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
Adjunct Professor \| Division of Graphic Communication
Part time, traditional and online faculty member; instructs five courses in graphic design for all classifications to undergraduate students in Journalism and Graphic Communication. Currently severing as an advisor for Campus Plus. A student run 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. Severd on school level committees & Co-chaired one: 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 level committees: Grievance, Grads Are Back, Recruitment / Admission committee and staff searches.

2014-2017
Adjunct Professor \| Division of Graphic Communication
Three years 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. **Courses taught:** *Basic Design Principles, Basic Computer Operations, Practicum 1, Practicum 2 and Graphic Design Colloquium.*

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
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 brands.

Certificates & Technical Skills

Google UX Design Certificate Program: *Currently Enrolled*

Adobe Creative Suite CC:
Photoshop, Illustrator, Indesign, XD, Preimer Pro, Spark, Figma & AfterEffects

Microsoft Office Suite

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☰ 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.

☰ Academic Service

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

2018–2021
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

☰ Presentations

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*
Industry professionals critique junior and senior graphic design students portfolio.

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≡ **Teaching Activities**

School of Journalism & Graphic Communication | Florida A&M University | Tallahassee, Fl.
Visiting Assistant Professor, Visiting Professor and Adjunct Professor

Present

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.

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.

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

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.

Basic Design Principles
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.

Basic Computer Operation
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.
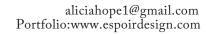
2016

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.

2015

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.

2014

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.

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☰ Reference List

UPON REQUEST