

Tom Futrell

Curriculum vitae

Louisiana Tech University
School of Design, Box 3175
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Faculty, Louisiana Tech University 2013–present

*Key academic roles,
Louisiana Tech University*

Associate Professor 2019–present

Chair, Graphic Design Department, School of Design 2015–present

Design Director, VISTA, Louisiana Tech University, 2020–present

Career Center Campus Networking Committee, 2020–present

Tenure & Promotion Committee, College of Liberal Arts 2019–present

Louisiana Tech University, Website Design Committee, 2019

Faculty Senate 2017–2019

Education

MFA, Visual Communication Design, University of Washington Seattle, WA 2008
Thesis: *Power Up!, A Campaign for Science Education*, including print and outdoor communication channels, data visualization, and digital messaging platforms utilizing persuasive theory to improve science education awareness.

BFA, Graphic Design, Louisiana Tech University Ruston, LA 2002

BA, Liberal Arts, Louisiana Tech University Ruston, LA 1999

1 Teaching and Program Development

Faculty positions

Associate Professor Louisiana Tech University, Ruston, LA 2019–present
Assistant Professor Louisiana Tech University, Ruston, LA 2013–2019
 Collaborate on curriculum development and class structure, faculty scheduling, program assessment and administrative planning. Emphasis on collaborative research and practice in graphic design. Build collaboration between design and other university departments. Develop and teach sophomore-, junior- and senior-level courses. Subject areas of emphasis: identity design, information design and experience design. Organize student experiences to supplement classroom learning, including agency visits and guest speakers. Serve as faculty advisor for AIGA student group. In 2018, led an expansion of the design curriculum including a series of professional practice courses, a contemporary criticism course, a new design and thinking course and a reorganization of sophomore design foundations.

Courses developed

Survey of Design History Art 165, An examination of graphic design history
Marks and Symbols Art 282, Investigations into semiotics and iconography
Identity Systems Art 361, Identity and Branding with client stakeholder
Information Design Art 364, Data Visualization
ExD Studio Art 413, Co-taught with Professor Marla Emory
Professional Practice II Art 481, Senior Professional Practice course
Senior Capstone Art 482, Senior Professional Practice courses
Graduate Seminar Art 576, Graduate studio focused on design education
Graduate Seminar Art 577, Graduate studio focused on social design
Environmental Design Art 413, Exploration of spatial graphic design

Graduate Committee, Chair, Mary Taylor Carville, 2021

Graduate Committee, Chair, Srdjan Marjanovic, 2020

Graduate Committee, Chair, Elaine Guillot, 2016

Previous teaching

Adjunct Faculty, Loyola University New Orleans New Orleans, LA 2009–2013
 Concentrate on the investigation of concepts and practices of formal composition construction. Projects explore how combinations of design elements and principles impact visual communication.

Teaching Assistant, University of Washington, Seattle, WA 2007–2008
 Led critique sections for projects to demonstrate conceptual opposites through photography, integrate typography and image, and compliment 3-dimensional form and function in the design of a load-bearing cardboard stool.

Instructor, Interact Project Seattle, WA 2007
 Assisted in an outreach program to teach inner city youth and the community about the power of graphic design. Co-developed group projects and led classroom activities.

2 Leadership, Service and Administration

Faculty position

Associate Professor, Chair, Graphic Design Department 2015–present
Oversee department operations, including academic events, scheduling, curriculum, four faculty members (tenured or tenure-track), 125+ undergraduates and graduate students. Primary goals include making graphic design courses more interdisciplinary, developing courses to reflect professional practice, integrating design experiences into first-year curriculum, and building stronger undergraduate studio culture.

Additional roles at Louisiana Tech University

Design Director, VISTA 2020–present

Tenure and Promotion Committee, College of Liberal Arts 2019–present
Review faculty dossiers and tenure applications. Give recommendations to the Dean of the College of Liberal Arts regarding tenure and promotion to the rank of Associate Professor or Professor.

Faculty Senate 2017–2019

Worked on issues related to faculty office hours, pay equality, and student/faculty communication topics.

Committees

Property Custodian, School of Design 2023

Member, QEP Design Team, SACSCOC, Louisiana Tech University 2023

Member, Advising Focus Group, SACSCOC, Louisiana Tech University 2023

Member, Faculty/Staff Giving Planning Committee, College of Liberal Arts 2022

Member, Physical Resources Committee, School of Design 2022

Member, Art History Faculty Search Committee, School of Design 2022

Member, Events & Promotion Committee, School of Design 2021–present

Member, Recruitment Committee, School of Design 2021–present

Member, Career Center Campus Networking Committee 2021–present

Editor + Designer, The Quatrain, School of Literature and Language 2017–present

Member, Recruitment Committee, School of Design 2020–present

Member, Promotion and Tenure Committee, College of Liberal Arts 2020–present

Member, Graduate Faculty, Louisiana Tech University 2014–present

Member, Technology and Equipment, School of Design 2017–2020

Member, Gallery Committee, School of Design 2015–present

Member, Campus Signage Advisory Committee, Louisiana Tech University 2018

Member, Studio Art Faculty Search Committee, School of Design 2017

Visiting lectures and events

Titus Smith 2020
Brandon Bell 2019
Wes McWhorter 2019
Noel Anderson 2018
Justin Shiels 2017
Tad Carpenter 2016
Mirko Ilic 2016
Aaron Draplin 2015
Matt Owens 2015
Jude Landry 2015

School of Design communications

Graphic Design, new student welcome info 2014–present
Visiting Lectures, posters and social media 2014–present
School of Design Gallery, postcards and stickers 2014–present

Professional & community committees

Member, SECAC 2023–present
Member, Rotary Club International, Chapter 6190 2022–present
Member, AIGA Design Educators Committee 2022–present
Board President, Friends of Ruston Skatepark 2020–present
Advisor, North Louisiana Farm Fresh 2017–present
Member, Louisiana Complete Streets Citizens Advisory Committee 2017–present
Member, Friends of the Rock Island Greenway 2017–present
Member, SemiTough Cycling Club 2012–present
Member, Interaction Design Association 2008–present
Member, American Institute of Graphic Arts 2006–present
Member, Dallas Society of Visual Communication 2002–2006

Recognition

Louisiana Tech University, Campus Appreciation & Recognition of Employees Best Advisors 2021–2022

Louisiana Tech University, College of Liberal Arts, Outstanding Faculty Advisor 2019–2020

Grants

Experience Ruston Grant 2022
 \$35,000 to create interpretive signage system along Rock Island Greenway
 Partnership with the City of Ruston, Experience Ruston and VISTA

Lagniappe Ladies Grant 2016
 \$5,000 to refurbish graphic design classrooms

3 Research Activity

Overview and interests

Research investigates collaboration as an interdisciplinary practice, information design as a tool for education, and design education curriculum

- Create opportunities for students to collaborate across multidisciplinary courses
- Improve health literacy for stakeholder audiences and empower them with the knowledge and tools to understand and improve their health

Speaking/Presentation

LaSTEM Annual Summit, Lafayette, LA

Louisiana Art and Science Museum and VISTA Collaboration, 2023

SECAC National Conference, Richmond, VA

Visualizing Health Literacy, 2023

Loyola University, New Orleans, LA

Designing Academic Programs, 2021

National Student Show and Conference, Dallas, TX

*Design Collaboration, 2020 | *Event canceled due to COVID 19*

AIA Outside the Lines, Baton Rouge, La

Designing the Experience, and how heavy is the Fork, 2019

CommNext Conference, Shreveport, LA

Collaboration in Design Education, 2019

ASID Design Summit, Jackson, MS;

Designing the Experience, a collaborative approach to storytelling, 2019

IDEC Southwest Regional Conference, Little Rock, AR

From Process to Practice, 2018

ASID Design Summit, Poster Presentation; Fayetteville, AR

Breaking Silos, interdisciplinary teaching methods and collaboration, 2018

IDEC Innovated Teach Ideas Publication

Re-Design the Process of Food, 2016

IDEC Annual Conference, Portland, OR

Breaking Academic Silos, Interdisciplinary Teaching Methods & Collaborations, 2016

3 Research Activity

Academic Publications

Meng-Cheng Liu, Hannah Logan & Jamie J. Newman

Distinct roles for Notch1 and Notch3 in human adipose-derived stem/stromal cell adipogenesis

<https://link.springer.com/article/10.1007/s11033-020-05884-8> (06 October 2020)

Image credit for Fig. 5

Damon Caldwell

Integrative Assemblies

2019-2022 Masters of Architecture Student Work

Funding provided by The Mary “Teeny” Simmons Architectural Education and Research Fund, implemented by The Louisiana State Board of Architectural Examiners

4 Professional Practice

Professional experience

Open Saturday, Creative Director, 2020–present

Clients include: Wrangler, Iron Mountain, Actalent, Rock Island Physical Therapy, Honeywell, Louisiana Fish Fry, Louisiana Economic Development, Orthosynetics, Mockly Mocktials, Heard Freighthouse Foodpark, Lumen Technologies, Smalls Sliders, Job Portraits, Imoto and more.

The Design Office of Tom Futrell, Creative Director, 2002–2019

Clients include: Intel Seattle, AIGA, Origin Bank, Vixen Vodka, IMOTO, City of Ruston, University of Washington, Seattle Arts + Lectures, Lamb Weston, Agency PURE, Gainbridge, ErlingsonBanks, Louisiana Economic Development, FireFlow Yoga, Bellflower Chocolate, Ruston Rangers, Ruston Farmers Market, Yolo Ice Dreamery and more.

ThreeSixtyEight, Creative, Baton Rouge, LA 2020–present

Brand management and design consulting for a range of clients.

Agency Pure, Creative, New Orleans, LA and New York, NY, 2016–present

Clients include: Louisiana Fish Fry, French Market Coffee, Treehouse Eyes, EASi, NOLA Media Group, Cascade, Aerotek, Brick Industry of America.

Peter Mayer, Associate Creative Director, New Orleans, LA 2008–2013

Supervised a team of designers, art directors and copywriters from concept to final solution. Presented creative to clients. Pitched new business. Bridged traditional advertising with digital executions. Partner: John Pucci, CD
Clients included: Louisiana Economic Development, Marucci Sports, Globalstar, Louisiana Tourism, Women of the Storm, CenturyLink, New Orleans Tourism.

University of Washington, Graphic Designer, Seattle, WA 2006–2007

Facilitated the design and implementation of a campus wide identity and online resource for Environmental Sustainability and Stewardship.

HKS, Inc, Brand Designer, Dallas, TX 2002–2006

Responsibilities included development of branding identities, marketing collateral, signage and wayfinding and promotional materials.

Awards and Recognitions

ADDYS, New Orleans, LA 2013, 2017, 2018, 2020

Graphis 2013

Mentors Diboll Gallery, Loyola University New Orleans 2012

IdN Magazine featured cover art 2012

Hello Poster Show, Seattle, WA and Melbourne, AUS 2010, 2011

LogoLounge, Master Library: Volume 1 2010

AIGA, Design Ignites Change, Create Don't Hate New Orleans, LA 2009

American Institute of Graphic Arts, Design Excellence Awards 2009

University of Washington, De Cillia Teaching with Excellence 2008

Works in Progress, Jacob Lawrence Gallery, Seattle, WA 2007

GraphicDesign USA, Awards of Excellence 2005

American Institute of Architecture, Retrospect 2004