

breuna baine

Professor of Fine Arts

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EDUCATION

MFA 1998
Auburn University Auburn,
Alabama

BFA 1992
Savannah College of
Art and Design
Savannah, Georgia

Study Abroad 1996
Royal College of Art
London, England

EXPERIENCE

Academic Positions:

2024
Auburn University Montgomery
(Montgomery, AL)
Professor of Fine Arts

2010 – Present

Auburn University Montgomery (Montgomery, AL)

Associate Professor of Fine Arts

2005 – 2010

Auburn University Montgomery (Montgomery, AL)

Assistant Professor of Fine Arts

1998 – 2000

Northern Kentucky University (Highland Heights, KY) Assistant
Professor of Graphic Design

2000 – 2004

Landor Associates (Cincinnati, OH)

Graphic Designer

Designed corporate identities, special event campaigns, packaging and
print collateral for consumer goods made by Fortune100 and Fortune 500
companies. Collaborated with marketers to define positioning and branding
for national/international consumer goods.

1993 – 1996

Black Belt Press / BBP (Montgomery, AL)

Creative Director

Designed all books and books jackets for 15 to 20 titles annually. Oversaw
national and international printing.

Partial Design Client List:

MGA Entertainment, Alabama State University, Skinner Printing
Company, Seraaj Family Homes, ProEthics Pharmaceuticals, Tracy
Holley Marketing, Greater Valley Development Group, Trenholm State
Community College, SoundImaging, LLC, Kynect Solutions LLC, Loren Taylor
Interior Design.

Professional Memberships:

Southeastern College Arts Conference, 1998 – present
American Advertising Federation Montgomery, 2013 – 2022
AAF Montgomery Projects Chair, 2007 – 2009
AUM Ad Fed Club, Faculty Advisor, 2013 – 2023
Art Directors Club of Cincinnati, 1999 – 2003
Contemporary Arts Center, 2002 – 2003

TEACHING

Courses Taught:

Auburn University Montgomery (Montgomery, AL)

⊕ History of Graphic Design

⊕ Advertising Art

⊕ Typography 1

⊕ Typography 2

⊕ Computer Graphics

⊕ Graphic Design 1 and 2

- + Graphic Design 3 WI + Advance Graphic Design
- + Presentation Graphics + Foundations 1
- + Introduction to Visual Arts + Visual Thinking
- + Design Techniques + Senior Project

Northern Kentucky University (Highland Heights, KY)

- + Intro to Computer Graphics + Intro to Graphic Design
- + Intro to Typography + Advanced Typography + Fundamentals 1
- + Senior Exhibition

CREATIVE AND SCHOLARLY PRODUCTIVITY

Edited list of graphic design work produced:

2023 – present + Pretrial Alliance Annual Report and Mount Zion Annex exhibition

2022 – 2023 + Designed Instagram ads and corporate identity for Montgomery Tech Lab and Gray Nicolas Consulting, respectively.

Created website and print collateral for Pretrial Alliance Montgomery.

2021 + Created digital brand manual for Loren Taylor Interior Design.

2020 + Created cover for *Saving America's Amazon*, NewSouth Books. Designed logo for start-up, Kynect Express.

2019 + Developed pet finding app called PetDetective (Unpublished). Created cover designs for the following books: *No Place Like Home*, *The Road to Healing: A Civil Rights Reparations Story in Prince Edward County, Virginia*, *Won Over, Theoretics of Love and for L'Chaim and Lamentations*. Each title is published by NewSouth Books /University of Georgia Press.

2018 + Created cover designs *American Founder's* (Published 2019) and *Meanest Man in Congress*. Each title is published by NewSouth Books /University of Georgia Press.

2017 – 2018 + Designed corporate identity, a website and additional collateral for the cyber security and intelligence support company, GlobalKynect Solutions (Falls Church, VA). Created a corporate identity for Loren Taylor Interior Design.

2015 + Created print and packaging for the following brands/clients: didi's lotion, Innovation Hub, and Blacklash Beer (unpublished). Good Work Sense.org (published).

2014 + Print campaign for Center for Leadership and Public Policy (Montgomery, AL) business breakfast featuring Congresswoman Terri Sewell, Ambassador Andrew Young and Ellen Brooks.

2013 + “Tired Feet But Rested Souls,” Montgomery Bus Boycott Anniversary for the National Center for the Study of Civil Rights and African-American Culture, Montgomery, AL. SoundImaging, LLC brochure, Wetumpka, AL. 3rd Biennial Regional Economic Symposium, booklet plus collateral, Brewton, AL.

2012 + Restor (Veteran’s nonprofit), corporate identity/print collateral, Montgomery, AL.

2011 + MacMade Home Improvement, corporate identity plus collateral, Zanesville, OH.

2010 + Center for Leadership and Public Policy-, Montgomery, AL Mission Graduate ASU, Montgomery, AL, print collateral.

2009 + Adullam House Corporate identity, CNBR (Center for NanoBiotechnology Research), corporate Identity and collateral. Corporate identities: Glenwood Forest Products, J.F. Thomas & Sons Construction, Parks Pharmacy, 1867 Society, Montgomery, AL.

2006 – 2012 + “ASU Today Magazine,” Alabama State University, Montgomery, AL. Designed debut issue of the University’s editorial magazine. Designed 3 to 4 issues annually, plus any additional collateral or ads needed for the magazine.

2006 – 2008 + “Science@ ASU,” Alabama State University, Montgomery, AL. Collaborated with Dr. Shree Singh (editor) and David Campbell (photographer) to create a publication that highlights scientific research.

2004 – 2007 + Seraaj Family Homes, Montgomery, AL Designed company’s corporate identity, print collateral and trade show exhibits.

2006 + “Pawz Color and Muichiz® Packaging Exploratory, MGA Entertainment, Los Angeles, CA. The purpose of the study was to establish color schemes specific to the target consumer and was used in focus groups. The exploratory established naming hierarchy, character and color schemes for Miuchiz® handheld pixel games.

ADDITIONAL CREATIVE AND SCHOLARLY PRODUCTIVITY

+ Awarded a 2021 Design Incubation Fellowship. “Design Incubation is an organization for educators and practitioners of Communication Design to discuss design research and practice. Their aim is to create a community where designers can assess creative work through a lens of scholarly activity and academic review.” I was selected to participate in a competitive fellowship under the Review Track. I wrote a book review for *Reading Graphic Design History: Image, Text, and Content* by David Raizman for the *Design and Culture Journal*.

- ⊕ Selected as a 2022 – 2023 Faculty Fellow of the Auburn University at Montgomery Civil Rights and Civic Virtue Society. The inaugural cohort of Fellows is expected to help our campus community to foster civic engagement, civic-mindedness, and civic virtue. Being a Fellow required that I create an environmental design project based on Civil Rights and civic engagement and provide mentorship to future Fellows.
- ⊕ Awarded a 2023 ACHE (Alabama Commission on Higher Education) grant for the “All In Alabama” ad campaign with Nikhil Ghodke. The ad campaign encourages current and former Alabama graduates to stay and join the state’s workforce. www.ache.edu/index.php/reengage-alabama
- ⊕ Awarded AUM URCA Grant. The grant provided students with the tools they needed to work on an identity and a wayfinding system for the new Shady Street Trailhead and Park and the City of Montgomery.
- ⊕ AUM Lectures Committee Grants to invite L’Rai Arthur Mensah (2023) as a part of AUM’s CRCV Speaker Series and Luke Sullivan (2014) and Jim Huntley (2013) to my FreshMarket Speaker Series.

PUBLICATION

2021 Author. Book Review: *Reading Graphic Design History: Image, Text, and Content* by David Raizman, published in *Design and Culture Journal*, ISSN: 1754-7083.

CONFERENCE PRESENTATIONS

2024 ⊕ “Handmade Type: Teaching Hand Lettering & Other Handmade Typographic Processes” SECAC, Atlanta, GA

2023 ⊕ “Why Do We Keep It Getting Wrong? Stereotypes in Design and Advertising,” SECAC, Baltimore, Maryland.

2018 ⊕ Recorded discussion titled “The Bauhaus and the New Typography” with Mandy Horton for College Arts Association’s (CAA) Podcast. <https://soundcloud.com/user-765977562>

2017 ⊕ Co-chaired “Meggs and Beyond: Does graphic design history pedagogy begin or end at the canon of graphic design history?” Co-Chair: Amanda Horton, University of Central Oklahoma, SECAC Roanoke, VA.

2016 ⊕ Co-chaired “The History of Teaching Design History: How to Make an Impact” Co-Chair: Amanda Horton, University of Central Oklahoma SECAC, Columbus, OH.

2015 ⊕ “Design History Rocked My World,” SECAC, Pittsburgh, PA.

2014 + “Bauhaus Influences on Olympic Identities” as part of the panel “The Bauhaus and the New Typography,” chaired by Richard Doubleday, SECAC, Sarasota, FL.

2011 + “MISSING: Blacks in Academia in the Fine Arts”, SECAC, Savannah, GA.

2010 + “Bridging strategy and the design principles in graphic design,” Southeastern College Art Conference (SECAC) , Richmond, VA.

EXHIBITIONS/COMPETITIONS

2023 + Local American Advertising Award & District American Advertising Award, “All in Alabama” Instagram (IG) campaign

2022 + GDUSA Design Award, “World Games” IG campaign

2022 + MarCom Digital 19th Annual Marketing & Communications Competition, Honorable Mention, “World Games” IG campaign

2021 + APEX Award of Excellence

2021 + HERMES Platinum Award, Loren Taylor Digital Brand Guide

2019 + Faculty Show, Auburn Montgomery

2019 + “Roots” Exhibition National Center for the Study of Civil Rights and African-American Culture

2012 + Faculty Show, Auburn Montgomery

2011 + CASE Award for “ASU Today Magazine”

2010 + APEX Award for “ASU Today Magazine”

SERVICE

University/Departmental Service:

2024 Chair, Graphic Design search committee

2023 Chair, 2D and Digital Arts search committee

2022 Spatial Studies position search committee

2020 – 23 Undergraduate Research Ad Hoc Committee

2020 – 21 CLASS representative, Online Learning Advisory Taskforce

2020 Art Sculpture Lecturer position search committee

2019 Portfolio Review Committee

2018 Graphic Design faculty search committee

2016 – 2017 College of Arts and Sciences Curriculum Committee

2016 – 2015 College of Arts and Sciences “A Night Out” Committee

2016 Public Relations faculty search committee

2016 Multimedia Broadcast Journalism faculty search committee

2015 Chair of Art Historian search committee

2014 Communications Video faculty search committee

2013 – 2014 Fine Arts Department Program Review Coordinator
2014 Fresh|Market Speaker Series, founder
2013 Fresh|Market Speaker Series, founder
2012 Design on the Dock, student graphic design exhibit
2011 Photography and Printmaking position search
2010 Art Historian search committee 2010 – present
Faculty Advisor, AUM Ad Fed Club

Community Service:

2020-2024 Pretrial Alliance Montgomery
(Chair, Communications Group)
2019 Mentored two Booker T. Washington students to compete in a
regional FBLA competition 2017-2019 MPACT Advisory Board
2015-2016 Montgomery Area Council on Aging – Meals on Wheels
2012 Restor (non-profit for veterans) print campaign
2011 DesignBridge (digital workshop for high schools students) 2008-2012
Alabama Department of Rehabilitation Services

Professional Development and Conferences:

2023 AI Conference
2023 AUM Teaching Conference
2023 Vanilla Ice/Fine Arts Workshop
2021 Design Incubation Fellowship Workshop
2019 Coding Solutions Summer, 2019 Cohort
2018 Creative South Conference, Columbus, GA