATIVITY INTERNATIONAL AWARDS 44th Annual Print and Packaging Competition. Entries from 41

LORRIE FREAR / 4

Teaching Collaborations and Projects

RIT Teaching 2013-2014 continued

Collaborations *countries. In additon, this volume was a Semi-finalist in the 2014 Adobe Design Achievement Awards*
and Projects *and also received Best in Show for Student Work in the AIGA New York State of Design Competition, 2014.*

Professor Defibaugh and I received the Frank J. Romano Endowed Prize for Publishing Entrepreneurship for the print and electronic versions of this year's magazine.

Hidden Spaces Revealed, Typography and Imagery project with Professor Patti Lachance, Fall

The Typographic Carousel 4! interactive circuit with Professor Carol Phillip, Fall

Unilever Packaging Competition, Packaging Design co-taught with Professor Alex Lobos (CIAS)

and Professor Karen Proctor, (CAST), Spring

TRESemme Ameliore, Winner Men's Dove Dad Hatchet, Second Place

Design Systems and Methodology co-taught with Professor Carol Phillip and Brandon Kelloway, Spring

Editorial Design, co-taught with Professor Bob Dorsey, Spring

Adobe Design Achievement Awards: two Semi-finalist teams, Bicycle Built for Two; One Tall Latte for...UGH?

LORRIE FREAR / 5

Teaching Collaborations and Projects

- Teaching** 2012-2013
- Collaborations and Projects** *Positive / Negative Magazine 6*, Editorial Design, co-taught with Professor Denis Defibaugh, Fall
Magazine received ADDY Awards from the Rochester Advertising Federation: Gold for cover design and Silver for interior.
- Jump on the Typographic Carousel 3!*, interactive circuit with Professor Carol Fillip, Winter
Visiting Artist in Residence, California Polytechnic State University, San Luis Obispo, Winter
Professional Development Leave to teach Typography and Lettering with Professor Katie McCormick.
- Sun Products Packaging Competition, Packaging Design co-taught with Professor Alex Lobos (CIAS) and Professor Karen Proctor, (CAST), Spring
All Ultimate Refill, Winner All CAPS (Creative Alternate Pouring System), Second Place
- Editorial Design, co-taught with Professor Bob Dorsey, Spring
Adobe Design Achievement Awards; one Semi-finalist, Feline Flabby
- Grove Place Neighborhood Association Banner Design Competition, Graphic Tactics, Spring
Students presented banner concepts to neighborhood committee which selected three finalists whose designs were produced and displayed throughout the neighborhood.
- Guest Critic in MFA Symbol Design class, Professor Carol Fillip, Spring
- 2011-2012
- Positive / Negative Magazine 5*, Editorial Design, co-taught with Professor Denis Defibaugh, Winter
Magazine received two Platinum Awards for cover design and interior from CREATIVITY INTERNATIONAL AWARDS 42nd Annual Print and Packaging Competition. Entries from 31 countries.
Professor Defibaugh and I received the Frank J. Romano Endowed Prize for Publishing Entrepreneurship for the print and electronic versions of this year's magazine.
- Wegmans and American Packaging Competition, Packaging Design co-taught with Professor Alex Lobos (CIAS) and Professor Karen Proctor, (CAST), Winter
Wegmans Retro Barbeque Sauce, Winner Wegmans Advance Laundry Detergent, Second Place
- Type Week!* Creator / Organizer of week of events including speaker Steve Matteson of Monotype, Winter
- Jump on the Typographic Carousel 2!*, interactive circuit with Professor Carol Fillip, Winter
- Editorial Design, co-taught with Professor Abby Kuperstock, Spring
Students entered projects in the Adobe Design Achievement Awards Competition
- Guest Lecturer / Critic for Design Survey, Professional Practices and Packaging Design, Professors Carol Fillip and David Royka, Winter, Spring
- 2010-2011
- Do it in a Day!* interactive circuit event with pre-digital/analogue typographic tools and processes, Fall
- Positive / Negative Magazine 4*, Editorial Design, co-taught with Professor Denis Defibaugh, Winter
Magazine received Platinum Award for student photography, magazine or series from CREATIVITY INTERNATIONAL AWARDS 40th Annual Print and Packaging Competition. Entries from 31 countries.
- Colgate-Palmolive Package Design Competition and Kraft Foods Package Design Competition,
Packaging Design co-taught with Professor Alex Lobos (CIAS) and Professor Karen Proctor, (CAST), Winter
Colgate-Palmolive Winner: *Complete Kitchen* Multi-purpose Dish Soap
Kraft Foods Winner: *Planters Peanuts* flexible package for convenience stores
- Get Your Sidebearings! The Typographic Carousel Project 1*, with Professor Carol Fillip, Winter
- Editorial Design, co-taught with Professor Bob Dorsey, Spring
- 2009-2010
- Promotion of Place 3*, California Polytechnic State University, San Luis Obispo, Fall
Collaboration with Professor Katie McCormick of Cal Poly and our Typography students
- Stefan Sagmeister's *Touch Someone's Heart with Design* Project, collaboration with Professor Roberley Bell, her Foundations students and my Typography I students, Fall
Projects were viewed by Stefan Sagmeister during his visit to RIT, October 5, 2009

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Teaching Collaborations and Projects

- Teaching** 2009-2010 Continued
- Collaborations and Projects** *Positive / Negative* Magazine 3, Editorial Design, co-taught with Professor Denis Defibaugh, Winter
- Colgate-Palmolive Package Design Competition and General Mills Package Design Competition, Packaging Design, co-taught with Professor Karen Proctor (CAST), Winter
- Colgate-Palmolive Winner: *Reductions* Concentrated Dish Soap
- General Mills Winner: *Chex Mix* flexible package re-design
- Little Theatre Popcorn Package Design Competition, collaboration with Little Theatre, Rochester, New York, Packaging Design, Winter
- Music is Art Festival Concepts, collaboration with Professor Carol Phillip and Music is Art, Spring
- Environmental Design students designed branding and activities for Kids Village Exhibit for 2010 Music is Art Festival, Buffalo, New York
- Students presented concepts to Music is Art Board Members who selected submissions for implementation at the Music is Art Festival, September 2010. Winning students executed their submissions.*
- 2008-2009
- Promotion of Place 1*, California State University, Long Beach, Fall
- Collaboration with Professor Milka Broukhim of CSULB and our Typography students*
- Little Theatre Popcorn Package Design Competition, collaboration with Little Theatre, Rochester, New York, Packaging Design co-taught with Professor David Morgan, Fall
- Positive / Negative* Magazine 2, Editorial Design, co-taught with Professor Denis Defibaugh, Winter
- Promotion of Place 2*, California Polytechnic State University, San Luis Obispo, Winter
- Collaboration with Professor Katie McCormick of Cal Poly and our Typography students*
- Editorial Design, co-taught with Professor Bob Dorsey, Spring
- Typography II, co-taught with Peter Lazarski, Spring
- 2007-2008
- Positive / Negative* Magazine 1, Editorial Design, co-taught with Professor Denis Defibaugh, Winter
- Magazine received outstanding student magazine / interior from CREATVITIY INTERNATIONAL AWARDS 38th Annual Print and Packaging Competition. Entries from 31 countries.*
- Editorial Design, co-taught with Professor Bob Dorsey, Spring
- 2006-2007
- Career Skills and Professional Practices, co-taught with Chris Lyons, Fall
- Concept and Symbolism, collaboration with Ryan Clifford and our two sections, Fall
- Drēm* Magazine, Editorial Design, co-taught with Professor Denis Defibaugh, Winter
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor David Morgan, Spring
- First and Third Place National Winners*
- Editorial Design, co-taught with Professor Bob Dorsey, Spring
- 2005-2006
- Susan B. Anthony Living Legacy Branding and Exhibition Competition and Installation, Collaboration with Susan B. Anthony House, Rochester, New York, Fall
- 41 students working in teams presented concepts to Preservationist Tamra Brosseau who selected one branding solution and one exhibition solution for implementation. Installation: January 2006.*
- Editorial Design, co-taught with Professor Denis Defibaugh, Winter
- Design Systems, collaboration with Ryan Clifford and our two sections, Winter
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor David Morgan, Spring
- First and Second Place National Winners*
- Promotional concepts for White Rhinos at the Seneca Park Zoo, collaboration with Seneca Park Zoo, Rochester, New York and Mike Mooney and our Design for Marketing Students, Spring
- Students presented branding concepts to zoo personnel for White Rhinoceros Exhibit Promotion*

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Teaching Collaborations and Projects

- Teaching** 2004-2005
- Collaborations and Projects** Editorial Design, co-taught with Professor Denis Defibaugh, Winter
- National Paperbox Student Design Competition, Packaging Design, Spring
First and Second Place National Winners
- 2003-2004
- City Branding Concept Presentations for Allentown, Scranton and Erie, Pennsylvania,
Collaboration with Allentown, Scranton and Erie Convention / Visitors Bureaus, Spring
Students presented concepts to representatives of Convention / Visitors Bureaus from Allentown and Erie
- National Paperbox Student Design Competition, Packaging Design, Spring
First and Third Place National Winners
- 2002-2003
- National Paperbox Student Design Competition, Packaging Design, Spring
First and Third Place National Winners
- Mead Paper Student Competition Participation, Spring
- 2001-2002
- Social Service Design Course, coordinated with Rochester Area Not-for-Profit Organizations, Winter
- 2000-2001
- Mead Paper Student Competition Participation, Spring
- 1999-2000
- Senior Projects, co-taught with Professor Patti Lachance, Spring
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
First Place National Winner
- 1998-1999
- Monroe County Parks Way-finding Project, collaboration with Monroe County Parks Department,
Rochester, New York, Fall
Students presented concepts to Park Officials for way-finding in selected Monroe County Parks
- Mead Paper Student Competition Participation, coordinated with Professor Patti Lachance, Fall
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
Second Place National Winner
- 1997-1998
- Penfield Middle School Technology Timeline Project, collaboration with Seventh Grade Technology Program,
Penfield, New York, Fall
Students presented concepts for Invention Timeline Projects to Technology Teachers
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
Second Place National Winner
- Mead Paper Student Competition Participation, Spring
- 1996-1997
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
First Place National Winner
- 1995-1996
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
First Place National Winner
- 1994-1995
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
First Place National Winner
- Branding Competition for Strasenburgh Planetarium Show, collaboration with Rochester Museum and Science
Center, Rochester, New York, Winter
Students presented concepts to Planetarium Director Stephen Fentress; one was selected for implementation

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Teaching Collaborations and Projects

- Teaching** 1993-1994
- Collaborations** National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
- and Projects** *First Place National Winner*
- Rochester Sister Cities Project and Installation at Rochester City Hall, Rochester, New York, Winter
- Collaboration with Rochester Sister Cities Project and Rochester City Hall
- Students presented concepts for Sister Cities Events in exhibition at City Hall*
- 1992-1993
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
- First Place National Winner*
- 1991-1992
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
- First Place National Winner*

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Teaching Recognition, RIT Service

- Teaching** 2015-2016
- Recognition** Eisenhart Award Nomination for Outstanding Teaching, Finalist
2014-2015
Frank J. Romano Endowed Prize for Publishing Entrepreneurship for *Positive / Negative* Magazine, Spring
With Professor Denis Defibaugh
Alpha Sigma Lambda Honor Society Faculty Mentor, Spring
Student inductee selects the individual that he or she feels is his or her mentor at RIT (Rachel Nicholson)
2013-2014
Frank J. Romano Endowed Prize for Publishing Entrepreneurship for *Positive / Negative* Magazine, Spring
With Professor Denis Defibaugh
Professor of the Year, Gamma Epsilon Tau National Graphic Arts Honors Fraternity, RIT Zeta Chapter, Spring
Fraternity members honor a professor each year for his or her impact on students in the Graphic Arts
2011-2012
Eisenhart Award Nomination for Outstanding Teaching, Finalist
Frank J. Romano Endowed Prize for Publishing Entrepreneurship for *Positive / Negative* Magazine, Spring
With Professor Denis Defibaugh
2010-2011
Irene Pfizenmaier Award for Excellence in Graphic Expression, Spring
This award is one of two at RIT that recognizes a student for excellence/recipient awards a faculty mentor (Sarah Sugarman)
Gitner Family Prize for Outstanding Achievement in Graphic Communication for Pro Bono design
and marketing projects for Music is Art, Buffalo, New York, Spring
With Professor Carol Phillip
Alpha Sigma Lambda Honor Society Faculty Mentor, Spring
Student inductee selects the individual that he or she feels is his or her mentor at RIT (Jenelle Schuler)
2009-2010
Alpha Sigma Lambda Honor Society Faculty Mentor, Spring
Student inductee selects the individual at RIT that he or she feels is his or her mentor (Lynde Scott)
2011, 2010, 2009, 2007, 2005, 1999, 1997
Eisenhart Award Nominations for Outstanding Teaching
2006-2007
Irene Pfizenmaier Award for Excellence in Graphic Expression, Spring (*First Faculty Recipient*)
This award is one of two at RIT that recognizes a student for excellence/recipient awards a faculty mentor (Jessi Mills Juart)
Alpha Sigma Lambda Honor Society Faculty Mentor, Spring
Student inductee selects the individual that he or she feels is his or her mentor at RIT (Jessi Mills Juart)
- RIT Service** 2009-present
Faculty Advisor, Hand Lettering Club, RIT Club
2012-present
Imagine RIT Poster Contest Design Committee Member
Faculty Advisor, KEEP Rochester, RIT Club
2014-present
REPORTER Magazine Advisory Board Member
2011-2012
Imagine RIT Poster Contest plagiarism policy revision and supervision with Heather Cottone,
Manager of Special Projects for the President, and Professor Carol Phillip, Winter-Spring
2010-2012
RIT Institute Faculty Affairs Committee Member

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RIT and College Service

RIT Service 2009-2012
Caroline Werner Gannett Project Visionaries in Motion Speaker Series Consultant
2006-2008
RIT Institute Environmental Committee Member
1991-1992
Faculty Advisor, RIT Art House

CIAS Service 1998-present

Multiple Year Service MFA Candidate Thesis Committee Member
2009-present
CIAS Honors Program Committee Member
2014-present
Lovin' Letters Valentine's Card Workshop Event
2015-present
Hands-On Workshops
2011-2014
Jump on the Typographic Carousel Coordinator, with Professor Carol Fillip
2009-2012
CIAS representative for ESKO Software Gift to CIAS and CAST
2005-2012
CIAS Undergraduate Portfolio Committee Member

CIAS Service 2016-2018**Single Years** CIAS Tenure Committee Member

2015-2016
CIAS Undergraduate Curriculum Committee member, Spring-Fall
National Portfolio Day/Undergraduate, California College of the Arts, Winter
2014-2015
Committee member to interview candidates to replace Student Services representative, Summer
National Portfolio Day/Undergraduate, San Francisco Art Institute, Winter
2013-2014
National Portfolio Day/Graduate, San Francisco Art Institute, Fall
2012-2013
National Portfolio Day/Undergraduate, San Francisco Art Institute, Winter
2011-2012
National Portfolio Day/Undergraduate, Atlanta, Fall
Type Week! Creator / Organizer of events including speaker Steve Matteson of Monotype to RIT, Winter
Frederic W. Goudy Award Committee Member, Winter-Spring
CIAS Ad Hoc Faculty Forum Committee Member to investigate CIAS teaching loads, Spring-Summer
2010-2011
CIAS Freshmen Orientation BIG Calligraphy Workshops, with Kris Holmes, Fall
National Portfolio Day/Undergraduate, California College of the Arts, San Francisco, Winter
2009-2012
CIAS representative for ESKO Software Gift to CIAS and CAST
2008-2009
CIAS Co-chair of Caroline Werner Gannett Project Visionaries in Motion Series Speaker Committee
Stefan Sagmeister visit to RIT, with Professor Therese Hannigan, Fall
CIAS Party Co-chair to Honor Interim Dean Frank Cost, with Professor Amos Scully, Spring
CIAS Promotional Poster Design Committee Member, Spring

LORRIE FREAR / 11

College, School of Design and Graphic Design Service

CIAS Service 2008-2009

Single Years Curriculum Development Consultant, SUNY Brockport Art Department, Spring 2006
Guest Critic, Design>Fear Presentations, Foundations, Spring

School of Design 1998-present

and Graphic Design MFA Thesis Committee Member

Multiple Year Service 2000-present

Faculty Greeter, Outstanding Undergraduate Scholar Ceremony, Spring

2006-present

Faculty Mentor to adjuncts teaching Graphic Design fourth-year curriculum

2011-present

Creative Industry Day participation

2013-present

Gift design for Graphic Design student awardees

2014-present

Graphic Design Alumni Liaison

Creative Industry Day Alumni Panel and Welcome Home Event Coordinator

2015-Present

Open House Faculty Coordinator

EUREKA! School of Design Interdisciplinary Design Blitz Creator/Coordinator

2008-2014

Senior Walkthrough/Portfolio Walk/Showcase Creator/Coordinator/Committee Member

2011-2014

Graphic Design Blog Coordinator

2012-2015

Conducted College and Careers, *Creativity, Composition and Computers*, 2 sessions per summer, Summer

2013-2014

ADOBE Partners by Design Student Engagement Coordinator

2012-2014, 2007-2008

Faculty Advisor, AIGA Student Chapter

2010-2012

Co-faculty Advisor, AIGA Student Chapter, with Professor Carol Fillip

2008-2009

Co-faculty Advisor, AIGA Student Chapter, with Professor Nancy Ciolek

School of Design 2015-2016

and Graphic Design

Supervised changes to Studio One and Studio 3310, Summer, Fall and Winter

Co-coordinated Alumni Reception in Brooklyn, New York, Summer

2014-2015

School of Design Interdisciplinary Design Blitz Creator/Coordinator/Project M, Spring-Fall

Served as Guest Critic/Kris Holmes's Type Design Course, Spring

Served as Guest Critic/Calligrapher Professor Sarah Thompson's Medieval Art Course, Spring

2013-2014

Initiated and coordinated 2014 School of Design Alumni Alex Cheek visit to CIAS, Spring

Served as Guest Critic/Kris Holmes's Type Design Course, Spring

Served as Guest Critic/Calligrapher/Professor Sarah Thompson's Medieval Art Course, Spring

Served as Guest Critic/Carol Fillip's Environmental Design Course, Spring

LORRIE FREAR / 12

School of Design/Graphic Design Service, Courses Written, Inter-university Collaborations

- School of Design and Graphic Design Event and Single Year Service** 2012-2013
Co-coordinated Alumni Reception in San Francisco, California, Winter
Served as Guest Critic/Carol Fillip's MFA Symbol Design Course, Spring
Served as Guest Critic/Two Sessions Kris Holmes's Type Design Course, Spring
Created Professor Emeritis Toby Thompson Memorial Scholarship Design Project, Summer-Fall 2011-2012
School of Design Graduate Panel about Design Careers, Fall
Served as Guest Lecturer/Carol Fillip's Design Survey Course, Winter
Designed and fabricated School of Design gift for Professor Patti Lachance, Spring
Served as Guest Critic/David Royka's Packaging Design Course, Spring
Served as Guest Critic/David Royka's Professional Practices Course, Spring
2008-2009
Conducted College and Careers, *Creativity, Composition and Computers*, with Professor Carol Fillip, Summer 2006-2007
Moderated Panel Discussion *Women in Industrial Design*, organized by Kim Sherman, Spring
Coordinated *Helvetica* Film Event at RIT, with Ryan Clifford, Spring
- Courses Written** 2016-2017
School of Design Collaborative Course with Professor Peter Byrne and Stan Rickel, submitted by Peter Byrne
2014-2015
Letterpress Printing with Professor Peter Byrne, submitted by Professor Peter Byrne
2012-2013
The following courses re-written for semester conversion / submitted by Professor Nancy Ciolek
Packaging Design, Calligraphy
2010-2011
The following courses re-written for semester conversion
Editorial Design, Collaborative Design with Professor Carol Fillip, Typography Course with Professor Bruce Meader, Design Systems with Professor Deborah Beardslee
2009-2010
Graphic Tactics, submitted by Professor Stan Rickel
Career Skills and Professional Practices with Mike Mooney, submitted by Professor Patti Lachance
2006-2007
Graphic Tactics Special Topics Course, submitted by Professor David Morgan
2004-2005
Packaging Design Course, submitted by Professor Patti Lachance
2000-2001
Packaging Design Special Topics Course, submitted by Professor Patti Lachance
- Inter-university Collaborations** 2012-2013
Visiting Artist in Residence, California Polytechnic State University, San Luis Obispo, California, Winter
Professional Development Leave to teach Typography and Lettering with Professor Katie McCormick
2009-2010
Promotion of Place 3, California Polytechnic State University, San Luis Obispo, California, Fall
Collaboration with Professor Katie McCormick and our Typography students
2008-2009
Promotion of Place 1, California State University, Long Beach, California, Fall
Collaboration with Professor Milka Broukhim and our Typography students
Promotion of Place 2, California Polytechnic State University, San Luis Obispo, California, Winter
Collaboration with Professor Katie McCormick and our Typography students

LORRIE FREAR / 13

Mentorship, Professional Development

Mentorship 1998–present

I have served on over 30 MFA Thesis Committees in VCD, Industrial Design, and Media Sciences

Professional 2017

Development

International Journal of Arts and Sciences Conference, Toronto, Canada, June

Brush Calligraphy Course, Anna Vos, Rochester Brainery, Rochester, New York, June

calligraphy.org Brush Lettering Online and Modern Calligraphy Courses with Melissa Esplin, July 2016

Creativity Conference, Genesee Community College, Batavia, New York, April

istilllovecalligraphy.com Brush Lettering Online Course with Melissa Esplin, July

International Academic Business and Education Conference, San Francisco, California, July

2015

Ninth Annual Design Principles and Practices Conference, Chicago, Illinois, March

26th Annual International Conference on College Teaching and Learning, Pont Vedra Beach, Florida, April

istilllovecalligraphy.com Copperplate Lettering Online Course with Melissa Esplin, June

Third Annual RGD Design Educators Conference, George Brown College, Toronto, Canada, November

Lettering Workshop with Lettering Artist Seb Lester, Thought@Work Conference, Rochester Institute of Technology, November

One of 8 participants selected from 24 submissions

2014

Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January

Type Camp with Dr. Shelley Greundler and Carol Fountain, Toronto, Canada, *Calligraphy and Script Lettering*, April

International Journal of Arts and Sciences Conference, Harvard University, Boston, MA, June

istilllovecalligraphy.com Copperplate Lettering Online Course with Melissa Esplin, July–August

SECAC NEXUS Conference, Sarasota, Florida, October

2013

Visiting Artist in Residence, California Polytechnic State University, San Luis Obispo, California, Winter

Professional Development Leave

Brush Lettering Workshop with Calligrapher Gail Vick Barnhardt, Rochester, New York, April

UCDA Design Education Summit, Chattanooga, Tennessee, May

After Effects Workshop with Professor Chris Jackson, Rochester Institute of Technology, June

Canada International Conference on Education, University of Toronto, Toronto, Canada, June

RGD and Design Educators Conference, York University, Toronto Canada, November

2012

International Conference on Design Principles and Practices, UCLA, Los Angeles, California, January

Reading Digital Symposium, Rochester Institute of Technology, Rochester, New York, April

UCDA Design Education Summit: *Catch 22*, Virginia Tech, Blacksburg, Virginia, May

International Conference on New Directions in the Humanities, Montreal, Canada, June

IDSIA International Conference, Boston, Massachusetts, August

2011

Niagara University International Conference on Teaching and Learning, Niagara University,

Lewiston, New York, January

International Journal of Arts and Sciences Multidisciplinary Conference, University of Las Vegas,

Las Vegas, Nevada, March

UCDA Design Education Summit, New Jersey City University, Jersey City, New Jersey, May

TypeCon2011: *Surge* Conference, New Orleans, Louisiana, July

Penland School of Crafts, *Print and Fold*, two-week Letterpress Class, Kerri Harding, Penland, NC, August

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Professional Development

Professional Development 2010
Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January
The Future of Reading Conference, Rochester Institute of Technology, June
UCDA Design Education Summit, University of Kansas, Lawrence, Kansas, June
TypeCon2010: *Babel* Conference, Century Plaza Hyatt Regency, Los Angeles, California, August
2009
Writers and Books Workshop *Getting Started in Children's Books* with author Will Hubbell,
Writers and Books, Rochester, New York, Spring
Attended to receive critique and advice for Zeke Meets Streak Children's Book
2008
TypeCon2008: *Punkt* Conference, Hyatt Regency Hotel, Buffalo, New York, July
Participated in Calligraphy Workshop led by American Greetings lettering artist Stephen Rapp

LORRIE FREAR / 15

Juried International Group Exhibitions

Juried International 2016

Group Exhibitions

Graceful Envelope Contest, National Association of Letter Carriers Headquarters,
100 Indiana Street, NW, Washington, DC, Summer 2016-2017

Communication from Me to You, on the theme *Communication*

Jurors: Sammy Little, Mary Lou O'Brian, Michael Shea

Not selected for exhibition

2015

Graceful Envelope Contest, National Association of Letter Carriers Headquarters,
100 Indiana Street, NW, Washington, DC, Summer 2015-2016

When the Cat's Away, the Mice will Play, on the theme *There's No Place Like Home*

Jurors: Maureen Squires, Marta Legeckis and Michael Shea

One of 12 accepted in Winner Category from 200 international submissions

*The Graceful Envelope Contest is an annual international competition sponsored by
the Washington Calligraphers Guild and the National Association of Letter Carriers*

Winning submissions also online at www.calligraphersguild.org/envwinners2015.html.

2011

Graceful Envelope Contest, National Association of Letter Carriers Headquarters,
100 Indiana Street, NW, Washington, DC, Summer 2011-2012

Celebrate Good Times, on the theme *Time Flies*

Jurors: Peggy Schiefelbein, Shane Perry and Alfredo Ratinoff

One of 10 accepted in Winner Category from 140 international submissions

*The Graceful Envelope Contest is an annual international competition sponsored by
the Washington Calligraphers Guild and the National Association of Letter Carriers*

Winning submissions also online at www.calligraphersguild.org

2010

Bookmark Project 2010, Koffler Centre for the Arts, Toronto, Canada, October-November

LEAF/leaf, on the theme *Amulet*

Curator: Anisia Avram

One of 14 accepted from 60 international submissions

*The Bookmark Project is an intervention of artist-designed bookmarks in conjunction
with The annual Jewish Book Fair at the Koffler Centre for the Arts*

Graceful Envelope Contest, National Association of Letter Carriers Headquarters,
100 Indiana Street, NW, Washington, DC, Summer 2010-2011

Steamlined Creativity, on the theme *A Stream of Letters*

Jurors: Theresa Daly, Tamara Stoneburner and Michael Shea

One of 10 accepted in Honorable Mention Category from 150 international submissions

2008

Bookmark Project 2008, Koffler Centre for the Arts, Toronto, Canada, October-November

Inset: Red Me, on the theme *Insert*

Curator: Liya Hyun Joo

One of 16 accepted from 150 international submissions

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,
100 Indiana Street, NW, Washington, DC, Summer 2008-2009

Carnivorous Plants, on the theme *C's the Day*

Jurors: Lee Ann Clark, Michael Shea and Sheila Waters

One of 17 accepted in Honorable Mention Category from 200 international submissions

LORRIE FREAR / 16

Juried International Group Exhibitions, Juried Regional Group Exhibitions

Juried International 2007

Group Exhibitions

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,
100 Indiana Street, NW, Washington, DC, Summer 2007-2008

The Fruits of the Farmer's Labors become the FEAST for his Neighbors, on the theme *A Mailable Feast*

Jurors: Patricia Blair, Caroline Gillin and Michael Shea

One of 11 accepted in Winner Category from over 150 international submissions

2006

Bookmark Project 2006, Koffler Centre for the Arts, Toronto, Canada, October-November

Re:Mark, on the theme *Epoch*

Curator: Elena Soboleva

One of 16 accepted from 200 international submissions

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,
100 Indiana Street, NW, Washington, DC, Summer 2006-2007

The California Coast, on the theme *a Fine Line*

Jurors: Ann Czapiewski, Sammy Little and Michael Shea

One of 39 accepted in Honorable Mention Category from over 375 international submissions

2005

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,
100 Indiana Street, NW, Washington, DC, Summer 2005-2006

American Women Pioneers, on the theme *The Letter P*

Jurors: Mary Lou O'Brian, Ann Pope and Lorraine Swerdloff

One of 10 accepted in Winner Category from over 350 international submissions

2004

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,
100 Indiana Street, NW, Washington, DC Summer 2004-2005

Wretched, Wintery, Wild, Watery, Warm and Wonderful, on the theme *Weather*

Jurors: Debra Sohasky Brown, Louise Megginson and Lorraine Swerdloff

One of 20 accepted in Winner Category from over 200 international submissions

2003

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,
100 Indiana Street, NW, Washington, DC, Summer 2003-2004

Inspiration, Innovation, Imagination, Information, on the theme *The Written Word*

Jurors: Rose Folsom, Ann Pope and Lorraine Swerdloff

One of 38 accepted in Honorable Mention Category from over 200 international submissions

Juried Regional 2012

Group Exhibitions

New York State of Design AIGA Exhibition, Vignelli Center for Design Studies,
Rochester Institute of Technology, Rochester, New York, March

Mingle, Music is Art Expressive Word Series, with Professor Carol Fillip

Jurors: Chris Goldan and James Wondrack

One of 40 accepted of 80 state submissions

2010

The LoDi Project Gallery, Raleigh, North Carolina, January

Love Letters, photograph of lettering stones done in Grimes Glen Park, Naples, New York, 2009

Juror: Scott McClure

One of 18 artists selected from 60 regional/national submissions

LORRIE FREAR / 17

Invitational Regional Group Exhibitions

- Invitational Regional Group Exhibitions** 2016
Works and Words International Exhibition and Symposium, Rochester Community Design Center, Rochester, New York, October 12-15
Cultural Cultivation: 35° 18' 3.60" N, Images of Leaning Pine Arboretum, Cal Poly Campus
One of 14 international artists invited to participate in the exhibition and symposium by Roberley Bell
RIT Faculty Show / School of Art / School of Design / School for American Crafts, RIT, September
White Paper, Collaborative Artists' Book Project with Roberley Bell and Scott McCarney
- 2015
RIT Cary Graphic Arts Collection Frederic W. Goudy Exhibition Text, Rochester Institute of Technology, Rochester, New York, March
Goudy 150: A Collaborative Exhibition Commemorating the 150th Anniversary of the Birth of Frederic W. Goudy Denslow's Mother Goose Whimsical Typeface
One of 25 individuals invited to participate in the exhibition by RIT Cary Graphic Arts Library/Steven Galbraith
- 2013
Western New York Book Arts Collaborative Member's Fifth Annual Exhibition, Buffalo, New York, June
Mingle, Music is Art Expressive Word Series, with Professor Carol Fillip 41 artists represented
- 2012
RIT Faculty Show / School of Art / School of Design / School for American Crafts, RIT, Fall
Mingle, Music is Art Expressive Word Series, with Professor Carol Fillip
- 2010
RIT Faculty and Alumni Exhibit at Liberty Hill, Rochester, New York, Summer
Love Letters, photograph of lettering on stones in Grimes Glen Park, Naples, New York
RIT Faculty Show / School of Art / School of Design / School for American Crafts, RIT, Fall
Mingle, Music is Art Expressive Word Series, with Professor Carol Fillip
Letterpress Holiday Card for Music is Art, with Professor Carol Fillip
- 2009
RIT Faculty Show / School of Art / School of Design / School for American Crafts, Fall
Love Letters, photograph of lettering on stones in Grimes Glen Park, Naples, New York
Flower Blobs Bloom, Burchfield-Penney Art Center First Useum Children's Room Installation, collaboration with Professor Roberley Bell
Reading with the Wind, Proposal for Eastman Reading Garden at Cleveland Public Library, Cleveland, Ohio, collaboration with Professor Roberley Bell
Western New York Book Arts Collaborative Member's Opening Exhibition, Buffalo, New York, May
Zeke Meets Streak, limited edition children's book
One of 55 artists who exhibited book arts projects in this exhibition; book sold opening night!
- 2007
RIT Faculty Show / School of Art / School of Design / School for American Crafts, RIT, Fall
Zeke Meets Streak, broadsides from limited edition children's book
- 2006
Susan B. Anthony Living Legacy Invitational Art Auction and Show, Valley Manor Art Gallery, Rochester, New York, May
A Garden of Sentiments, calligraphy piece
One of 45 regional women artists invited to participate in this exhibition
- 2005
RIT Faculty Show / School of Art / School of Design / School for American Crafts, RIT, Fall
The Letter E! 1,000 little-known facts about this amazing vowel, paper sculpture
- 1993
Faculty Show / School of Art / School of Design / School for American Crafts, Fall
Cheeses! Sorrento Cheese invitation

LORRIE FREAR / 18

Commissions, Collections, Collaborations with Roberley Bell

Commissions 2015

and Collections Frederic W. Goudy Award Ceremony Branding, Melbert B. Cary Professorship, Rochester Institute of Technology, Rochester, New York, Fall

Commission for Frederic W. Goudy Award Branding for 2015 recipient Jerry Kelly

2012

Frederic W. Goudy Award Ceremony Gift, Melbert B. Cary Professorship, Rochester Institute of Technology, Rochester, New York, Spring

Commission for Frederic W. Goudy Award Gift for 2012 recipient Kris Holmes

Of Mere Being, by Wallace Stevens, calligraphy piece commissioned as a gift to the honoree

Private collection of Charles Bigelow and Kris Holmes

2010

Wallace Center, Rochester Institute of Technology, Rochester, New York, Spring

Life's Work, calligraphy piece commissioned to honor Chandra McKenzie, Library Director

Permanent installation, second floor stairwell, Wallace Center

2003

Wallace Center Archives and Special Collections, Spring

You Will Say, one of 100 artists' books, collaboration with Professor Roberley Bell

Collaborations with 2012

Roberley Bell

You Will Say artists' book entered into the Artist's Book of the Moment Competition

Art Gallery of York University, Toronto, Canada, Summer

Book was entered into the Book of the Moment Competition and is now in the Artist's Book Collection of the Art Gallery of York University, Toronto, Canada

Jurors: Corinn Gerber of Art Metropole, and Dave Dymont, Artists' Books and Multiples

2009

Reading with the Wind, proposal for Eastman Reading Garden, Cleveland Public Library, Cleveland Ohio, Summer

Garden design including flower blob benches, weather vanes and plantings

One of 29 submissions; not selected for implementation

2008

Flower Blobs Bloom, Burchfield-Penney Art Center Useum Children's Room Installation, Buffalo, New York, Fall

Design and painting of wall mural to complement Roberley Bell's Flower Blobs Bloom Project

2003

International Print Show, New York, New York

You Will Say, edition of 100 artists' books funded in part by Women's Studio Workshop Production Grant

Collaboration on book content, design, hand-lettering and book fabrication

2001

Historic Books at Evergreen Exhibition, 2001, John Hopkins University, Baltimore, Maryland

LGR, limited edition artists' book for the Historic Books at Evergreen Exhibition

Collaboration on book design, hand-lettering and fabrication of clam shell box to hold book

1994

Daemen College, Buffalo, New York

Home Series Stories, installation of stories by immigrants

Writing of content and hand-lettering of text on walls of gallery space

LORRIE FREAR / 19

Book Design, Publications

Book Design 2007

Projects *Friends Forever*, children's book by Joni Dowling-Kell

Book design, pre-press and printing supervision

2006-2007

Zeke Meets Streak, limited edition children's book

Writing of story, illustrations, hand-lettering and book design

Publications 2016

Packaging article on the effects of mobile devices and marketing on package design

Package Design Magazine

Mobile Trends and New Packaging Solutions

Article by Keith Loria, September 2016 issue IN PROCESS

Packaging article on Wegmans yogurt and Orange Juice Packaging Projects, January 22

Packaging World Magazine

RIT students redesign Wegmans packs for convenience, sustainability

Article by Anne Marie Mohan, Senior Editor, *Packaging World*

2015

Packaging Article, published June 10

Packaging Design Magazine

Rochester Institute of Technology Professor Awarded for Educating Next Generation of Packaging Professionals

Article by Writer 88

Article about Professor Karen Proctor of CAST who received the David LeButt Award.

Our interdisciplinary packaging design course is mentioned in the article.

Packaging Article, August 19

Package Design Magazine

Fresh Finds-Looking Outside Your Consumer Product Category

Article by Keith Loria

2014

Online Design Article, September 20

Complex Magazine

16 Things a Designer Should Know

Article by Kathryn Henderson, Staff Writer

The author asked several prominent designers and design experts for tips for designers.

My tip, number 9: Take responsibility honestly and quickly, then make the necessary adjustments.

And don't make that mistake again!

Post Magazine: This is Rochester, Volume 7, September/October

Free Speech Section: *What is the Value of Cursive Writing in the Digital World?*, page 12

Circulation: Regional, Western New York colleges, retail stores

2013

International Journal of Designed Objects Volume 7, Issue 1, Fall 2013

Common Ground Publishing, 1-16

Model for Interdisciplinary Collaboration in Packaging Design

Peer Reviewed Journal article written with Alex Lobos and Sandra Turner

2010

Letter Arts Review, John Neal Books, Publishers, Summer 2010

Feature Article: *Point / Counterpoint: Teaching Calligraphy in a Graphic Design Environment*

Volume 24; No. 3. Pages 28-35

Circulation: 3,500 in the United States, Europe, colleges, universities, art stores

LORRIE FREAR / 20

Publications, Design Competitions, Editorial Consulting, Blog Articles

Publications 2009

Scripts, Washington Calligraphers Guild, Publishers, The Graceful Envelope Contest 2006-2008

The Fruits of the Farmer's Labors become the FEAST for his Neighbors, from the 2007 Contest

Spring Issue, Vol. 31; No. 1, Page 13.

2007

Stamper's Sampler Magazine. Stampington and Company, Publishers, Jami Petersen, Editor

Pollination, a series of mixed-media / lettering pieces on the subject of Pollination

June / July Issue, Pages 44-45

2005

Scripts, Washington Calligraphers Guild, Publishers, The Graceful Envelope Contest 2003-2005

Wretched, Wintery, Wild, Watery, Warm and Wonderful, from the 2005 Contest,

Fall Issue Vol. 27; No. 3, Page 11

Design Competitions 2013

UCDA Lettering Competition Semi-finalist, Juror, Rose Gonnella of Kean University and Kean Creative

One of five Semi-finalists out of 50 submissions to create a distinctive piece of typography in 30 minutes

2008

Font Bureau Typeface Identification Competition

TypeCon2008: *Punkt*, Buffalo, New York, July

One of 2 winners out of 40 submissions to correctly draw letterforms of newly designed typefaces

2006

Belhurst Castle Advertisement Competition, Geneva, New York, Fall

Winner of competition to create a distinctive advertisement for Belhurst Castle

Content, hand-lettering and ad design

1995

Sweet Home School District Identity Design Competition, Amherst, New York

Winner of design competition to create logomark to represent school district on promotional materials

Design of logomark used on all school district communications

Editorial Consulting 2006

Delmar Learning *Exploring Publication Design* by Poppy Evans, 2006, ISBN 1 4108 3147 8

Thomson Publishing *Editorial acknowledgement on page XV*

2004

Graphic Communication Today 4th Edition, by William Ryan and Theodore Conover, 2004

ISBN 0 7668 2075 0

Editorial Consultation

Blog Articles 2015

ilovetypography.com BLOG, John Boardley, curator, article published July 12

What are Optotypes? The Eye Chart in Focus

John Boardley is the founder of ilovetypography.com, rated the number one typography blog by Eye Magazine.

A British writer, publisher and graphic designer, Mr. Boardley is also the publisher of Codex:

the Journal of Typography and the co-founder of welovetypography.com.

ilovetypography is listed in the top 10 blogs for for typographic information.

2014

ilovetypography.com BLOG, John Boardley, curator, article published August 8

Learning to Love Letters! The Magic of Introducing Calligraphy in Typography Courses

LORRIE FREAR / 21

Blog Articles, Invited Lectures and Workshops

Blog Articles 2013

ilovetypography.com BLOG, John Boardley, curator, article published June 6
The Typographic Carousel! with Professor Carol Fillip

Invited Lectures

and Workshops

2017

Genesee Valley Calligraphy Guild, Rochester, New York, May

Invited by Program Coordinator Georgie Shearn

Capricious Contemporary Copperplate

Wells College Summer Book Arts Institute, Aurora, New York, July

Invited by Wells College Book Arts Director Rich Kegler

Italic Intensive for Beginning Calligraphers

Rochester Institute of Technology Kids on Campus, Rochester, New York, August

Delve into Design, Design Workshop, for children ages 11-14, with Professor Carol Fillip

2016

Henrietta Public Library, Rochester, New York, February

Invited by Program Coordinator Rosanne Rosella

Love Letters/Italic

Christ the King School, Snyder, New York, April

Invited by Program Director Carol Fillip

Fun with Industrial Design! for students grades 5-8

Rochester Brainery, Rochester, New York, March

Invited by Co-founder Danielle Raymo

Italicize your Communications I, March

Rochester Prep High School, Uncommon Schools Rochester, New York, June

Invited by Digital Arts Instructor Kristin Nastav

Let's Design Posters, 4 sessions for students in grade 9

Hamilton Wood Type and Printing Museum, 9th Annual Wayzgoose Event, Two Rivers, Wisconsin, November

Invited by Hamilton Wood Type and Museum Artistic Director William Moran

Title *Italicize Yourself*, and *The Writing is on the Wall!*; two lectures and two workshops

2015

Western New York Book Arts Collaborative, Buffalo, New York, April and June

Invited by Program Director Rosemary Williams

Calligraphy Basics for Personal Projects, Chancery Cursive Workshop, April

Lettering: An Expressive and Exciting Lettering Adventure!, June

Rochester Brainery, Rochester, New York, April and May

Invited by Co-founder Danielle Raymo

Italicize your Communications! Chancery Cursive Workshop, April

Letters to Love: An Introduction to Script Lettering, May

Genesee Valley Calligraphy Guild, Rochester, New York, July

Invited by Program Coordinator Marian Henry

White Space is our Friend: How to Compose a Powerful Piece

2014

SI Newhouse School of Public Communications, Multimedia Photography and Design Department

Syracuse University, Syracuse, New York, April

Invited by Professor Deborah Pang Davis

Italicize Your Communications! Chancery Cursive Workshop

Margaret Warner Graduate School of Education and Human Development, University of Rochester

Rochester, New York, June

LORRIE FREAR / 22

Invited Lectures and Workshops

Invited Lectures

and Workshops

2014

Invited by Graduate Student Jessica George

Calligraphy in Context: Teaching and Learning, Chancery Cursive and Typography Workshop

Western New York Book Arts Collaborative, Buffalo, New York, October

Invited by Program Director Rosemary Williams

Calligraphy for Personal Projects, Lettering Workshop

2013

Visiting Artist in Residence, California Polytechnic State University, San Luis Obispo, California, Winter

Invited by Professor Katie McCormick

4 Typography and Lettering Lectures and Workshops during Professional Development Leave from RIT

Lectures: Collaborations at RIT, and Back East

Rochester Brainery, Rochester, New York, December

Invited by Co-founder Stephanie Rankin

Calligraphy and Lettering 101

2012

Artech Workshop, Rochester Institute of Technology, Rochester, New York, with Professor Carol Fillip, March

Invited by ARTECH Committee

Find YOUR Brand, Workshop for all levels to create logos for personal branding

Artech Workshop, Rochester Institute of Technology, Rochester, New York, April

Invited by ARTECH Committee

Italicize Yourself! Workshop for all levels to learn Chancery Cursive using nibs and ink

Thought@Work IDSA Student Conference, Rochester Institute of Technology, October

Invited by Thought@Work Committee

Tips for Portfolio Success: Panel with Greg Smiley and Kerstin Strom

2011

Genesee Valley Educational Partnership School Library System, Le Roy, New York, May

Invited by Library Director/Coordinator Chris Harris

Letterforms and Literacy for Children, lecture to librarians with Professor Carol Fillip

2010

Western New York Book Arts Collaborative, Buffalo, New York, March

Invited by Western New York Book Arts Collaborative founder, Richard Kegler

Lettering for Artists' Books

Workshop demonstrating techniques and tools for expressive contemporary lettering

The Future of Reading Conference, Rochester Institute of Technology, Rochester, New York, June

Invited by the Future of Reading Committee

Scribal Practices using Modern Tools, Interactive Session with Kris Holmes

Western New York Book Arts Collaborative, Buffalo, New York, August

Invited by Western New York Book Arts Collaborative founder, Richard Kegler

Graphite! The Wonders of Pencil Lettering

2009

California Polytechnic State University, San Luis Obispo, California, February

Invited by Professor Katie McCormick

Contemporary Expressive Lettering for Graphic Designers

Lecture and workshop demonstrating techniques and tools for expressive contemporary lettering

Undergraduate and graduate students from the Graphic Design and Architecture Departments

Carnegie-Mellon University, Pittsburgh, Pennsylvania, May

Invited by Graduate Student Alexander R. W. Cheek

Calligraphic Hands and their Relationship to Typeface Design

Workshop for Graduate Information Design students

LORRIE FREAR / 23

Invited Lectures and Workshops, Professional Associations, Community Service

Invited Lectures 2008

and Workshops Maryland Institute College of Art, Baltimore, Maryland, July

Invited by Summer Institute Instructor Ryan Clifford

Italic and Blackletter 101

Lecture and workshop demonstrating the fundamentals of Italic and Blackletter for summer transfer students in the Graphic Design Department

2004

RIT Wallace Library Book Arts Fair, Spring

Invited by RIT Cary Graphic Arts Library Curator David Pankow

Let's Explore Letters!

Calligraphy Demonstration and Workshop for Faculty, Students, RIT Visitors

Professional 1978-present

Associations and Member, The Honor Society of Phi Kappa Phi, RIT Chapter

Community Service 2000-present

Member, Genesee Valley Calligraphy Guild, Rochester, New York

Ontario ARC Holiday Gift-wrapping Booth, Eastview Mall, Rochester, New York

Volunteer in Gift-wrapping Booth

2009-present

Member, Western New York Book Arts Collaborative / Center, Buffalo, New York

Member, Music is Art Marketing Committee, Buffalo, New York

2010-present

Member, Society of Typographic Aficionados (SOTA)

2015-2016

Faculty representative to Rochester Prep Charter School, part of Uncommon Schools, Rochester, New York

2014, 2009-2011

Member, Southeastern College Art Association (SECAC)

Member, National Art Education Association (NAEA)

2014, 2007-2009

Professional Member, AIGA

2013-2014

Consultant for Design Internship Program and to the Board of Trustees, Charter School for the Arts, Rochester, New York

2009

Music is Art, Buffalo, New York, Collaboration with Professor Carol Fillip

Design of over 20 monsters and lettering for Kids' Village for Music is Art Festival

1995-2002

Art Director, Lake Country Garden Club, Honeoye, New York

Design of brand identity, newsletter and promotional materials

1998

Art Director, Missing and Exploited Children / New York Branch, Rochester, New York

Be a Champion for Kids Campaign and event branding for Fourteenth Annual Adam Walsh Art Auction

LORRIE FREAR / 24

Academic Recognition, Grants

Academic Recognition 2000-present

Selected for inclusion in *Marquis Who's Who in American Women*

1981

MFA Awarded with Highest Honors (4.0)

Second Place Award Braun National Student Packaging Design Competition

Squiggle Tooth Gel Concept (later introduced as MaxFresh Toothgel by Colgate-Palmolive)

1979-1981

Urbanarium Graduate Assistantship, RIT

Liaison between community organizations and design students to create promotional materials

1978

BFA Awarded with High Honors (3.77)

Inducted to membership in National Honor Society of Phi Kappa Phi, RIT Chapter

1977

Internship with the Graphic Designer for the City of Rochester, Rochester, New York, Summer

1973-1975

Alden Scholar, Allegheny College (3.66)

1974

Inducted to membership in National Honor Society of CWENS, Allegheny College Chapter

National Honor Society whose mission is to provide service to the college and community

Grants 2016

Student Affairs Interactive Learning Grant, RIT, Fall

\$400.00 granted to present School of Design Interdisciplinary Design Blitz EUREKA! event

2015

Provost's Learning Innovation Grant, (PLIG), Winter

Project SPARK Interdisciplinary Design Blitz, with Professor Kelly Murdoch-Kitt

\$4,980.00 granted to conduct EUREKA! School of Design Interdisciplinary Design Blitz

2013

Faculty Education and Development Grant (FEAD), Fall

Team Design: Collaborative Multidisciplinary Learning Experiences for Graphic Designers, poster presentation

\$2,500 granted for Scholarship Activities to present at the Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, Winter

Student Affairs Interactive Learning Grant, RIT, Winter

\$250.00 granted to present *The Typographic Carousel* interactive circuit project

2012

Faculty Education and Development Grant (FEAD), Fall

Los Angeles Scholarship and Professional Development Support

\$1,076 granted for Scholarship Activities in Los Angeles during Professional Development Leave, Winter

2012

Faculty Education and Development Grant (FEAD), Spring

Creativity in Motion, interactive workshop with Professor Carol Fillip

\$1,800 granted for International Conference on New Directions in the Humanities, Montreal, Canada,

2011

Student Affairs Interactive Learning Grant, RIT, Winter

\$200.00 granted for Typography II Class to visit Dock Two Letterpress, Webster, New York

Faculty Education and Development Grant (FEAD), Spring

Get Your Sidebearings! The Typographic Carousel Project, Paper Presentation with Professor Carol Fillip

\$1,600 granted for TypeCon2011: Surge Conference, New Orleans, Louisiana

LORRIE FREAR / 25

Grants, Peer-reviewed and accepted Conference Presentations, Posters and Journal Articles

Grants 2010

Student Affairs Interactive Learning Grant, RIT, Spring

\$300.00 granted for Graphic Tactics Class to visit Dock Two Letterpress, Webster, New York

2009

Faculty Education and Development Grant (FEAD), Fall

Presentation of Two Papers at Hawaii International Conference on Arts and Humanities

\$2,500 granted to present papers, Winter

Student Collaborations within and between Universities:

Experiential Learning and Teamwork Prepares Students for the Design Professions

Point / Counterpoint: The Dance of Teaching Typography and Calligraphy in a Graphic Design Environment

2008

Faculty Education and Development Grant (FEAD), Fall

Collaborations with and between Universities

\$2,000 granted to travel to California State University, Long Beach and California Polytechnic State University,

San Luis Obispo, to review and conduct *Promotion of Place* Projects and to lecture at Cal Poly and conduct

a Lecture and Workshop; *Contemporary Expressive Lettering for Graphic Designers*

Peer-reviewed, 2017

accepted Conference International Journal of Arts and Sciences Conference, Toronto, June

Professional Preparation Through Interdisciplinary Collaborative Projects

Posters and Poster Presentation

Journal Articles 2016

Creativity Conference, Genesee Community College, Batavia, New York, April

Design Thinking Strategies in the Classroom

Paper Presentation with Professor Carol Fillip

International Academic Business and Education Conference, San Francisco, California, July

Interdisciplinary Collaboration in the Classroom

Poster Presentation

2015

INTED2015 Annual Technology, Education and Development Conference, Madrid Spain, March

Learning Calligraphy Informs and Reinforces Typographic Principles

Virtual Presentation

Ninth Annual Design Principles and Practices Conference, Chicago, Illinois, March

Generate STEAM: The Power of Design Thinking

Poster Presentation with Professor Carol Fillip

26th Annual International Conference on College Teaching and Learning, Pont Vedra Beach, Florida, April

Calligraphy Engages Digital Native Students

Poster Presentation

Third Annual RGD Design Educators Conference/Design Thinkers Conference, George Brown College,

Toronto, Canada, November

Collaboration as a Teaching Model

Paper Presentation with Professor Carol Fillip

ICERI 8th Annual International Conference of Education, Research and Innovation, Sevilla, Spain, November

Interactive Teaching and Learning in the Graphic Design Studio

Virtual Presentation with Professor Carol Fillip

LORRIE FREAR / 26

Peer-reviewed and accepted Conference Presentations, Posters and Journal Articles

Peer-reviewed, 2014

accepted Conference Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January

Presentations, *Team Design: Collaborative Multidisciplinary Learning Experiences for Graphic Designers*

Posters and Poster Presentation

Journal Articles 25th International Conference on College Teaching and Learning, Ponte Vedra Beach, Florida, March

Collaboration, Cooperation and Competition with Design Thinking

Paper Presentation with Professor Carol Fillip

International Journal of Arts and Sciences Conference, Harvard University, Boston, Massachusetts, May

Design Thinking in a Collaborative Learning Environment

Paper Presentation with Professor Carol Fillip

SECAC (Southeastern College Art Conference), Sarasota, Florida, October

Intersections of Tradition and Technology = Experimental Typography

Paper Presentation with Professor Carol Fillip

LORRIE FREAR / 27

Peer-reviewed and accepted Conference Presentations, Posters and Journal Articles

Peer-reviewed, 2013

accepted Conference UCDA Design Education Summit, Chattanooga, Tennessee, May

Presentations, *Designers and Photographers Share a Vision: An Interdisciplinary Editorial Design Experience*

Posters and Paper Presentation with Professor Denis Defibaugh

Journal Articles Canada International Conference on Education, University of Toronto, Toronto, Canada, June

Design and Photography Students Share a Vision: Positive / Negative Magazine

Poster and Paper Presentation

Awarded Best Poster for the Conference (out of 12 total)

RGD and Design Educators Conference at York University, Toronto, Canada, November

Crossroads: Merging Traditional Typography with Digital Technologies

Paper Presentation with Professor Carol Fillip

ICERI 6th Annual International Conference of Education, Research and Innovation, Sevilla, Spain, November

Designers and Photographers Pursue a Vision: An Interdisciplinary Editorial Design Experience II

Virtual Paper Presentation

International Journal of Designed Objects, published by Common Ground Publishing, Fall

ijg.cgpublisher.com/product/pub.237/prod.33

Model for Interdisciplinary Collaboration in Package Design

Peer reviewed Published Paper with Professor Alex Lobos and Sandra Turner

2012

International Conference on Design Principles and Practices, UCLA, Los Angeles, California, January

Model for Interdisciplinary Collaboration in Package Design 1,

Paper Presentation with Professor Alex Lobos and Sandra Turner

UCDA Design Education Summit: *Catch 22*, Virginia Tech, Blacksburg, Virginia, May

Jump on the Typographic Carousel

Paper Presentation with Professor Carol Fillip

International Conference on New Directions in the Humanities, Montreal, Canada, June

Creativity in Motion

Interactive Workshop with Professor Carol Fillip

IDSIA International Conference, Boston, Massachusetts, August

Model for Interdisciplinary Collaboration in Package Design 2,

Paper Presentation with Professor Alex Lobos and Sandra Turner

2011

Niagara University International Conference on Teaching and Learning, Niagara University,

Lewiston, New York, January, 2011

Teamwork+ / Active and Integrated Learning in Multidisciplinary Collaborations

Poster Presentation

INTED2011 International Technology, Education and Development Conference, Valencia, Spain, March

Enhancing Learning Through Multidisciplinary Learning Experiences and Collaborations

Virtual Presentation

International Journal of Arts and Sciences Multidisciplinary Conference, University of Las Vegas,

Las Vegas, Nevada, March

When Convergent and Divergent Thinking Meet

Poster Presentation with Professor Carol Fillip

LORRIE FREAR / 28

Peer-reviewed and accepted Conference Presentations, Posters and Journal Articles

- Peer-reviewed, accepted Conference Presentations, Posters and Journal Articles**
- 2011 Continued
- UCDA Design Education Summit, New Jersey City University, Jersey City, New Jersey, May
Collaboration, Cooperation and Competition in Multidisciplinary Learning Experiences
Poster Presentation
- Design is One: Creating a Blended Graduate Curriculum*
Panel Discussion with Professors Nancy Ciolek, Shaun Foster and Chris Jackson
- TypeCon2011: *Surge* Conference, New Orleans, Louisiana, July
Get Your Sidebearings! The Typographic Carousel Project
Paper Presentation with Carol Fillip
- 2010
- Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January
Student Collaborations within and between Universities: Experiential Learning and Teamwork Prepares Students for the Design Professions
Paper Presentation
Point / Counterpoint: The Dance of Teaching Typography and Calligraphy in a Graphic Design Environment
Paper Presentation
- Designing for Children Conference, Industrial Design Centre, IIT Bombay, India, February
Literacy and Typography Choices for Children
Virtual Paper Presentation with Professor Carol Fillip
- UCDA Design Education Summit: University of Kansas, Lawrence, Kansas, June
Letterforms and Literacy
Poster Presentation with Professor Carol Fillip
- TypeCon2010: *Babel* Conference, Los Angeles, California, August
Letterforms and Literacy in Children
Paper Presentation with Professor Carol Fillip
- 2009
- ICERI 3rd International Conference of Education, Research and Innovation Conference, Madrid, Spain, November
When Convergent and Divergent Thinking Meet
Virtual Poster Presentation with Professor Carol Fillip
Student Collaborations within and between Universities: Experiential Learning and Teamwork Prepares Students for Professions
Virtual Poster Presentation
- DesignEd Asia Conference, Hong Kong Conference and Exhibition Centre, Hong Kong, December
Collaborative Learning Experiences using Digital Media for Communication between Universities
Virtual Poster Presentation

LORRIE FREAR / 29

Conferences Attended

Conferences Attended 2017

International Journal of Arts and Sciences Conference, Toronto, June

2016

Creativity Conference, Genesee Community College, Batavia, New York, April

International Academic Business and Education Conference, San Francisco, CA, July

2015

Ninth Annual Design Principles and Practices Conference, Chicago, Illinois, March

26th Annual International Conference on College Teaching and Learning, Pont Vedra Beach, Florida, April

Third Annual RGD Design Educators Conference/Design Thinkers Conference, George Brown College,
Toronto, Canada, November

2014

Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January

International Journal on Arts and Sciences, Harvard University, Boston, Massachusetts, May

SECAC NEXUS Conference (Southeastern College Art Conference), Sarasota, Florida, October

2013

UCDA Design Education Summit, Chattanooga, Tennessee, May

Canada International Conference on Education, University of Toronto, Toronto, Canada, June

RGD and Design Educators Conference at York University, Toronto, Canada, November

2012

International Conference on Design Principles and Practices, UCLA, Los Angeles, California, January

Reading Digital Symposium, Rochester Institute of Technology, Rochester, New York, April

UCDA Design Education Summit: *Catch 22*, Virginia Tech, Blacksburg, Virginia, May

International Conference on New Directions in the Humanities, Montreal, Canada, June

IDSA International Conference, Boston, Massachusetts, August

2011

Niagara University International Conference on Teaching and Learning, Niagara University,
Lewiston, New York, January

International Journal of Arts and Sciences Multidisciplinary Conference, University of Las Vegas,
Las Vegas, Nevada, March

UCDA Design Education Summit, New Jersey City University, Jersey City, New Jersey, May

TypeCon2011: *Surge* Conference, New Orleans, Louisiana, July

2010

Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January

The Future of Reading Conference, Rochester Institute of Technology, Rochester, New York, June

UCDA Design Education Summit: University of Kansas, Lawrence, Kansas, June

TypeCon2010: *Babel* Conference, Los Angeles, California, August

2008

TypeCon2008: *Punkt*, Buffalo, New York, July

LORRIE FREAR / 30

Professional Experience

Professional 1990-present

Experience Lorrie Frear Design / Underwraps, Canandaigua, New York, *Designer / Lettering Artist*

Lettering, branding, personal promotions, gifts for personal events

2011-2013

Talulah's Fancy and Friends Gift Shop, Mill Art Center and Gallery, Honeoye Falls, New York, *Represented Artist*

Lettering, cards, gifts, personal greetings for sale in gallery

1988-1989

Mitchell DeTine Agency, Buffalo, New York, *Designer*

Print and package design for regional New York clients

HSBC Bank, Fisher-Price, Sorrento Cheese

Crowley-Webb & Associates, Buffalo, New York, *Freelance Designer*

Regional New York Clients

World University Games Concepts

Summer 1987-Winter 1988, San Francisco, California, *Freelance Designer*

Vista Project, Convenience Store Prototype, San Francisco, California

Interior graphics, signage, banners, color palette

1984-1987

McKesson Corporation, San Francisco, California, *Independent Contract Designer*

Print and package design for McKesson Companies

Sparklett's Water, Entrust Undergarments, private labeling

Summer 1985

Landor Associates, San Francisco, California, *Freelance Designer*

Marketing Communications Department, Packaging systems for National / Fortune 500 Clients

New Coke Campaign, Frito-Lay Products, Dreyer's Ice Cream

1984

Raychem Corporation, Menlo Park, California, *Independent Contract Designer*

Corporate communications

Raychem World Map for Corporate Headquarters, in-house communications

1982-1984

Gregory Fossella Associates, Boston, Massachusetts, *Designer: Napoleon Packaging Team*

Packaging systems for National / Fortune 500 Clients

Sunbeam Appliances, Stanley Tools

1981-1982

Robert Meyer Design, Rochester, New York, *Designer*

Corporate communications for local Fortune 500 Clients

Bausch & Lomb, Gannett Co. Inc, Strong Museum of Play

1978-1981

Gannett Co. Inc. Corporate Headquarters, Rochester, New York, *Part-time Designer*

Annual reports, in-house corporate communications

1978

Bausch & Lomb Inc. Corporate Headquarters, Rochester, New York, *Designer*

Industrial Design Department

Package design for Bausch & Lomb International Eye Care Products

LORRIE FREAR / 29

Personal and Professional Interests

- Personal** Adventures
- and Professional** Architecture
- Interests** Calligraphy
- Collaborations
- Concept / Creative Strategies
- Design History / Current Trends
- Environmental Design
- Experiential Design
- Fitness / Health / Wellness
- Humor / Laughter
- Learning
- Letters / Lettering
- Letterpress
- Package Design
- Students
- Teaching
- Typography
- Words / Writing