



garreth blackwell
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Education

- 2011-2017 Ph.D. in Media, Art, and Text
Virginia Commonwealth University, Richmond, Virginia.
Concentration in graphic design, graphic design history, and philosophy of social responsibility.
Dissertation Title: *Good as We Know It: Goodness in Graphic Design since 1870.*
Directed by Professor Eric Garberson, Art History.
- 2005-2007 M.A. in Journalism (Honors Fellow)
The University of Mississippi, Oxford, Mississippi.
Concentration in communication design and entrepreneurial publishing.
Thesis Title: *Going Against the Flow: Making the Case for Men's Lifestyle Magazines.*
Directed by Professor Samir Husni, Journalism.
- 2001-2005 B.A. in Journalism (Summa Cum Laude)
The University of Mississippi, Oxford, Mississippi.
Honors Thesis Title: *CHEF Magazine: Conceptualization and Design of a New Magazine.*
Directed by Professor Samir Husni, Journalism.

Professional Appointments

- 2021 - 2022 Creative Experience Director, Vytal Studios,
Richmond, Virginia
As the Creative Experience Director, I had purview over creative staffing, operational processes, and branding strategy. Vytal was an advanced digital production studio that created transformative experiences that improved people's lives, through video, gaming, simulation, and extended reality.



- 2019 -present Assistant Professor, Virginia Commonwealth University,
Center for the Creative Economy, Richmond, Virginia.
The Creative Economy, Piloting the Enterprise, Creative Industries I, Creative Industries II
These courses examine the contribution of creative ideas to the world economy with a focus on where, how and why creative ideas are produced and consumed. The central concern of the CCE is creativity as a resource for business and innovation and it draws upon local professionals in diverse fields who have creativity as the central focus of their work in order to highlight pathways for students upon graduation. The central focus of these courses is complimented with training in design thinking and design methodologies.
- 2019 -present Co-Host, Shockoe Artspeak: A Podcast on Art and Design,
Richmond, Virginia
Shockoe Artspeak is a long-form podcast that takes the time to explore issues and ideas in art and design as well as talk at length with artists and designers about their stories and professional practice. Co-hosts and professors Ryan Lauterio and Dr. Garreth Blackwell are makers and educators who use intellectual banter, debunked lies, stretched metaphors and totally random non sequiturs to dig deeply into art and design. Shockoe Artspeak is an extension of the research of its hosts and focuses on expanding dialogue around conversations in art and design to build a diverse community based on discussion, relationships and mutual respect. This community is emboldened toward making with renewed passion and direction toward the holistic flourishing of various groups and practices.
- 2018 - present Director of Design and Communications, Shockoe Artspace,
Richmond, Virginia
As the Director of Design and Communications, I am in charge of overseeing all design work including show collateral, gallery promotion, as well as merchandise and exhibition books. Shockoe Artspace is a 501(c)3 non-profit art gallery in Richmond, Virginia's historic Shockoe Bottom. Since the beginning of my tenure, Shockoe Artspace has expanded from a single gallery and now consists of a large, museum-scale gallery, a popup/studio space, and a dedicated podcast studio. Additionally, we have grown our online presence and have increased our annual fundraising and budget by 300%.
- 2016 - 2019 Adjunct Instructor, Virginia Commonwealth University,
Center for the Creative Economy, Richmond, Virginia.
The Creative Economy, Piloting the Enterprise, Creative Industries I, Creative Industries II
These courses examine the contribution of creative ideas to the world economy with a focus on where, how and why creative ideas are produced and consumed. The central concern of the CCE is creativity as a resource for business and innovation and it draws upon local professionals in diverse fields who have creativity as the central focus of their work in order to highlight pathways for students upon graduation.



- 2014 -2015 Adjunct Instructor, Virginia Commonwealth University,
Department of Graphic Design, Richmond, Virginia.
Senior Seminar, Interaction I, Systems, Graduate Seminar, Print II, Advanced Topics
During my time in the Department of Graphic Design, my classes focused on historical foundations in design and skills building toward employment in the field. Graduate Seminar students studied the history of social design in the twentieth century and created socially responsible projects within the areas of housing and transportation. During this semester, I put on a four-part film series around topics of social design that was a partnership between VCU GDES, AIGA Richmond, and the Virginia Center for Architecture (now the Branch Museum). Senior Seminar students learned about design writing and the way in which objects become carriers and projectors of culture upon their creation.
- 2013 - 2014 Adjunct Instructor, Virginia Commonwealth University,
School of Mass Communication, Richmond, Virginia.
Advanced Print Design, Advertising Photography, Public Relations Graphics
During Spring 2013, Advanced Print Design students learned the skills necessary to concept, design, and create a business plan for an original 64-page magazine. The top three projects were submitted to the national AEJMC Student Magazine Competition, resulting in one student placing third nationally.
- 2007 - present Owner, Wide Open Air Consulting and Design,
Richmond, Virginia
Over the life of Wide Open Air, I have worked with more than three dozen contractors across three continents to assist and grow small businesses and large corporations through their design and communication needs. At the heart of Wide Open Air is a desire to maintain open communication and to supply businesses of any size with high-quality strategy and design.
- 2007-2011 Instructor, The University of Mississippi,
School of Journalism and New Media, Oxford, Mississippi.
Intro to Communication Design, Advanced Communication Design, Photojournalism, Web Design, Advertising Design, Magazine Service Journalism Ideation and Design
During my four years teaching at the University of Mississippi, I taught every class in the School of Journalism's design module. Three of my students placed nationally in the AEJMC Student Magazine Competition, including one first place winner.



2005-2011 Instructor, Dow Jones News Fund Summer Institute
Mississippi Scholastic Press Association
During Master's work and while on faculty at the University of Mississippi, I served as an instructor at the annual DJNF Summer Institute in Oxford, Mississippi. During the week-long intensive program, I taught high school students how to use Adobe products. Additionally, I led workshops for high school educators where I taught them how to better use technology to facilitate design education.

Certificates, Conferences and Related Courses

2016 IDEO: Insights for Innovation
IDEOU

June 2016 AIGA National Leadership Conference
Raleigh, North Carolina

January 2015 Alliance for the Arts in Research Universities Emerging Creatives Summit,
Richmond, Virginia

2013 DesignInquiry: Stations
DesignInquiry, Vinalhaven, Maine

2012 D-Crit Summer Intensive on Design Writing and Criticism
The School of Visual Arts, New York, New York

2011 Edward Tufte: Presenting Data and Information
Washington, D.C.

2010 Nikon School for Photography Intensive
Atlanta, Georgia

2010 Freedom Forum Multimedia Bootcamp
The Newseum Institute, Nashville, Tennessee



Affiliations and Memberships

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| 2015-2020 | Design History Society |
| 2014-2019 | Association for Community Design |
| 2012-2018 | Richmond AIGA Executive Board |
| 2012-2018 | Design Research Society |
| 2012-2018 | College Art Association |
| 2011-present | The American Institute of Graphic Artists |

Service

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| 2021 - present | <p>Interdisciplinary Career Readiness Skills Minor Advisory Committee</p> <p><i>As part of the oversight of the Interdisciplinary Studies Program's new minor, the advisory committee meets to review and consider updates to the ICRS curriculum and evaluate the minor's effectiveness.</i></p> |
| 2019 - present | <p>Curriculum Consultant, The Virginia Department of Juvenile Justice</p> <p><i>As an ongoing project, I help consult with employees of the Virginia DJJ in the build out and implementation of post-secondary curriculum for inmates housed in one of the state's largest juvenile facilities. Students are able to gain skills and grow knowledge in areas that are directly actionable upon release from the facility. These programs include entrepreneurship, audio recording and editing, and video production.</i></p> |
| 2015 - present | <p>President, Richmond AIGA Executive Board</p> <p><i>As the board president, I was in charge of managing the Executive Board as well as the Board of Directors. With a \$15,000 annual budget, I led efforts to plan and facilitate regional events that promoted, enhanced and enriched design in central Virginia. During my tenure, programming doubled and our budget increased by 50%. We held a nationally acclaimed one-day conference for design entrepreneurs and professionals.</i></p> |



- Spring 2015 Design in Context Film Series
In conjunction with a graduate course I was teaching about social design, I created a four-part film series through a partnership with the VCU Department of Graphic Design, AIGA Richmond and the Virginia Center for Architecture (now the Branch Museum). This series of documentaries focused on large-scale social topics in design, which were followed by panel discussions consisting of local and regional design professionals.
- 2014-2019 Professional Mentor, Storefront for Community Design/mOb
As a professional mentor, I have worked with mOb students in the development and completion of projects. I have worked with students group who have had the Massey Cancer Center, the Richmond Behavioral Health Center, and a mayoral candidate as their clients.
- 2013-2015 Education Director, Richmond AIGA Board of Directors
As Education Director, it was my responsibility to act a liaison between area universities and the AIGA Executive Board. During my tenure, AIGA Richmond reconnected with AIGA VCU after several years of non-involvement, resulting in the president of the student group becoming a standing member of the Richmond board.
- 2012-2013 Search Committee Member for Director of Robertson School, VCU,
Richmond, Virginia
- 2012 Professional Mentor, Create-a-Thon on Campus,
Richmond, Virginia
- 2011-2012 Technology Committee Member, VCU Department of English,
Richmond, Virginia
- 2008-2018 Associate Director, Magazine Innovation Center, Oxford, Mississippi
As the associate director of the Magazine Innovation Center, I served as a member of the Board of Directors and helped plan annual conferences. Each year a conference is held to discuss the importance of print media and what innovations help make it a more viable product in a changing marketplace.



Grants

- 2022 -2023 Affordable Course Content Expansion Grant
\$5,000 for the further development of Open Source resources to be used in The Creative Economy and Piloting the Enterprise including supplementary asynchronous materials consisting of instructional videos, an in-depth workbook, and an audiobook.
- 2019 -2020 VCU Course Redesign Program Grant
\$35,000 for the redesign of Piloting the Enterprise to accommodate additional students through enhanced curriculum and materials. This grant allowed for the development and writing of an original Open Source textbook for teaching business principles to undergraduate art students.
- 2018 -2019 Affordable Course Content Grant
\$3,000 for the development of Open Source resources to be used in The Creative Economy and Piloting the Enterprise.
- January 2017 VCUarts Adjunct Faculty Research Grant
\$1,300 for the completion of a certificate in human-centered design, IDEOU
- 2014-2015 VCUarts Graduate Research Grant for research at MoMA Archives, New York, New York
\$3,000 toward four weeks of uninterrupted research in the Museum of Modern Art, Manhattan's archives studying institutional documents pertaining to the Good Design Program of the 1930-1950s.
- 2013 VCU Humanities and Science Need Grant
\$1,000 to develop print collateral to help preserve the tradition of shape note singing in the mid-Atlantic. Awarded with Mass Communications professor Bridget Camden.
- 2009 Yoknapatawpha Arts Council Grant for Project Viewpoint
\$2,500 to develop an arts-based education program for under-represented children. Project Viewpoint taught basic photography skills to inner city children and concluded with an exhibit of student photography.



Awards

- Summer 2015 Research Appointment, Museum of Modern Art in Manhattan
Archive research of the Good Design Program, 1938 -1955
New York, New York
- 2013-2014 Humanities Center Fellow, Virginia Commonwealth University,
Richmond, Virginia.
- 2012 Gold Ink Awards Silver Medal
Samir Husni's Guide to New Magazines, 26th Ed., Art Director
- 2011 The Associated Press Pacemaker Finalist
The Ole Miss Annual, Faculty Advisor
- 2011 The Columbia Scholastic Press Association Silver Crown
The Ole Miss Annual, Faculty Advisor
- 2011 Gold Ink Awards Silver Medal
Samir Husni's Guide to New Magazines, 25th Ed., Art Director
- 2011 Robert F. Kennedy Journalism Award, *The Roads of Broken Dreams*, Editor
While teaching at the University of Mississippi, I was one of two faculty advisors for a multi-semester project looking at the effects of industrialization, outsourcing, and poverty on the Mississippi Delta. The final publication was awarded a Robert F. Kennedy Journalism Award, one of the highest awards any publication can receive.
- 2007 AEJMC Third Place for General Excellence
M, the J-Department Magazine, Managing Editor

Publications, Papers, Presentations and Curation

- Late 2022 *Growth: A Guide to Creative Business Practice*. Richmond: Shockoe Artspace, 2022.



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- June 2021 PLEASE RETURN CARTS HERE, Curator
Nicholas Seitz, Shockoe Artspace, Richmond, Virginia
- June 2021 *PLEASE RETURN CARTS HERE, Exhibition Catalogue* with Cody Godwin, Nicholas Seitz, and Sam Taylor. Richmond: Shockoe Artspace, 2021.
- February 2021 *Four Horsemen and the Apocalypse, Exhibition Catalogue* with Ryan Lauterio. Richmond: Shockoe Artspace, 2021.
- October 2020 From One Thing to Another to Another, Curator
Aamina Palmer, Shockoe Artspace, Richmond, Virginia
- February 2020 *Dignified, Exhibition Catalogue* with Ryan Lauterio. Richmond: Shockoe Artspace, 2021.
- 2019 - present Shockoe Artspeak: A Podcast on Art and Design
Currently in its third year, I co-host this weekly long-form podcast alongside VCUarts Art Foundations professor Ryan Lauterio. Shockoe Artspeak will reach its 150th episode by the end of 2022.
- September 2016 Fight the Darkness, Retain Wonder: Social Design in Practice
Presented to Liberty University's AIGA Chapter, Lynchburg, Virginia.
- June 2015 The University and Its Neighbors.
Presented at the ACD National Conference, Richmond, Virginia.
- October 2014 Three Things: Graphic Design's Role in Culture Creation.
Presented at the ACT 5 Conference, Oxford, Mississippi.
- June 2013 Boundary, Disparity, and Artistic Exploration
Presented at DesignInquiry, Vinalhaven, Maine
- May 2013 A Commercial Conversation, Curator
Student photography exhibition questioning the relationship between commercial images and commercial language. Virginia Center for Latin American Art. Richmond, Virginia



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- May 2013 ThePhotoCopyShow.JPG, Curator
A crowd-sourced exhibition centered on pop culture, re-contextualization, and representation. Virginia Commonwealth University. Richmond, Virginia
- 2011 *Whatever Happened to Main Street?* Oxford: Meek School of Journalism and New Media, 2011.
Editor and faculty advisor.
- 2010 *Delta Obscura.* Oxford: Meek School of Journalism and New Media, 2010.
Editor and faculty advisor.
- 2010 *The Roads of Broken Dreams.* Oxford: Meek School of Journalism and New Media, 2010.
Editor and faculty advisor.
- 2010 *Design Your Own Magazine,* with Samir Husni. Oxford: The Magazine Innovation Center, 2010.
Co-author.
- 2006-2011 *Samir Husni's Guide to New Magazines,* vols. 22-26. Editor. Oxford: Nautilus Publishing, 2006-2011.
Editor, art director and contributing writer.

Clients (selected)

S&P Global, New York, New York

Pat Lawson Photography, Richmond, Virginia

Pinnacle Living, Richmond, Virginia

Flying Stuff Entertainment, Kuwait City, Kuwait

The Sideline, Kuwait City, Kuwait

Livelyhoods, Nairobi, Kenya



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Apex Renewable Energy, Charlottesville, Virginia

Kloke Group, Richmond, Virginia

Virginia Center for Economic Education, Richmond, Virginia

Silent Partner Media, Richmond, Virginia

Wealthcare Capital Management, Richmond, Virginia

Richmond Security, Richmond, Virginia

Golden Gate Seminary, San Francisco, California

Morse Wealth Management, La Mesa, California

Launch Pad Counseling, Richmond, Virginia

Dave Bartoo's CFB Matrix Magazine

SMBW Architects, Richmond, Virginia

Spruci, Richmond, Virginia

Virginia Communications Hall of Fame, Richmond, Virginia

VCU School of Mass Communication, Richmond, Virginia

Oxford School District, Oxford, Mississippi

Medical Missions Clinic, Oxford, Mississippi

Baptist Memorial Hospital – N. Mississippi, Oxford, Mississippi



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Beyond the Decorations, Austin, Texas

RedSky Renewable Solutions, Austin, Texas

Builder Images, Houston, Texas

References

Mark Badger

Creative Director, Experience Design

CapTech Consulting

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Ellen Lupton

Senior Curator of Contemporary Design

Cooper Hewitt, Smithsonian Design Museum

Director, Graphic Design MFA Program

Maryland Institute College of Art

410-225-2382

elupton@mica.edu

Dr. Alice Twemlow

Professor of the Design Lectoraat at Royal Academy of Art, The Hague (KABK) and
Associate Professor at Leiden University.

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