

**LORRIE FREAR**

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**Education** 1981  
Master of Fine Arts Degree in Graphic Design with Highest Honors  
Minor in Industrial Design  
Rochester Institute of Technology  
Rochester, New York  
1978  
Bachelor of Fine Arts Degree in Graphic Design with High Honors  
Rochester Institute of Technology  
Rochester, New York  
1973-1975  
Concentration in Liberal Arts, Spanish and Studio Art / Alden Scholar  
Allegheny College  
Meadville, Pennsylvania

**Teaching Experience** 2016-present  
**at Wells College** Wells College, Aurora, New York

**Position Held** Lecturer, Book Arts Program

**Courses Taught** Calligraphy  
**at Wells College**

**Teaching Experience** 1990-present  
**at RIT** College of Imaging Arts and Sciences (CIAS) School of Design  
Rochester Institute of Technology  
Rochester, New York

**Positions Held** Fall 2017-present  
Professor, Graphic Design  
Fall 2011-Spring 2017  
Associate Professor, Graphic Design  
Fall 2005-Spring 2011  
Assistant Professor, Graphic Design  
2004-2005  
Visiting Assistant Professor, Graphic Design  
1990-2004  
Extended Part-time Lecturer, Graphic Design  
2000-present  
Lecturer, Calligraphy, Interdisciplinary Studies  
1995-1998  
Associate Program Coordinator, Extended Studies  
1994-1998  
Lecturer, Advertising, Extended Studies  
1991-2002, 2005, 2005  
Lecturer, Summer Transfer Program, Graphic Design

**LORRIE FREAR / 2**

Courses Taught at RIT and Villa Maria College

**Positions Held** Spring 1990  
**at RIT** Visiting Assistant Professor, Graphic Design

**Graphic Design Courses** 1990-present  
**Taught at RIT** BFA Graphic Design Curriculum, First Year through Fourth Year  
2010-present  
MFA Visual Communication Design Curriculum  
BFA: Elements of Graphic Design, Typography, Publication Design, Imagery in Design, Senior Projects,  
Environmental Design, Packaging Design, Branding, Career Skills/Professional Practices, Editorial Design,  
Social Service Design, Design Systems and Methodology. MFA: Image Forms, Typography

**Other Courses** 2007-2013  
**Taught at RIT** Industrial Design, Graphic Tactics

1998-2000  
School for American Crafts, Crafts Professional Practices Branding / Promotions Component

1994-2000  
Extended Studies Department/ITDI, Advertising (1994-2000)

1992-1993  
School of Art, Graphic Design for Illustrators

1991-1992  
School of Photographic Arts and Sciences, Design for Photographers

1990-1991  
Foundations, Two Dimensional Design

**Teaching Experience** 1988-1990  
**Villa Maria College** Villa Maria College of Buffalo  
Buffalo, New York

**Position Held** Adjunct, Graphic Design

**Courses Taught** First Second Year Graphic Design and Typography Courses  
**at Villa Maria College**

### LORRIE FREAR / 3

#### Teaching Collaborations and Projects

- RIT Teaching Collaborations and Projects** 2017-2018
- Positive / Negative Magazine 10, Editorial Design, co-taught with Professor Denis Defibaugh, Fall*  
*Magazine received ADDY Awards from the Rochester Advertising Federation: Silver for Magazine, Regional Gold. Adobe Design Achievement Awards; Semi-finalist for Print/Photography.*  
*Professor Defibaugh and I received the Frank J. Romano Endowed Prize for Publishing Entrepreneurship for the print and electronic versions of this year's magazine.*
- Mondelez Packaging Competition, Packaging Design co-taught with Professor Stan Rickel (CIAS) and Professor Karen Proctor, (CAST), Fall  
One winning team received patent for innovative gum packaging in convenience store channels.
- Paperboard Packaging Alliance 2018 Student Design Challenge, Packaging Design, Spring
- 2016-2017
- ellipse magazine 1, Editorial Design, co-taught with Professor Rachel Ferraro, Fall  
*Magazine received ADDY Awards from the Rochester Advertising Federation; Gold for Magazine, Gold for Cover, and Gold for Intertwined, Gold Award from ADDY District 12 AAA for publication, Silver for cover. National Addy Silver Award for publication.*
- ABVI and Seventh Generation Packaging Competitions, Packaging Design co-taught with Professor Stan Rickel (CIAS) and Professor Karen Proctor, (CAST), Fall  
Seventh Generation, Two winning teams from seven in the competition.
- Editorial Design, co-taught with Professor Bob Dorsey, Spring  
*Adobe Design Achievement Awards; 2 Semi-finalist teams; Well, This Stings, and Cyber Security.*
- Paperboard Packaging Alliance 2017 Student Design Challenge, Packaging Design, Spring  
First Place: *Misfit Burst*, Third Place: *Misfit Wave*. Shout-outs to *Misfit DUO* and *SHIFT*.
- 2015-2016
- Positive / Negative Magazine 9, Editorial Design, co-taught with Professor Denis Defibaugh, Fall*  
*Magazine received ADDY Awards from the Rochester Advertising Federation: Gold for Magazine, Gold for Fast Fashion, Silver Awards for articles The Dad Bod, Pink Tax, Rebel with a Cause, & Cultural Isolation. Also won National Addy Silver Award for student publication. Semi-finalist, Adobe Design Achievement Awards.(Censorship) CREATIVITY INTERNATIONAL AWARDS 46th Annual Competition; Platinum Award/Best in Category.*
- ABVI and Wegmans Packaging Competitions, Packaging Design co-taught with Professor Alex Lobos (CIAS) and Professor Karen Proctor, (CAST), Fall  
Wegmans Competition winners: Two yogurt teams, Two orange juice teams.
- Hands-on Workshop One: *Juicy Letters*, October 30, 2016
- Design Systems and Methodology co-taught with Professor Deborah Beardslee and Professor Carol Fillip, Spring
- Editorial Design, co-taught with Professor Bob Dorsey, Spring  
*Adobe Design Achievement Awards; 2 Semi-finalist teams; Off With Their Heads, and Madonna and Child.*
- Paperboard Packaging Alliance 2016 Student Design Challenge, Packaging Design, Spring, Second Place: *L'Orto*, Runner-up, *Nature Valley Wild Crunch*, Shout-out to *LeSel*.
- 2014-2015
- Positive / Negative Magazine 8, Editorial Design, co-taught with Professor Denis Defibaugh, Fall*  
*Magazine received ADDY Awards from the Rochester Advertising Federation: Gold for interior and Gold for article called The Restricted Section.*  
*CREATIVITY INTERNATIONAL AWARDS 45th Annual Print and Packaging Competition. Entries from 41 countries. Platinum Award/Best in Category*  
*Professor Defibaugh and I received the Frank J. Romano Endowed Prize for Publishing Entrepreneurship for the print and electronic versions of this year's magazine.*
- The Typographic Carousel 5!* interactive circuit with Professor Carol Fillip, Fall
- Design Systems and Methodology co-taught with Professor Deborah Beardslee and Professor Carol Fillip, Spring

## LORRIE FREAR / 4

### Teaching Collaborations and Projects

- RIT Teaching** 2014-2015 continued
- Collaborations** Editorial Design, co-taught with Professor Bob Dorsey, Spring
- and Projects** 2015 Adobe Design Achievement Awards; 1 Semi-finalist, Internet Trolls
- Packaging Paperboard Packaging Alliance 2015 Student Design Challenge, Packaging Design, Spring
- Third Place, The Book of Life/Sugar Skull Package
- 2015 Adobe Design Achievement Awards Competition; 1 Semi-Finalist, Bun in the Sun
- 2013-2014
- Positive / Negative Magazine 7, Editorial Design, co-taught with Professor Denis Defibaugh, Fall
- Magazine received ADDY Awards from the Rochester Advertising Federation: Gold for cover design, Gold for interior and Silver for a spread called Mass Surveillance. Also won Addy District 12 Gold Awards for interior and National Addy Gold Award for student publication. Honorable Mention in Communication Arts Photography Annual 2014, Best in Show for student publications, CREATIVITY INTERNATIONAL AWARDS 44th Annual Print and Packaging Competition. Entries from 41 countries. In addition, this volume was a Semi-finalist in the 2014 Adobe Design Achievement Awards, and also received Best in Show for Student Work in the AIGA New York State of Design Competition, 2014. Professor Defibaugh and I received the Frank J. Romano Endowed Prize for Publishing Entrepreneurship for the print and electronic versions of this year's magazine.
- Hidden Spaces Revealed, Typography and Imagery project with Professor Patti Lachance, Fall
- The Typographic Carousel 4! interactive circuit with Professor Carol Fillip, Fall
- Unilever Packaging Competition, Packaging Design co-taught with Professor Alex Lobos (CIAS) and Professor Karen Proctor, (CAST), Spring
- TRESemme Ameliore, Winner Men's Dove Dad Hatchet, Second Place
- Design Systems and Methodology co-taught with Professor Carol Fillip and Brandon Kelloway, Spring
- Editorial Design, co-taught with Professor Bob Dorsey, Spring
- Adobe Design Achievement Awards: 2 Semi-finalist teams, Bicycle Built for Two; One Tall Latte for...UGH?

## LORRIE FREAR / 5

### Teaching Collaborations and Projects

- Teaching** 2012-2013
- Collaborations and Projects** *Positive / Negative Magazine 6*, Editorial Design, co-taught with Professor Denis Defibaugh, Fall  
*Magazine received ADDY Awards from the Rochester Advertising Federation: Gold for cover design and Silver for interior.*  
*Jump on the Typographic Carousel 3!*, interactive circuit with Professor Carol Fillip, Winter  
Visiting Artist in Residence, California Polytechnic State University, San Luis Obispo, Winter  
*Professional Development Leave to teach Typography and Lettering with Professor Katie McCormick.*  
Sun Products Packaging Competition, Packaging Design co-taught with Professor Alex Lobos (CIAS) and Professor Karen Proctor, (CAST), Spring  
*All Ultimate Refill*, Winner *All CAPS (Creative Alternate Pouring System)*, Second Place  
Editorial Design, co-taught with Professor Bob Dorsey, Spring  
*Adobe Design Achievement Awards; 1 Semi-finalist, Feline Flabby*  
Grove Place Neighborhood Association Banner Design Competition, Graphic Tactics, Spring  
*Students presented banner concepts to neighborhood committee which selected three finalists whose designs were produced and displayed throughout the neighborhood.*  
Guest Critic in MFA Symbol Design class, Professor Carol Fillip, Spring
- 2011-2012
- Positive / Negative Magazine 5*, Editorial Design, co-taught with Professor Denis Defibaugh, Winter  
*Magazine received two Platinum Awards for cover design and interior from CREATIVITY INTERNATIONAL AWARDS 42nd Annual Print and Packaging Competition. Entries from 31 countries.*  
*Professor Defibaugh and I received the Frank J. Romano Endowed Prize for Publishing Entrepreneurship for the print and electronic versions of this year's magazine.*  
Wegmans and American Packaging Competition, Packaging Design co-taught with Professor Alex Lobos (CIAS) and Professor Karen Proctor, (CAST), Winter  
*Wegmans Retro Barbeque Sauce*, Winner *Wegmans Advance Laundry Detergent*, Second Place  
*Type Week!* Creator / Organizer of week of events including speaker Steve Matteson of Monotype, Winter  
*Jump on the Typographic Carousel 2!*, interactive circuit with Professor Carol Fillip, Winter  
Editorial Design, co-taught with Professor Abby Kuperstock, Spring  
*Students entered projects in the Adobe Design Achievement Awards Competition.*  
Guest Lecturer / Critic for Design Survey, Professional Practices and Packaging Design, Professors Carol Fillip and David Royka, Winter, Spring
- 2010-2011
- Do it in a Day!* interactive circuit event with pre-digital/analogue typographic tools and processes, Fall  
*Positive / Negative Magazine 4*, Editorial Design, co-taught with Professor Denis Defibaugh, Winter  
*Magazine received Platinum Award for student photography, magazine or series from CREATIVITY INTERNATIONAL AWARDS 40th Annual Print and Packaging Competition. Entries from 31 countries.*  
Colgate-Palmolive Package Design Competition and Kraft Foods Package Design Competition,  
Packaging Design co-taught with Professor Alex Lobos (CIAS) and Professor Karen Proctor, (CAST), Winter  
Colgate-Palmolive Winner: *Complete Kitchen* Multi-purpose Dish Soap  
Kraft Foods Winner: *Planters Peanuts* flexible package for convenience stores  
*Get Your Sidebearings! The Typographic Carousel Project 1*, with Professor Carol Fillip, Winter  
Editorial Design, co-taught with Professor Bob Dorsey, Spring
- 2009-2010
- Promotion of Place 3*, California Polytechnic State University, San Luis Obispo, Fall  
*Collaboration with Professor Katie McCormick of Cal Poly and our Typography students*  
Stefan Sagmeister's *Touch Someone's Heart with Design* Project, collaboration with Professor Roberley Bell, her Foundations students and my Typography I students, Fall  
*Projects were viewed by Stefan Sagmeister during his visit to RIT, October 5, 2009*

## LORRIE FREAR / 6

### Teaching Collaborations and Projects

- Teaching** 2009-2010 Continued
- Collaborations and Projects** *Positive / Negative* Magazine 3, Editorial Design, co-taught with Professor Denis Defibaugh, Winter
- Colgate-Palmolive Package Design Competition and General Mills Package Design Competition, Packaging Design, co-taught with Professor Karen Proctor (CAST), Winter
- Colgate-Palmolive Winner: *Reductions* Concentrated Dish Soap
- General Mills Winner: *Chex Mix* flexible package re-design
- Little Theatre Popcorn Package Design Competition, collaboration with Little Theatre, Rochester, New York, Packaging Design, Winter
- Music is Art Festival Concepts, collaboration with Professor Carol Fillip and Music is Art, Spring
- Environmental Design students designed branding and activities for Kids Village Exhibit for 2010 Music is Art Festival, Buffalo, New York
- Students presented concepts to Music is Art Board Members who selected submissions for implementation at the Music is Art Festival, September 2010. Winning students executed their submissions.*
- 2008-2009
- Promotion of Place 1*, California State University, Long Beach, Fall
- Collaboration with Professor Milka Broukhim of CSULB and our Typography students.*
- Little Theatre Popcorn Package Design Competition, collaboration with Little Theatre, Rochester, New York, Packaging Design co-taught with Professor David Morgan, Fall
- Positive / Negative* Magazine 2, Editorial Design, co-taught with Professor Denis Defibaugh, Winter
- Promotion of Place 2*, California Polytechnic State University, San Luis Obispo, Winter
- Collaboration with Professor Katie McCormick of Cal Poly and our Typography students.*
- Editorial Design, co-taught with Professor Bob Dorsey, Spring
- Typography II, co-taught with Peter Lazarski, Spring
- 2007-2008
- Positive / Negative* Magazine 1, Editorial Design, co-taught with Professor Denis Defibaugh, Winter
- Magazine received outstanding student magazine / interior from CREATIVITY INTERNATIONAL AWARDS 38th Annual Print and Packaging Competition. Entries from 31 countries.*
- Editorial Design, co-taught with Professor Bob Dorsey, Spring
- 2006-2007
- Career Skills and Professional Practices, co-taught with Chris Lyons, Fall
- Concept and Symbolism, collaboration with Ryan Clifford and our two sections, Fall
- Drēm* Magazine, Editorial Design, co-taught with Professor Denis Defibaugh, Winter
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor David Morgan, Spring
- First and Third Place National Winners*
- Editorial Design, co-taught with Professor Bob Dorsey, Spring
- 2005-2006
- Susan B. Anthony Living Legacy Branding and Exhibition Competition and Installation, Collaboration with Susan B. Anthony House, Rochester, New York, Fall
- 41 students worked in teams presented concepts to Preservationist Tamra Brosseau who selected one branding solution and one exhibition solution for implementation. Installation: January 2006.*
- Editorial Design, co-taught with Professor Denis Defibaugh, Winter
- Design Systems, collaboration with Ryan Clifford and our two sections, Winter
- National Paperbox Student Design Competition, Packaging Design co-taught with Professor David Morgan, Spring
- First and Second Place National Winners*
- Promotional concepts for White Rhinos at the Seneca Park Zoo, collaboration with Seneca Park Zoo, Rochester, New York and Mike Mooney and our Design for Marketing Students, Spring
- Students presented branding concepts to zoo personnel for White Rhinoceros Exhibit Promotion.*

## LORRIE FREAR / 7

### Teaching Collaborations and Projects

<b>Teaching</b>	2004-2005
<b>Collaborations</b>	Editorial Design, co-taught with Professor Denis Defibaugh, Winter
<b>and Projects</b>	National Paperbox Student Design Competition, Packaging Design, Spring <i>First and Second Place National Winners</i>
	2003-2004
	City Branding Concept Presentations for Allentown, Scranton and Erie, Pennsylvania, Collaboration with Allentown, Scranton and Erie Convention / Visitors Bureaus, Spring <i>Students presented concepts to representatives of Convention / Visitors Bureaus from Allentown and Erie.</i>
	National Paperbox Student Design Competition, Packaging Design, Spring <i>First and Third Place National Winners</i>
	2002-2003
	National Paperbox Student Design Competition, Packaging Design, Spring <i>First and Third Place National Winners</i>
	Mead Paper Student Competition Participation, Spring
	2001-2002
	Social Service Design Course, coordinated with Rochester Area Not-for-Profit Organizations, Winter
	2000-2001
	Mead Paper Student Competition Participation, Spring
	1999-2000
	Senior Projects, co-taught with Professor Patti Lachance, Spring
	National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring <i>First Place National Winner</i>
	1998-1999
	Monroe County Parks Way-finding Project, collaboration with Monroe County Parks Department, Rochester, New York, Fall <i>Students presented concepts to Park Officials for way-finding in selected Monroe County Parks.</i>
	Mead Paper Student Competition Participation, coordinated with Professor Patti Lachance, Fall
	National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring <i>Second Place National Winner</i>
	1997-1998
	Penfield Middle School Technology Timeline Project, collaboration with Seventh Grade Technology Program, Penfield, New York, Fall <i>Students presented concepts for Invention Timeline Projects to Technology Teachers</i>
	National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring <i>Second Place National Winner</i>
	Mead Paper Student Competition Participation, Spring
	1996-1997
	National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring <i>First Place National Winner</i>
	1995-1996
	National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring <i>First Place National Winner</i>
	1994-1995
	National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring <i>First Place National Winner</i>
	Branding Competition for Strasenburgh Planetarium Show, collaboration with Rochester Museum and Science Center, Rochester, New York, Winter <i>Students presented concepts to Planetarium Director Stephen Fentress; one was selected for implementation.</i>

**LORRIE FREAR / 8**

Teaching Collaborations and Projects

<b>Teaching</b>	1993-1994
<b>Collaborations</b>	National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
<b>and Projects</b>	<i>First Place National Winner</i>
	Rochester Sister Cities Project and Installation at Rochester City Hall, Rochester, New York, Winter
	Collaboration with Rochester Sister Cities Project and Rochester City Hall
	<i>Students presented concepts for Sister Cities Events in exhibition at City Hall.</i>
	1992-1993
	National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
	<i>First Place National Winner</i>
	1991-1992
	National Paperbox Student Design Competition, Packaging Design co-taught with Professor Bob Kahute, Spring
	<i>First Place National Winner</i>



## LORRIE FREAR / 9

Teaching Recognition, RIT Service

<b>Teaching</b>	2017-2018
<b>Recognition</b>	Eisenhart Award Nomination for Outstanding Teaching, Finalist Frank J. Romano Endowed Prize for Publishing Entrepreneurship for <i>Positive / Negative</i> Magazine, Spring With Professor Denis Defibaugh
	2015-2016
	Eisenhart Award Nomination for Outstanding Teaching, Finalist
	2014-2015
	Frank J. Romano Endowed Prize for Publishing Entrepreneurship for <i>Positive / Negative</i> Magazine, Spring With Professor Denis Defibaugh
	Alpha Sigma Lambda Honor Society Faculty Mentor, Spring <i>Student inductee selects the individual at RIT that he or she feels is his or her mentor (Rachel Nicholson)</i>
	2013-2014
	Frank J. Romano Endowed Prize for Publishing Entrepreneurship for <i>Positive / Negative</i> Magazine, Spring With Professor Denis Defibaugh
	Professor of the Year, Gamma Epsilon Tau National Graphic Arts Honors Fraternity, RIT Zeta Chapter, Spring <i>Fraternity members honor a professor each year for his or her impact on students in the Graphic Arts</i>
	2011-2012
	Eisenhart Award Nomination for Outstanding Teaching, Finalist Frank J. Romano Endowed Prize for Publishing Entrepreneurship for <i>Positive / Negative</i> Magazine, Spring With Professor Denis Defibaugh
	2010-2011
	Irene Pfizenmaier Award for Excellence in Graphic Expression, Spring <i>This award is one of two at RIT that recognizes a student for excellence/recipient awards a faculty mentor (Sarah Sugarman)</i>
	Gitner Family Prize for Outstanding Achievement in Graphic Communication for Pro Bono design and marketing projects for Music is Art, Buffalo, New York, Spring With Professor Carol Fillip
	Alpha Sigma Lambda Honor Society Faculty Mentor, Spring <i>Student inductee selects the individual at RIT that he or she feels is his or her mentor (Jenelle Schuler)</i>
	2009-2010
	Alpha Sigma Lambda Honor Society Faculty Mentor, Spring <i>Student inductee selects the individual at RIT that he or she feels is his or her mentor (Lynde Scott)</i>
	2011, 2010, 2009, 2007, 2005, 1999, 1997
	Eisenhart Award Nominations for Outstanding Teaching
	2006-2007
	Irene Pfizenmaier Award for Excellence in Graphic Expression, Spring ( <i>First Faculty Recipient</i> ) <i>This award is one of two at RIT that recognizes a student for excellence/recipient awards a faculty mentor (Jessi Mills Juart)</i>
	Alpha Sigma Lambda Honor Society Faculty Mentor, Spring <i>Student inductee selects the individual at RIT that he or she feels is his or her mentor (Jessi Mills Juart)</i>

**LORRIE FREAR / 10**

RIT Service

**RIT Service** 2009-present

Faculty Advisor, Hand Lettering Club, RIT Club

2012-present

Imagine RIT Poster Contest Design Committee Member

Faculty Advisor, KEEP Rochester, RIT Club

2014-present

REPORTER Magazine Advisory Board Member

2011-2012

Imagine RIT Poster Contest plagiarism policy revision and supervision with Heather Cottone,

Manager of Special Projects for the President, and Professor Carol Fillip, Winter-Spring

2010-2012

RIT Institute Faculty Affairs Committee Member

2009-2012

Caroline Werner Gannett Project Visionaries in Motion Speaker Series Consultant

2006-2008

RIT Institute Environmental Committee Member

1991-1992

Faculty Advisor, RIT Art House

**LORRIE FREAR / 11**

CIAS Service

<b>CIAS Service</b>	1998-present
<b>Multiple Year Service</b>	MFA Candidate Thesis Committee Member
	2009-present
	CIAS Honors Program Committee Member
	2016-2018
	CIAS Tenure Committee Member
	2014-present
	Lovin' Letters Valentine's Card Workshop Event
	2015-present
	Hands-On Workshops
	2011-2014
	Jump on the Typographic Carousel Coordinator, with Professor Carol Fillip
	2009-2012
	CIAS representative for ESKO Software Gift to CIAS and CAST
	2005-2012
	CIAS Undergraduate Portfolio Committee Member
<b>CIAS Service</b>	2017-2018
<b>Single Years</b>	National Portfolio Day/Undergraduate, San Francisco Art Institute and Art Center, Winter
	2016-2017
	National Portfolio Day/Undergraduate, San Diego and California College of the Arts, Winter
	2015-2016
	CIAS Undergraduate Curriculum Committee member, Spring-Fall
	National Portfolio Day/Undergraduate, California College of the Arts, Winter
	2014-2015
	Committee member to interview candidates to replace Student Services representative, Summer
	National Portfolio Day/Undergraduate, San Francisco Art Institute, Winter
	2013-2014
	National Portfolio Day/Graduate, San Francisco Art Institute, Fall
	2012-2013
	National Portfolio Day/Undergraduate, San Francisco Art Institute, Winter
	2011-2012
	National Portfolio Day/Undergraduate, Atlanta, Fall
	<i>Type Week!</i> Creator / Organizer of events including speaker Steve Matteson of Monotype to RIT, Winter
	Frederic W. Goudy Award Committee Member, Winter-Spring
	CIAS Ad Hoc Faculty Forum Committee Member to investigate CIAS teaching loads, Spring-Summer
	2010-2011
	CIAS Freshmen Orientation BIG Calligraphy Workshops, with Kris Holmes, Fall
	National Portfolio Day/Undergraduate, California College of the Arts, San Francisco, Winter
	2008-2009
	CIAS Co-chair of Caroline Werner Gannett Project Visionaries in Motion Series Speaker Committee
	Stefan Sagmeister visit to RIT, with Professor Therese Hannigan, Fall
	CIAS Party Co-chair to Honor Interim Dean Frank Cost, with Professor Amos Scully, Spring
	CIAS Promotional Poster Design Committee Member, Spring
	2008-2009
	Curriculum Development Consultant, SUNY Brockport Art Department, Spring
	2006
	Guest Critic, Design>Fear Presentations, Foundations, Spring

**LORRIE FREAR / 12**

School of Design and Graphic Design Service

<b>School of Design and Graphic Design</b>	Moderated Panel Discussion <i>Women in Industrial Design</i> , organized by Kim Sherman, Spring 2017-present
<b>Multiple Year Service</b>	RAF and Graphic Design Club Faculty co-Advisor 1998-present MFA Thesis Committee Member 2000-present Faculty Greeter, Outstanding Undergraduate Scholar Ceremony, Spring 2006-present Faculty Mentor to adjuncts teaching Graphic Design fourth-year curriculum 2011-present Creative Industry Day participation 2013-present Gift design for Graphic Design student awardees 2014-present Graphic Design Alumni Liaison Creative Industry Day Alumni Panel and Welcome Home Event Coordinator 2014-present EUREKA! School of Design Interdisciplinary Design Blitz Creator/Coordinator 2008-2014 Senior Walkthrough/Portfolio Walk/Showcase Creator/Coordinator/Committee Member 2011-2014 Graphic Design Blog Creator/ Coordinator 2012-2015 Conducted College and Careers, <i>Creativity, Composition and Computers</i> , 2 sessions per summer, Summer 2013-2014 ADOBE Partners by Design Student Engagement Coordinator 2012-2014, 2007-2008 Faculty Advisor, AIGA Student Chapter 2010-2012 Co-faculty Advisor, AIGA Student Chapter, with Professor Carol Fillip 2008-2009 Co-faculty Advisor, AIGA Student Chapter, with Professor Nancy Ciolek
<b>School of Design and Graphic Design</b>	2017
<b>Event and</b>	Supervised changes to Studio One, Summer
<b>Single Year Service</b>	2015-2016 Supervised changes to Studio One and Studio 3310, Summer, Fall and Winter Co-coordinated Alumni Reception in Brooklyn, New York, Summer 2014-2015 School of Design Interdisciplinary Design Blitz Creator/Coordinator/Project M, Spring-Fall Served as Guest Critic/Kris Holmes's Type Design Course, Spring Served as Guest Critic/Calligrapher Professor Sarah Thompson's Medieval Art Course, Spring 2013-2014 Initiated and coordinated 2014 School of Design Alumni Alex Cheek visit to CIAS, Spring Served as Guest Critic/Kris Holmes's Type Design Course, Spring Served as Guest Critic/Calligrapher/Professor Sarah Thompson's Medieval Art Course, Spring Served as Guest Critic/Carol Fillip's Environmental Design Course, Spring

**LORRIE FREAR / 13**

School of Design/Graphic Design Service, Courses Written, Inter-university Collaborations

<b>School of Design</b>	2012-2013
<b>and Graphic Design</b>	Co-coordinated Alumni Reception in San Francisco, California, Winter
<b>Event and</b>	Served as Guest Critic/Carol Fillip's MFA Symbol Design Course, Spring
<b>Single Year Service</b>	Served as Guest Critic/Two Sessions Kris Holmes's Type Design Course, Spring
	Created Professor Emeritis Toby Thompson Memorial Scholarship Design Project, Summer-Fall 2011-2012
	School of Design Graduate Panel about Design Careers, Fall
	Served as Guest Lecturer/Carol Fillip's Design Survey Course, Winter
	Designed and fabricated School of Design gift for Professor Patti Lachance, Spring
	Served as Guest Critic/David Royka's Packaging Design Course, Spring
	Served as Guest Critic/David Royka's Professional Practices Course, Spring
	2008-2009
	Conducted College and Careers, <i>Creativity, Composition and Computers</i> , with Professor Carol Fillip, Summer 2006-2007
	Moderated Panel Discussion <i>Women in Industrial Design</i> , organized by Kim Sherman, Spring
	Coordinated <i>Helvetica</i> Film Event at RIT, with Ryan Clifford, Spring
<b>Courses Written</b>	2016-2017
	School of Design Collaborative Course with Professors Peter Byrne and Stan Rickel, submitted by Peter Byrne
	2014-2015
	Letterpress Printing with Professor Peter Byrne, submitted by Professor Peter Byrne
	2012-2013
	<i>The following courses re-written for semester conversion / submitted by Professor Nancy Ciolek</i>
	Packaging Design, Calligraphy
	2010-2011
	<i>The following courses re-written for semester conversion</i>
	Editorial Design, Collaborative Design with Professor Carol Fillip, Typography Course with Professor Bruce Meader, Design Systems with Professor Deborah Beardslee
	2009-2010
	Graphic Tactics, submitted by Professor Stan Rickel
	Career Skills and Professional Practices with Mike Mooney, submitted by Professor Patti Lachance
	2006-2007
	Graphic Tactics Special Topics Course, submitted by Professor David Morgan
	2004-2005
	Packaging Design Course, submitted by Professor Patti Lachance
	2000-2001
	Packaging Design Special Topics Course, submitted by Professor Patti Lachance
<b>Inter-university</b>	2012-2013
<b>Collaborations</b>	Visiting Artist in Residence, California Polytechnic State University, San Luis Obispo, California, Winter
	<i>Professional Development Leave to teach Typography and Lettering with Professor Katie McCormick</i>
	2009-2010
	<i>Promotion of Place 3</i> , California Polytechnic State University, San Luis Obispo, California, Fall
	<i>Collaboration with Professor Katie McCormick and our Typography students</i>
	2008-2009
	<i>Promotion of Place 1</i> , California State University, Long Beach, California, Fall
	<i>Collaboration with Professor Milka Broukhim and our Typography students</i>
	<i>Promotion of Place 2</i> , California Polytechnic State University, San Luis Obispo, California, Winter
	<i>Collaboration with Professor Katie McCormick and our Typography students</i>

## LORRIE FREAR / 14

Mentorship, Professional Development

### **Mentorship** 1998–present

I have served on over 30 MFA Thesis Committees in VCD, Industrial Design, and Media Sciences

### **Professional** 2018

#### **Development**

UCDA Design Education Summit, Youngstown State University, Ohio, May

*calligraphy.org* Brush Lettering Online and Modern Calligraphy Courses with Melissa Esplin, July and August 2017

International Journal of Arts and Sciences Conference, Toronto, Canada, June

a2ru Alliance for the Arts in Research Universities, Northeastern University, Boston, MA, November

Brush Calligraphy Course, Anna Vos, Rochester Brainerd, Rochester, New York, June

*calligraphy.org* Brush Lettering Online and Modern Calligraphy Courses with Melissa Esplin, July 2016

Creativity Conference, Genesee Community College, Batavia, New York, April

*istilllovecalligraphy.com* Brush Lettering Online Course with Melissa Esplin, July

International Academic Business and Education Conference, San Francisco, California, July 2015

Ninth Annual Design Principles and Practices Conference, Chicago, Illinois, March

26th Annual International Conference on College Teaching and Learning, Pont Vedra Beach, Florida, April

*istilllovecalligraphy.com* Copperplate Lettering Online Course with Melissa Esplin, June

Third Annual RGD Design Educators Conference, George Brown College, Toronto, Canada, November  
Lettering Workshop with Lettering Artist Seb Lester, Thought@Work Conference, Rochester Institute of Technology, November

*One of 8 participants selected from 24 submissions*

2014

Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January

Type Camp with Dr. Shelley Greundler and Carol Fountain, Toronto, Canada, *Calligraphy and Script Lettering*, April

International Journal of Arts and Sciences Conference, Harvard University, Boston, MA, June

*istilllovecalligraphy.com* Copperplate Lettering Online Course with Melissa Esplin, July–August

SECAC NEXUS Conference, Sarasota, Florida, October

2013

Visiting Artist in Residence, California Polytechnic State University, San Luis Obispo, California, Winter  
*Professional Development Leave*

Brush Lettering Workshop with Calligrapher Gail Vick Barnhardt, Rochester, New York, April

UCDA Design Education Summit, Chattanooga, Tennessee, May

After Effects Workshop with Professor Chris Jackson, Rochester Institute of Technology, June

Canada International Conference on Education, University of Toronto, Toronto, Canada, June

RGD and Design Educators Conference, York University, Toronto, Canada, November

2012

International Conference on Design Principles and Practices, UCLA, Los Angeles, California, January

Reading Digital Symposium, Rochester Institute of Technology, Rochester, New York, April

UCDA Design Education Summit: *Catch 22*, Virginia Tech, Blacksburg, Virginia, May

International Conference on New Directions in the Humanities, Montreal, Canada, June

IDSA International Conference, Boston, Massachusetts, August

**LORRIE FREAR / 15**

Professional Development

**Professional Development** 2011  
Niagara University International Conference on Teaching and Learning, Niagara University,  
Lewiston, New York, January  
International Journal of Arts and Sciences Multidisciplinary Conference, University of Las Vegas,  
Las Vegas, Nevada, March  
UCDA Design Education Summit, New Jersey City University, Jersey City, New Jersey, May  
TypeCon2011: *Surge* Conference, New Orleans, Louisiana, July  
Penland School of Crafts, *Print and Fold*, two-week Letterpress Class, Kerri Harding, Penland, NC, August  
2010  
Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January  
The Future of Reading Conference, Rochester Institute of Technology, Rochester, New York, June  
UCDA Design Education Summit, University of Kansas, Lawrence, Kansas, June  
TypeCon2010: *Babel* Conference, Century Plaza Hyatt Regency, Los Angeles, California, August  
2009  
Writers and Books Workshop *Getting Started in Children's Books* with author Will Hubbell,  
Writers and Books, Rochester, New York, Spring  
*Attended to receive critique and advice for Zeke Meets Streak Children's Book*  
2008  
TypeCon2008: *Punkt* Conference, Hyatt Regency Hotel, Buffalo, New York, July  
*Participated in Calligraphy Workshop led by American Greetings lettering artist Stephen Rapp*

## LORRIE FREAR / 16

Juried International Group Exhibitions

### Juried International 2016

#### Group Exhibitions

Graceful Envelope Contest, National Association of Letter Carriers Headquarters,  
100 Indiana Street, NW, Washington, DC, Summer 2016-2017

*Communication from Me to You*, on the theme *Communication*

Jurors: Sammy Little, Mary Lou O'Brian, Michael Shea

*Not selected for exhibition*

2015

Graceful Envelope Contest, National Association of Letter Carriers Headquarters,  
100 Indiana Street, NW, Washington, DC, Summer 2015-2016

*When the Cat's Away, the Mice will Play*, on the theme *There's No Place Like Home*

Jurors: Maureen Squires, Marta Legeckis and Michael Shea

One of 12 accepted in Winner Category from 200 international submissions

*The Graceful Envelope Contest is an annual international competition sponsored by  
the Washington Calligraphers Guild and the National Association of Letter Carriers*

*Winning submissions also online at [www.calligraphersguild.org/envwinners2015.html](http://www.calligraphersguild.org/envwinners2015.html).*

2011

Graceful Envelope Contest, National Association of Letter Carriers Headquarters,  
100 Indiana Street, NW, Washington, DC, Summer 2011-2012

*Celebrate Good Times*, on the theme *Time Flies*

Jurors: Peggy Schiefelbein, Shane Perry and Alfredo Ratinoff

One of 10 accepted in Winner Category from 140 international submissions

*The Graceful Envelope Contest is an annual international competition sponsored by  
the Washington Calligraphers Guild and the National Association of Letter Carriers*

*Winning submissions also online at [www.calligraphersguild.org](http://www.calligraphersguild.org)*

2010

Bookmark Project 2010, Koffler Centre for the Arts, Toronto, Canada, October-November

*LEAF/leaf*, on the theme *Amulet*

Curator: Anisia Avram

One of 14 accepted from 60 international submissions

*The Bookmark Project is an intervention of artist-designed bookmarks in conjunction  
with The annual Jewish Book Fair at the Koffler Centre for the Arts*

Graceful Envelope Contest, National Association of Letter Carriers Headquarters,  
100 Indiana Street, NW, Washington, DC, Summer 2010-2011

*Steamlined Creativity*, on the theme *A Stream of Letters*

Jurors: Theresa Daly, Tamara Stoneburner and Michael Shea

One of 10 accepted in Honorable Mention Category from 150 international submissions

2008

Bookmark Project 2008, Koffler Centre for the Arts, Toronto, Canada, October-November

*Inset: Red Me*, on the theme *Insert*

Curator: Liya Hyun Joo

One of 16 accepted from 150 international submissions

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,  
100 Indiana Street, NW, Washington, DC, Summer 2008-2009

*Carnivorous Plants*, on the theme *C's the Day*

Jurors: Lee Ann Clark, Michael Shea and Sheila Waters

One of 17 accepted in Honorable Mention Category from 200 international submissions



## LORRIE FREAR / 17

Juried International Group Exhibitions, Juried Regional Group Exhibitions

### **Juried International** 2007

#### **Group Exhibitions**

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,  
100 Indiana Street, NW, Washington, DC, Summer 2007-2008

*The Fruits of the Farmer's Labors become the FEAST for his Neighbors*, on the theme *A Mailable Feast*

Jurors: Patricia Blair, Caroline Gillin and Michael Shea

*One of 11 accepted in Winner Category from over 150 international submissions*

2006

Bookmark Project 2006, Koffler Centre for the Arts, Toronto, Canada, October-November

*Re:Mark*, on the theme *Epoch*

Curator: Elena Soboleva

*One of 16 accepted from 200 international submissions*

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,  
100 Indiana Street, NW, Washington, DC, Summer 2006-2007

*The California Coast*, on the theme *a Fine Line*

Jurors: Ann Czapiewski, Sammy Little and Michael Shea

*One of 39 accepted in Honorable Mention Category from over 375 international submissions*

2005

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,  
100 Indiana Street, NW, Washington, DC, Summer 2005-2006

*American Women Pioneers*, on the theme *The Letter P*

Jurors: Mary Lou O'Brian, Ann Pope and Lorraine Swerdloff

*One of 10 accepted in Winner Category from over 350 international submissions*

2004

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,  
100 Indiana Street, NW, Washington, DC Summer 2004-2005

*Wretched, Wintery, Wild, Watery, Warm and Wonderful*, on the theme *Weather*

Jurors: Debra Sohasky Brown, Louise Megginson and Lorraine Swerdloff

*One of 20 accepted in Winner Category from over 200 international submissions*

2003

The Graceful Envelope Contest, National Association of Letter Carriers Headquarters,  
100 Indiana Street, NW, Washington, DC, Summer 2003-2004

*Inspiration, Innovation, Imagination, Information*, on the theme *The Written Word*

Jurors: Rose Folsom, Ann Pope and Lorraine Swerdloff

*One of 38 accepted in Honorable Mention Category from over 200 international submissions*

### **Juried Regional** 2012

#### **Group Exhibitions**

New York State of Design AIGA Exhibition, Vignelli Center for Design Studies,  
Rochester Institute of Technology, Rochester, New York, March

*Mingle*, Music is Art Expressive Word Series, with Professor Carol Fillip

Jurors: Chris Goldan and James Wondrack

*One of 40 accepted of 80 state submissions*

2010

The LoDi Project Gallery, Raleigh, North Carolina, January

*Love Letters*, photograph of lettering stones done in Grimes Glen Park, Naples, New York, 2009

Juror: Scott McClure

*One of 18 artists selected from 60 regional/national submissions*

## LORRIE FREAR / 18

### Invitational Regional Group Exhibitions

- Invitational Regional Group Exhibitions** 2016  
Works and Words International Exhibition and Symposium, Rochester Community Design Center,  
Rochester, New York, October 12-15  
*Cultural Cultivation: 35° 18' 3.60" N, Images of Leaning Pine Arboretum, Cal Poly Campus*  
One of 14 international artists invited to participate in the exhibition and symposium by Roberley Bell  
RIT Faculty Show / School of Art / School of Design / School for American Crafts, RIT, September  
*White Paper*, Collaborative Artists' Book Project with Roberley Bell and Scott McCarney
- 2015  
RIT Cary Graphic Arts Collection Frederic W. Goudy Exhibition Text, Rochester Institute of Technology,  
Rochester, New York, March  
*Goudy 150: A Collaborative Exhibition Commemorating the 150th Anniversary of the Birth of Frederic W. Goudy*  
*Denslow's Mother Goose Whimsical Typeface*  
One of 25 individuals invited to participate in the exhibition by RIT Cary Graphic Arts Library/Steven Galbraith
- 2013  
Western New York Book Arts Collaborative Member's Fifth Annual Exhibition, Buffalo, New York, June  
*Mingle, Music is Art Expressive Word Series, with Professor Carol Fillip* 41 artists represented
- 2012  
RIT Faculty Show / School of Art / School of Design / School for American Crafts, RIT, Fall  
*Mingle, Music is Art Expressive Word Series, with Professor Carol Fillip*
- 2010  
RIT Faculty and Alumni Exhibit at Liberty Hill, Rochester, New York, Summer  
*Love Letters*, photograph of lettering on stones in Grimes Glen Park, Naples, New York  
RIT Faculty Show / School of Art / School of Design / School for American Crafts, RIT, Fall  
*Mingle, Music is Art Expressive Word Series, with Professor Carol Fillip*  
*Letterpress Holiday Card for Music is Art, with Professor Carol Fillip*
- 2009  
RIT Faculty Show / School of Art / School of Design / School for American Crafts, Fall  
*Love Letters*, photograph of lettering on stones in Grimes Glen Park, Naples, New York  
*Flower Blobs Bloom*, Burchfield-Penney Art Center First Useum Children's Room Installation,  
collaboration with Professor Roberley Bell  
*Reading with the Wind*, Proposal for Eastman Reading Garden at Cleveland Public Library,  
Cleveland, Ohio, collaboration with Professor Roberley Bell  
Western New York Book Arts Collaborative Member's Opening Exhibition, Buffalo, New York, May  
*Zeke Meets Streak*, limited edition children's book  
*One of 55 artists who exhibited book arts projects in this exhibition; book sold opening night!*
- 2007  
RIT Faculty Show / School of Art / School of Design / School for American Crafts, RIT, Fall  
*Zeke Meets Streak*, broadsides from limited edition children's book
- 2006  
Susan B. Anthony Living Legacy Invitational Art Auction and Show, Valley Manor Art Gallery,  
Rochester, New York, May  
*A Garden of Sentiments*, calligraphy piece  
*One of 45 regional women artists invited to participate in this exhibition*
- 2005  
RIT Faculty Show / School of Art / School of Design / School for American Crafts, RIT, Fall  
*The Letter E! 1,000 little-known facts about this amazing vowel*, paper sculpture
- 1993  
Faculty Show / School of Art / School of Design / School for American Crafts, Fall  
*Cheeses! Sorrento Cheese invitation*

## LORRIE FREAR / 19

Commissions, Collections, Collaborations with Roberley Bell

**Commissions** 2015  
**and Collections** Frederic W. Goudy Award Ceremony Branding, Melbert B. Cary Professorship, Rochester Institute of Technology, Rochester, New York, Fall

*Commission for Frederic W. Goudy Award Branding for 2015 recipient Jerry Kelly*

2012

Frederic W. Goudy Award Ceremony Gift, Melbert B. Cary Professorship, Rochester Institute of Technology, Rochester, New York, Spring

*Commission for Frederic W. Goudy Award Gift for 2012 recipient Kris Holmes*

*Of Mere Being*, by Wallace Stevens, calligraphy piece commissioned as a gift to the honoree

*Private collection of Charles Bigelow and Kris Holmes*

2010

Wallace Center, Rochester Institute of Technology, Rochester, New York, Spring

*Life's Work*, calligraphy piece commissioned to honor Chandra McKenzie, Library Director

*Permanent installation, second floor stairwell, Wallace Center*

2003

Wallace Center Archives and Special Collections, Spring

*You Will Say*, one of 100 artists' books, collaboration with Professor Roberley Bell

**Collaborations with** 2012

**Roberley Bell** *You Will Say* artists' book entered into the Artist's Book of the Moment Competition  
Art Gallery of York University, Toronto, Canada, Summer

*Book was entered into the Book of the Moment Competition and is now in the Artist's Book Collection of the Art Gallery of York University, Toronto, Canada*

Jurors: Corinn Gerber of Art Metropole, and Dave Dymant, Artists' Books and Multiples

2009

*Reading with the Wind*, proposal for Eastman Reading Garden, Cleveland Public Library, Cleveland Ohio, Summer

*Garden design including flower blob benches, weather vanes and plantings*

*One of 29 submissions; not selected for implementation*

2008

*Flower Blobs Bloom*, Burchfield-Penney Art Center Useum Children's Room Installation, Buffalo, New York, Fall

*Design and painting of wall mural to complement Roberley Bell's Flower Blobs Bloom Project*

2003

International Print Show, New York, New York

*You Will Say*, edition of 100 artists' books funded in part by Women's Studio Workshop Production Grant

*Collaboration on book content, design, hand-lettering and book fabrication*

2001

Historic Books at Evergreen Exhibition, 2001, John Hopkins University, Baltimore, Maryland

*LGR*, limited edition artists' book for the Historic Books at Evergreen Exhibition

*Collaboration on book design, hand-lettering and fabrication of clam shell box to hold book*

1994

Daemen College, Buffalo, New York

*Home Series Stories*, installation of stories by immigrants

*Writing of content and hand-lettering of text on walls of gallery space*

## LORRIE FREAR / 20

Book Design, Publications

### Book Design 2007

#### Projects *Friends Forever*, children's book by Joni Dowling-Kell

*Book design, pre-press and printing supervision*

2006-2007

*Zeke Meets Streak*, limited edition children's book

*Writing of story, illustrations, hand-lettering and book design*

### Publications 2016

Packaging article on the effects of mobile devices and marketing on package design

*Package Design Magazine*

Mobile Trends and New Packaging Solutions

Article by Keith Loria, September 2016 issue

Packaging article on Wegmans yogurt and Orange Juice Packaging Projects, January 22

*Packaging World Magazine*

*RIT students redesign Wegmans packs for convenience, sustainability*

Article by Anne Marie Mohan, Senior Editor, *Packaging World*

2015

Packaging Article, published June 10

*Packaging Design Magazine*

*Rochester Institute of Technology Professor Awarded for Educating Next Generation of Packaging Professionals*

Article by Writer 88

Article about Professor Karen Proctor of CAST who received the David LeButt Award.

Our interdisciplinary packaging design course is mentioned in the article.

Packaging Article, August 19

*Package Design Magazine*

*Fresh Finds-Looking Outside Your Consumer Product Category*

Article by Keith Loria

2014

Online Design Article, September 20

*Complex Magazine*

*16 Things a Designer Should Know*

Article by Kathryn Henderson, Staff Writer

The author asked several prominent designers and design experts for tips for designers.

My tip, number 9: Take responsibility honestly and quickly, then make the necessary adjustments.

*And don't make that mistake again!*

*Post Magazine: This is Rochester*, Volume 7, September/October

Free Speech Section: *What is the Value of Cursive Writing in the Digital World?*, page 12

Circulation: Regional, Western New York colleges, retail stores

2013

International Journal of Designed Objects Volume 7, Issue 1, Fall 2013

Common Ground Publishing, 1-16

*Model for Interdisciplinary Collaboration in Packaging Design*

Peer Reviewed Journal article written with Alex Lobos and Sandra Turner

2010

*Letter Arts Review*, John Neal Books, Publishers, Summer 2010

Feature Article: *Point / Counterpoint: Teaching Calligraphy in a Graphic Design Environment*

Volume 24; No. 3. Pages 28-35

Circulation: 3,500 in the United States, Europe, colleges, universities, art stores

## LORRIE FREAR / 21

Publications, Design Competitions, Editorial Consulting, Blog Articles

### Publications 2009

*Scripts*, Washington Calligraphers Guild, Publishers, The Graceful Envelope Contest 2006-2008

*The Fruits of the Farmer's Labors become the FEAST for his Neighbors*, from the 2007 Contest

Spring Issue, Vol. 31; No. 1, Page 13.

2007

*Stamper's Sampler* Magazine. Stampington and Company, Publishers, Jami Petersen, Editor

*Pollination*, a series of mixed-media / lettering pieces on the subject of Pollination

June / July Issue, Pages 44-45

2005

*Scripts*, Washington Calligraphers Guild, Publishers, The Graceful Envelope Contest 2003-2005

*Wretched, Wintery, Wild, Watery, Warm and Wonderful*, from the 2005 Contest,

Fall Issue Vol. 27; No. 3, Page 11

### Design Competitions 2013

UCDA Lettering Competition Semi-finalist, Juror, Rose Gonnella of Kean University and Kean Creative

*One of five Semi-finalists out of 50 submissions to create a distinctive piece of typography in 30 minutes*

2008

Font Bureau Typeface Identification Competition

TypeCon2008: *Punkt*, Buffalo, New York, July

*One of 2 winners out of 40 submissions to correctly draw letterforms of newly designed typefaces*

2006

Belhurst Castle Advertisement Competition, Geneva, New York, Fall

Winner of competition to create a distinctive advertisement for Belhurst Castle

*Content, hand-lettering and ad design*

1995

Sweet Home School District Identity Design Competition, Amherst, New York

Winner of design competition to create logomark to represent school district on promotional materials

*Design of logomark used on all school district communications*

### Editorial Consulting 2006

**Delmar Learning** *Exploring Publication Design* by Poppy Evans, 2006, ISBN 1 4108 3147 8

**Thomson Publishing** *Editorial acknowledgement on page XV*

2004

*Graphic Communication Today* 4th Edition, by William Ryan and Theodore Conover, 2004

ISBN 0 7668 2075 0

*Editorial Consultation*

### Blog Articles 2015

ilovetypography.com BLOG, John Boardley, curator, article published July 12

*What are Optotypes? The Eye Chart in Focus*

*John Boardley is the founder of ilovetypography.com, rated the number one typography blog by Eye Magazine.*

*A British writer, publisher and graphic designer, Mr. Boardley is also the publisher of Codex:*

*the Journal of Typography and the co-founder of welovetypography.com.*

*ilovetypography is listed in the top 10 blogs for for typographic information.*

2014

ilovetypography.com BLOG, John Boardley, curator, article published August 8

*Learning to Love Letters! The Magic of Introducing Calligraphy in Typography Courses*

## LORRIE FREAR / 22

Blog Articles, Invited Lectures and Workshops

### Blog Articles 2013

ilovetypography.com BLOG, John Boardley, curator, article published June 6  
*The Typographic Carousel!* with Professor Carol Fillip

### Invited Lectures 2018

**and Workshops** Chase Design Lettering Intensive, Chase Design, Skaneateles, New York, May  
*Lettering Intensive for Logotypes*  
Invited by Design Director Kara Gjersvig  
Rochester Institute of Technology Kids on Campus, Rochester, New York, July  
*Delve into Design*, Design Workshop, for children ages 11-14, with Professor Carol Fillip  
2017

Genesee Valley Calligraphy Guild, Rochester, New York, May  
Invited by Program Coordinator Georgie Shearn  
*Capricious Contemporary Copperplate*

Wells College Summer Book Arts Institute, Aurora, New York, July  
Invited by Wells College Book Arts Director Rich Kegler  
*Italic Intensive for Beginning Calligraphers*

Rochester Institute of Technology Kids on Campus, Rochester, New York, August  
*Delve into Design*, Design Workshop, for children ages 11-14, with Professor Carol Fillip  
2016

Henrietta Public Library, Rochester, New York, February  
Invited by Program Coordinator Rosanne Rosella  
*Love Letters/Italic*

Christ the King School, Snyder, New York, April  
Invited by Program Director Carol Fillip  
*Fun with Industrial Design!* for students grades 5-8

Rochester Brainery, Rochester, New York, March  
Invited by Co-founder Danielle Raymo  
*Italicize your Communications I*, March

Rochester Prep High School, Uncommon Schools Rochester, New York, June  
Invited by Digital Arts Instructor Kristin Nastav  
*Let's Design Posters*, 4 sessions for students in grade 9

Hamilton Wood Type and Printing Museum, 9th Annual Wayzgoose Event, Two Rivers, Wisconsin, November  
Invited by Hamilton Wood Type and Museum Artistic Director William Moran  
*Italicize Yourself, and The Writing is on the Wall!*; two lectures and two workshops

2015

Western New York Book Arts Collaborative, Buffalo, New York, April and June  
Invited by Program Director Rosemary Williams  
*Calligraphy Basics for Personal Projects*, Chancery Cursive Workshop, April  
*Lettering: An Expressive and Exciting Lettering Adventure!*, June

Rochester Brainery, Rochester, New York, April and May  
Invited by Co-founder Danielle Raymo  
*Italicize your Communications!* Chancery Cursive Workshop, April  
*Letters to Love: An Introduction to Script Lettering*, May

Genesee Valley Calligraphy Guild, Rochester, New York, July  
Invited by Program Coordinator Marian Henry  
*White Space is our Friend: How to Compose a Powerful Piece*

## LORRIE FREAR / 23

### Invited Lectures and Workshops

#### Invited Lectures 2014

#### and Workshops SI Newhouse School of Public Communications, Multimedia Photography and Design Department

Syracuse University, Syracuse, New York, April

Invited by Professor Deborah Pang Davis

*Italicize Your Communications!* Chancery Cursive Workshop

Margaret Warner Graduate School of Education and Human Development

University of Rochester, Rochester, New York, June

Invited by Graduate Student Jessica George

*Calligraphy in Context: Teaching and Learning*, Chancery Cursive and Typography Workshop

Western New York Book Arts Collaborative, Buffalo, New York, October

Invited by Program Director Rosemary Williams

*Calligraphy for Personal Projects*, Lettering Workshop

#### 2013

Visiting Artist in Residence, California Polytechnic State University, San Luis Obispo, California, Winter

Invited by Professor Katie McCormick

4 Typography and Lettering Lectures and Workshops during Professional Development Leave from RIT

*Lectures: Collaborations at RIT, and Back East*

Rochester Brainery, Rochester, New York, December

Invited by Co-founder Stephanie Rankin

*Calligraphy and Lettering 101*

#### 2012

Artech Workshop, Rochester Institute of Technology, Rochester, New York, with Professor Carol Fillip, March

Invited by ARTECH Committee

*Find YOUR Brand*, Workshop for all levels to create logos for personal branding

Artech Workshop, Rochester Institute of Technology, Rochester, New York, April

Invited by ARTECH Committee

*Italicize Yourself!* Workshop for all levels to learn Chancery Cursive using nibs and ink

Thought@Work IDSA Student Conference, Rochester Institute of Technology, October

Invited by Thought@Work Committee

*Tips for Portfolio Success*: Panel with Greg Smiley and Kerstin Strom

#### 2011

Genesee Valley Educational Partnership School Library System, Le Roy, New York, May

Invited by Library Director/Coordinator Chris Harris

*Letterforms and Literacy for Children*, lecture to librarians with Professor Carol Fillip

#### 2010

Western New York Book Arts Collaborative, Buffalo, New York, March

Invited by Western New York Book Arts Collaborative founder, Richard Kegler

*Lettering for Artists' Books*

Workshop demonstrating techniques and tools for expressive contemporary lettering

The Future of Reading Conference, Rochester Institute of Technology, Rochester, New York, June

Invited by the Future of Reading Committee

*Scribal Practices using Modern Tools*, Interactive Session with Kris Holmes

Western New York Book Arts Collaborative, Buffalo, New York, August

Invited by Western New York Book Arts Collaborative founder, Richard Kegler

*Graphite! The Wonders of Pencil Lettering*

## LORRIE FREAR / 24

Invited Lectures and Workshops

### Invited Lectures 2009

**and Workshops** California Polytechnic State University, San Luis Obispo, California, February

Invited by Professor Katie McCormick

*Contemporary Expressive Lettering for Graphic Designers*

Lecture and workshop demonstrating techniques and tools for expressive contemporary lettering

Undergraduate and graduate students from the Graphic Design and Architecture Departments

Carnegie-Mellon University, Pittsburgh, Pennsylvania, May

Invited by Graduate Student Alexander R. W. Cheek

*Calligraphic Hands and their Relationship to Typeface Design*

Workshop for Graduate Information Design students

2008

Maryland Institute College of Art, Baltimore, Maryland, July

Invited by Summer Institute Instructor Ryan Clifford

*Italic and Blackletter 101*

Lecture and workshop demonstrating the fundamentals of Italic and Blackletter

for summer transfer students in the Graphic Design Department

2004

RIT Wallace Library Book Arts Fair, Spring

Invited by RIT Cary Graphic Arts Library Curator David Pankow

*Let's Explore Letters!*

Calligraphy Demonstration and Workshop for Faculty, Students, RIT Visitors



## LORRIE FREAR / 25

Professional Associations, Community Service

<b>Professional</b>	1978-present
<b>Associations and</b>	Member, The Honor Society of Phi Kappa Phi, RIT Chapter
<b>Community Service</b>	2000-present
	Member, Genesee Valley Calligraphy Guild, Rochester, New York
	2009-present
	Member, Music is Art Marketing Committee, Buffalo, New York
	2000-2015
	Ontario ARC Holiday Gift-wrapping Booth, Eastview Mall, Rochester, New York
	<i>Volunteer in Gift-wrapping Booth</i>
	2009-2015
	Member, Western New York Book Arts Collaborative / Center, Buffalo, New York
	Member, Society of Typographic Aficionados (SOTA)
	2015-2016
	Faculty representative to Rochester Prep Charter School, part of Uncommon Schools, Rochester, New York
	2014, 2009-2011
	Member, Southeastern College Art Association (SECAC)
	Member, National Art Education Association (NAEA)
	2014, 2007-2009
	Professional Member, AIGA
	2013-2014
	Consultant for Design Internship Program and to the Board of Trustees, Charter School for the Arts,
	Rochester, New York
	2009
	Music is Art, Buffalo, New York, Collaboration with Professor Carol Fillip
	<i>Design of over 20 monsters and lettering for Kids' Village for Music is Art Festival</i>
	1995-2002
	Art Director, Lake Country Garden Club, Honeoye, New York
	<i>Design of brand identity, newsletter and promotional materials</i>
	1998
	Art Director, Missing and Exploited Children / New York Branch, Rochester, New York
	<i>Be a Champion for Kids Campaign and event branding for Fourteenth Annual Adam Walsh Art Auction</i>

## LORRIE FREAR / 26

Academic Recognition, Grants

### Academic Recognition 2000-present

Selected for inclusion in *Marquis Who's Who in American Women*

1981

MFA Awarded with Highest Honors (4.0)

Second Place Award Braun National Student Packaging Design Competition

*Squiggle Tooth Gel Concept* (later introduced as MaxFresh Toothgel by Colgate-Palmolive)

1979-1981

Urbanarium Graduate Assistantship, RIT

*Liaison between community organizations and design students to create promotional materials*

1978

BFA Awarded with High Honors (3.77)

Inducted to membership in National Honor Society of Phi Kappa Phi, RIT Chapter

1977

Internship with the Graphic Designer for the City of Rochester, Rochester, New York, Summer

1973-1975

Alden Scholar, Allegheny College (3.66)

1974

Inducted to membership in National Honor Society of CWENS, Allegheny College Chapter

*National Honor Society whose mission is to provide service to the college and community*

### Grants 2016

Student Affairs Interactive Learning Grant, RIT, Fall

\$400.00 granted to present School of Design Interdisciplinary Design Blitz EUREKA! event

2015

Provost's Learning Innovation Grant, (PLIG), Winter

*Project SPARK Interdisciplinary Design Blitz*, with Professor Kelly Murdoch-Kitt

\$4,980.00 granted to conduct EUREKA! School of Design Interdisciplinary Design Blitz

2013

Faculty Education and Development Grant (FEAD), Fall

*Team Design: Collaborative Multidisciplinary Learning Experiences for Graphic Designers*, poster presentation

\$2,500 granted for Scholarship Activities to present at the Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, Winter

Student Affairs Interactive Learning Grant, RIT, Winter

\$250.00 granted to present *The Typographic Carousel* interactive circuit project

2012

Faculty Education and Development Grant (FEAD), Fall

*Los Angeles Scholarship and Professional Development Support*

\$1,076 granted for Scholarship Activities in Los Angeles during Professional Development Leave, Winter

2012

Faculty Education and Development Grant (FEAD), Spring

*Creativity in Motion*, interactive workshop with Professor Carol Fillip

\$1,800 granted for International Conference on New Directions in the Humanities, Montreal, Canada

2011

Student Affairs Interactive Learning Grant, RIT, Winter

\$200.00 granted for Typography II Class to visit Dock Two Letterpress, Webster, New York

Faculty Education and Development Grant (FEAD), Spring

*Get Your Sidebearings! The Typographic Carousel Project*, Paper Presentation with Professor Carol Fillip

\$1,600 granted for TypeCon2011: Surge Conference, New Orleans, Louisiana

## LORRIE FREAR / 27

Grants, Peer-reviewed and accepted Conference Presentations, Posters and Journal Articles

### Grants 2010

Student Affairs Interactive Learning Grant, RIT, Spring

\$300.00 granted for Graphic Tactics Class to visit Dock Two Letterpress, Webster, New York

2009

Faculty Education and Development Grant (FEAD), Fall

Presentation of Two Papers at Hawaii International Conference on Arts and Humanities

\$2,500 granted to present papers, Winter

*Student Collaborations within and between Universities:*

*Experiential Learning and Teamwork Prepares Students for the Design Professions*

*Point / Counterpoint: The Dance of Teaching Typography and Calligraphy in a Graphic Design Environment*

2008

Faculty Education and Development Grant (FEAD), Fall

*Collaborations with and between Universities*

\$2,000 granted to travel to California State University, Long Beach and California Polytechnic State University,

San Luis Obispo, to review and conduct *Promotion of Place* Projects and to lecture at Cal Poly and conduct

a Lecture and Workshop; *Contemporary Expressive Lettering for Graphic Designers*

### Peer-reviewed, 2018

**accepted Conference** UCDA Design Education Summit, Youngstown State University, Ohio, May

**Presentations,** *Delve into Design Thinking*

**Posters and** Poster Presentation with Professor Carol Fillip

### Journal Articles 2017

International Journal of Arts and Sciences Conference, Toronto, June

*Professional Preparation Through Interdisciplinary Collaborative Projects*

Poster Presentation

a2ru Alliance for the Arts in Research Universities Conference, Northeastern University, November

*Connecting Campus to Community Through Creative Collaborations*

Paper Presentation with Professor Kelly Murdoch-Kitt

ICERI 10th Annual International Conference of Education, Research and Innovation, Sevilla, Spain, November

*Delve Into Design Thinking with STEAM*

Virtual Presentation with Professor Carol Fillip

2016

Creativity Conference, Genesee Community College, Batavia, New York, April

*Design Thinking Strategies in the Classroom*

Paper Presentation with Professor Carol Fillip

International Academic Business and Education Conference, San Francisco, California, July

*Interdisciplinary Collaboration in the Classroom*

Poster Presentation

2015

INTED2015 Annual Technology, Education and Development Conference, Madrid Spain, March

*Learning Calligraphy Informs and Reinforces Typographic Principles*

Virtual Presentation

Ninth Annual Design Principles and Practices Conference, Chicago, Illinois, March

*Generate STEAM: The Power of Design Thinking*

Poster Presentation with Professor Carol Fillip

26th Annual International Conference on College Teaching and Learning, Pont Vedra Beach, Florida, April

*Calligraphy Engages Digital Native Students*

Poster Presentation

- Peer-reviewed, 2015**  
**accepted Conference Presentations,** Third Annual RGD Design Educators Conference/Design Thinkers Conference, George Brown College, Toronto, Canada, November  
**Posters and** *Collaboration as a Teaching Model*  
**Journal Articles** Paper Presentation with Professor Carol Fillip  
ICERI 8th Annual International Conference of Education, Research and Innovation, Sevilla, Spain, November  
*Interactive Teaching and Learning in the Graphic Design Studio*  
Virtual Presentation with Professor Carol Fillip
- 2014  
Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January  
*Team Design: Collaborative Multidisciplinary Learning Experiences for Graphic Designers*  
Poster Presentation  
25th International Conference on College Teaching and Learning, Ponte Vedra Beach, Florida, March  
*Collaboration, Cooperation and Competition with Design Thinking*  
Paper Presentation with Professor Carol Fillip  
International Journal of Arts and Sciences Conference, Harvard University, Boston, Massachusetts, May  
*Design Thinking in a Collaborative Learning Environment*  
Paper Presentation with Professor Carol Fillip  
SECAC (Southeastern College Art Conference), Sarasota, Florida, October  
*Intersections of Tradition and Technology = Experimental Typography*  
Paper Presentation with Professor Carol Fillip

**Peer-reviewed,** 2013

**accepted Conference** UCDA Design Education Summit, Chattanooga, Tennessee, May

**Presentations,** *Designers and Photographers Share a Vision: An Interdisciplinary Editorial Design Experience*

**Posters and** Paper Presentation with Professor Denis Defibaugh

**Journal Articles** Canada International Conference on Education, University of Toronto, Toronto, Canada, June

*Design and Photography Students Share a Vision: Positive / Negative Magazine*

Poster and Paper Presentation

*Awarded Best Poster for the Conference* (out of 12 total)

RGD and Design Educators Conference at York University, Toronto, Canada, November

*Crossroads: Merging Traditional Typography with Digital Technologies*

Paper Presentation with Professor Carol Fillip

ICERI 6th Annual International Conference of Education, Research and Innovation, Sevilla, Spain, November

*Designers and Photographers Pursue a Vision: An Interdisciplinary Editorial Design Experience II*

Virtual Paper Presentation

International Journal of Designed Objects, published by Common Ground Publishing, Fall

[ijg.cgpublisher.com/product/pub.237/prod.33](http://ijg.cgpublisher.com/product/pub.237/prod.33)

*Model for Interdisciplinary Collaboration in Package Design*

Peer reviewed Published Paper with Professor Alex Lobos and Sandra Turner

2012

International Conference on Design Principles and Practices, UCLA, Los Angeles, California, January

*Model for Interdisciplinary Collaboration in Package Design 1,*

Paper Presentation with Professor Alex Lobos and Sandra Turner

UCDA Design Education Summit: *Catch 22*, Virginia Tech, Blacksburg, Virginia, May

*Jump on the Typographic Carousel*

Paper Presentation with Professor Carol Fillip

International Conference on New Directions in the Humanities, Montreal, Canada, June

*Creativity in Motion*

Interactive Workshop with Professor Carol Fillip

IDSA International Conference, Boston, Massachusetts, August

*Model for Interdisciplinary Collaboration in Package Design 2,*

Paper Presentation with Professor Alex Lobos and Sandra Turner

2011

Niagara University International Conference on Teaching and Learning, Niagara University,

Lewiston, New York, January, 2011

*Teamwork+ / Active and Integrated Learning in Multidisciplinary Collaborations*

Poster Presentation

INTED2011 International Technology, Education and Development Conference, Valencia, Spain, March

*Enhancing Learning Through Multidisciplinary Learning Experiences and Collaborations*

Virtual Presentation

International Journal of Arts and Sciences Multidisciplinary Conference, University of Las Vegas,

Las Vegas, Nevada, March

*When Convergent and Divergent Thinking Meet*

Poster Presentation with Professor Carol Fillip

## LORRIE FREAR / 30

Peer-reviewed and accepted Conference Presentations, Posters and Journal Articles

<b>Peer-reviewed, accepted Conference Presentations, Posters and Journal Articles</b>	2011 Continued
	UCDA Design Education Summit, New Jersey City University, Jersey City, New Jersey, May
	<i>Collaboration, Cooperation and Competition in Multidisciplinary Learning Experiences</i>
	Poster Presentation
	<i>Design is One: Creating a Blended Graduate Curriculum</i>
	Panel Discussion with Professors Nancy Ciolek, Shaun Foster and Chris Jackson
	TypeCon2011: <i>Surge</i> Conference, New Orleans, Louisiana, July
	<i>Get Your Sidebearings! The Typographic Carousel Project</i>
	Paper Presentation with Carol Fillip
	2010
	Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January
	<i>Student Collaborations within and between Universities: Experiential Learning and Teamwork</i>
	<i>Prepares Students for the Design Professions</i>
	Paper Presentation
	<i>Point / Counterpoint: The Dance of Teaching Typography and Calligraphy in a Graphic Design Environment</i>
	Paper Presentation
	Designing for Children Conference, Industrial Design Centre, IIT Bombay, India, February
	<i>Literacy and Typography Choices for Children</i>
	Virtual Paper Presentation with Professor Carol Fillip
	UCDA Design Education Summit: University of Kansas, Lawrence, Kansas, June
	<i>Letterforms and Literacy</i>
	Poster Presentation with Professor Carol Fillip
	TypeCon2010: <i>Babel</i> Conference, Los Angeles, California, August
	<i>Letterforms and Literacy in Children</i>
	Paper Presentation with Professor Carol Fillip
	2009
	ICERI 3rd International Conference of Education, Research and Innovation Conference, Madrid, Spain, November
	<i>When Convergent and Divergent Thinking Meet</i>
	Virtual Poster Presentation with Professor Carol Fillip
	<i>Student Collaborations within and between Universities: Experiential Learning and Teamwork</i>
	<i>Prepares Students for Professions</i>
	Virtual Poster Presentation
	DesignEd Asia Conference, Hong Kong Conference and Exhibition Centre, Hong Kong, December
	<i>Collaborative Learning Experiences using Digital Media for Communication between Universities</i>
	Virtual Poster Presentation

## LORRIE FREAR / 31

### Conferences Attended

<b>Conferences Attended</b>	2018
	UCDA Design Education Summit, Youngstown State University, Youngstown, Ohio, May
	2017
	International Journal of Arts and Sciences Conference, Toronto, CA, June
	a2ru Alliance for the Arts in Research Universities Conference, Northeastern University, Boston, MA, November
	2016
	Creativity Conference, Genesee Community College, Batavia, New York, NY, April
	International Academic Business and Education Conference, San Francisco, CA, July
	2015
	Ninth Annual Design Principles and Practices Conference, Chicago, Illinois, March
	26th Annual International Conference on College Teaching and Learning, Pont Vedra Beach, Florida, April
	Third Annual RGD Design Educators Conference/Design Thinkers Conference, George Brown College, Toronto, CA, November
	2014
	Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January
	International Journal on Arts and Sciences, Harvard University, Boston, Massachusetts, May
	SECAC NEXUS Conference (Southeastern College Art Conference), Sarasota, Florida, October
	2013
	UCDA Design Education Summit, Chattanooga, Tennessee, May
	Canada International Conference on Education, University of Toronto, Toronto, Canada, June
	RGD and Design Educators Conference at York University, Toronto, Canada, November
	2012
	International Conference on Design Principles and Practices, UCLA, Los Angeles, California, January
	Reading Digital Symposium, Rochester Institute of Technology, Rochester, New York, April
	UCDA Design Education Summit: <i>Catch 22</i> , Virginia Tech, Blacksburg, Virginia, May
	International Conference on New Directions in the Humanities, Montreal, Canada, June
	IDSA International Conference, Boston, Massachusetts, August
	2011
	Niagara University International Conference on Teaching and Learning, Niagara University, Lewiston, New York, January
	International Journal of Arts and Sciences Multidisciplinary Conference, University of Las Vegas, Las Vegas, Nevada, March
	UCDA Design Education Summit, New Jersey City University, Jersey City, New Jersey, May
	TypeCon2011: <i>Surge</i> Conference, New Orleans, Louisiana, July
	2010
	Hawaii International Conference on Arts and Humanities, Honolulu, Hawaii, January
	The Future of Reading Conference, Rochester Institute of Technology, Rochester, New York, June
	UCDA Design Education Summit: University of Kansas, Lawrence, Kansas, June
	TypeCon2010: <i>Babel</i> Conference, Los Angeles, California, August
	2008
	TypeCon2008: <i>Punkt</i> , Buffalo, New York, July

## LORRIE FREAR / 32

### Professional Experience

**Professional** 1990-present

**Experience** Lorrie Frear Design / Underwraps, Canandaigua, New York, *Designer / Lettering Artist*  
*Lettering, branding, personal promotions, gifts for personal events*

2011-2013

Talulah's Fancy and Friends Gift Shop, Mill Art Center and Gallery, Honeoye Falls, New York, *Represented Artist*  
*Lettering, cards, gifts, personal greetings for sale in gallery*

1988-1989

Mitchell DeTine Agency, Buffalo, New York, *Designer*

Print and package design for regional New York clients

*HSBC Bank, Fisher-Price, Sorrento Cheese*

Crowley-Webb & Associates, Buffalo, New York, *Freelance Designer*

Regional New York Clients

*World University Games Concepts*

Summer 1987-Winter 1988, San Francisco, California, *Freelance Designer*

Vista Project, Convenience Store Prototype, San Francisco, California

*Interior graphics, signage, banners, color palette*

1984-1987

McKesson Corporation, San Francisco, California, *Independent Contract Designer*

Print and package design for McKesson Companies

*Sparklett's Water, Entrust Undergarments, private labeling*

Summer 1985

Landor Associates, San Francisco, California, *Freelance Designer*

Marketing Communications Department, Packaging systems for National / Fortune 500 Clients

*New Coke Campaign, Frito-Lay Products, Dreyer's Ice Cream*

1984

Raychem Corporation, Menlo Park, California, *Independent Contract Designer*

Corporate communications

*Raychem World Map for Corporate Headquarters, in-house communications*

1982-1984

Gregory Fossella Associates, Boston, Massachusetts, *Designer: Napoleon Packaging Team*

Packaging systems for National / Fortune 500 Clients

*Sunbeam Appliances, Stanley Tools*

1981-1982

Robert Meyer Design, Rochester, New York, *Designer*

Corporate communications for local Fortune 500 Clients

*Bausch & Lomb, Gannett Co. Inc, Strong Museum of Play*

1978-1981

Gannett Co. Inc. Corporate Headquarters, Rochester, New York, *Part-time Designer*

*Annual reports, in-house corporate communications*

1978

Bausch & Lomb Inc. Corporate Headquarters, Rochester, New York, *Designer*

Industrial Design Department

*Package design for Bausch & Lomb International Eye Care Products*



## LORRIE FREAR / 33

### Personal and Professional Interests

<b>Personal</b>	Adventures
<b>and Professional</b>	Architecture
<b>Interests</b>	Calligraphy
	Collaborations
	Concept / Creative Strategies
	Design History / Current Trends
	Environmental Design
	Experiential Design
	Fitness / Health / Wellness
	Humor / Laughter
	Learning
	Letters / Lettering
	Letterpress
	Package Design
	Students
	Teaching
	Typography
	Words / Writing