

Brandan Craft

314 Whetherbine Way E
Tallahassee, FL 32301
614.301.2244
get@brandancraft.com
www.brandancraft.com

Curriculum Vitae

Education

The Ohio State University

Columbus, OH
Department of Industrial, Interior, and Visual Communication Design
Master of Fine Arts
Graduation – June 2008

The University of Pittsburgh

Pittsburgh, PA
Architectural Studies
Bachelor of Arts
Graduation – December 1999

Alabama A&M University

Huntsville, AL
Computer Science
1995 – 1996

Professional Experience

Starr360, LLC, Columbus, OH

Owner/Designer
My expertise in design, experience designing at a Fortune 200 company (Nationwide), and my love of athletics led me to base my thesis research on a better business model for designers using the branding of professional athletes as my point of reference. Starr360 is the tangible culmination of this research coupled with prior business ventures and ideas.
September 2007 – Present

The UrbanStarr, LLC, Columbus, OH

Owner/Designer
The UrbanStarr is a web-based event and information resource for metro Columbus, OH. Conceived in 2000 and launched in April of 2002, the site was created to satisfy the need for a single point of reference for the many events and attractions Columbus has to offer. My duties as designer include, but are not limited to, designing, updating, and promoting the site by designing promotional items such as posters, flyers, and ads. These design tasks are coupled with the various administrative duties that come with being owner.
April 2002 – 2008

Nationwide Insurance Sales Technology Services, Columbus, OH

Visual Communication Designer
My responsibilities at Nationwide were to provide web design, graphic design, and usability support for Nationwide's many internet and intranet initiatives. I have designed innovative navigation solutions using Flash and HTML for critical internal applications as well as developed an interactive learning application used to educate employees on usability and design. I have traveled to various design conferences and training courses in New York and San Francisco to help strengthen certain skills. I have also held a two-day training session on Macromedia Flash for Nationwide employees.
May 2000 – August 2007

The Pitt News, Pittsburgh, PA

Assistant Graphics Editor
I designed graphics, optimized photos, and designed layouts and front pages for the University of Pittsburgh's daily newspaper.
January 1999 – December 1999



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Teaching Experience

Florida A&M University

Tallahassee, FL
School of Journalism and Graphic Communication
2009 - Present

The Ohio State University

Columbus, OH
Department of Industrial, Interior, and Visual Communication Design
2007 - 2009

Columbus State Community College

Columbus, OH
Digital Design and Graphics
2008 - 2009

Classes Taught

Graphic Communication 1111: Principals of Graphic Design

Visiting Assistant Professor - Florida A&M University
This course is intended to give students the basic understanding of Graphic Communication and set them on a path to becoming a successful Graphic Communicator. **This is an introductory course that covers the broad scope of graphic communication and an overall view of the graphic design field.** Students will gain an understanding of how design elements and principals work together to create effective communications.

Graphic Communication 1433: Basic Design and Web Applications

Visiting Assistant Professor - Florida A&M University
This course is intended to instruct students about the key software elements that are needed to become graphic professionals. **The basic principles of selected program applications are presented** as they apply to computer graphics, design, and the publishing industry in this introductory course. These basic skills will serve as a springboard for developing a stronger understanding of the programs in the Adobe CS Suite as well as additional programs needed for varying graphic communication positions.

Graphic Communication 3521: The Development Process

Visiting Assistant Professor - Florida A&M University
This course uses the development process of building and presenting a website to a client to teach students about these base process elements as well as venturing into website specific process needs. Students will learn the skills needed to see a web design project from inception (proposals, wireframes, site maps, users) to completion (image comps, working prototypes).

Graphic Communication 3545: Brand Identity Systems

Visiting Assistant Professor - Florida A&M University
Students enrolled in Brand Identity Systems will **create a system of brand touch-points that will attempt to affect how consumers perceive a certain company, product, or service.** Students will also practice how to properly display and present their identity systems. Everything in this course is based on strong research and historic principals.

Graphic Communication 3546: Time-Based Design

Visiting Assistant Professor - Florida A&M University
This course is intended to expose students to a **more interpretive use of design elements** like motion, scale change, sequence, metamorphosis, and context to typographic, image-based, and/or audio-centric communication. These skills can be applied in a variety of applications like film and television titles, movie previews, commercials, information kiosks, multimedia programs, web sites, and presentations.



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Classes Taught (cont.)

Graphic Communication 3102: Communication and Usability

Visiting Assistant Professor - Florida A&M University

This course approaches visual communication from the user's perspective which requires students to test their creations in addition to designing and developing them. The goal of this course is to expose students to the importance of usability and to further hone their interactive design skills. Students in this course are charged with conceptualizing, testing, and developing prototypes for a theoretical mobile application.

Interactive Multimedia Technology 271: Portfolio Development

Adjunct Professor - Columbus State Community College

In this course, students are charged with designing and developing a **Flash-based interactive portfolio** to showcase skills and design capabilities in order to gain employment. Students are encouraged to use their personal style to build an interactive container to house a resume, artists' statement, and portfolio works.

Interactive Multimedia Technology 262: Building Hierarchical Web Sites

Adjunct Professor - Columbus State Community College

Course that provides students with an overview of how to begin, storyboard, create, and design a fully functional web site. **Adobe Dreamweaver** is taught in this course as well as basic design and usability principals as they pertain to web sites.

Visual Communication Design 673: Interactive Visual Communication

Teaching Assistant - The Ohio State University

Senior level course where students apply visual communication principles to interactive multimedia. This course challenged students to create a **Flash-based multimedia complement to an art exhibit that displayed in the United Kingdom based on Notting Hill Carnival**. I was charged with teaching basic and advanced Flash techniques as well as assisting the students with their projects.

Visual Communication Design 570: Introduction to Image Graphics Techniques

Instructor - The Ohio State University

Course for non-visual communication design majors to teach the concepts of image representation and manipulation from a designer's perspective. Using Adobe **Photoshop**, students applied course principles by digitally capturing, manipulating, presenting, and critiquing digital images.

Visual Communication Design 573: Fundamentals of Multimedia Design

Instructor - The Ohio State University

Course for non-visual communication design majors to teach the concepts of contemporary web design from a designer's perspective. Using **Dreamweaver**, students learned about important design principles related to web-based interface and web-interaction design.

Visual Communication Design 674: Rich Media Design

Teaching Assistant - The Ohio State University

Senior level course aimed at providing students with an opportunity to learn about the **important principles of interface design** and the significance of integrating it with effective interaction design. Students chose a subject and created a unique interactive solution applying the principles learned in class.



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Thesis Research & Interests

M.F.A. Thesis

Why Branding Can Increase a Professional Athlete's Value:
A Rationale for Designer Engagement
de.scientificcommons.org/brandan_craft

Research Interests

- The branding and marketing of prep, college, and professional athletes.
- Online education (specifically for college athletes.)
- Multimedia learning tools (with focus on grade level students.)
- Emerging technologies and how they influence interaction and design.
- How social networking can influence classroom functionality.
- Psychological influences on visual communication.

Professional Expertise

Information Design

Interaction Design (web site development, web application development), application interface design, instructional materials, and icon development

Print Communication

Promotional materials including posters, flyers, print ads, and banner ads

Brand Design

Brand Identity, logo development, business cards, stationary, and publication design layout

Exhibitions

Midnight Robbers: The Artist of Notting Hill Carnival

- Official website - www.theatre.osu.edu/carnival
- Greater Columbus Arts Council Award: "Artistic Excellence" - \$10,000 cash prize (2009)

Exhibition Locations

- Art Museum, University of Memphis (July 17- September 10, 2010)
- USITT Conference and Stage Expo, Cincinnati, OH (March 18 - 21, 2009)
- Video and Interactive focus - York University, Toronto, Canada (July 31 - August 3, 2008)
- OSU Urban Arts Space, Columbus, OH (February – April, 2008)
- City Hall, London England (September – November, 2007)

Additional Training

M3 Conference

Mobile Development and Design
www.m3conf.com
November 2011

Actionscript 3.0 Training

Accelerate Computer Training
www.acceleratecomputertraining.com
March 2011

Web Usability Training

Human Factors International, Chicago, IL
www.humanfactors.com
2004

Flash and Actionsript Training

Motion Over Time, New York, NY
www.motionvertime.com
2002 & 2003



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Additional Training (cont.)

Flash Forward Conference

www.flashforwardconference.com
San Francisco, CA & New York, NY
2001 & 2002

Macromedia UCON Conference

www.shift.jp.org/en/archives/2001/05/ucon_2001.html
New York, NY
2001

Javascript Training

Hands On Technology Transfer (HOTT), Chicago, IL
www.traininghott.com
2004

Presentations

Brand U

Media Bootcamp 2010; School of Business and Industry lecture series

- The Media Bootcamp was a series of presentations and seminars that revolved around multimedia.
- I conducted a presentation on personal branding as it pertained to social networking. This presentation was attended mostly by collegiate level students majoring in design, journalism, public relations, and business. 10/2010 & 2/2011

Personal Branding

2010 Young Professionals Career & Professional Development Conference

- I served on a panel alongside fellow professionals that specialized in social networking strategies as it pertains to a persons personal brand. My contribution dictated a more wholistic approach when it comes to personal branding that include, but also go beyond the social aspects of it. 9/2010

The Principals of Design

NABJ (National Association of Broadcast Journalists) Multimedia Short Course

- The Multimedia Short Course had broadcast journalism students and newly hired professionals from around the country creating a full online newscast in two days at Florida A&M University.
- I was charged with giving an informative presentation on the principals of design as it pertained to broadcast video, particularly motion graphics. The audience consisted primarily of broadcast journalist majors and professionals with limited design experience, but who are increasingly tapped to create their own graphics to accompany their video. 11/2009

Not Now But Next

Media Bootcamp 2009

- The Media Bootcamp was a series of presentations and seminars that revolved around multimedia.
- My presentation, "Not Now But Next", highlighted emerging technologies and how they are affecting or will affect how designers design and how journalist will assimilate information. 11/2009



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Activities

Faculty Advisor - AIGA Student Group

Graphic Communication Division at Florida A&M University
Led the charge to transform the preexisting but dormant Graphic Arts Club into an independent student chapter of the AIGA sparking much needed excitement and notoriety within the major.
6/2010 - Present

Curriculum Redesign

Graphic Communication Division at Florida A&M University
Along with another colleague, we completely redesigned the Graphic Communication Division's curriculum based on extensive research and changes in the industry, university, and division.
8/2009 - 2/2010

Panel Discussion on Careers in Teaching

The Ohio State University
Joined a small panel of Ohio State Design Department graduates who went on to find a career in teaching at the university level. The discussion benefited M.F.A. candidates who were interested in education.
2/2010

Research Trip to ESPN World Headquarters

Bristol, CT (U.S.A)
ESPN (specifically an employee in the Creative Services department) is on the School of Journalism and Graphic Communications board of directors at Florida A&M University. They come down to FAMU a couple times a year to actively recruit design students for possible employment opportunities at ESPN. I was charged with meeting with them and visiting their campus to find out what Creative Services does and what skills are needed to work there.
3/2010

Member of the American Advertising Federation (AAF)

www.aaf.org & www.aaftallahassee.com
Communications Committee Chair
Tallahassee, FL
2009 - 2010

Member of CSCA

www.cscarts.org
Columbus Society of Communication Arts
2008 - 2010

Member of the Merry Makers Club, Inc.

www.merrymakersclub.com
Columbus, OH

Big Brothers, Big Sisters Volunteer

www.bbbs.org
2001 - 2007

Member of The Alpha Phi Alpha Fraternity, Inc.

www.alpha-phi-alpha.com

University of Pittsburgh Baseball Team

1996 - 1998

Alabama A&M Baseball Team

1995 - 1996



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Creative Projects

Brand design, research, and development

Z-connector

Security and fashion product designed to help protect a mobile device by using a tethering device. Designed the brandmark and packaging. Research involved documenting user tendencies and preferences.

www.getzconnector.com **not involved in website design*
2011

Brand, website, & product development

ATHLETE Shirts

Brand of shirts that allow the wearer to express the type of athlete they are by customizing their shirts online (start-up.)

www.athleteshirts.com
2008 - Present

Brand development

Heels Shoe Store

High fashion women's shoe store. They needed a brand mark to use on their outside marquee, employee shirts, billboards, and various forms of correspondence.

www.brandancraft.com/brand_heels.html
2007

Brand development

King Lincoln District

Promotional booklet designed for a historic Columbus neighborhood. The booklet is being used to market the revitalization of the district to specific groups.

www.brandancraft.com/print_king.html
2007

Interactive application

Midnight Robbers: The Artist of Notting Hill Carnival

Interactive portion of the exhibit shown on separate computer monitors placed throughout the exhibit.

www.theatre.osu.edu/carnival (official website)
www.brandancraft.com/interaction_midnight.html (interactive component)
2005 - 2010

Website development

The UrbanStarr

An event based website that services Columbus, OH. I served as owner and sole developer and designer of the site. The UrbanStarr is no longer active.

<http://www.brandancraft.com/webPages/theurbanstarr> (limited site for portfolio)
2002 – 2008

Interactive application

Usability and Design Learning Tool

Application developed to educate Nationwide employees on some of the key elements of Usability and Design.

www.brandancraft.com/webPages/learningTool/design.htm
2002

