ALICIA HOPE, MFA

DESIGNER ▪ EDUCATOR

CURRICULUM VITAE

aliciahope1@gmail.com ▪ **Portfolio:www.espoirdesign.com**

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≡ EDUCATION

2011	Master of Fine Arts Media Design	Full Sail University	**Orlando, Fl.**
2009	Bachelor of Science Graphic Design	Florida Agricultural and Mechanical University	**Tallahassee, Fl.**

≡ ACADEMIC APPOINTMENTS

School of Journalism & Graphic Communication | Florida A&M University | Tallahassee, Fl.

Present

Instructor | Division of Graphic Communication
Full time, traditional and online faculty member; instructs courses in graphic design for all classifications to undergraduate students in Journalism and Graphic Communication. Currently severing on the recruitment committee, SACSCOC 7yr assessment review-Lead, Faculty Senate, staff searches and chairperson for Graphic Communication assessment committee.

2021-2022

Adjunct Professor | Division of Graphic Communication
Full time, traditional and online faculty member; instructs courses in graphic design. Co-taught UX courses with Google instructors. Severed as an advisor for Campus Plus; A student ran organization dedicated to empowering curvaceous and plus size women through body positivity, sisterhood, and service.

2019-2021

Visiting Assistant Professor / Program Coordinator | Division of Graphic Communication
Served two years as full time traditional and online faculty member; instructs four to five courses each semester yearly for all classifications to undergraduate students in Journalism and Graphic Communication. Served as the GC Program Coordinator for graphic events and on several school committees: Co-chaired the Assessment Committee, Grads Are Back, Recruitment / Admissions and staff searches.

2017-2019

Visiting Professor / Program Coordinator | Division of Graphic Communication
Served two years as full time traditional faculty member. Instructs five courses each semester, participated in school committees: Grievance, Grads Are Back, Recruitment / Admission committee and staff searches.

2014-2017

Adjunct Professor | Division of Graphic Communication
Part time traditional faculty member, taught three - six courses each semester, yearly. Prepared and delivered lectures for all classifications to undergraduate students in Journalism and Graphic Communication. Teaching graphic design uses with the Adobe Creative Cloud, portfolio building, professional development and design fundamentals.

≡ PROFESSIONAL EXPERIENCE

2010-2017

Senior Graphic Designer | The Marome Agency| Fort Lauderdale, Fl.
The Marome Agency is a full service public relation, event management and marketing company. There, I successfully translated subject matter from concept to design completion. While working with clients to create various promotional marketing collateral, brochures and posters for prestige brands.

2010-Present

Owner & Graphic Designer | ESPOIR DESIGN| Tallahassee,Fl.
ESPOIR DESIGN is a graphic design company with over ten years of industry experience. There, I create editorial layouts and digital creations for various clients.

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CERTIFICATES & TECHNICAL SKILLS

Google UX Design Certificate Program: *Currently Enrolled*

Adobe Creative Suite CC:
Photoshop, Illustrator, Indesign, XD, Spark, Express & Figma

Microsoft Office Suite

PROFESSIONAL AFFILIATIONS

AIGA | *American Institue for Graphic Arts: Member*
AIGA advocates for a greater understanding of the value of design and designers in government, business, and media. We inspire designers and the public by sharing the most exciting design work and engaging in thoughtful, provocative discussion on pressing issues. We aim to enhance professional development through enriching learning opportunities at all levels.

UCDA | *The University & College Designers Association: Member*
The University & College Designers Association (UCDA) inspires designers working in academia in North America and around the world by delivering relevant programming and benefits in a personal and thoughtful way. The organization provides for the professional and personal growth of its members, and advocates for designers' and educators' roles within their institution. UCDA works to elevate the importance of design overall.

PRESENTATIONS

Training Facilitator: *Living Learning Community (LLC), 2022- Present*
A two-day training event geared toward helping freshman students who are pursing careers in Journalism, Public Relations, and Graphic Design. Alicia covered Adobe Illustrator, designing a resume for capstone and web presentation.

Training Facilitator: *The Dow Jones News Fund HBCU Digital Media Institute, 2021*
The Institute held a three day training in digital media to increase fluency with the latest news-gathering software, storytelling techniques including podcasting, graphic design, videography, social media management, data visualization, immersive projects and coding. Alicia introduced ***Clever Creatives: A Beginner's Guide to Graphic Design*** which allowed students to explore their creative gene, understand how to conceptualize creative ideas and problem solve while learning key software components from the Adobe Creative Suite.

Presenter: *Lunch and Learn Session National Association of Black Journalists (NABJ) Multimedia Short Course Intensive SJGC, 2019*
The session educated participants on the importance of communicating a brands message effectively through visual, layout design using the primary principles, typography and photography in print / digital media.

Moderator and Program Coordinator: *SGJC Grads Are Back 2018- 2020*
Industry professional lead discussion with Q&A networking event for design students and alumni.

Program Coordinator: *Graphic Communication Student Professional Portfolio Review 2017-2019*
Industry professionals critique junior and senior graphic design students portfolio.

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☰ ACADEMIC SERVICE

School of Journalism & Graphic Communication | Florida A&M University | Tallahassee, Fl.

Present	Faculty Senate Committee, Memeber
	Assessment Committee Graphic Communication: Chair
	Grads Are Back Committee, Member
	Recruitment / Admission Committee, Member
2022	Coordinator Academic Programs Search Committee, Member
	SACSCOC 7yr Assessment Review, Chair
2021-2022	Campus Plus Student Organization: Advisor
2018-2020	Division of Graphic Communication: Program Coordinator
	Assessment Committee Graphics Communication: Co-Chair
	Grads Are Back Committee, Member
	Recruitment / Admission Committee, Member
	Dean Office Managers Search Committee, Member
2018	Sr. Art & Publication Production Specialist Search Committee, Member
2017	Journalism Assistant Professor Search Committee, Member
	Grievance Committee, Member

☰ DESCRIPTION OF COURSES TAUGHT

School of Journalism & Graphic Communication | Florida A&M University | Tallahassee, Fl.

GRA 4942: PRACTICUM II
This is a senior level course for students wishing to follow a major involving graphic communications. The course builds upon the information presented in Practicum I. In Practicum II student teams are empowered to work together in design teams preparing them for an internship experience. Final projects for their portfolio reflect their teamwork experience and application of professional design standards, research, and technical skills in the production of a full service advertising campaign to include web and social media components on the senior level.

GRA 4531: ADVANCED TYPOGRAPHY
is an advanced typography course for students wishing to follow a major involving graphic communications. The principles of typography, as applied in publishing plus advertising design and digital applications, form the core content of this course.

GRA 3512 BRAND IDENTITY SYSTEMS
Helps the students understand the role of branding in the advertising process, as well as its importance in a business context to a company's bottom line. Brand identify systems surrounds us, influencing decision making as well as impacting how we interact with our environment. Students enrolled in this course are charged to maximize this impact designing a brand identify system steeped in research, strong design, and testing.

GRA 3139: TIMED BASED DESIGN
For graphic designers, Time Based Design, from website to television broadcast s to motion picture, require a definitive knowledge of graphic design principals, animation fundamentals, and the basic concepts of motion. When used properly motion can effectively add another dimension of action and excitement as well interactivity and meaning that can serve to better communicate.

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GRA 3102: GRAPHIC COMMUNICATION AND USABILITY

Develops an understanding of a basic design work needed for a client or corporation. Students will learn how to research, analyze, and promote a company's core values and to develop effective marketing communications to include Social Media applications and principles. In applying this knowledge to creative projects, students will gain additional insight into their research that they can then utilize in the development of future projects.

GRA 2508: COLOR AND COLOR THEORY

The study of current color theory with historical context showing the implications and impact on every-day life. Subjects covered include theory, history, physical properties, physiological perception plus the printing and digital implications for graphic design.

GRA 2511: PACKAGING DESIGN

An Introduction To The Procedures And Considerations For Preparing Packaging Designs. Students Examine The Unique Constraints Of Various Forms Of Packaging, Including Point-of-purchase Displays And Sales Promotional Materials.

GRA 2157: COMPUTER GRAPHICS FOR DESIGNERS

Develops an understanding of the advanced steps needed to establish a digital footprint and build a professional portfolio. Students will build a portfolio that showcases their previous work and prepares them for a career in design. Students will learn how to use web design to market themselves and attract potential employers. The projected goal of this course is to develop a professional portfolio that can be submitted with job applications, used to secure internships, and used for entrepreneurship purposes.

GRA 2114: GRAPHIC DESIGN II

An advanced course in computer graphics emphasizing the creative and practical aspects of producing desktop publications. Major topics include the creation of advertising and illustration graphics, business animation, page layouts, and lettering designs.

GRA 1433: BASIC COMPUTER OPERATION - *Online nd Traditional Instruction*

This is an introductory course designed to teach students specific software used within the graphic design industry. Student will learn foundational techniques and skills while developing an understanding of the Adobe Creative Suite and basic computer functionality.

GRA 1333: GRAPHIC ARTS MATERIALS AND PROCESSES

Is focused on three-dimensional packaging design. The course covers the application of color, image, and type to the three-dimensional surface. By designing and building various structures, the student will develop skills and expand their knowledge of materials and how to use them. The course also explores the conceptual application of packaging, package as object, container, storage, and protection, as well as the professional aspects of the packaging design process, problem solving for clients, marketing, printing and manufacturing.

GRA 1206C: TYPOGRAPHY

This is an introductory course applying the basic principles of typography, as applied in publishing plus advertising design and digital applications, form the core content of this course.

GRA 1111C: BASIC DESIGN PRINCIPLES - *Online and Traditional Instruction*

This course focuses on how the rules of design are applied to create effective communications within a composition. Students will gain an in-depth understanding regarding foundation fundamentals using the elements and principles of design.

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GRA 3521: INTERNET PUBLISHING & RESEARCH
Throughout the course, participants will learn a comprehensive UX process, taking strategic steps toward a solid design solution and proposal. Students will learn UX terminology, agile methodologies, and research and design techniques through a series of practical design exercises that are being widely adopted by industry-leading companies to seek talents. This course ultimately aims at helping students become confident UXers.

GRA 4941: PRACTICUM I
This is senior level course for students majoring in graphic communications. The course stresses supervised, self-motivated, research plus the employment of entry-level professional design skills. Students work closely with the instructor in the building of teamwork and a strong portfolio project to include basic web concepts and social media principles.

GRA 3921: GRAPHIC DESIGN COLLOQUIUM
This is a course designed to help students develop critical thinking skills in order to prepare them for unexpected issues that can arise in the design field.