



tmez  
design  
solutions

**David Aderhold**

*Ozarks Technical Community College*

DEPARTMENT CHAIR: ART AND DESIGN

Hello David,

I am writing in hopes of acquiring a teaching position in your Art and Design department. I have taught at Missouri State University's Art and Design department for twelve-semester. I look to further my teaching career by continuing to shape young minds in the fields of design, design software, printing tech, and any other facet that is related to the graphic design and art fields. Please see my attached resumé for full descriptions of my teaching experiences. It would be an honor for me to work and teach for the fastest growing college in Missouri and to be a significant part of that growth.

It is a fact that 70% of beginning freshman at a collegiate level change their major at least three-times; I never did. I always knew what I wanted to pursue and didn't take a single-semester off in doing so. After graduating from the then SMSU Design department with my Bachelor's of Fine Arts with Emphasis in Graphic Design, I set out on my new career path. Within four-years of doing that, I was asked by my former professors to come back and teach in the same department I graduated from. It was a huge honor and one that I take very seriously. I hadn't realized prior to teaching that I would love it so much; I am very grateful for the opportunities and look to forward my teaching career by expanding my knowledge with a Master's degree in Design Education. I truly believe that teaching is my calling. I have never been more happy in a job position.

Please note, at the end of my resumé there is a writing section *Design Philosophy—A Personal Reflection* that I was asked to write for the Springfield Newsleader newspaper. I include this to emphasize my abilities to write and address that I minored in English and Creative Writing while obtaining my BFA.

Please, look over my resumé, and references and contact me at your convenience. I have a full-portfolio of my work and student works prepared upon request and would be glad to present them to you as well. I look forward to hearing from you.

Thank You Sincerely for Your Time and Considerations,

*Tom Mezzacapa*  
*Designer & Design Instructor: May-2011*

## education

southwest **missouri state university**  
major: BFA in design with emphasis in graphic design  
minor: theatre with emphasis in lighting  
cumulative GPA: 3.0

## american center for design: design conferences

CHICAGO 1998, 1999

attended two-yearly design conferences with SID: students in design, an ACD affiliate, learning contemporary approaches to web, media and print design; additionally, visited design, web, media and product firms and agencies throughout the chicago area seeing first hand how the design field functions and contributes to modern-day society.

southwest **missouri state university, english department**  
1995–2000

*design & general-education student*

nine-semester emphasis in english and writing;  
used general education requirements for enhancing  
the structures and knowledge of writing and comprehension

## computer hardware

macintosh OSX and ibm WIN 7

## computer software

acrobat & distiller  
contribute  
dreamweaver  
fireworks  
flash  
freehand  
illustrator  
in design  
nexus work flow—direct-to-plate  
net objects fusion  
pagemaker  
photoshop  
quarkxpress & imposer  
scantastic and scanwizard

## organizations

SMSU students in design an affiliate of american center for design 1999  
SMSU student government association senator at large for student body 1995–96

## work history

**tmezdesign solutions** 1996–present

*freelance graphic designer*

creatively and constructively worked with my personal  
freelance design company for hundreds of clients for over  
ten-years

**creative works & duties**— complete client interaction,  
(from initial sales to completion of projects), web pages,  
full-company “corporate” identities, ad design and  
placement, visual iconography, powerpoint presentations,  
trade-show displays, letterheads, logos, posters, badges,  
embroidery, premiums, newsletters, folders, mailers, press  
preparation, and complete marketing advice and guidance

southwest **missouri state university** 2004–2008

*per-course instructor*

taught

DESIGN 202—*design systems*,  
DESIGN 210—*intro to graphic design*, and  
DESIGN 301—*design production (printing tech)*  
to beginning and junior-level design students with  
a prominent, world-recognized design department.

**creative works & duties**— (202) instructed  
entry-level students with the development of form  
relations with content/meaning; introduced different  
elements of visual form, and its visual impact; experi-  
mented with graphic forms; studied symbols in relation  
to the message; studied the “grid” system; and the  
development of conceptual skills as well as technical  
abilities in the process of visual communication

(210) instructed entry-level design students with the  
programs: photoshop, illustrator and in-design through  
an array of design projects, (i.e. image manipulation,  
digital layouts, illustration exercises, CD labels, etc.), and  
introduced them to the macintosh OSX operating system

(301) instructed Junior-level students through the aspects  
of design production, the history of printing, and the chal-  
lenges and requirements of contemporary printing: learning  
how to set-up post-script files for the press, design layout  
stipulations and problems, silk-screening, paper usage and  
choices and taught them the different facets of printing  
from die-cutting to scoring, to paper weights and limits to  
four-color process and color web printing; gave guided tour  
of a modern print facility with hands-on learning

## work history—continued

### women in need (WIN) of the ozarks 2009, 2011

*pro-bono graphic artist/printing*

donated my time and talents to a local charity organization that helps women in need.

**creative works & duties**—worked with the board of directors on developing ideas for promoting the charity from within while keeping costs at a minimum, worked closely with several WIN members on ideas for brochures and web, designed and presented to the board a completed brochure, worked with several printers on controlling the costs (often donated), worked with web-developers on providing graphics and creative input, and helped distribute the brochures where applicable.

### the middleton group 2006–2008

*marketing/media/graphic artist/photography/printing*

worked as primary marketing and media consultant and developer for a large distribution and manufacturing company

**creative works & duties**—worked with new public identities and implemented them into a large scale marketing campaigns to promote the overall company; set-up new promotions for manufactured items on a global scale; multiple promotional fliers and other media created for industrial design and marketing; helped reorganize entire image and item libraries, while working with hundreds of vendors and clients; researched, collected, designed and finalized layouts for a two-hundred page, full-color catalog; consulted on numerous trade-show and marketing promotions for the parent company of four-separate companies; collaborated with co-employees on different ways to mainstream production throughout five-primary locations across the south (from Missouri to Alabama); helped implement new software techniques and provide data and imagery to supplement an entire web-campaign for streamlining business; worked professionally with clients and vendors on a daily basis

*worked with clients including:*

butterball turkey  
equipment specialty technicians (EST)  
M and M engineering  
M and M poultry equipment  
mc donalds corporation  
memco, inc  
tyson foods international

### missouri skills USA; champions at work 2008–2011

*pro-bono proctor and judge*

was the proctor and judge for the skills USA, state-wide, graphic arts and advertisement competition for two-years in a row

**creative works & duties**—worked closely with the head curator of the contest on developing ideas and strategies for the competition, wrote and set-up the rules and guidelines for the contest, came up with ideas for the students to design, wrote the entire assignment out with collected images and logos as needed, traveled to event location, (linn tech university, linn, MO), presented the student regional winners the said project, worked closely with the students throughout the contest, after all entries were in, judged the contest winners with my own developed guidelines for points and judging criteria, helped develop young minds with contemporary design and advertising ideals.

### irwin printing inc. 2005–2006

*creative director/graphic artist/printing tech specialist*

led the art department through a series of created works that specialized in “mass-quantity” printing and press reproduction

**creative works & duties**—aided in solving technical issues with postscript files, and resolved printing issues in many different variances while creating new and innovative ways to increase production and cut printing costs; worked with the “new” direct-to-plate system of contemporary printing, avoiding additional costs with time and materials by utilizing the technology of the new system; organized a vast array of jobs simultaneously while maintaining deadlines crucial to the printing industry; and, worked closely with the clients and vendors, forming a personal and professional relationship with them, as the current client needs presented.

*worked with clients including:*

assemblies of GOD—world missions  
burlington northern sante fe  
community hospices of america  
lake of the ozarks area chamber of commerce  
missouri state university  
premier auto group & exotic cars  
reliable imports & toyota  
simon & schuster publishing  
tuthill vacuums and industrial

## work history—continued

### **elite promotions, inc.** 2002–2004

*creative director/graphic designer*

led creative team for a fast-paced, contemporary promotions company through a wide variety of promotional, advertising and creative projects

**creative works & duties**—visual iconography, logo design, art layouts, silkscreen, laser engraving, embroidery, and many more art set-up processes, promotional fliers, posters, t-shirts, mailers, and thousands of other projects working with hundreds of national and some international clients and vendors on a continued-daily basis, re-organization of entire art department from forms to archives, found new and innovative ways to make the company more cost efficient and less time consuming by improving the ways art was reproduced and sent to the clients and vendors.

#### **worked with clients including:**

assemblies of God  
boone hospitals  
burlington northern santa fe  
city of springfield  
city utilities  
community blood center  
drury university  
ky-3  
miracle recreation  
saint john's hospitals  
springfield metropolitan bar  
southwest missouri state university  
univeristy of missouri  
world cooperage

### **third street sportingware** 2005

*silk-screen graphic artist*

**creative works & duties**—was part of a creative team responsible for designing and implemementing film for t-shirt designs; the primary client-base were college book-stores across the continent, promoting the particular school's sporting representation.

### **wannenmacher advertising** 2001–2002

*art director/graphic designer*

led creative team for a well established, fast-paced ad agency through a wide variety of advertising/creative projects:

**creative works & duties**— ad design and placement, client interaction, visual iconography, television graphics, television editing, director/publisher assistant, powerpoint presentations, web pages, trade-show displays, letterheads, logos, badges, embroidery, premiums, newsletters, folders, mailers, press preparation and the following:

**full magazine and tabloid layouts**— cover design, ad design, client ad placement, page layout & spread design, client conferences, ad sales, gathering imagery, conferences with sales department, press preparation, distribution to client

#### **worked with clients including:**

assemblies of God  
big sports magazine  
boatshow arising  
christian publishers outlet  
communications associates  
evangel university  
ky-3 family fair  
marshall ford, saint louis  
snickeris youth soccer  
southpointe hospital  
springfield-greene county parkboard  
springfield lincoln mercury jeep  
springfield victory mission  
trinity bible college  
walnut lawn funeral home

### **SMSU theatre and dance department** 1996–1999

posters, brochures  
t-shirts, mailers  
display cases, banners  
promotions and photography

### **SMSU tent theatre** 1996–1997

assistant electrician      lighting design  
maintenance              scene construction  
stage construction

## acquired skills and abilities

- art archiving and storage
- art prep:
  - ad layout & design
  - embroidery
  - engraving
  - etching
  - magazine & booklet
  - photo manipulation
  - pre-press (all facets)
  - promotional items
  - silkscreen
  - story board creation
  - television & video graphics
  - vinyl lettering & decals
  - website development
- computer maintenance & repair
- creative team leadership
- direct, client interaction
- direct vendor interaction
- file error-solving
- IBM WIN 7 system tech
- macintosh OSX system tech
- media assistant
- networking maintenance & repair
- phone & email professionalism
- presentation (preparing & giving)
- printer maintenance & repair
- printing bids & estimates
- printing tech/pre-press
- print proofing & proof-reading
- print supply ordering
- sales team interaction
- trade-show display (design & set-up)
- web-design & site maintenance
- writing (technical & personal)

## references

### angela yowel

friend. fellow-student.  
design co-worker.

*owner/graphic specialist*  
**angi yowell design group**  
tmezdesign a subsidiary

rolla, missouri

**573 762 3500**

### connie snelson-luebbert

friend. fellow-student.  
design co-worker.

*owner/graphic specialist*  
**salt and light design**

columbia, missouri

**573 239 8008**

### james richardson

friend. business associate.  
printer.

*owner/printing specialist*  
**quick print, inc.**

springfield, missouri

**417 831 6117**

### maria michalczyk

friend. teacher. teaching colleague.

*associate professor*  
**missouri state university**  
art & design department

springfield, missouri

**417 836 6950**

### shawn jones

friend. co-worker. design client.

*owner/lawn care specialist*  
**417 mowing**  
tmezdesign client

springfield, missouri

**417 234 0654**

### tammy raby

friend. co-worker. boss.

*office manager*  
**elite promotions, inc.**

springfield, missouri

**417 832 0250**

## Design Philosophy—A Personal Reflection

When asked if I could depict or describe the “philosophy of design,” I am slightly distraught. The philosophy or philosophies are infinite and specifically personal to each individual and client. I have done my research; talked to many fellow designers and design educators, and they were equally concerned on the ability to convey these ideas, understanding the broadness of these concepts. I suppose I could quote the great Paul Rand and say “Specifically, a graphic designer is one who creates ideas that are expressed in words and/or pictures, and generally solves problems of visual communication.” Or, I could rattle off some generalized definition of design as in the *Thames and Hudson Dictionary of Design and Graphic Designers*: “A generic term for the activity of combining typography, illustration, photography and printing for purposes of persuasion, information or instruction.” But that really wouldn’t do any more than increase the confusion of the interested party; and instill the already vague ideas that society has of design. It would be too generalized, and would not illustrate the true philosophy of design as I know it, professionally, intellectually, and personally. It is my hope to convey a more definitive idea that has developed from my many years of learning, designing, problem solving, client interaction, successes, and educating; my experiences have taught me more.

As an educator at the university level, one of the first projects I give to my students is to type a one-page paper on what graphic design means to them. I want to know specifically why they are pursuing the study of design and what career they see for themselves in the future. With this I have received many various answers. Although these are “beginning” design students, many responses are very similar to the aforementioned Paul Rand, and/or the Thames and Hudson generalized definitions. However, there were many similarities that really do start to tell the truths and philosophies of what design is: the act of creating a visual form of communication to express a particular client’s needs, and, using even the simplest of design elements to convey a related message. This is the basis of my understanding of design and its effects on society as we know it.

We must recognize that most material is not well designed. We can look at the average signage in any shopping mall,

(particularly in the Ozarks), open the newspaper or any specialized journal and look at the ads and layouts, look at the advertising junk-mail you receive, or walk down the aisles of any supermarket. Although this can be a depressing experience, it also shows us the job that needs to be done. It is the designers job to not only communicate the particular client’s needs, but to convey the message in a way that has utilized “good” design characteristics: concept, line, shape, contrast, form, symbolism, creativeness and composition are a few. Paul Rand also says “That just because it communicates, it may be communicating the wrong thing.”

Robert Charles Smith, of the Washington University of St. Louis says, “Every designer should also be an educator by producing work with the highest graphic standards possible, and showing clients that good design is good business. It gets noticed, it really is cost-effective, and it can give everyone pride in their products and services.” But first we must know what good design really is. Most people do not realize why they like a well designed logo, layout, or signage, they just do because it was well thought out and pays attention to the clients message; utilizing the basic principles of design mentioned above. As designers, the good stuff is easy to see, but the bad is much more readily available; surrounding us in our daily lives; infuriating my design-educated brain to the extent of me boycotting businesses that display poor design ideals, and exclaiming to whomever will listen my views of just how bad it is. Although it is frustrating, this is a solvable problem.

It is my job, as well as every other designer working today, to change the minds of the clients who use these “poor” qualities to convey their message; we must stand together and fight the “phone-number-bigger,” “make the type as large as possible,” client antics; we can rebuild their philosophies. Today is a good day to teach, to lead, and to illustrate what it takes to make a successful run at changing the world “one-good-design-at-a-time.” The journey will be difficult; however, not without just reward. Good design, communicating the best ideals, and solving the particular client’s needs will be our true prize—together, we can prevail—changing the face of communication forever.

*Tom Mezzacapa  
Designer & Design Instructor: May-2006*