



**HERB VINCENT PETERSON, MFA**  
Curriculum Vita

**Associate Professor of Design**

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Department of Art + Design  
South Carolina School of the Arts  
Anderson University

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## EDUCATION

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### North Carolina State University

Doctor of Philosophy in Design, PhD: 2018 – Present (In Progress)

*Research: Design for Social Impact pedagogies within rural communities & schools.*

*Advisor: Derek Ham, Ph.d*

### The Ohio State University

Master of Fine Arts, MFA: 2006 – 2008

Interdisciplinary Specialization in Fine Art and Design

*Thesis Research: The Impact of Social Imagery through Typographic Syntax.*

*Advisor: Michael Mercil, MFA*

### Herron School of Art and Design: Indiana University

Bachelor of Fine Arts, BFA: 1998 – 2006

Visual Communication Design and Fine Art Photography

Minor, Art History Studies: 2006

*Thesis Research: Designing Death: a Visual Study of Death Related Experiences.*

*Advisor: Linda Adele Goodine, MFA*

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## ACADEMIC AWARDS

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- 2006 – 2008 ■ **Graduate Fellowship Stipend:** The Ohio State University, College of the Arts  
Columbus, Ohio
  - 2006 ■ **Ann Hamilton Studio Fellowship:** 2 out of 60 graduate students selected  
Columbus, Ohio
  - IU Top 100 Students:** Nominated by faculty: Herron School of Art and Design: IU  
Indianapolis, Indiana
  - IU Top 10 Students:** Ranked 6 overall: Herron School of Art and Design: IU  
Indianapolis, Indiana
  - The Spirit of Herron Award:** Selected out of 900 students: Herron School of Art: IU  
Indianapolis, Indiana
  - The Annual Menz Scholarship:** Departmental nomination: Herron School of Art: IU  
Indianapolis, Indiana
  - 2005 ■ **Outstanding Teacher Award:** Herron School of Art, Saturday School: Fall & Spring  
Indianapolis, Indiana
  - Marry Milligan Award:** Excellence in Vis Comm: Herron School of Art & Design: IU  
Indianapolis, Indiana
  - 2004 ■ **Louise Fulton IMA Fellowship:** Excellence in Photo: The Indianapolis Museum of Art  
Indianapolis, Indiana
  - Joseph Van Sickle Award:** Excellence in Photography: Herron School of Art: IU  
Indianapolis, Indiana
  - 2003 ■ **Ada Brondband Design Award:** Excellence in Vis Comm: Herron School of Art IU  
Indianapolis, Indiana
  - Gregg Prosser Design Award:** Excellence in Vis Comm: Herron School of Art: IU  
Indianapolis, Indiana
  - Joseph Van Sickle Award:** Academic Excellence: Herron School of Art & Design: IU  
Indianapolis, Indiana
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## ACADEMIC APPOINTMENTS

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- **Indiana Wesleyan University**  
**Department of Design: Division of Art + Design**  
**College of Arts and Sciences**  
Associate Professor of Design: July 2016 – Present  
Assistant Professor of Design: July 2014 – June 2016  
+  
*Coordinator, Visual Communication Design: July 2018 – Present*  
*Coordinator, Graphic Design: July 2014 – Present*  
*Coordinator, Design Minor Programs: July 2014 – Present*  
*Director, The Foundry (Design Studio): September 2016 – Present*
  
- **Herron School of Art and Design: Indiana University**  
**Department of Visual Communication Design**  
**Department of Photography**  
Visiting Assistant Professor: July 2012 – June 2013  
Adjunct Professor: Summer 2006, July 2012 – June 2013  
Design Instructor: (Herron Saturday School) August 2004 – May 2006
  
- **Ohio Dominican University**  
**Department of Art and Design**  
**Division of Arts and Letters**  
Assistant Professor of Art and Design: August 2009 – July 2012  
+  
*Program Head, Graphic Design: August 2009 – July 2012*
  
- **The Ohio State University**  
**Department of Industrial, Interior, & Visual Communication Design**  
**Department of Art: Photography**  
Visiting Assistant Professor (Design): July 2008 – June 2009  
Lecturer (Photography): Summer 2008  
Graduate Teaching Associate, August 2006 – May 2008

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## ACADEMIC TEACHING INTERESTS

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Design processes and methods: conceptualization for art and design practices:  
problem finding: human-centered design: design thinking: design research: systems  
design: making meaning – semiotics: visual rhetorics: co-design: collaboration:  
community-based design: social justice: design justice: design for equality: design  
for social impact: social innovation: life calling development:

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## ACADEMIC TEACHING EXPERIENCE

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### ■ Indiana Wesleyan University

**DES 100:** WS 1 – Score, Cut, Fold, and Chop

**DES 101:** Fundamentals of Design Studio

**DES 150:** WS 2 – Print and Proof

**DES 151:** Human Centered Design

**DES 200:** WS 3 – Prototyping

**DES 202:** Typography 1

**DES 203:** History of Design (Lecture)

**DES 250:** WS 4 – Portfolio Building

**DES 251:** Making Meaning

**DES 252:** Advanced Typography

**DES 257:** BFA Portfolio Review

**DES 301:** Form and Function

**DES 302:** Identity and Branding

**DES 351:** Service and Research Design

**DES 400:** WS 7 – Art Direction and Project Management

**DES 401:** Information and Visualization Design (Designing Systems)

**DES 405:** Thesis Design Studio 1 – (Directed independent research)

**DES 451:** Design for Social Entrepreneurship

**DES 455:** Thesis Design Studio 2 – (Directed independent research)

**ART 490:** Senior Exhibition

+

***Extra duties included:** Lead the redevelopment of the design curriculum and the establishment of new BFA degree options (VCD, UXD, and DSI): program assessment and NASAD and HLC accreditation alignment: served as the NASAD divisional representative: oversaw and led design faculty, including adjunct/part-time positions: developed and oversaw internship program: mentored and advised more than 70 plus undergraduate students: designed and facilitated the annual sophomore mid-point reviews: directed and advised senior thesis research projects and case study presentations: established and led the very active AIGA student group, oversaw the Foundry (community design studio): worked closely with admissions and met with prospective students and families: lastly, more than doubled student numbers by implementing and facilitating integrated marketing and branding efforts produced in tandem with student interns.*

### ■ Herron School of Art and Design: Indiana University

**HER K303:** Color Photography

**HER K402:** Image as Text

**HER V412:** Visual Research in Design

**HER V201:** Making Meaning (Semiotics in Design)

**HER V311:** Type and Image

**HER V410:** Methods for Innovation

**HER K500:** Graduate Studio Critiques and Visits (Graduate)

**HER K530:** Studio Emphasis 1 and 2 (Graduate)

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***Extra duties included:** Wrote new graduate level courses: served on graduate acceptance committees and advancement reviews committees*



## ACADEMIC TEACHING EXPERIENCE CONTINUED

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### ■ Ohio Dominican University

**ART 100.01:** Studio Humanities (non-majors)

**ART 121.01:** Life and Object Drawing 1

**ART 161.01:** Life and Object Drawing 2

**DES 262.01:** Color Theory for Design Communication

**DES 112.01:** Principles and Elements for Design

**ART 274.01:** Art and Community

**DES 115.01:** Photoshop for Image Making

**ART 201.01:** Photography 1

**DES 204.01:** Typography 1

**DES 207.01:** Visual Communication 1 (Design Process)

**DES 257.01:** Visual Communication 2 (Solving Problems)

**DES 307.01:** Production for Design

**DES 357.01:** Design for Identity

**DES 358.01:** Brand and Ad Campaign

**DES 360.01:** Visual Communication 3 (Information Design, New Approaches)

**ART 450.01:** Installation and Time based Art

**ART 390.01:** Advanced Photographic Techniques

**DES 380.01:** Design for Interactivity (User Experience Design)

**DES 479.01:** Visual Communication 4 (Designing for Systems)

**DES 480.01:** Design for Social Impact

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*Extra duties included: Developed and updated new graphic design and photography programs: established AIGA Student group: overhauled the photography and design studio spaces: established internship program: brought STEM+AED (art, education, and design) based research and programming to the university: ran all design labs: advised undergraduate design students and oversaw design curriculum.*

### ■ The Ohio State University

**ART 2500:** Contemporary Issues in Photography (Lecture)

**ART 2555:** Introduction to Digital Photography

**ART 2555.B:** Introduction to Film Photography

**ART 3005:** Photography 2 (Darkroom Photography)

**DESIGN 2110:** Design Fundamentals 1 (Technical Drawing for Design)

**DESIGN 2130:** Design Fundamentals 3 (Color for Design Communication)

**DESIGN 3400:** Design Media 1 VCD

**DESIGN 3450:** Design Media 2 VCD

**DESIGN 6000:** Independent Graduate Hours (Graduate)

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*Extra duties included: Worked with faculty to develop new foundation based courses, sat on grad research committees, helped to strengthen the design minor, graduate visits and studio critiques.*



## ACADEMIC SERVICE

2021 ■ **Faculty Advisor - IWU AIGA Student Group:** Division of Art + Design, IWU  
*Oversaw student group activities, leadership, and extended trips*

**Photography Faculty Search Committee:** Member: Division of Art + Design, IWU  
*Collaborated on position posting, evaluated and interviewed candidates.*

**Design Faculty Search Committee:** Member: Division of Art + Design, IWU  
*Collaborated on position posting, evaluated and interviewed candidates.*

2020 ■ **Lilly Innovation Think Tank:** Committee Member: Indiana Wesleyan University  
*Invited by university council to consult ideas for large-10 million dollar grant.*

**Design Technology Committee:** Chair: Division of Art + Design, IWU  
*Drafted technology requirements and statements, defined tech lab needs.*

2019 ■ **Diversity Fellow Advisory Committee:** University Committee Member: College of Arts and Sciences representative: Indiana Wesleyan University  
*Invited by VP of Multicultural Affairs to aid in the development of the first ever Diversity fellow position and process.*

2018 ■ **Multicultural Enrichment Council-Diversity and Inclusion Working Group:** University Committee Member: CAS representative: Indiana Wesleyan University  
*Invited by Associate Dean of CAS to help draft DEI initiatives and programming across university schools and colleges.*

**BFA Curriculum Design:** Chair: Division of Art + Design, IWU  
*Designed, drafted, and implemented three first-ever BFA Design programs.*

2017 ■ **Design & Planning Committee:** Chair: Division of Art + Design, IWU  
*Conducted program wide research and plans for new design programs.*

**Marion City College Planning and Advisory:** Chair: IWU: University Committee  
*Invited by President David Wright PhD to help conceive and develop a multi-level collaboration with Taylor University, Indiana Wesleyan, and Ivy Tech. Lead all design efforts and presented to university trustees for approval.*

**Justice Center for Human Trafficking:** Consultant: University Committee  
*Consulted and developed brand research, identity, and positioning for new 1 Million dollar Center. In tandem with student interns.*

2016 ■ **The Foundry:** Director: Division of Art + Design, IWU  
*Planned, designed, and implemented a new student focused studio space that specialized as an in-house agency for the Division of Art + Design. Oversaw interns, project workflow, and production on all print and digital work. Managed project and studio budgets.*



## ACADEMIC SERVICE CONTINUED

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2016 ■ **Beard Art Center Safety Committee:** Member: Division of Art + Design, IWU  
*Collaborated on safety standards and methods for studio courses.*

**Design Fellow Search:** Chair: Division of Art + Design, IWU  
*Developed first ever design fellow position, evaluated and interviewed candidates.*

**Design Faculty Search:** Member: Division of Art + Design, IWU  
*Evaluated and interviewed candidates for design programs.*

2015 ■ **Nasad Committee:** Divisional Representative: Division of Art + Design, IWU  
*Conducted research and divisional alignment for NASAD accreditation.*

**University Technology Council:** Member: CAS representative: IWU  
*Helped draft tech requests for students with need, developed new programs to obtain technology as rental vs ownership.*

2012 – 2013 ■ **Advancement Review Committee:** Herron School of Art and Design: VCD  
*Served as design faculty reviewing multiple VCD applications.*

**Graduate Acceptance Committee:** Herron School of Art and Design: Photo  
*Reviewed graduate applications and selected upcoming cohort.*

2012 ■ **AIGA Faculty Advisor:** AIGA Student Group: Ohio Dominican University  
*Oversaw student group activities, leadership, and extended trips*

**AIGA Faculty Member : AIGA Student Group:** Ohio Dominican University  
*Developed the first ever AIGA student group on ODU campus.*

2011 ■ **Ohio Dominican University Web Committee:** Member: Ohio Dominican University  
*Researched user flow, needs, and developed master plan for new site overhaul.*

2010 ■ **Academic Advisory Web Committee:** Member: Ohio Dominican University  
*Worked to find redundancy issues within the university website via academics.*

2009 ■ **Design Foundations Advisory Committee:** Member: Department of Design: OSU  
*Collaborated with faculty on new course design and unification for NASAD renewal.*

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## RESEARCH

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My research and scholarly design work lie at the intersection of community, higher-ed, and design pedagogy. The ultimate goal of this work is to develop innovative and equitable design pedagogies that equip various socio-economic, diverse, marginalized, and undeserved community members to learn and apply design to their lives, conceivably empowering vibrant living. The research, produced in tandem with college design students, engages through community design-oriented workshops, placemaking efforts, design thinking sessions, and various qualitative research practices. Outcomes are shared, experienced, and modeled through versatile tool kits and sustainable solutions pointing to the numerous systemic social issues we face as community members. Lastly, my research is central to designing students' learning by applying first-hand facilitation, co-design practices, human-centered design, design thinking, and implementation skills while building real-life experience.

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## RESEARCH IN PRACTICE

### ■ Marion Design Co.

Co-Founder and Chief Design Officer: May 2016 – May 2021

Marion Design Co's mission is to revive, empower, and propel community forward by creating sustainable design solutions developed through education and collaboration with local students and community.

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***Duties included:** Co-Founded the not-for-profit studio: Developed organizational business model with both philanthropic and commercial practices: Worked closely with city leaders, including the Mayor and affiliated offices, to strategize, plan, and implement community-wide social impact: facilitated numerous design thinking sessions and workshops with both college design students and community members – focusing on issues around diversity, equality, and inclusion and racial justice: implemented educational models for both higher-ed and k-12 students: creative directed all commercial projects: oversaw organizational and project budgets: recruited semesterly internship cohorts: raised over 100,000.00 in in-kind giving: awarded more than 100,000.00 in funded grant opportunities: collaborated by managing a 1.1 million dollar grant to develop design thinking tools for youth across America: created various research outcomes aimed to impact diverse needs and groups: drove economic impact by influencing investment into the once-blighted downtown.*

### ■ Open and Build

Founder and Executive Director: July 2009 – June 2012

Open and build was a Columbus-based not-for-profit that worked as a social innovation hub and network that brought design professionals of all levels (student to senior) to work on small design needs for underfunded not-for-profits. After three years of leading multiple pro-bono projects, O&B bequeathed its networked algorithm to the Ohio Dominican University Design Program.





## RESEARCH IN PRACTICE CONTINUED

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### ■ **Open and Build Cont.**

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***Duties included:** Founded the not-for-profit network: collaborated with developers to build and implement calendar keyword algorithm: lead organization and board meetings: facilitated teams and application process for not-for-profits in need: actively communicated to teams and helped bridge gaps with groups and clients: organized physical space needs for meetings and celebrations located at (ILLIO).*

### ■ **ILLIO (It Looks Like Its Open)**

Founder and Team Member: 2009 - 2013

ILLIO is a community-arts studio and a collection of diverse studio members (from puppets to philosophy to social impact design); we host various creative makers and teachers for classes, exhibitions, meditation, and reflective play.

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***Duties included:** Founded and organized the first group of creative members: developed gallery exhibition program: collaborated on numerous community facing creative workshops, critique groups, art swap meets, reading sessions, and public lecture series: established video support group and video support month (with the backing by the Ohio Arts Council): oversaw organizations finances.*

### ■ **Steamed Ahead: Summer Immersion**

Co-Writer, Research Collaborator, and Design Facilitator, 2010 -2011

Steamed Ahead was a two-year (summer) intensive STEM to STEAMED learning experience where k-12 educators utilized the creative design process within their disciplines while being coached by university science, math, education, and design faculty. Junior high and high school students worked collaboratively on expansive, open-ended projects while earning college credit. Research findings helped start STEMEAD programming at Ohio Dominican University, funded through the Battelle Innovation Grant project.

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***Duties included:** Collaborated on qualitative research methods, gathering, and analysis from k-12 educators: facilitated design thinking learning and process: co-wrote grant and collaborated to disseminate findings.*

### ■ **Herb Vincent Peterson Studio**

Owner: Creative Principal, 2000 -

My creative research practice embraces two distinct branches: One branch as a consultancy that focuses on improving missional work rooted in organizations trying to improve the world. The second branch develops collaborative-large scale museum and gallery quality installations. This work embraces issues within contemporary society, pointing to resources and language to expand awareness.

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***Duties include:** Working alongside various senior level leaders, curators, gallerists, and communities through creative design practices. large scale installation and team management: Overseeing two-three interns per year:*

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## GRANTS

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### ■ **Imaginarium**

Collaborator and Creative Director, 2019 – Present

*1.1 Million: Strengthening Congregational Ministries with Youth Initiative*

*Written by Amanda Dury with Marion Design Co.*

*Lilly Endowment*

### ■ **Big Idea Grant: Downtown Impact**

Co-Writer and Collaborator

*150,000.00: Toward matching OCRA revitalization grant*

*Community Foundation of Grant County*

### ■ **Better User Experience Marion**

Writer and Director of Grant, 2017

*6,000.00: Give to Grant, Grant*

*Written by Herb Vincent Peterson for Marion Design Co.*

*Community Foundation of Grant County*

### ■ **You Are the Answer**

Writer and Director of Grant, 2016

*800.00: Project Grant*

*Written by Herb Vincent Peterson for Marion Design Co.*

*Indiana Wesleyan University Benevolence Fund*

### ■ **Inscription**

Co-Writer and Collaborator, 2012

*5,000.00: FD Summer Research Grant*

*Written by Herb Vincent Peterson with Jessica Larva, MFA.*

*Ohio Dominican University*

### ■ **Steamed Ahead**

Co-Writer, Research Collaborator, and Design Facilitator, 2010 – 2011

*500,000.00: STEM Education (k-12) Innovation Grant*

*Written by Herb Vincent Peterson with C.King, M.Stauer, R. Zelke*

*The Battelle Institute*

### **Thesis Support**

Writer

*3,000.00: Fergus Materials Grant*

### ■ *Written by Herb Vincent Peterson*

*The Ohio State University: College of the Arts*



## PRESENTATIONS, JUROR, CURATORIAL

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2020 ■ **Remembering the Rural: AIGA Communities elsewhere**

AIGA National Board Retreat & Conference: Panel discussion: (Covid-Cancellation)  
Pittsburgh, Pennsylvania

**2020 AIGA: Midwest Design Week**

AIGA Indy, Cinci, Lou, & Tol: Panel moderator and conference organizer:  
Indianapolis, Indiana

2019 ■ **Human Gestalt: How to Trick Freshmen into Emergent Organization in the Studio**

FATE: Columbus College of Art & Design: Workshop with W. Puffer H. Soderstrom  
Columbus, Ohio

**Feeling of Familiar: The Flavor of Foundational Integration: Minding the Gap**

FATE: Columbus College of Art & Design: Paper/panel discussion w/ H. Soderstrom  
Columbus, Ohio

2018 ■ **The Crossroads of Design Thinking and Community Building**

Indiana Arts Commission Homecoming: Paper/panel: Fort Wayne Museum of Art  
Ft.Wayne, Indiana

**MAKE: AIGA Design Educators Conference**

Herron School of Art and Design: Co-Organizer: Indianapolis, Indiana

**2018 AIGA Indianapolis Portfolio Review**

Launch Indy: Invited juror and guest panelist: Indianapolis, Indiana

**A New Type of University: Design Education in Rural Communities**

SEAD: Socially Engaged Art and Design: University of Indianapolis and Indiana  
Wesleyan University: Conference speaker: Marion, Indiana

**The Immunity to Change**

SPEA, Arts Administration lecture Series, Indiana University: Guest speaker  
Bloomington, Indiana

**Why Marion?**

Grant County Economic Growth Council & IWU Leadership Council: Guest speaker  
Marion, Indiana

**Revive, Empower, Propel: The Lure of your Local**

Indiana Wesleyan University Chapel Speaker: w/Wendy Puer: Marion, Indiana

2017 ■ **A Cure for the Common Mold**

FATE: Kansas City Art Institute: Paper presentation and panel: Kansas City Missouri

**Reveal, Empower, Propel**

Design Incubation: Kent State University: Lecture presentation: Kent, Ohio



## PRESENTATIONS, JUROR, CURATORIAL CONTINUED

- 
- 2016 ■ **2016 AIGA Indianapolis Portfolio Review**  
Developer Town: Invited juror: Indianapolis, Indiana
- 2015 ■ **Between Here There and Everywhere**  
Department of Art: Union University: Visiting Designer Lecture: Jackson, Tennessee
- Corn Fed & Mid-West: Self Branding**  
ASID Design Interaction Day: Keynote Lecture: Marion, Indiana
- Annual Visual Arts Scholarships**  
Community School of the Arts: Invited Juror: Marion, Indiana
- ReView: AIGA Indianapolis Student Portfolio Review**  
Hinge Bureau: Invited juror and guest panelist: Indianapolis, Indiana
- 2015 National Honors Art Induction**  
Mississinewa High School: Keynote Speaker: Gas City, Indiana
- Day of Aliveness 2015**  
Larks Song: Coaching Center: Guest Design Coach: Marion, Indiana
- Making the Break**  
Herron School of Art and Design: Speaker & panel discussion: Indianapolis, Indiana
- 2014 ■ **Art Rules and Love Affairs**  
Division of Art+Design: Indiana Wesleyan University: Visiting Designer Lecture  
Marion, Indiana
- 2012 ■ **Developing an Effective Web Presence**  
The Ohio State University Dept of Art: Visiting Artist Lectures: Columbus, Ohio
- Technology and Transformation**  
Center for Dominican Studies: Dominican University: Speaker/Panel Discussion  
Columbus, Ohio
- Bloomington Photography 2012 Exhibition**  
Grunwald Gallery: Indiana University: Guest Juror: Bloomington, Indiana
- 2011 ■ **30 Years of Photographic Work: Linda Adele Goodine**  
Wehrle Art Gallery: Ohio Dominican University: Head Curator: Columbus, Ohio
- The Shape of Letter**  
Ann Hamilton Lecture Series | Wexner Center/Thompson Library OSU: Lecture  
Columbus, Ohio



## PRESENTATIONS, JUROR, CURATORIAL CONTINUED

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2011 ■ **The Shape of Design to Come**

The UnSchool: 13 E. Tulane Studio: Guest Speaker: Columbus, Ohio

2010 ■ **Inspiration Generation**

The Ohio State University (Design, Art, Arch): Artist Lectures: Columbus, Ohio

**Finding Our Way Back Home**

Human Centered Design Exhibition: 13 Tulane Gallery: Gallery Talk: Columbus, Ohio

2009 ■ **The Constructed Journey : Fine Art and Video**

IUPUI Lilly Auditorium: Book Presented: Indianapolis, Indiana

**The First Ever Columbus Genius Award**

Columbus Museum of Contemporary Art: Presenter: Columbus, Ohio

2008 ■ **Location Location Location**

Urban Arts Gallery: Paper Presentation and Panel Discussion: Columbus, Ohio

**The Intersection of Art and Design**

Columbus Museum of Art/Contemporaries, UAS: Gallery Talk: Columbus, Ohio

2007 ■ **Re-Surfacing**

Technology Expanding the Horizon: The Ohio State University: Curator & organizer  
Columbus, Ohio

**Web Importance and Presence**

The Department of Art: The Ohio State University: Public Lecture: Columbus, Ohio

2006 ■ **iMOCA 101**

Indianapolis Museum of Contemporary Art: Lecture: Indianapolis, Indiana

**Warm Conversations A and B**

The Madison Arts Gallery and Studios: Gallery talk: Indianapolis, Indiana

**Return To Sender**

The Madison Arts Gallery and Studios: Head Curator: Indianapolis, Indiana

**Menz Lecture Series**

Herron School of Art and Design: Public Lecture: Indianapolis, Indiana

**Hearts to Hormones**

Marsh Gallery: Herron School of Art and Design: Curator: Indianapolis, Indiana

**Conflux**

Gallery 003: Herron School of Art and Design: Guest Curator: Indianapolis, Indiana

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## EXHIBITIONS

2018 ■ **The Team Show**

Group Exhibition: Williams Galleries: Beard Arts Center: IWU: Marion, Indiana

2018 ■ **Class Photo**

Group Exhibition: Healing Arts Gallery: Curator by P. Schultz: Indianapolis, Indiana

2016 ■ **Between Here There and Everywhere**

Solo Exhibition | Art Gallery at Union University: Jackson, Tennessee

**Marion Design Co. Reveal, Empower, Propel**

Research Exhibition: 1920 Gallery: IWU: Marion, Indiana

2015 ■ **Art and Design Faculty Exhibition**

Group Exhibition: Williams Galleries: Beard Arts Center: IWU: Marion, Indiana

2014 ■ **Not Until I Get There**

Solo Exhibition: Williams Galleries: Beard Arts Center: IWU: Marion, Indiana

2013 ■ **1000 Words**

Group Exhibition: Jacksson Contemporary Art: Columbus, Indiana

**In the End**

Special Projects-Installations with Students: Herron School of Art and Design  
Indianapolis, Indiana

2012 ■ **Symbols, Stories and Conclusions**

Solo Exhibition: Kuhn Fine Arts Gallery | Ohio State Marion: Marion, Ohio

**X-Marks the Spot**

Solo Exhibition with John McCutcheon: Sean Christopher Gallery: Columbus, Ohio

**Bee Asana**

Video Screening with Linda Adele Goodine: 75th Sylvia Plath Symposium: IU  
Bloomington, Indiana

2011 ■ **Inscription**

Solo Exhibition with Jessica Larva: Wehrle Art Gallery: Ohio Dominican University  
Columbus, Ohio

2010 ■ **And at the hour of our Death**

Solo Exhibition: Sean Christopher Gallery: Columbus, Ohio

**Bee Asana**

Exhibition with Linda Adele Goodine: Reese-Berkshire Gallery: Herron School of Art  
Indianapolis, Indiana



## EXHIBITIONS CONTINUED

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- 2010 ■ **Ship**  
with artists from 13 E. Tulane | Artillery (Shoebox) Gallery | South Campus Gateway  
Columbus, Ohio
- The I in Text**  
Group Exhibition: Rife Gallery - OAC: Curated by Liz Maugaans (CMOCA)  
Columbus, Ohio
- Honey Drip**  
Solo Exhibition: with Linda Adele Goodine: National Museum of Art Macedonia  
Skopje, Macedonia
- A-Holes**  
Group Exhibition: w/13E.Tulane & Couchfire Collective: Gateway: Columbus, Ohio
- 2009 ■ **(s)Edition: Prints as Activism**  
Group Exhibition: Urban Institute of Contemporary Arts: Grand Rapids, Michigan
- Chautauqua**  
Group Exhibition: Step Contemporary Art Center-Herberger Institute for the Arts:  
Tempe, Arizona
- The Constructed Journey**  
Video Projected: Indiana University Lilly Auditorium: IUPUI: Indianapolis, Indiana
- Ikea Idea**  
Group Exhibition: Bell Tower Gallery: Arizona State University: Tempe, Arizona
- Lucky Project Space**  
Performance: itlookslikeitsopen gallery: Columbus, Ohio
- 2008 ■ **Quick Honey, Stop the Car**  
Public Art Project: UAS Gallery & Columbus Downtown Development  
Columbus, Ohio
- Out of Book**  
Solo Exhibition: Sean Christopher Gallery: Columbus, Ohio
- Bee Asana**  
Solo Exhibition: Ruschman Gallery: Indianapolis, Indiana
- Chasing Wonderment**  
Group Exhibition: Emerging Artists: Blue Star Contemporary Art: San Antonio Texas
- Settling Down, A New Typographic**  
MFA Exhibition: Urban Arts Gallery: Columbus, Ohio



## EXHIBITIONS CONTINUED

2008 ■ **Texts: New Works, New Artists**

Group Exhibition: Agora Contemporary Art: New York City, New York

**Bee Asana**

Group Exhibition: Elizabeth Gallery: London, England

**Bee Asana**

Video Project: 75th Sylvia Plath Symposium: Oxford Play House: Oxford, England

**A Walk for Gina**

Public Performance: with Zuzana Muranicova: Broad Steet: Columbus, Ohio

2007 ■ **Small Works**

Group Exhibition: Roy G Biv Gallery: Curator Diana Matuszak: Columbus, Ohio

**Mixed Salad**

Performance: Advanced Computing Art Design: The Ohio State University  
Columbus, Ohio

**Listen To Me: The Oxford Open**

Group Exhibition: Modern Art Oxford: Oxford, England

**Fab 4**

Group Exhibition: Sherman Art Gallery: Curator Sarah Weinstock: Columbus, Ohio

**Warm Conversations A & B**

Scope: PAM: East Hampton Studios and Gallery: East Hampton, New York

**I love My...**

Solo: The Van that Thought Out Loud: Indianapolis Museum of Contemporary Art  
Indianapolis, Indiana

**Braid: New Work By Ohio Artists**

Group Exhibition: The Warehouse Gallery: Delaware, Ohio

2006 ■ **Warm Conversations A & B**

Art-Basel Miami: Miami Beach Convention Center: Miami, Florida

**1:1 UC-OSU**

Group Exhibition: Hopkins Hall and Silver Image Gallery: Columbus, Ohio

**Warm Conversations A & B**

Solo: Cinema Scope Art Fair: Gallery of Scope: Miami, Florida

**In Recovery**

Group Exhibition: Northern Kentucky University Gallery: Highland Heights Kentucky





## EXHIBITIONS CONTINUED

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2006 ■ **First Class**

Group: Herron Senior Thesis Exhibition: Big Car Gallery: Indianapolis, Indiana

**To Mourn**

Group: Herron School of Art Annual Student Show: Marsh Special Projects Gallery  
Indianapolis, Indiana

**Return to Sender**

Group Exhibition: The Madison Arts Gallery and Studios: Indianapolis, Indiana

**Consumption**

Group: The Madison Arts Gallery: Curator Jeremy Tubbs: Indianapolis, Indiana

**It's All About Us**

Group Exhibition: Harrison Center for the Arts: Indianapolis, Indiana

**Hearts to Hormones**

Group Exhibition: IUPUI Public Art Billboards: Indianapolis, Indiana

2005 ■ **Conflux**

Group Exhibition: Herron School of Art and Design: Gallery 003: Indianapolis, Indiana

**Different Similarities**

Group Exhibition: Lamp Gallery of Contemporary Art: Indianapolis, Indiana

**Nous**

Solo: Independent Research UROP: Bonder Contemporary Art: Indianapolis, Indiana

**History is a Verb**

Herron School of Art Annual Student Show: Herron Gallery: Curator Lori Nix  
Best in Show for Photography: Indianapolis, Indiana

**Ephesians Chapter 3**

Solo-Private Viewing: Bratton Installation Gallery: Indianapolis, Indiana

2004 ■ **We Five**

Group Exhibition: e Anderson Gallery: Fort Wayne, Indiana

**One Man, One Piece, One Show**

Solo Exhibition: Bonder Contemporary Art: Indianapolis, Indiana

**Dis-Pepsi**

Underground Emerging Artists: Harrison Center for the Arts: Indianapolis, Indiana

2003 ■ **Just Stop**

Herron School of Art Annual Student Show: Herron Gallery: Indianapolis, Indiana

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## BIBLIOGRAPHY

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- Witkowski, Ashley. "IWU and University of Indianapolis, in Collaboration with Marion Design Co., Host Inaugural Art Design Conference."** Indiana Wesleyan University, Indiana Wesleyan University, 8 Oct. 2018,
- "Downtown Marion Gets Different Look from Indiana Wesleyan Art and Design Students."** Indiana Economic Digest, 26 April 2018,
- "Congresswoman Susan Brooks Visits Marion Design Co."** Congresswoman Susan W. Brooks, 20 Sept. 2018,
- Wright, David. "A Story Full of Hope: Marion Design Co."** The Wesleyan Church, 2 Mar. 2018,
- 2017 ■ **Sanders, Laura. "Marion Design Co. Leader empowers community."** Grant County Connected, 1 Mar 2017
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- Twigg, Brittany. "IWU students planning Marion's rebranding."** Chronicle Tribune. 29 May. 2016
- Tappan, Loretta. "IWU profs, students help city with branding."** The News Herald. 28 June. 2016
- 2015 ■ **Cravens, Ali. "Untangling the confusion of contemporary art."** The Sojourn. 29 Jan. 2015.
- 2013 ■ **Blair, Brian. "Cellphone photo exhibit dials up creativity."** The Republic. 6 Mar. 2013.



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- 2011 ■ **Yates, Christopher.** "ODU: Sex, loss at odds in photos." Columbus Dispatch. 14 Nov. 2011.
- Watson, Zach.** "Little School hosts big retrospective." The Other Paper. 10 Nov. 2011.
- 2010 ■ **Mantey, Jackie.** "The A-List, November Gallery Hop-Sean Christopher Gallery." Columbus Alive. 4 Nov. 2010.
- Shubaily, Raad.** "I of the Text' eyes social issues with art." The Lantern. 1 June. 2010.
- Starr, Ann.** "Text-based show: good art, weak theme." The Other Paper. 1 June. 2010.
- Davis, Amy.** "Wordplay links text-filled pieces by Ohioans." Columbus Dispatch. 16 May. 2010.
- Zollinger-Turner, Tracy.** "Artscape:A-Holes Artist Miniature Golf." Columbus Alive. 18 Mar. 2010.
- 2009 ■ **Bowen, Jimi.** "From Ohio State to New Studio." The U Weekly: Ohio State University Nov. 2009.
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- 2008 ■ **Peterson, Herb Vincent.** **Settling Down a New Typographic.** MFA Thesis. Columbus: Ohio State University P,2008
- Starker, Melissa.** "The A List, Emerging Underground." Columbus Alive. 18 July. 2008.
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- Gerber, Stephanie.** "Hearts to Hormones." Online Posting. 10 Feb 2006. iupui.edu
- 2005 ■ **Genesis. Literary Publication.** Two images published. Volume 39 Fall 2005
- 2004 ■ **Genesis. Literary Publication.** One image published. Volume 38 Fall 2004
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## PROFESSIONAL PRACTICE

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### ■ Herb Vincent Peterson Studio

Creative Direction: Current Freelance Practice: 2002 – Present

*herbpeterson.com*

***Duties Include:** Oversee personal studio practice as a design consultancy focused on social impact and DEI initiatives: Develop multifaceted collaborations for community arts programming: Design and Install large scale museum installations.*

### ■ Proof Design Co.

Partner – Creative Direction: 2011 – 2014

*proofdesignco.com*

***Duties Included:** Ran small boutique design studio that focused on socially minded brands, organizations, and companies.*

### ■ Ann Hamilton Studio

Senior Creative Director 2007 – 2009

*annhamiltonstudio.com*

***Duties Included:** Designed all studio materials including catalogs and monographs: Designed various pieces for large scale installations for places such as the Thompson Library, Brown University, and the The Guggenheim Museum.*

### ■ Michael Mercil Studio

Creative Assistant: 2007 – 2010

*michaelmercil.com*

***Duties Included:** Designed all marketing material for studio including, website, print and digital pieces: Designed presentation materials and a variety of grants.*

### ■ Goodine Studio

Head Studio Assistant - Photography & Design Management: 2005 – 2007

*lindaadelegoodineofficial.com*

***Duties Included:** Ran all creative direction for large scale photographic works: catalog, monograph and presentation design: studio assistance with sets and lighting. Post-production and exhibition and gallery design.*

### ■ Trendy Minds

Design Intern: 2004

*trendyminds.com*

***Duties Included:** Served design team with various print and digital pieces: projects included: Ortho Indy, Comoront Beach Resort, Instinct Mens Magazine, IYG.*

### ■ Young and Laramore

Design Intern: 2004

*yandl.com*

***Duties Included:** Served design team with various print and digital pieces: Projects included: Hoosier Lotto and Steak-n-Shake brands.*

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## CURRENT PROFESSIONAL MEMBERSHIPS

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2022 ■ **AIGA: Professional Association for Design**

Design Leader: New York City, New York

**AIGA: Design Educators Community**

Design Leader: New York City, New York

**AIGA: Indianapolis Chapter**

Chapter Member and Board Member (Director of Education): Indianapolis, Indiana

**CIVA: Christians in the Visual Arts**

Professional Member: Madison, Wisconsin

**College Art Association**

Individual Member: New York City, New York

**Creative Mornings**

Professional Member and volunteer: Indianapolis, Indiana

**Design Incubation**

Professional Participant: New York City, New York

**Design Justice Network**

Member: United States

**Fate: Foundations in Art: Theory and Education**

Individual Member: United States

**ico-D: International Council of Design**

Professional Member: Application Pending Quebec, Canada

**Society for Experiential Graphic Design**

Education Member: Washington, DC and Raleigh, NC

**UCDA: University & College Designers Association**

Education Member: Smyrna, TN

**Design Research Society**

Education/Research Member: London, England

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## PAST PROFESSIONAL MEMBERSHIPS

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2009 - 2014 ■ **Columbus Society of Communication Arts**

Professional & Faculty Member: | 09 - 14 | Columbus, Ohio



## PAST PROFESSIONAL MEMBERSHIPS CONTINUED

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2007 - 2011 ■ **Greater Columbus Arts Council**  
Member | 07 - 11 | Columbus, Ohio

2006 - 2011 ■ **Ohio Art League**  
Professional Member | | 06 - 11 | Columbus, Ohio

2004 - 2011 ■ **SPE: Society of Photographic Education**  
Educational Member: Columbus, Ohio

2004 - 2006 ■ **Indy Arts: Arts Council of Indianapolis**  
Artist Member: Indianapolis, Indiana

**IDADA: Indianapolis Downtown Artists and Dealers Association**  
Member: Indianapolis, Indiana

2002 - 2004 ■ **PPA: Professional Photographers of America**  
Educational Member: Indianapolis, Indiana

2000 - 2003 ■ **Indiana Professional Photographers Guild**  
Professional Member: Indianapolis, Indiana

**Professional Photographers of Indiana**  
Professional Member: Indianapolis, Indiana

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## PROFESSIONAL SERVICE

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■ **AIGA Indianapolis Board of Directors**

Director of Education: 2019 - 2022

[indianapolis.aiga.org](http://indianapolis.aiga.org)

[indianapolis.aiga.org/black-lives-matter](http://indianapolis.aiga.org/black-lives-matter)

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*DEI Adhoc Committee, 2018 - Present*

*Director of Impact, 2018 - 2019*

*Faculty Advisor IWU, 2014 - 2021*

*Faculty Advisor ODU, 2009 - 2012*

*Student Representative: 2002 - 2004*

■ **IAC Indiana Arts Commission Civic Arts Advisory**

Advisory Member: 2019

[.in.gov/arts](http://.in.gov/arts)

Indianapolis, Indiana

■ **Marion Design Co. Advisory Board Member**

Chief Design Officer: 2016 - 2021

[mariondesign.co](http://mariondesign.co)

Marion, Indiana



## PROFESSIONAL SERVICE CONTINUED

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- **Main Street Marion Design Committee**  
Committee Member: 2016 – 2021  
*mainstreetmarion.org*  
Marion, Indiana
  
  - **Thriving Life Work Group Advisory: Thriving Families, Thriving Grant County**  
Advisory Member: 2018  
*thrivinggrantcounty.com*  
Marion, Indiana
  
  - **Harwood Listening Sessions: United Way of Grant County**  
Facilitator: 2016 –2017  
*unitedwayofgrantcounty.org*  
Marion, Indiana
  
  - **Downtown Round Tables: Main Street Marion**  
Facilitator and member: 2016 –2017  
*mainstreetmarion.org*  
Marion, Indiana
  
  - **Open and Build Board of Directors**  
Executive Director and board member: 2009 –2012  
*openandbuild.org*  
Columbus, Ohio
  
  - City Art Center:**  
Education Board member: 2011 –2012  
*cityartcenter.org*  
Delaware, Ohio
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