



## Frank M. Baseman

### Education

- 1983 **Master of Fine Arts** | *Graphic Design* | Tyler School of Art of Temple University, Philadelphia, Pennsylvania
- 1981 **Bachelor of Arts** | *Graphic Design (additional coursework in French)* | The Pennsylvania State University, University Park, Pennsylvania

### Professional Experience

- Sept. 2016–  
present **Base Press.co** | *Creative Director, Proprietor and Letterpress Printer* | Elkins Park, Pennsylvania  
Fine letterpress printing studio. [www.basepress.co](http://www.basepress.co)
- Sept. 1997–  
present **Baseman Design Associates** | *Creative Director and Principal* | Elkins Park, Pennsylvania  
An award-winning, interdisciplinary Graphic Design firm providing strategic design thinking through visual communication solutions to a variety of businesses, corporations and institutions from conceptual development through execution. Select clients include: AIGA Philadelphia; Allentown Art Museum; American Philosophical Society; Annenberg Foundation Trust; The Barnes Foundation; Bernardon; Fox Chase Cancer Center; Haverford College; Indian Rock Produce; Library Company of Philadelphia; Philadelphia Museum of Art; Philadelphia University; Princeton University Press; QVC; Running Press; Shildan Group; Temple University; Temple University Press; University of Pennsylvania; University of Pennsylvania Press; The Wharton School; WITF Harrisburg; Yale University Press; and Zeitgeist Films.  
[www.basemandesign.com](http://www.basemandesign.com)
- Feb. 1994–  
Sept. 1997 **Philadelphia Magazine** | *Art Director* | Philadelphia, Pennsylvania  
Responsible for visual presentation of all editorial content as well as management of art department, including staffing, budgets and outside vendors. Conceived and executed comprehensive re-design of magazine. Special projects included design and launch of *Mid-Atlantic Weekends* travel magazine.
- June 1991–  
July 1993 **Walter Bernard & Milton Glaser** | *Senior Designer/Art Director* | New York, New York  
Involved with all phases in the development of editorial projects including the design and re-design of magazines, books and newspapers from conceptual planning, art direction and design to finished production. Clients included *Adweek Magazine*; International Typeface Corporation; *Magazine Week*; *Selling Magazine*; Rizzoli Books International; and Turner Publishing.
- Sept. 1988–  
June 1991 **Bernhardt Fudyma Design Group** | *Senior Designer/Art Director* | New York, New York  
Involved with all aspects in the design of corporate communications and marketing materials from concept and design to production and printing supervision. Clients included AIG Financial Corporation; Chase Manhattan Bank; Citibank; Empire Blue Cross & Blue Shield; General Foods; and Nabisco Brands.
- June 1986–  
Aug. 1988 **Tyler School of Art of Temple University** | *Assistant Professor, Graphic Design and Director, Tyler Design Workshop*, Philadelphia, Pennsylvania (see *Academic Experience*).
- Jan. 1984–  
June 1986 **Design Resource, Inc. (originally Ford, Byrne & Associates)** | *Designer* | Philadelphia, Pennsylvania  
Involved with all aspects in the design of corporate communications, packaging and marketing materials. Projects ranged from annual reports and employee publications to product packaging. Clients included Bethlehem Steel; Campbell's Soups; CIGNA Corporation; GTE Corporation; Hershey's Foods; and Rohm and Haas Company.



## Academic Experience

- Sept. 1998–  
present **Thomas Jefferson University** | *Full Professor (non tenure-track), Visual Communication Design*  
Kanbar College of Design, Engineering & Commerce, Philadelphia, Pennsylvania  
**[promoted from Associate to Full Professor, Spring 2014]**  
**[promoted from Assistant to Associate Professor, Spring 2004]**  
Faculty member in the Visual Communication Design program within the Kanbar College of Design, Engineering & Commerce, School of Design and Engineering, teaching sophomore, junior and senior-year Graphic Design Communication courses. In addition to these teaching responsibilities, serve as junior-year Academic Advisor and Advisor to the annual Senior Design Show (*see Academic Service*).
- Spring 2009–  
Summer 2018 **Thomas Jefferson University** | *Program Director, Graphic Design Communication*  
Kanbar College of Design, Engineering & Commerce, Philadelphia, Pennsylvania  
**[promoted to Program Director, Spring 2009; resigned Summer 2018]**  
Director of the Graphic Design Communication program within the Kanbar College of Design, Engineering & Commerce, School of Design and Engineering. Responsibilities included guiding and delivering curriculum for approx. 110–120 undergraduate students; curriculum development; implementing and maintaining departmental budget; hiring and mentoring of all full-time and adjunct faculty; scheduling and staffing of all courses (approx. 16–20 courses per semester); and serving as Certification Officer towards Graduation.
- Sept. 2006–  
Spring 2015 **Philadelphia University Design Workshop** | *Design Director* | Philadelphia University, Philadelphia, Pennsylvania  
Design Director of a practicum class made up of junior and senior-year students working collaboratively in interdisciplinary teams on projects for the Philadelphia University community and/or non-profit organizations. Responsibilities include management of staff designers; budgets, estimating and scheduling; art direction of illustration and photography, and design and production of all projects. Clients have included: Philadelphia Orchestra; National Constitution Center; Peace Day Philly; New Jersey State Police; East Falls Historical Society; Metropolitan Ballet Academy; Bold & Centered Productions; Old Academy Players Theatre; Gemini Theatre; Jenkintown Community Band; Philadelphia University Office of the President; Philadelphia University Office of Admissions; Philadelphia University Career Services; Philadelphia University Public Relations; Philadelphia University Office of Student Life; School of Architecture; School of Design and Media; School of Engineering and Textile; School of Liberal Arts; and Writing Across the Curriculum and Honors programs.
- Courses taught**
- Spring 2026 Senior Portfolio (*senior-year*); Advanced Brand Identity (*junior-year*); Visual Narrative (*sophomore-year*);  
Fall 2025 Introduction to Typography (*sophomore-year*); Capstone Prep and Professional Practice (*senior-year*)
- Spring 2025 Capstone (Design Thesis) in Graphic Design (*senior-year*); Advanced Typography (*sophomore-year*)  
Fall 2024 Introduction to Typography (*sophomore-year*); Capstone Prep and Professional Practice (*senior-year*)
- Spring 2024 Advanced Brand Identity (*junior-year*); Advanced Typography (*sophomore-year*)  
Fall 2023 Introduction to Typography (*sophomore-year*); Advanced Publication Design (*junior and senior*)
- Spring 2023 Capstone (Design Thesis) in Graphic Design (*senior-year*); Advanced Typography (*sophomore-year*)  
Fall 2022 Introduction to Branding/ Corporate Identity (*junior-year*); Advanced Publication Design (*junior and senior*)
- Spring 2022 Philadelphia University Design Workshop (*junior and senior-year*); Advanced Typography (*sophomore-year*)  
Fall 2021 Introduction to Typography (*sophomore-year*); Introduction to Brand Identity (*junior-year*)
- Spring 2021 Capstone (Design Thesis) in Graphic Design (*senior-year*); Advanced Publication Design (*junior and senior*)  
Fall 2020 Introduction to Typography (*sophomore-year*); Introduction to Brand Identity (*junior-year*)
- Spring 2020 Capstone (Design Thesis) in Graphic Design (*senior-year*); Advanced Typography (*sophomore-year*)  
Fall 2019 Introduction to Typography (*sophomore-year*); Introduction to Brand Identity (*junior-year*)



Spring 2019	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> ); Advanced Typography ( <i>sophomore-year</i> )
Fall 2018	Systems Design Integration ( <i>senior-year</i> ); Introduction to Brand Identity ( <i>junior-year</i> )
Spring 2018	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> )
Fall 2017	Introduction to Typography ( <i>sophomore-year</i> )
Spring 2017	<i>Sabbatical</i>
Fall 2016	Introduction to Brand Identity ( <i>junior-year</i> )
Spring 2016	Advanced Typography ( <i>sophomore-year</i> )
Fall 2015	Systems Design Integration ( <i>senior-year</i> )
Summer 2015	"Nexus Abroad" Design History Study Abroad ( <i>freshman through junior-year</i> )
Spring 2015	Philadelphia University Design Workshop ( <i>junior and senior-year</i> )
Fall 2014	Systems Design Integration ( <i>senior-year</i> )
Spring 2014	Philadelphia University Design Workshop ( <i>junior and senior-year</i> )
Fall 2013	Systems Design Integration ( <i>senior-year</i> )
Spring 2013	Philadelphia University Design Workshop ( <i>junior and senior-year</i> )
Fall 2012	Systems Design Integration ( <i>senior-year</i> )
Spring 2012	Philadelphia University Design Workshop ( <i>junior and senior-year</i> )
Fall 2011	Systems Design Integration ( <i>senior-year</i> )
Spring 2011	Philadelphia University Design Workshop ( <i>junior and senior-year</i> )
Fall 2010	Advanced Typography ( <i>junior-year</i> )
Spring 2010	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> )
Fall 2009	Systems Design Integration ( <i>senior-year</i> )
Spring 2009	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> );
Fall 2008	Philadelphia University Design Workshop ( <i>junior and senior-year</i> ); Systems Design Integration ( <i>senior-year</i> ); Intro. to Typography ( <i>junior-year</i> )
Spring 2008	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> );
Fall 2007	Philadelphia University Design Workshop ( <i>junior and senior-year</i> ); Systems Design Integration ( <i>senior-year</i> ); Intro. to Typography ( <i>junior-year</i> )
Spring 2007	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> );
Fall 2006	Philadelphia University Design Workshop ( <i>junior and senior-year</i> ); Systems Design Integration ( <i>senior-year</i> ); Intro. to Typography ( <i>junior-year</i> )
Spring 2006	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> );
Fall 2005	Philadelphia University Design Workshop ( <i>junior and senior-year</i> ); Systems Design Integration ( <i>senior-year</i> ); Intro. to Typography ( <i>junior-year</i> )
Spring 2005	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> ); Advanced Publication Design ( <i>junior and senior</i> )
Fall 2004	Systems Design Integration ( <i>senior-year</i> ); Intro. to Typography ( <i>junior-year</i> )
Spring 2004	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> ); Advanced Publication Design ( <i>junior and senior</i> )
Fall 2003	Systems Design Integration ( <i>senior-year</i> ); Intro. to Typography ( <i>junior-year</i> )
Spring 2003	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> ); Advanced Publication Design ( <i>junior and senior</i> )
Fall 2002	Systems Design Integration ( <i>senior-year</i> ); Intro. to Typography ( <i>junior-year</i> )
Spring 2002	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> ); Brand Identity ( <i>junior-year</i> )
Fall 2001	Systems Design Integration ( <i>senior-year</i> ); Intro. to Typography ( <i>junior-year</i> )
Spring 2001	Capstone (Design Thesis) in Graphic Design ( <i>senior-year</i> ); Advanced Publication Design ( <i>junior and senior</i> )
Fall 2000	Systems Design Integration ( <i>senior-year</i> ); Intro. to Typography ( <i>junior-year</i> )



- Spring 2000  
Fall 1999  
Spring 1999  
Fall 1998  
Spring 1998  
June 1986–  
Aug. 1988  
Spring 1985  
Fall 1982  
Spring 1983
- Capstone (Design Thesis) in Graphic Design (*senior-year*); Brand Identity (*junior-year*)  
Systems Design Integration (*senior-year*); Introduction to Graphic Design (*sophomore-year*)
- Capstone (Design Thesis) in Graphic Design (*senior-year*); Advanced Publication Design (*junior and senior*)  
Systems Design Integration (*senior-year*); Introduction to Graphic Design (*sophomore-year*)
- West Chester University** | *Adjunct Instructor, Graphic Design* | West Chester, Pennsylvania  
Taught sophomore-level Graphic Design I. and Graphic Design II. courses.
- Tyler School of Art of Temple University** | *Assistant Professor (tenure-track), Graphic Design and Director, Tyler Design Workshop* | Philadelphia, Pennsylvania  
Director of all visual communications for this professional art school with projects ranging in scope from capabilities brochures and catalogs to newsletters, posters and exhibition announcements. Responsibilities included establishing the Tyler Design Workshop and teaching a practicum class (*junior and senior-year, graduate students*); management of staff designers; budgets, estimating and scheduling of all projects; supervision of graduate assistants; art direction of illustration and photography, and design and production of all printed materials.
- Beaver College (now Arcadia University)** | *Adjunct Instructor, Graphic Design* | Glenside, Pennsylvania  
Taught Introduction to Typography and Graphic Design courses.
- Tyler School of Art of Temple University** | *Graduate Teaching Assistant* | Philadelphia, Pennsylvania  
Taught freshman-level Foundation Design courses.

### International Academic Experience

- Summer 2015  
March 2014,  
Jan. 2012,  
Jan. 2011  
Jan. 2008,  
Jan. 2006,  
Jan. 2004,  
Jan. 2003  
June 2000
- Nexus Abroad/Design History Study Abroad** | *Faculty* | Philadelphia University, Philadelphia, Pennsylvania  
Inaugural collaborative and interdisciplinary, "Nexus Abroad" course; with Design History Study Abroad course joining Interior Design and Area Studies courses for three week unique learning experience; co-teaching; approx. 32 students for three weeks. Wrote original curriculum for the course.
- La Escuela de Diseno** | *Invited Guest Faculty* | Altos de Chavon, La Romana, Dominican Republic  
Taught Social/ Political Poster Workshop course for Escuela de Diseno students. Wrote original curriculum for the course. <http://altosdechavon.edu.do>
- La Escuela de Diseno** | *Study-Abroad Faculty* | Altos de Chavon, La Romana, Dominican Republic  
Graphic Design Communication program, School of Design and Media, Philadelphia University  
Taught an approx. two-week interdisciplinary study-abroad course in Graphic Design in the Dominican Republic for between twelve to twenty students. Wrote original curriculum for the course.
- Glasgow School of Art** | *Visiting Critic/Lecturer* | Glasgow, Scotland

### Ongoing Current Special Projects/Research/Scholarly Activity

- 2016–present
- "Rebus Quotes and Other Typographic Explorations Using Letterpress Printing"** | *Author, Creative Director, Designer and Letterpress Printer*  
Practicing the old-world form of letterpress printing, while utilizing contemporary technology with digital tools and techniques. Exploring the communication vehicle of the visual and verbal form of the rebus. With support from Philadelphia University sabbatical. [www.basepress.co](http://www.basepress.co)  
Includes working printing/ research visits to:  
Tipoteca Italiana Fondazione, Printing and Typography Museum, Cornuda, Italy  
The Caserom Press, Glasgow School of Art, Glasgow, Scotland  
Hamilton Wood Type and Printing Museum, Two Rivers, Wisconsin



### Artist/Designer/Printer-in-Residencies Completed

- Summer 2025 *Artist/Designer/Printer-in-Residence*, Yiddish Book Center, Amherst, MA & Big Wheel Press, Easthampton, MA (1 week). **[invited; national]**
- Summer 2023 *Artist/Designer/Printer-in-Residence*, Tipoteca Italiana Fondazione, Printing and Typography Museum, Cornuda, Italy (1 week). **[invited; international]**  
*Participant in TipoItalia23*, Tipoteca Italiana Fondazione, Printing and Typography Museum, Cornuda, Italy (2 weeks). **[invited; international]**
- Summer 2022 *Artist/Designer/Printer-in-Residence*, Tipoteca Italiana Fondazione, Printing and Typography Museum, Cornuda, Italy (3 weeks). **[invited; international]**
- Summer 2020 *Artist/Designer/Printer-in-Residence*, Hamilton Wood Type and Printing Museum, Two Rivers, WI  
Support from Thomas Jefferson University Faculty Completion grant (\$8,500; 3 weeks). **[invited; national]**
- Fall 2016 *Artist/Designer/Printer-in-Residence*, Raven Press, Department of Art and Design, University of Delaware, Newark, DE. As part of sabbatical from Philadelphia University (1 semester). **[invited; regional]**

### Completed Special Projects/Research/Scholarly Activity

- 2007, 2013 **"City of Brotherly Love? Stop the Violence!" Anti-Violence Public Awareness Campaign** | *Designer*  
Anti-Violence Partnership of Philadelphia, Philadelphia, Pennsylvania  
With the homicide rate in Philadelphia rising (85% of which were committed by handguns in 2006), what began as a personal statement—a plea to stop the violence in Philadelphia—in the end became more of a public relations story. As the campaign was ultimately banned/censored by the City of Philadelphia. Resulted in two articles in the *Philadelphia Inquirer*, interview on National Public Radio and several conference and professional presentations. Reprise in 2013 with crime statistics from 2012.
- March 2004–  
Oct. 2010 **The Graphic Imperative: International Posters for Peace, Social Justice and the Environment, 1965–2005**  
*Co-Author, Co-Curator and Organizer*  
Co-production of Philadelphia University and Massachusetts College of Art and Design  
Exhibition of forty years of socio-political posters designed by internationally-acclaimed designers around the themes of social responsibility using civic, political and social causes. Over a five year period, exhibition traveled to over twenty venues (see below). Included 80-pg. Exhibition Catalogue and fully-functioning Exhibition Website. <http://www.thegraphicimperative.org>
- Sept.–Oct. 2010 Selections from *The Graphic Imperative (Satellite Exhibition)*, Universidad Autonoma Metropolitana, Mexico City, Mexico
- Jan.–Feb. 2010 Western Michigan University, Frostic School of Art, Kalamazoo, MI
- Sept.–Nov. 2009 Spencer Museum of Art, University of Kansas, Lawrence, KS
- July–Aug. 2009 Selections from *The Graphic Imperative (Satellite Exhibition)*, CSIRO Discovery, Canberra, Australia
- May–Aug. 2009 Museum of Design, Atlanta, GA
- March–April 2009 Wilson Art Center Gallery, Ohio Northern University, Ada, OH
- Jan.–March 2009 Snite Museum of Art, University of Notre Dame, Notre Dame, IN
- Nov.–Dec. 2008 Crown Center Gallery, Loyola University Chicago, Chicago, IL
- Sept.–Oct. 2008 University Galleries, Illinois State University, Normal, IL
- Feb.–March 2008 McDonough Museum of Art, Youngstown State University, Youngstown, OH
- Jan. 2008 University of Michigan, School of Art & Design, Ann Arbor, MI
- Dec. 2007 Selections from *The Graphic Imperative (Satellite Exhibition)*, ADC Gallery, Art Directors Club of New York, New York, NY
- Oct.–Dec. 2007 Luckman Fine Arts Complex, California State University, Los Angeles, Los Angeles, CA



- Sept.–Oct. 2007 University Art Gallery, San Diego State University, San Diego, CA
- July–Aug. 2007 Selections from The Graphic Imperative (Satellite Exhibition), Garanti Gallery, Istanbul, Turkey
- March–June 2007 Turchin Center for the Visual Arts, Appalachian State University, Boone, NC
- Nov.–Jan. 2007 University Galleries, Florida Atlantic University, Boca Raton, FL
- Sept.–Oct. 2006 Des Lee Gallery, Washington University, St. Louis, MO
- June–Aug. 2006 AIGA National Design Center, New York, NY
- April–May 2006 The Design Center at Philadelphia University, Philadelphia, PA
- Sept.–Nov. 2005 Massachusetts College of Art and Design, Boston, MA (*coincide with AIGA National Design Conference*).
- July 2004–  
June 2005 **Revolution Philadelphia: AIGA National Design Education Conference** | *Conference Co-chair*  
Philadelphia, Pennsylvania  
Coordinator and organizer of all aspects of this national AIGA Design Education Conference held in Philadelphia, June, 2005. Conference was attended by over 250 design educators from 30 states in the US, along with attendees from the UK. Included coordination of conference moderator, main stage speakers, peer-reviewed participation in the form of 16 paper presentations, 16 hour-long discussion groups, and 4 presentations of student projects. <http://www.revolutionphiladelphia.aiga.org>
- Jan.–Aug. 2002 **The Tolerance Project: Student Poster Design Competition and Exhibition** | *Author, Curator and Organizer*  
AIGA Philadelphia Education Committee, Philadelphia, Pennsylvania  
Student design competition conducted within the AIGA Philadelphia chapter region culminating in an exhibition of full-size bus shelter posters in the Philadelphia Center City District throughout Summer 2002. The project also became a traveling exhibition and traveled to AIGA National Design Center, New York, NY; Bradley Academy for the Visual Arts, York, PA; University of Massachusetts at Dartmouth, MA; and West Chester University, West Chester, PA.

### Authored Articles

- 2017 Baseman, Frank, "Systems Design Integration," *Teaching Graphic Design*, 2nd edition, Heller, Steven, ed., New York: Allworth Press, 2017, p. 152–157. **[invited; international]**
- Jan. 2015 Baseman, Frank, "Public Awareness Campaign Tackles Sexual Crimes on Campus" The Philadelphia University Title IX Project, HOW Design online. **[invited; international]**  
<http://www.howdesign.com/design-creativity/design-change/public-awareness-campaign-sexual-violence/>
- Feb. 2014 Baseman, Frank, "A (Not-So) Funny Thing Happened on the Way to the Printer" The Philadelphia University Deck of Playing Cards Project, HOW Design online. **[invited; international]**  
<http://www.howdesign.com/design-creativity/projects-profiles/frank-baseman-design-lessons>
- Fall 2012 Baseman, Frank, "What Can You Do?," PhilaU Faculty Commentary, *Innovator Magazine*, Philadelphia University Alumni Magazine, p. 37. **[invited; regional]**
- Oct. 2011 Baseman, Frank, "Thirty Years Later," Catalogue Commentary for *Lanny Sommese "Off the Wall, On the Wall" A Poster Retrospective*, Montgomery County Community College, Blue Bell, PA. p. 10. **[invited; regional]**
- March 2010 Baseman, Frank, "Don't Stop the Presses Just Yet—Print as a Medium in Transition," *60Seconds Column*, Graphic Arts Monthly Online, [www.graphicartsonline.com](http://www.graphicartsonline.com) **[invited; national]**
- Winter 2008 Baseman, Frank, "Where's the (Brotherly) Love," *Tyler Gestures*, Tyler School of Art Alumni Magazine, Issue 46, p. 6–7. **[invited; regional]**



- Oct. 2007 Baseman, Frank, "Where's the (Brotherly) Love," *Voice: AIGA Journal of Design*, New York: AIGA national website. **[invited; national]** <http://www.aiga.org/where-is-the-brotherly-love>
- 2007 Baseman, Frank, "The Computer Can't Think," *Why Don't Designers Draw?*, Ward, Dexter, ed., London: The Caserom Press, 2007. **[invited; international]**
- 2005 Baseman, Frank, "Liberal Arts is Old News," *The Education of a Graphic Designer*, 2nd edition, Heller, Steven, ed., New York: Allworth Press, 2005, p. 19–21. **[invited; international]**
- Sept. 2005 Baseman, Frank, "Katrina Disaster Relief and Design Education," *Voice: AIGA Journal of Design*, New York: AIGA national website. **[invited; national]**
- March 2004 Baseman, Frank, "My Many Mentors," *Voice: AIGA Journal of Design*, New York: AIGA national website. **[invited; national]** <http://www.aiga.org/frank-baseman-on-his-many-mentors>
- 2003 Baseman, Frank, "Arthur Murray Dance Ad, Directions Poster and Tolerance Poster Assignments," *Design for Communication: Conceptual Graphic Design Basics*, Resnick, Elizabeth, ed., Hoboken, NJ: John Wiley & Sons, 2003, p. 86–90, 109–113, 228–233. **[invited; international]**

### Interviews (Online Podcasts and Radio)

#### Online Interviews, Podcasts & Websites

- Jan. 2019 Feature Friday: Frank Baseman, full-length interview, Plebeian.com. **[invited; regional]**  
<https://www.plebeian.us/post/feature-friday-frank-baseman>
- Jan. 2017 Hi-Res Podcast, episode 48, Frank Baseman, Philadelphia, PA. **[invited; national]**  
<http://www.hirespod.com>

#### Radio

- Aug. 28, 2007 "Anti-Crime Posters Shed Light on Philly's Problem," *Tell Me More with Michel Martin*, National Public Radio, Washington, DC. **[invited; national]**  
<http://www.npr.org/templates/story/story.php?storyId=13993692>

### Featured in Articles, Publications or Websites

- Aug. 20, 2025 "Tsuris Got You Down? Don't Be a Putz," *The Daily Heller*, Steven Heller, editor. **[invited; international]**  
Review of *A Collection of Yiddish Words*, volume 1.
- April, 2022 "50 States Print," *The Idea Shop*, Neenah Paper. **[invited; international]**  
<https://www.theideashop.com/projects/50-state-print/>
- Feb. 14, 2019 Fisk, Casey, "Frank Baseman: The Love Notes," *Mohawk Connects Blog*. **[invited; international]**  
<https://www.mohawkconnects.com/article/mohawk-blog/frank-baseman-love-notes>
- Aug. 18, 2018 "Famous Words in Type," *The Daily Heller*, Steven Heller, editor. **[invited; international]**  
<http://www.printmag.com/daily-heller/not-just-eye-candy-design-work/>
- Oct. 2017 "Exhibition Unites Interests in Letterpress and Rebuses," *GD USA Magazine*, Gordon Kaye, editor, p. 20. **[selected; national]**
- Sept. 11, 2017 "Frank Baseman's Inner Ben Franklin," *The Daily Heller*, Steven Heller, editor. **[invited; international]**  
<http://www.printmag.com/daily-heller/frank-basemans-inner-ben-franklin/>



- Sept. 2017 "Frank Baseman Exhibition Combines Interests in Rebuses and Letterpress," *GD USA*, Gordon Kaye, editor. **[invited; international]**  
<http://gdusa.com/news/frank-baseman-exhibition-combines-interests-in-rebuses-and-letterpress>
- Sept. 2016 Shapiro, Ellen, "Philadelphia: City of Designerly Love," *HOW Magazine*, Sept. 2016, Cincinnati: F&W Publications, p. 59–63. **[invited; regional]**
- Feb. 2015 "From the Designers Desk," Yale Art Books, Yale University Press, New Haven, CT. **[invited; international]**  
<http://artbooks.yupnet.org/2015/02/20/from-the-designers-desk-frank-baseman>.
- Dec. 2013 "Meet the Judges," and "East," *Print Magazine Regional Design Annual 2013*, Cincinnati: F&W Publications, p. 2, 50–51, 144–145. **[invited; international]**
- Feb. 2012 "Focus Education: Philadelphia University," *Novum: World of Graphic Design*, Munich, Germany, p. 58–59. **[profile on Philadelphia University Graphic Design program; invited; international]**
- Dec. 2011 "Showroom: Baseman Design Associates," *Novum: World of Graphic Design*, Munich, Germany, p. 66–69. **[profile on Baseman Design Associates; invited; international]**
- Feb. 2010 "Frank Fellow Award Self-Promotional Brand System," *www.noplasticsleeves.com*. **[invited; national]**  
<http://blog.noplasticsleeves.com/?p=982>
- Spring/Summer 2009 Zuzolo, Laura, "Frank Baseman Visits Notre Dame," *Design @ ND*, Spring/Summer 2009, Issue No. 8. **[national]**
- July 1, 2008 Berge, Juanita, "Event Spotlight: AIGA Philadelphia Fellow Award Dinner," *Philly Creative Guide*, *www.phillycreativeguide.com*. **[regional]**
- Aug. 22, 2007 Yant Kinney, Monica, "A display too lurid for Murder City?," *The Philadelphia Inquirer*, p. B1. **[regional]**
- July 4, 2007 Yant Kinney, Monica, "Needed: A Sponsor for Peace," *The Philadelphia Inquirer*, p. B1. **[regional]**
- 2006 "Case Study: A Drawing Manual by Thomas Eakins," *A Designer's Research Manual*, Visocky O'Grady, Jenn + Ken, ed., Gloucester, MA: Rockport Publishers, p. 128–132. **[invited; international]**

#### **Mentioned or Quoted in Articles, Publications or Websites**

- June 2018 "Letter from the Publisher," *GD USA Magazine*, Gordon Kaye, editor, New York: Kaye Publishing, p. 2. **[national]**
- Sept./Oct. 2009 Holland, D.K., "Bringing Hope Back to Design," *Communication Arts Magazine*, Palo Alto, CA, p. 22–27. **[invited; international]**
- Jan./Feb. 2009 Stone, Terry Lee, "Emerging Talents for 2009," *Step Inside Design Magazine*, p. 55, 80, 85. **[invited; international]**
- Nov./Dec. 2006 "American Graphic Design Awards Judging Panel," *GD USA Magazine*, New York: Kaye Publishing, p. 44. **[national]**
- April 27, 2006 Heller, Karen, "Power to the Poster," *The Philadelphia Inquirer*, Magazine Section, p. E1. **[review of The Graphic Imperative exhibition at The Design Center at Philadelphia University]**



- Nov./Dec. 2005 Shapiro, Ellen, "Revolution: Philadelphia Conference Review," *Print Magazine*, New York: RC Publications. **[international]**
- Summer 2005 Heller, Steven, "Me Feral Designer," *Eye Magazine*, London: Quantum Publishing, Issue No. 57. **[international]**
- Spring 2003 Hall, Peter, "Selling Brotherly Love," *Sphere: The Tolerance Issue*, New York: Worldstudio Foundation, p. 7. **[invited; national]**
- Oct. 2002 Weeks, Katie, "A Lesson in Tolerance," *How Magazine*, Cincinnati: F&W Publications, p. 14. **[invited; international]**
- April 25, 2002 Carey, Art, "Winning Posters Preach Tolerance," *The Philadelphia Inquirer*, Magazine Section, p. D1. **[regional]**
- Nov./Dec. 1997 Stevens, Carol, "Tales of the Kin Trade," *Print Magazine*, New York: RC Publications, p. 98–107. **[international]**

#### **Academic Awards**

- Summer 2020 Faculty Completion Grant (\$8,500), Thomas Jefferson University, Philadelphia, PA. **[awarded; regional]**
- June 2018 Named an "Educator to Watch in 2018," *GD USA Magazine*, New York: Kaye Publishing, p. 73. **[invited; national]**
- Spring 2016 Sabbatical Award (for Spring 2017 semester), Philadelphia University, Philadelphia, PA. **[awarded; regional]**
- Spring 2014 Nexus Learning Award, Center for Teaching Innovation & Nexus Learning, Philadelphia University, Philadelphia, PA for *Single Bullet: Arlen Specter and the Warren Commission Investigation of the JFK Assassination* project. **[awarded; regional]**
- Fall 2012 Honorable Mention, 2012 Adobe Educators' Choice Awards, Adobe Systems Inc., New York, NY. **[juried; international]**
- Spring 2012 Nexus Learning Grant (\$3,000), Philadelphia University, Philadelphia, PA for *Peace Day Philly* project. **[awarded; regional]**
- Spring 2011 Signature Learning Grant (\$1,000/ea.), Philadelphia University, Philadelphia, PA for *DEC/QVC* project (co-recipient with several other faculty on large-scale project). **[awarded; regional]**
- Spring 2007 Innovation in Teaching Award, Philadelphia University, Philadelphia, PA. **[awarded; regional]**
- Summer 2005 Faculty Design and Research Grant (\$5,000), Philadelphia University, Philadelphia, PA for *The Graphic Imperative* project. **[awarded; regional]**
- April 2005 Included in *Who's Who Among America's Teachers 2005*, ninth edition (nominated by former student), Austin, TX: Who's Who Among America's Teachers. **[nominated; national]**



### Design Awards

- April 2020 Invited to participate in *Tipoteca Italiana 25*, Tipoteca Italiana Fondazione, Printing and Typography Museum, Cornuda, Italy. **[invited; international; 1 of only 25 designers/printers worldwide invited]**
- July 2019 Honorable Mention, University and College Designers Association, 49th Annual Design Competition, Smyrna, TN. **[juried; national; approx. 23% awarded]**
- Jan. 2019 Invited to participate in *UCDA at Fifty*, University and College Designers Association, Smyrna, TN. **[invited; national; 1 of only 50 designers nationwide invited to participate]**
- 2019 Judge's Choice, Philadelphia Design Awards, AIGA Philadelphia Design Competition, Philadelphia, PA. **[juried; regional]**
- 2019 Philadelphia Design Awards (3), AIGA Philadelphia Design Competition, Philadelphia, PA. **[juried; regional]**
- Sept. 2018 Certificates of Excellence (2), 2018 American Graphic Design Award, *GD USA Magazine*, New York, NY. **[juried; international; approx. 10% awarded]**
- Sept. 2017 Certificate of Excellence, 2017 American Graphic Design Award, *GD USA Magazine*, New York, NY. **[juried; international; approx. 15% awarded]**
- Sept. 2017 Silver Awards (2), *Graphis Posters 2018*, New York: Graphis Press, p. 166, 194. **[juried; international]**
- March 2017 Merit Awards (2), *How Magazine International Design Annual*, Cincinnati: F & W Publications, p. 98–99. **[juried; international]**
- Sept. 2016 Certificates of Excellence (3), 2016 American Graphic Design Award, *GD USA Magazine*, New York, NY. **[juried; international; approx. 15% awarded]**
- Sept. 2015 Certificate of Excellence, 2015 American Graphic Design Award, *GD USA Magazine*, New York, NY. **[juried; international; approx. 15% awarded]**
- Aug. 2015 Award of Excellence, University and College Designers Association, 45th Annual Design Competition, Smyrna, TN. **[juried; national]**
- Dec. 2014 Honorable Mention Award, CASE (Council for Advancement and Support of Education) District II Accolades Awards **[juried; regional]**
- Feb. 2014 *100 Years of Design*, 100th Anniversary of AIGA, AIGA National, New York, NY. **[invited; national; one of only one hundred designers nationwide invited]**
- April 2013 Certificate of Excellence, American Web Design Award, *GD USA Magazine*, New York, NY. **[juried; international; approx. 15% awarded]**
- 2013 Philadelphia Design Awards (2), AIGA Philadelphia Design Competition, Philadelphia, PA. **[juried; regional]**
- Jan./Feb. 2013 Named one of "Most Influential Graphic Designers Working Today," *GD USA Magazine*, New York, NY. **[selected; national; one of only fifty nationwide named]**
- 2013 Merit Award, *How Magazine Interactive Design Awards*, Cincinnati: F&W Publications. **[juried; international; approx. 21% awarded]**



- 2011 Philadelphia Design Award, AIGA Philadelphia Design Competition, Philadelphia, PA. **[juried; regional]**
- Sept. 2010 Certificate of Excellence, 2010 American Graphic Design Award, *GD USA Magazine*, New York, NY. **[juried; international; approx. 15% awarded]**
- Oct. 2009 Merit Award, *How Magazine Self-Promotion Design Annual*, Cincinnati: F&W Publications, p. 57. **[juried; international]**
- July 2009 Award of Excellence, University and College Designers Association, 39th Annual Design Competition, Smyrna, TN. **[juried; national]**
- 2009 Certificate of Design Excellence, *Print Magazine Regional Design Annual 2009*, New York: RC Publications, p. 133. **[juried; international]**
- Philadelphia Design Awards (5), AIGA Philadelphia Design Competition, Philadelphia, PA. **[juried; regional]**
- 2008 AIGA Fellow Award, AIGA Philadelphia, Philadelphia, PA. **[peer-reviewed; regional]**  
<http://www.aiga.org/fellow-frank-baseman>
- Sept. 2008 Gold Award (1), Silver Award (1) and Award of Excellence (1), University and College Designers Association, 38th Annual Design Competition, Smyrna, TN. **[juried; national]**
- June 2007 Best of Show Award, 2007 AIGA Boston Best of New England ("Bone Show") Design Competition, Boston, MA. **[juried; national]**
- Feb. 10, 2006 Awarded "Website of the Day" for The Graphic Imperative Exhibition website by Design Taxi, [www.designtaxi.com](http://www.designtaxi.com). **[juried; national]**
- Jan. 2006 Named a "Person to Watch in 2006," *GD USA Magazine*, New York: Kaye Publishing, p. 36. **[invited; national]**
- 2005 Certificate of Design Excellence, *Print Magazine Regional Design Annual 2005*, New York: RC Publications, p. 263. **[juried; international]**
- Award for Excellence, Philly Gold Awards, *ADV Magazine*, Philadelphia, PA. **[juried regional]**
- April 2005 Merit Award, *How Magazine International Design Annual*, Cincinnati: F & W Publications, p. 137. **[juried; international]**
- Sept. 2005 Awards of Excellence (2), University and College Designers Association, 35th Annual Design Competition, Smyrna, TN. **[juried; national; approx. 15% awarded]**
- Oct. 2004 Award of Excellence, University and College Designers Association, 34th Annual Design Competition, Smyrna, TN. **[juried; national]**
- 2004 Winner, "Get Out the Vote" Poster Design Competition, AIGA Philadelphia. Design chosen to represent the Philadelphia chapter in national campaign to promote voting. **[invited; regional]**
- Participated in *Cause + Affect*, AIGA New York Mentoring Program project, New York. **[invited]**



- 2003 Certificate of Design Excellence, *Print Magazine Regional Design Annual 2003*, New York: RC Publications, p. 281. **[juried; international]**
- 2001 Certificates of Design Excellence (2), *Print Magazine Regional Design Annual 2001*, New York: RC Publications, p. 266, 276. **[juried; international]**
- 2000 Certificate of Typographic Excellence, *Typography 21*, Type Directors Club of New York, 46th Annual Competition, New York: HBI, p. 82. **[juried; international; approx. 7% awarded]**
- Certificate, *The Big Book of Design Ideas*, Design 2K Competition, Cincinnati: Creativity, Inc. **[juried; national]**
- Bronze Award, Neenah Paper Letterhead Paperworks Competition, Neenah Paper Company, Roswell, GA. **[juried; national]**
- 1999 Certificate of Design Excellence, *Print Magazine Regional Design Annual 1999*, New York: RC Publications, p. 276. **[juried; international]**
- "Philly Gold" Award, Art Director's Club of Philadelphia, 62nd Annual Competition, Philadelphia, PA. **[juried; regional]**
- "Poetry in Motion" Project, AIGA Philadelphia, Philadelphia, PA. **[selected; regional]**
- Honorable Mention, Museum Publications Design Competition, American Association of Museums. **[juried; national]**
- Gold Award, *Accolades*, Council for Advancement and Support of Education, District II. **[juried; regional]**
- 1998 Awards of Excellence (2), *Communication Arts Magazine, 1998 Illustration Annual*, Palo Alto, CA, p. 47, 72. **[juried; international]**
- 61st Annual Awards, Art Directors Club of Philadelphia, Philadelphia, PA. **[juried; regional]**
- 1996 Gold Medals (3), Art Director's Club of Philadelphia, 60th Annual Exhibition, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- 1995 Certificate of Design Excellence, *Print Magazine Regional Design Annual 1995*, New York: RC Publications. **[juried; international]**
- Gold Medals, Art Director's Club of Philadelphia, 59th Annual Exhibition, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- 1993 Certificates of Design Excellence (3), *Print Magazine Regional Design Annual 1993*, New York: RC Publications, p. 251, 254, 257. **[juried; international]**
- 1992 Certificate of Design Excellence, *Print Magazine Regional Design Annual 1992*, New York: RC Publications, Inc. **[juried; international]**
- Award of Excellence, *Communication Arts Magazine, 1992 Design Annual*, Palo Alto, CA, p. 104. **[juried; international]**



- 1992 (cont.) Gold Certificate of Excellence, Strathmore Paper Corporation, Graphics Gallery, Westfield, MA. **[juried; national]**
- 1991 Certificate of Typographic Excellence, *Typography 13*, Type Directors Club of New York, 38th Annual Competition, New York: Watson-Guptil, p. 173. **[juried; international]**
- Award of Excellence, Consolidated Paper Corporation, Chicago, IL. **[juried; national]**
- 1990 Ace Award (Advertising, Communication Excellence), *Business/Professional Advertising Association*, New York chapter, New York. **[juried; regional]**
- 1989 Award of Excellence, *Communication Arts Magazine*, *1989 Design Annual*, Palo Alto, CA, p. 149. **[juried; international]**
- Silver Award, Neographics Printing Award. **[juried; regional]**
- 1988 Certificate of Design Excellence, *Print Magazine Regional Design Annual 1988*, New York: RC Publications, p. 250. **[juried; international]**
- Silver Medals (2), Art Director's Club of Philadelphia, 52nd Annual Exhibition, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- Awards of Excellence (2), National Museum Design Competition, American Federation of the Arts, San Francisco, CA. **[juried; national; approx. 12% awarded]**
- 1987 Certificate of Design Excellence, *Print Magazine Regional Design Annual 1987*, New York: RC Publications, p. 255. **[juried; international]**
- Gold Medal (1) & Silver Medals (4), Art Director's Club of Philadelphia, 51st Annual Exhibition, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- 1986 Certificates of Excellence (4), *Criteria, Concept, Solution: AIGA Philadelphia Graphic Design Show III.*, The Philadelphia Art Alliance, Philadelphia, PA. **[juried; regional]**
- Silver Medal, Art Director's Club of Philadelphia, 50th Annual Exhibition, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- 1985 Certificates of Design Excellence (2), *Print Magazine Regional Design Annual 1985*, New York: RC Publications, p. 233, 243. **[juried; international]**
- Awards of Excellence (2), Art Directors Club of Philadelphia, 49th Annual Exhibition, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- 1984 Certificates of Design Excellence (2), *Print Magazine Regional Design Annual 1984*, New York: RC Publications, p. 198, 199. **[juried; international]**
- Certificate of Typographic Excellence, *Typography 5*, Type Directors Club of New York, 30th Annual Competition, New York: Watson-Guptill, p. 119. **[juried; international; approx. 6% awarded]**
- Silver Medal, Art Director's Club of Philadelphia, 48th Annual Exhibition, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**



1982–1983 Graduate Teaching Assistantship in Graphic Design, Tyler School of Art of Temple University, Philadelphia, PA. **[selected; regional]**

1981 College Award for Creative Achievement from the College of Arts and Architecture, The Pennsylvania State University, University Park, PA. **[selected; regional]**

### **Recognition of Student Design Work Completed Under my Supervision**

Jan./Feb. 2023 "Students to Watch," (2), *GD USA Magazine*, New York: Kaye Publishing. **[invited; national]**

Aug. 2022 Award of Excellence, University and College Designers Association, 52nd Annual Design Competition, Smyrna, TN. **[juried; national]**

2019 Honorable Mention, *Graphis New Talent Design Annual 2019*, New York: Graphis, Press. **[juried; international]**

2019 Top Talent, Adobe Design Achievement Awards 2019. **[juried; international]**

2018 Semifinalist, Adobe Design Achievement Awards 2018. **[juried; international]**

Jan./Feb. 2018 "Students to Watch," (2), *GD USA Magazine*, New York: Kaye Publishing. **[invited; national]**

2017 Semifinalist (2), Adobe Design Achievement Awards 2017. **[juried; international]**

2017 Philadelphia Design Award, AIGA Philadelphia Design Competition, Philadelphia, PA. **[juried; regional]**

2016 Semifinalist (5), Adobe Design Achievement Awards 2016. **[juried; international]**

Sept. 2015 Certificates of Excellence (3), 2015 American Graphic Design Award, *GD USA Magazine*, New York, NY. **[juried; international; approx. 15% awarded]**

Aug. 2015 Gold Award, Silver Award, and Awards of Excellence (5), University and College Designers Association, 45th Annual Design Competition, Smyrna, TN. **[juried; national]**

2015 Semifinalist, Adobe Design Achievement Awards 2015. **[juried; international]**

2015 Merit Award, *Graphis New Talent Design Annual 2015*, New York: Graphis, Press. **[juried; international]**

Feb. 2015 Awards of Merit (4), *Design for Good Campaign*, Student T-Shirt Design Competition and Exhibition, AIGA Philadelphia, Icebox Gallery, Philadelphia, PA. **[juried; regional]**

Jan./Feb. 2015 "Students to Watch," (2), *GD USA Magazine*, New York: Kaye Publishing. **[invited; national]**

Dec. 2014 Bronze Award, CASE (Council for Advancement and Support of Education) District II Accolades Awards **[juried; regional]**

July 2014 Awards of Excellence (3), University and College Designers Association, 44th Annual Design Competition, Smyrna, TN. **[juried; national]**

Jan./Feb. 2014 "Students to Watch," (1), *GD USA Magazine*, New York: Kaye Publishing. **[invited; national]**



- 2013 Philadelphia Design Award, AIGA Philadelphia Design Competition, Philadelphia, PA. **[juried; regional]**
- Jan./Feb. 2013 "Students to Watch," (2), *GD USA Magazine*, New York: Kaye Publishing. **[invited; national]**
- 2012 Semifinalists (2), Adobe Design Achievement Awards 2012. **[juried; international]**
- Sept. 2012 Awards of Excellence (2), University and College Designers Association, 42nd Annual Design Competition, Smyrna, TN. **[juried; national]**
- Jan./Feb. 2012 "Students to Watch," (2), *GD USA Magazine*, New York: Kaye Publishing. **[invited; national]**
- March 2011 Honorable Mention and Judge's Choice Award, *BYOB Nutrition Campaign*, Student Design Competition and Exhibition, AIGA Philadelphia, Icebox Gallery, Philadelphia, PA. **[juried; regional]**
- Jan. 2009 *Campaign 2 Sustain*, Student Poster Design Competition and Exhibition, AIGA Philadelphia, Icebox Gallery, Philadelphia, PA. **[juried; regional]**
- 2008 Semifinalists (3), Adobe Design Achievement Awards 2008. **[juried; international]**
- The Best of Business Card Design 8*, Gloucester, MA: Rockport Publishers, p. 112. **[juried; national]**
- Merit Award and Finalist, One Show College Design Competition 2008, The One Club, New York. **[juried; international]**
- Sept. 2008 Award of Excellence, University and College Designers Association, 38th Annual Design Competition, Smyrna, TN. **[juried; national]**
- Nov. 2007 Honorable Mention, *Mapping Modernism*, Collab Student Design Competition, Philadelphia Museum of Art, Philadelphia, PA. **[juried; regional]**
- 2007 Gold Winner, *Graphis New Talent Design Annual 2007*, New York: Graphis, Press. **[juried; international]**
- Dec. 2006 Honorable Mention and People's Choice Award (2), *Wear Your Voice*, Student T-Shirt Design Competition and Exhibition, AIGA Philadelphia, Icebox Gallery, Philadelphia, PA. **[juried; regional]**
- Oct. 2006 Merit Award, Student Work, *How Magazine 19th Annual Self-Promotion Design Awards*, Cincinnati: F & W Publications, p. 102. **[juried; national]**
- July/Aug. 2006 Stone, Terry Lee, "White Space: Examining Racial Diversity in the Design Industry," *Step Inside Design Magazine*, p. 44-53. **[invited; national]**
- Oct. 2005 Merit Award, Student Work, *How Magazine 18th Annual Self-Promotion Design Awards*, Cincinnati: F & W Publications, p. 113. **[juried; national]**
- 2003 Merit Award and Finalist, One Show College Design Competition 2003, The One Club, New York, p. 527. **[juried; international; approx. 9% awarded]**
- 2002 Finalist, *The Tolerance Project*, Student Poster Design Competition and Exhibition, AIGA Philadelphia, Philadelphia, PA. **[juried; regional]**
- Sept. 2001 *Student Solutions: Student Typography Design Exhibition*, Willard Gallery, Kansas State University, Manhattan, KS. **[invited; national]**



- 2000 *Graphis New Talent Design Annual 2000*, New York: Graphis, Press, p. 198, 223 (2). **[juried; international]**
- 1999 Student Winners (Second Place and Honorable Mention [2]), *34th Publication Design Annual*, Society of Publication Designers, Gloucester, MA: Rockport Publishers, p. 264–265. **[juried; national; approx. 8% awarded]**

#### **Publication of Invited or Juried Work**

- Sept. 2017 *Graphis Posters 2018* (2), New York: Graphis Press, p. 166, 194. **[juried; international]**
- April 2013 *50 Years of Stuckeman Works*, College of Arts and Architecture Alumni Publication, Pennsylvania State University, University Park, PA, p. 43. **[juried; national]**
- March 2012 "Novum Plus: Design and Religion, Spiritual Design," *Novum: World of Graphic Design*, Munich, Germany, p. 47. **[invited; international]**
- 2009 *1,000 More Graphic Elements* (9), Beverly, MA: Rockport Publishers, p. 16, 18, 41, 57, 87, 140, 147, 203, 225. **[juried; international]**
- 2008 *The Best of Business Card Design 8*, Gloucester, MA: Rockport Publishers, p. 112. **[juried; international]**
- 2007 *1,000 Retail Graphics: From Signage to Logos*, Gloucester, MA: Rockport Publishers, p. 90. **[juried; international]**
- 2005 *Logo + Letterhead Nine* (2), Gloucester, MA: Rockport Publishers, p. 38, 219. **[juried; international]**
- May/June 2003 "Juliette Borda Illustration," *Communication Arts Magazine*, Palo Alto, CA, p. 92. **[international]**
- 2002 Fishel, Catherine. *The Power of Paper in Graphic Design*, Gloucester, MA: Rockport Publishers, p. 170. **[invited; international]**
- 2000 *Graphis Posters 2000*, New York: Graphis Press, p. 70. **[juried; international]**
- 1999 Fishel, Catherine. *Minimal Graphics* (2), Gloucester, MA: Rockport Publishers, p. 56, 99. **[invited; international]**
- 1998 *33rd Publication Design Annual*, Society of Publication Designers, Gloucester, MA: Rockport Publishers, p. 107. **[juried; national]**
- 1997 *Graphic Design: New York 2*, New York: Rockport Publishers and Allworth Press. **[juried; national]**
- 32nd Publication Design Annual*, Society of Publication Designers, Gloucester, MA: Rockport Publishers. **[juried; national]**
- 1996 *31st Publication Design Annual*, Society of Publication Designers, Gloucester, MA: Rockport Publishers. **[juried; national]**
- 1994 *Print Casebooks 10, The Best in Covers and Posters*, New York: RC Publications, p. 56–57. **[juried; international]**
- The Best of Business Card Design* (2), Gloucester, MA: Rockport Publishers, p. 69, 115. **[juried; national]**



- 1993 *72nd Annual Competition*, The Art Directors Club of New York, New York. **[juried; international]**
- 28th Publication Design Annual (3)*, Society of Publication Designers, Gloucester, MA: Rockport Publishers, p. 53, 78, 144. **[juried; national]**
- Curtiss, Deborah; Snyder, Jack and Spandorfer, Merle, *Making Art Safely*, New York: Van Nostrand Reinhold, p. 145–146. **[invited; national]**
- 1992 *27th Publication Design Annual*, Society of Publication Designers, Gloucester, MA: Rockport Publishers. **[juried; national]**
- Graphic Design: New York*, New York: Rockport Publishers and Allworth Press, p. 40–47. **[juried; national]**
- Great Design Using 1, 2, 3 Colors*, Supon Design Group, New York: Madison Square Press, p. 101. **[juried; international]**
- April 1992 Richardson, Margaret, "Fresh Perspectives: Guest Designers Lend Their Unique Styles to U&lc's New Look," *How Magazine*, Cincinnati: F & W Publications, p. 90–95. **[invited; international]**
- April 1991 Gillette, Heather, "Specifying Color on Colored Papers: Designers Speak Out," *Step By Step Graphics*, New York, p. 180–185. **[national]**
- Sept./Oct. 1989 "Exhibit," *Communication Arts Magazine*, Palo Alto, CA, p. 111. **[juried; international]**
- July 1989 Sommese, Lanny, "Bernhardt Fudyma Design Group," *Novum Gebrauchsgraphik*, Munich, Germany, p. 56–61. **[invited; international]**
- 1988 *Graphis Posters 1988 (2)*, Zurich, Switzerland: Graphis Press, p. 206, 212. **[juried; international]**
- July 1988 Sommese, Lanny, "Design Resource, Inc.," *Novum Gebrauchsgraphik*, Munich, Germany. **[invited; international]**
- March 1987 Stevens, Carol, "The Philadelphia Experiment: AIGA Philadelphia Graphic Design Show III.," *Print Magazine*, New York: RC Publications, p. 53–62. **[invited; international]**
- 1986 *Photographis 1986*, Zurich, Switzerland: Graphis Press, p. 105. **[juried; international]**
- The Photo Review*, National Juried Photography Competition, Langhorne, PA. **[juried; national]**
- 1984 *Graphis Posters 1984 (2)*, Zurich, Switzerland: Graphis Press, p. 142, 146. **[juried; international]**
- 1983 *Graphis Posters 1983*, Zurich, Switzerland: Graphis Press, p. 198. **[juried; international]**
- Nov. 1983 "Lahti V Poster Biennale," *Novum Gebrauchsgraphik*, Munich, Germany, p. 50. **[international]**



### Solo Exhibitions

- Oct. 6–20, 2023 *Base Press at Huddle: Letterpress Prints and Design Work by Frank Baseman*, Huddle, Philadelphia, PA. **[invited; regional]**
- Feb. 3–24, 2023 *Base Press at Land Collective: Letterpress Prints by Frank Baseman*, Gallery Land Collective, Philadelphia, PA. **[invited; regional]**
- Oct. 10–  
Nov. 8, 2022 *Rebus Quotes and Other Typographic Explorations: Design Work by Frank Baseman*, Harrisburg Area Community College, Harrisburg, PA. **[invited; regional]**
- Jan. 26–  
Feb. 16, 2019 *Design Work by Frank Baseman*, Suraci Gallery, Marywood University, Scranton, PA. **[invited; regional]**
- Aug. 27–  
Sept. 28, 2018 *Not Just Eye Candy: Design Work by Frank Baseman*, Recitation Gallery, Department of Art and Design, University of Delaware, Newark, DE. **[invited; regional]**
- Sept. 22–  
Oct. 27, 2017 *Rebus Quotes and Other Typographic Explorations: Design Work by Frank Baseman*, Willard G. Rouse III. Gallery, Stuckeman Family Building, Penn State University, University Park, PA. **[invited; regional]**
- Sept. 2008 *Post No Bills: Frank Baseman Posters*, Kanbar Campus Center, Philadelphia University, Philadelphia, PA. **[invited; regional]**
- 2000 *Baseman Design Associates: 20 Posters for the Year 2000, an Exhibition of Posters*, Glasgow School of Art, Glasgow, Scotland. **[invited; international]**

### (Group) Exhibitions of Invited or Juried Work

- July 3–  
Aug. 31, 2025 *ChromaTome*, Laramie County Library Book Arts Invitational, Laramie, WY. **[invited; international]**
- May 30–  
July 13, 2025 *Press On: A Juried Exhibition of Letterpress Art*, Pyramid Atlantic Art Center, Hyattsville, MD. **[juried; international]**
- June 10–  
Aug. 19, 2024 *Ramble/Rove*, Laramie County Library Book Arts Invitational, Laramie, WY. **[invited; international]**
- May 2024 *New Impressions 2024, International Exhibition of Letterpress Printing*, Hamilton Wood Type & Printing Museum, Two Rivers, WI. **[juried; international]**
- Jan. 16–  
March 9, 2024 *Old Type, New Ways: Work from the Hamilton Wood Type & Printing Museum*, Frederick Layton Gallery, Milwaukee Institute of Art and Design, Milwaukee, WI. **[juried; international]**
- Dec. 1, 2023–  
Jan. 19, 2024 *Let's Get Inky, A Printerly Invitational*, Haley Gallery, Hatch Show Print, Nashville, TN. **[invited; international]**
- Oct. 2023 *Appear: A Juried Exhibition*, AIGA Philadelphia, Philadelphia, PA. **[juried; regional]**
- June 16–  
Aug. 21, 2023 *Seeking Balance: Artists' Books + Typographic Messages*, Laramie County Library Book Arts Invitational, Laramie, WY. **[invited; national]**
- March 2023 *New Impressions 2023, International Exhibition of Letterpress Printing*, Hamilton Wood Type & Printing Museum, Two Rivers, WI. **[juried; international]**



Oct. 2022	<i>Co-Grid</i> , Huddle, Philadelphia, PA. <b>[invited; regional]</b>
April 2022	<i>Spring Craft Fair</i> , Abington Art Center, Jenkintown, PA. <b>[juried; regional]</b>
Oct. 2021	<i>Celebrating All Types</i> , Hamilton Wood Type & Printing Museum, Two Rivers, WI and Partners in Print, Seattle, WA. <b>[invited; national]</b>
Aug. 2021	<i>On the Western Window Pane</i> , The Van Gogh House, London, UK. <b>[invited; international]</b>
Dec. 2020	<i>Reverting to Type 2020; Contemporary Letterpress Protest Posters</i> , New North Press, Standpoint Gallery, London, UK. <b>[juried; international]</b>
Nov. 2020	<i>Huella Dactilar   All Print Show</i> , Terrain Gallery, Spokane, WA. <b>[juried; national]</b>
Jun. – Oct. 2020	<i>Tipoteca Italiana 25</i> , Tipoteca Italiana Fondazione, Printing and Typography Museum, Cornuda, Italy. <b>[invited; international; 1 of only 25 designers / printers worldwide invited]</b>
March 2020	<i>New Impressions 2020, International Exhibition of Letterpress Printing</i> , Hamilton Wood Type & Printing Museum, Two Rivers, WI. <b>[juried; international]</b>
March 2019	<i>New Impressions 2019, International Exhibition of Letterpress Printing</i> , Hamilton Wood Type & Printing Museum, Two Rivers, WI. <b>[juried; international]</b>
Feb. – March, 2019	<i>New Impressions 2018, International Exhibition of Letterpress Printing</i> , York College of Pennsylvania, York, PA. <b>[juried; international]</b>
April 2018	<i>New Impressions 2018, International Exhibition of Letterpress Printing</i> , Hamilton Wood Type & Printing Museum, Two Rivers, WI. <b>[juried; international]</b>
April 2018	<i>Hi-Res: Design From Memory</i> , Masthead Studio, Philadelphia, PA. <b>[invited; regional]</b>
April 2017	<i>Philadelphia Design Awards</i> , Arts + Crafts Holdings Gallery, Philadelphia, PA. <b>[juried; regional]</b>
Sept. 2016	<i>35 X 35</i> , AIGA Philadelphia Celebrates 35 Years, AIGA Philadelphia, Philadelphia, PA. <b>[invited; regional]</b>
June 2016	<i>AIGA Get Out the Vote 2016</i> , AIGA Online Exhibition, <a href="http://www.aiga.org/getv">http://www.aiga.org/getv</a> . <b>[invited; national]</b>
July 2016	Art Gallery at City Hall, Philadelphia, PA. <b>[invited; national]</b> Painted Bride Art Center, Philadelphia, PA. <b>[invited; national]</b>
Oct. 2015	<i>Posters Against Ebola</i> , AIGA Philadelphia Space Gallery, Philadelphia, PA. <b>[invited; national]</b>
Dec. 2014	<i>Posters Against Ebola</i> , Online Exhibition, <a href="http://www.postersagainstebola.com">http://www.postersagainstebola.com</a> . <b>[invited; national]</b>
Sept. 2013	<i>Those Who Can, Teach</i> , AIGA Philadelphia Space Gallery, Philadelphia, PA. <b>[juried; regional]</b>
May 2013	<i>Philadelphia Design Awards</i> , AIGA Philadelphia Space Gallery, Philadelphia, PA. <b>[juried; regional]</b>
June 2011	<i>Fellows Award Retrospective</i> , AIGA Philadelphia, University of the Arts, Hamilton Hall Gallery, Philadelphia, PA. <b>[invited; regional]</b>
June 2011	<i>Philadelphia Design Awards</i> , AIGA Philadelphia, University of the Arts, Philadelphia, PA. <b>[juried; regional]</b>



- April 2011 *Victory for Tyler Alumni Exhibition: Works on Paper 2011*, Icebox Gallery, Philadelphia, PA. **[juried; national]**
- Nov. 2008 *Speak Out: Art, Design and Politics*, 516 Arts, Albuquerque, NM. **[juried; national]**
- Dec. 2007 *Fifth Annual Deck the Walls Benefit Holiday Poster Auction*, AIGA Colorado, Denver, CO. **[invited; national]**
- Dec. 2006 *Fourth Annual Holiday Poster Auction*, AIGA Colorado, Denver, CO. **[invited; national]**
- 2006 *Design Faculty Biennial Exhibition*, School of Design and Media, The Design Center at Philadelphia University, Philadelphia, PA. **[regional]**
- Dec. 2004 *Second Annual Holiday Poster Auction*, AIGA Colorado, Denver, CO. **[invited; national]**
- 2004 *Design Faculty Biennial Exhibition*, School of Design and Media, The Design Center at Philadelphia University, Philadelphia, PA. **[regional]**
- Dec. 2003 *First Annual Holiday Poster Auction*, AIGA Colorado, Pirate Gallery, Denver, CO. **[invited; national]**
- Nov. 2002–  
Jan. 2003 *The Tolerance Exhibition, Results of the Student Poster Design Competition*, AIGA National Design Center, AIGA National Headquarters, New York, NY  
(also traveled to *Bradley Academy for the Visual Arts, York, PA; University of Massachusetts at Dartmouth, MA; and West Chester University, West Chester, PA*). **[regional]**
- Summer 2002 *The Tolerance Project*, Student Poster Design Competition and Exhibition, Center City District, Market Street between 7th—12th Streets, Philadelphia, PA. **[regional]**
- Sept. 2001 *Type: Aesthetic + Function*, William Kemper Gallery, Kansas State University, Manhattan, KS  
(also traveled to *Trier, Germany; Seoul, Korea; and Dundee, Scotland*). **[invited; international]**
- Jan. 2001 *The Soviet Poster and Its Contemporary Legacy*, The Guggenheim Gallery, Chapman University, Orange, CA. **[juried; national]**
- 2001 *Design Faculty Biennial Exhibition*, School of Architecture and Design, The Design Center at Philadelphia University, Philadelphia, PA. **[regional]**
- 2000 *46th Annual Exhibition*, Type Directors Club of New York, Aronson Galleries, Parsons School of Design, New York, NY (also traveled to *Australia, Canada, Europe, Japan, Mexico, Southeast Asia, South America and the United States*). **[juried; international]**
- Invitational Members Exhibition*, U.S. Scot Consortium, Matthew Gallery, Duncan of Jordanstone College of Art and Design, University of Dundee, Dundee, Scotland. **[invited; international]**
- 1999 *Design Faculty Biennial Exhibition*, School of Architecture and Design, The Design Center at Philadelphia University, Philadelphia, PA. **[regional]**
- "Poetry in Motion" Project*, AIGA Philadelphia, SEPTA Transit Museum, Philadelphia, PA. **[juried; regional]**
- 1998 *33rd Annual Exhibition*, Society of Publication Designers, New York, NY. **[juried; national]**



- 1997 *32nd Annual Exhibition*, Society of Publication Designers, New York, NY. **[juried; national]**
- "Spots!" Spot Illustration Exhibition*, Society of Publication Designers, New York, NY. **[juried; national]**
- 1996 *31st Annual Exhibition*, Society of Publication Designers, New York, NY. **[juried; national]**
- 60th Annual Exhibition*, Art Directors Club of Philadelphia, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- 1995 *59th Annual Exhibition*, Art Directors Club of Philadelphia, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- Mixed Messages, AIGA Philadelphia Graphic Design Show*, The Shops at Liberty Place, Philadelphia, PA. **[juried; regional]**
- 1993 *28th Annual Exhibition*, Society of Publication Designers, New York, NY. **[juried; national]**
- 1992 *27th Annual Exhibition*, Society of Publication Designers, New York, NY. **[juried; national]**
- 1991 *38th Annual Exhibition*, Type Directors Club of New York, ITC Gallery, New York, NY. **[juried; international]**
- Bernhardt Fudyma Design Group Exhibition*, Main Gallery, Pennsylvania School of Art & Design, Lancaster, PA. **[invited; regional]**
- 1990 *Graphic Design Alumni Invitational Exhibition*, Zoller Gallery, The Pennsylvania State University, University Park, PA. **[invited; regional]**
- 1989 *Bernhardt Fudyma Design Group Exhibition*, Penrose Gallery, Tyler School of Art of Temple University, Philadelphia, PA. **[invited; regional]**
- Book Design: Practical and Provocative*, AIGA Philadelphia, The Painted Bride Art Center, Philadelphia, PA. **[juried; regional]**
- 1987 *Annual Photography Exhibition*, Abington Art Center, Abington, PA. **[juried; regional]**
- Tyler Faculty Exhibition*, Tyler Galleries, Tyler School of Art of Temple University, Philadelphia, PA. **[regional]**
- 51st Annual Exhibition*, Art Director's Club of Philadelphia, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- 1986 *Eleventh International Poster Biennale*, Warsaw, Poland. **[juried; international]**
- Auschwitz Warns*, International Poster Exhibition, United Nations Plaza, New York, NY. **[juried; international]**
- 50th Annual Exhibition*, Art Directors Club of Philadelphia, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- 20th Annual Juried Photography Exhibition*, Central Pennsylvania Festival of the Arts, Kern Gallery, University Park, PA. **[juried; national]**



- 1985 *Contemporary Book Art Exhibition*, Hand-In-Hand Gallery, New York, NY. **[juried; regional]**
- 49th Annual Exhibition*, Art Directors Club of Philadelphia, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- 19th Annual Juried Photography Exhibition*, Central Pennsylvania Festival of the Arts, Kern Gallery, University Park, PA. **[juried; regional]**
- 1984 *30th Annual Exhibition*, Type Directors Club of New York, ITC Gallery, New York, NY. **[juried; national]**
- 48th Annual Exhibition*, Art Directors Club of Philadelphia, Art Institute of Philadelphia, Philadelphia, PA. **[juried; regional]**
- Invitational Photography Exhibition*, Coos Art Museum, Coos Bay, OR. **[invited; national]**
- 1983 *Lahti V Poster Biennale*, Lahti Art Museum, Lahti, Finland. **[juried; international]**
- Pensacola Invitational Illustration/Graphic Design Exhibition*, Pensacola Junior College, Pensacola, FL. **[juried; national]**
- Camera Movements*, National Juried Photography Exhibition, Levy Gallery, Moore College of Art & Design, Philadelphia, PA. **[juried; national]**
- Ninth Annual Juried Photography Exhibition*, Coos Art Museum, Coos Bay, OR. **[juried; national]**
- Photo-Mechanical Printmaking Competition*, University of California at Riverside, Riverside, CA. **[juried; national]**
- Master of Fine Arts Thesis Exhibition*, Tyler Galleries, Tyler School of Art of Temple University, Philadelphia, PA. **[solo exhibition; regional]**
- 1982 *Poster National 1982*, Coker College, Hartsville, SC. **[juried; national]**
- Bookworks: 1982*, Books by Philadelphia Artists, Levy Gallery, Moore College of Art & Design, Philadelphia, PA. **[juried; regional]**
- The Finished Print: 1982*, National Juried Photography Exhibition, The Art Guild, Farmington, CT. **[juried; national]**
- Graduate Students Sow Their Stuff*, Sugarloaf Conference Center, Philadelphia, PA. **[regional]**
- 1981 *Graphic Design Film Follies*, Paul Robeson Cultural Center, The Pennsylvania State University, University Park, PA. **[regional]**

### Permanent Collections

Cary Graphic Arts Collection, Rochester Institute of Technology, Rochester, NY  
 Center for the Study of Political Graphics, Los Angeles, CA  
 Columbia University, Special Collections, New York, NY  
 Duncan of Jordanstone College of Art and Design, University of Dundee, Dundee, Scotland  
 Free Library of Philadelphia, Central Library branch, Philadelphia, PA  
 Glasgow School of Art, Glasgow, Scotland  
 Herb Lubalin Study Center of Design and Typography, The Cooper Union, New York, NY



Hamilton Wood Type & Printing Museum, Two Rivers, WI  
 Harrisburg Area Community College, Harrisburg, PA  
 Herskovits Library of African Studies, Northwestern University, Chicago, IL  
 House of Humor and Satire, Gabrovo, Bulgaria  
 Lahti Art Museum, Lahti, Finland  
 Northwestern University, Chicago, IL  
 Poster Collection, Library of Congress, Washington, DC  
 Poster House (Poster Museum), New York, NY  
 Poster Museum, Warsaw, Poland  
 Printing History and Book Arts Collection, Columbia University, New York, NY  
 The Israel Museum, Jerusalem, Israel  
 Tipoteca Italiana Fondazione, Cornuda (Treviso), Italy  
 University and College Designers Association  
 University of Delaware, Special Collections, Morris Library, Newark, DE  
 University of Victoria, Special Collections, Victoria, BC, CANADA  
 Yiddish Book Center, Amherst, MA

#### **Invited Professional Assessor, Judge or Juror**

- [26.] July 2020 *Judge*, 50th Annual UCDA National Design Competition, Nashville, TN. **[invited; national]**
- [25.] Aug. 2019 *Juror*, 2019 ASTRA Awards, New Jersey Communications, Advertising & Marketing Association, Princeton, NJ. **[invited; regional]**
- [24.] 2018; 2016 *Judge*, Adobe Design Achievement Awards, ico-D (International Council of Design) **[invited; international]**
- [22.] Aug. 2016 *Judge*, Adobe Creative Jam, Painted Bride Art Center, Philadelphia, PA. **[invited; regional]**
- [21.] Aug. 2014 *Judge*, *Archive 14*, Annual Design Competition of the Society of Typographic Arts, Society of Typographic Arts; Chicago, IL. **[invited; regional]**
- [20.] May 2014 *Judge*, Annual Student Graduation Exhibition, Delaware County Community College, Media, PA. **[invited; regional]**
- [19.] Dec. 2013 *Judge*, Charter High School for Art and Design Student Exhibition, Philadelphia, PA. **[invited; regional]**
- [18.] Sept. 2013 *Judge*, Lots of Power Mentoring Design Competition, Philadelphia, PA. **[invited; regional]**
- [17.] July 2013 *Judge*, 43rd Annual UCDA National Design Competition, Nashville, TN. **[invited; national]**
- [16.] June 2013 *Judge*, *Print Magazine Regional Design Annual 2013*, Cincinnati: F & W Publications. **[invited; national]**
- [15.] March 2012 *Judge*, Senior Graphic Design Show, Edinboro University, Edinboro, PA. **[invited; regional]**
- [14.] March 2011 *Judge*, AIGA Atlanta 2011 SEED Awards, Atlanta, GA. **[invited; regional]**
- [13.] March 2010 *Judge*, AIGA Minnesota 2010 Design Show, AIGA Minnesota, Minneapolis, MN. **[invited; regional]**
- [12.] Jan. 2009 *Judge*, AIGA New Orleans 2008 Student Design Competition, AIGA New Orleans, New Orleans, LA. **[invited; regional]**
- [11.] Oct. 2006 *Judge*, 2006 Wally Awards, Yupo Corporation America, Chesapeake, VA. **[invited; national]**



- [10.] July 2006 *Judge*, American Graphic Design Awards, 43rd Annual Competition, *GD USA Magazine*, New York, NY. **[invited; national]**
- [9.] June 2006 *Juror*, Worldstudio AIGA Scholarship Program, New York, NY. **[invited; international]**
- [8.] Feb. 2005 *Judge*, Greater Richmond Area Design Exhibition, AIGA Richmond, Richmond, VA. **[invited; regional]**
- [7.] May 2004 *Guest Critic*, "Get Out the Vote" Poster Project, Moore College of Art & Design, Philadelphia, PA. **[invited; regional]**
- [6.] April 2004 *External Assessor*, Graphic Design Program, Arcadia University, Glenside, PA. **[invited; regional]**
- [5.] Nov. 2003 *Judge*, Annual Awards Show, AIGA Pittsburgh, Pittsburgh, PA. **[invited; regional]**
- [4.] Oct. 2003 *Juror*, Corporate Identity Project, Tyler School of Art of Temple University, Philadelphia, PA. **[invited; regional]**
- [3.] Aug. 2002 *Juror*, Graphic Design Alumni Exhibition, Richard Stockton State College, Stockton, NJ. **[invited; regional]**
- [2.] May 2002 *External Assessor*, Graphic Design Program, School of Media Arts and Design, Drexel University, Philadelphia, PA. **[invited; regional]**
- [1.] Feb. 2000 *Juror*, 2000 ASTRA Awards, New Jersey Communications, Advertising & Marketing Association, Princeton, NJ. **[invited; regional]**

### **Invited Lectures**

- Nov. 2018 Montgomery County Community College, Blue Bell, PA **[invited; regional]**
- Nov. 2016 Northeast High School, Philadelphia, PA **[invited; regional]**
- June 2013 "Grace Place," Grace Presbyterian Church, Jenkintown, PA **[invited; regional]**
- May 2011 Salesianum High School, Wilmington, DE **[invited; regional]**
- Feb. 2005 Art Institute of Philadelphia, Philadelphia, PA **[invited; regional]**
- June 2003 Jenkintown Elementary School, Jenkintown, PA **[invited; regional]**
- April 2002 Charter High School for Architecture and Design, Philadelphia, PA **[invited; regional]**
- Nov. 2001 Arcadia University, Glenside, PA **[invited; regional]**
- May 2017; Mar. 2001; University of Delaware, Newark, DE **[invited; regional]**  
Nov. 1995
- Nov. 1998 Hospitalfield House, Arbroath, Scotland **[invited; international]**
- Feb. 1998 Philadelphia University, Philadelphia, PA **[invited; regional]**
- Dec. 1997 West Chester University, West Chester, PA **[invited; regional]**
- April 1997; Tyler School of Art of Temple University, Philadelphia, PA **[invited; regional]**  
Nov. 1995; Nov. 1991



- March 1997 University of the Arts, Philadelphia, PA **[invited; regional]**
- Feb. 1995 The Pennsylvania State University, University Park, PA **[invited; regional]**
- April 1993 College of Saint Rose, Albany, NY **[invited; regional]**

### **Professional Presentations**

- [69.]** Oct. 6, 2023 "My Letterpress Story (Thus Far); My Path Down the Letterpress Road," version 6, Guest Speaker, Small Talk lecture to support *Base Press at Huddle*, Huddle, Philadelphia, PA. **[invited; regional]**
- [68.]** April 2023 "My Letterpress Story (Thus Far); My Path Down the Letterpress Road," version 5, Guest Speaker, Rider University, Lawrenceville, NJ. **[invited; regional]**
- [67.]** Oct. 2023 "Modular Letterform and Provisional Press Workshop with HACC Graphic Design Students," Harrisburg Area Community College, Harrisburg Bell, PA. **[invited; regional]**
- [66.]** Oct. 2023 "My Letterpress Story (Thus Far); My Path Down the Letterpress Road," version 4, Guest Speaker, Harrisburg Area Community College, Harrisburg Bell, PA. **[invited; regional]**
- [65.]** April 2022 "My Letterpress Story (Thus Far); My Path Down the Letterpress Road," version 3, Guest Speaker, Montgomery County Community College, Blue Bell, PA. **[invited; regional]**
- [64.]** Nov. 2020 "My Letterpress Story (Thus Far); My Path Down the Letterpress Road," version 2, Guest Speaker, Rowan University, Glassboro, NJ. **[invited; regional]**
- [63.]** Oct. 2020 "My Letterpress Story (Thus Far); My Path Down the Letterpress Road," version 1, *Hamilton Hangs* with Frank Baseman, full-length interview; Hamilton Wood Type & Printing Museum, Two Rivers, WI. **[invited; international]** <https://www.woodtype.org>
- [62.]** April 2019 "No Walls, No Borders: Enhancing Diabetes Control Prevention through Urban-Rural Collaborations," Thompson, T., Panitsas, K., Shirrell, E., Walker, R., Baseman, F; Poster presentation at Teaching Prevention 2019, Association for Prevention Teaching and Research; Cleveland, OH. **[juried; regional]**
- [61.]** Jan. 2019 Gallery Talk to support *Design Work by Frank Baseman*, Suraci Gallery, Marywood University, Scranton, PA. **[invited; regional]**
- [60.]** Sept. 2018 Gallery Talk to support *Not Just Eye Candy: Design Work by Frank Baseman*, Recitation Gallery, University of Delaware, Newark, DE. **[invited; regional]**
- [59.]** Sept. 2018 "A Designer that Teaches; A Teacher that Designs. Recent Projects: Work and Teaching," version 7. to support *Not Just Eye Candy: Design Work by Frank Baseman*, University of Delaware, Newark, DE. **[invited; regional]**
- [58.]** May 2018 Keynote Speaker, "Hints From Heloise and Other Career and Life Tips," presented at *Feedback XX Portfolio Review* event, AIGA Philadelphia, Philadelphia, PA. **[invited; regional]**
- [57.]** April 2018 "What I've Been Up To Lately, Career Q&A," presented as part of Study Tours portion of the *MFA Program for Working Professionals* at Marywood University, Scranton, PA. **[invited; regional]**
- [56.]** March 2018 "A Designer that Teaches; A Teacher that Designs. Recent Projects: Work and Teaching," version 6. Penn State University, University Park, PA. **[invited; regional]**



- [55.] March 2018 Panel discussion participant on “Design Thinking in Innovation and Entrepreneurship” Panel, as part of Penn State Start-up Week, Penn State University, University Park, PA. **[invited; regional]**
- [54.] Sept. 2017 Gallery Talk to support *Rebus Quotes and Other Typographic Explorations: Design Work* by Frank Baseman, Willard G. Rouse Gallery, Stuckeman Family Building, University Park, PA. **[invited; regional]**
- [53.] April 2016 “A Designer that Teaches; A Teacher that Designs. Recent Projects: Work and Teaching,” version 5. Kent State University, Kent, OH. **[invited; national]**
- [52.] March 2016 “A Designer that Teaches; A Teacher that Designs. Recent Projects: Work and Teaching,” version 4. Maryland Institute College of Art, Baltimore, MD. **[invited; national]**
- [51.] Nov. 2015 “A Designer that Teaches; A Teacher that Designs. Recent Projects: Work and Teaching,” version 3. The Pennsylvania State University, University Park, PA. **[invited; regional]**
- [50.] Oct. 2015 “Report from the Trenches: Working with Students on Real-World, Collaborative, Interdisciplinary Projects: More Case Studies from the Philadelphia University Design Workshop,” version 4. UCDA Design Conference, Orlando, FL. **[invited; national]**
- [49.] May 2014 “Caution Speed Bumps Ahead: Things I’m Still Learning About Working with Students on Real-World, Collaborative, Interdisciplinary Projects. Case Studies from the Philadelphia University Design Workshop,” version 3. *HOW Design Live 2014*, Boston, MA. **[invited; international; main stage speaker, approx. 3,500+ attendees]**
- [48.] April 2014 “Caution Speed Bumps Ahead: Things I’m Still Learning About Working with Students on Real-World, Collaborative, Interdisciplinary Projects. Case Studies from the Philadelphia University Design Workshop,” version 2. University of Delaware, Newark, DE. **[invited; regional]**
- [47.] March 2014 “Caution Speed Bumps Ahead: Things I’m Still Learning About Working with Students on Real-World, Collaborative, Interdisciplinary Projects. Case Studies from the Philadelphia University Design Workshop,” version 1. Museo Arqueologico Regional, Altos de Chavon, La Romana, Dominican Republic. **[invited; international]**
- [46.] March 2014 “A Designer that Teaches; A Teacher that Designs. Recent Projects: Work and Teaching,” version 2. La Escuela de Diseno, Altos de Chavon, La Romana, Dominican Republic. **[invited; international]**
- [45.] Jan. 2014 Poster Presentation, “Creating and Structuring an Interdisciplinary High Impact University Project,” with Karen Albert, Evan Laine and David Kratzer at 12th Annual Faculty Conference on Teaching Excellence, Temple University, Philadelphia, PA. **[peer-reviewed; regional]**
- [44.] Oct. 2013 “What I’m Still Learning or The Trials and Tribulations of Working with Students on Real-World, Collaborative, Interdisciplinary Projects,” paper presented at *Head, Heart Hand*, AIGA National Design Conference, Minneapolis, MN. **[peer-reviewed; national]**
- [43.] April 2013 “Career Q&A,” presented as part of Study Tours portion of the MFA Program for Working Professionals at Marywood University, Scranton, PA. **[invited; regional]**
- [42.] Dec. 2012 “Cultural Immersion in the Dominican Republic,” paper presented at *GeoGraphics: Design, Education and the Transnational Terrain*, AIGA Design Education Conference, Honolulu, Hawaii. **[peer-reviewed; international]**
- [41.] Dec. 2012 Moderator, Design Ideas, Local Perspectives, *GeoGraphics: Design, Education and the Transnational Terrain*, AIGA Design Education Conference, Honolulu, Hawaii. **[invited; international]**



- [40.] Nov. 2012 "Nexus Learning: Philadelphia University's "X" Factor," presentation at *The DEC Center Opening*, Kanbar College of Design, Engineering & Commerce, Philadelphia University, Philadelphia, PA. **[invited]**
- [39.] May 2012 "What I'm Still Learning or The Trials and Tribulations of Working with Students on Real-World, Collaborative, Interdisciplinary Projects," paper presented at *2012 UCDA National Design Education Summit*, Virginia Tech University, Blacksburg, VA. **[peer-reviewed; national]**
- [38.] March 2012 "A Designer that Teaches; A Teacher that Designs. Recent Projects: Work and Teaching," version 1. Edinboro University, Edinboro, PA. **[invited; regional]**
- [37.] Oct. 2011 "Philadelphia University Design Workshop and Interdisciplinary Collaborative Projects," University of Delaware, Newark, DE. **[invited; regional]**
- [36.] May 2011 "Interdisciplinary Design Education and Collaborating with Industry: The DEC/QVC Project," paper presented with Maribeth Kradel-Weitzel and Nioka Wyatt at *2011 UCDA National Design Education Summit*, New Jersey City University, Jersey City, NJ. **[peer-reviewed; national]**
- [35.] May 2010 Panel Discussion Participant, "3 Guys, 3 Lives: 30 Years of Graphic Design," Westphal College of Media Arts and Design, Drexel University, Philadelphia, PA. **[invited; regional]**
- [34.] April 2010 "I am not (really) an Activist, and Other Graphic Tales," version 4, University of Delaware, Newark, DE. **[invited; regional]**
- [33.] Feb. 2010 Classroom Lectures, Direct Encounter with the Arts and Curator Gallery Talk, *The Graphic Imperative*, Frostic School of Art, Western Michigan University, Kalamazoo, MI. **[invited; regional]**
- [32.] Nov. 2009 "I am not (really) an Activist, and Other Graphic Tales," version 3, Lecture and Classroom Critiques, Southern Utah University, Cedar City, UT. **[invited; regional]**
- [31.] March 2009 "I am not (really) an Activist, and Other Graphic Tales," version 2, Lecture and Classroom Critiques, Washington University in St. Louis, St. Louis, MO. **[invited; regional]**
- [30.] Feb. 2009 Panel Discussion Participant, "Where's the (Brotherly) Love?," presentation at *Nerve Impulse: How Graphic Designers Respond to the World Panel*, Annual College Art Association National Conference, Los Angeles, CA. **[invited; national]**
- [29.] Nov. 2008 "I am not (really) an Activist, and Other Graphic Tales," version 1, Lecture and Classroom Critiques, University of Notre Dame, South Bend, IN. **[invited; regional]**
- [28.] Dec. 2007 Mainstage Speaker, "Where's the (Brotherly) Love?," *Cause/Effect: Design as Change Agent*, Student Design Conference, AIGA New York, New York, NY. **[invited; national; main stage]**
- [27.] Nov. 2007 Panel Discussion Participant, "Where's the (Brotherly) Love?," Design as a Tool for Social Activism Panel, *Beyond Boundaries*, Annual International Digital Media & Arts Association Conference, Philadelphia, PA. **[invited; international]**
- [26.] Sept. 2007 Curator Gallery Talk to support *The Graphic Imperative*, University Art Gallery, San Diego State University, San Diego, CA. **[invited; regional]**
- [25.] June 2007 "One Exhibition, Two Institutions, Three Curators: The Creation and Production of The Graphic Imperative Exhibition," paper presented at *Intent/Content*, AIGA Design Education Conference, Nashville, TN. **[peer-reviewed; national]**



- [24.] Nov. 2006 Curator Gallery Talk to support *The Graphic Imperative*, University Galleries, Florida Atlantic University, Boca Raton, FL. **[invited; regional]**
- [23.] June 2006 Curator Gallery Talk to support *The Graphic Imperative*, AIGA National Design Center, New York. **[invited; national]**
- [22.] April 2006 Moderator, "The Graphic Imperative Panel Discussion," Tuttleman Auditorium, Philadelphia University, Philadelphia, PA.
- [21.] April 2006 Curator-led Gallery Tours to support "The Graphic Imperative," The Design Center at Philadelphia University, Philadelphia, PA.
- [20.] Oct. 2005 "A Drawing Manual by Thomas Eakins: A Case Study Utilizing Typographic History, Graphic Design History and Contemporary Practice," paper presented at *New Views: Repositioning Graphic Design History* Conference, London College of Communication, University of the Arts, London. **[peer-reviewed; international]**
- [19.] June 2005 Panel Discussion Participant, "Graphic Design and the Liberal Arts," *Revolution: Philadelphia*, AIGA National Design Education Conference, Philadelphia, PA. **[peer-reviewed; national]**
- [18.] March 2005 Panel Discussion Moderator, *Schools of Thoughts II.*, AIGA National Design Education Conference, Los Angeles, CA. **[invited; national]**
- [17.] Nov. 2004 Poster Presentation, "Open: A Writing and Design Project as a Case Study for Collaboration," with John Eliason at *Educating Intentional Learners Conference*, Association of American Colleges and Universities, Philadelphia, PA. **[peer-reviewed; national]**
- [16.] Oct. 2004 Panel Discussion Moderator, *Future History II.*, AIGA National Design Education Conference, Chicago, IL. **[invited; national]**
- [15.] June 2004 Design Education Breakout Session Leader, *Growing the Profession*, AIGA National Design Leadership Retreat, St. Louis, MO. **[invited; national]**
- [14.] Feb. 2004 Moderator, "Exploring the Capstone Experience in Undergraduate Graphic Design Curriculum." *Design Education Panel Discussion* presented at 92nd Annual College Art Association Conference, Seattle, WA. **[invited; national]**
- [13.] Jan. 2004 Panel Participant, "Visual Communication: Impact on Building a Brand and Reaching New Audiences." Joint presentation to AIGA Philadelphia and Association of Women in Communications, Temple University, Center City Philadelphia Campus, Philadelphia PA. **[invited; regional]**
- [12.] Oct. 2003 Panel Participant, "Design Education and the Future of Design." Panel Discussion presented at *The Power of Design*, AIGA National Design Conference, Vancouver, BC, Canada. **[invited; national]**
- [11.] Sept. 2003 Guest Lecturer, "The Tolerance Project" to accompany *The Tolerance Exhibition*, University of Massachusetts at Dartmouth, Dartmouth, MA. **[invited; regional]**
- [10.] July 2003 Guest Lecturer, "The Tolerance Project" to accompany *The Tolerance Exhibition*, Bradley Academy for the Visual Arts, York, PA. **[invited; regional]**
- [9.] June 2003 Design Education Breakout Session Leader, *Shifting Perspective*, AIGA National Design Leadership Retreat, Austin, TX. **[invited; national]**



- [8.] Jan. 2003 "The Tolerance Project: Design for Social Responsibility," paper presented at the *International Conference on Arts and Humanities*, University of Hawaii at West Oahu, Honolulu, Hawaii. **[peer-reviewed; international]**
- [7.] Oct. 2002 "The Tolerance Project: Design for Social Responsibility," paper presented at *Future History I.*, AIGA Regional Design Education Conference, University of Illinois at Chicago, Chicago, IL. **[peer-reviewed; national]**
- [6.] Oct. 2002 "The Tolerance Project: Design for Social Responsibility," paper presented at *Schools of Thoughts I.* AIGA Regional Design Education Conference, University of California at Los Angeles, Los Angeles, CA. **[peer-reviewed; national]**
- [5.] June 2002 Design Education Breakout Session Leader, *Enhancing the Experience*, AIGA National Design Leadership Retreat, Seattle, WA. **[invited; national]**
- [4.] April 2002 "Baseman Design Associates: The Creative Process in Six Case Studies," and "Using Writing in Graphic Design," Typography Lectures, Refinery, Inc. Huntingdon Valley, PA. **[invited; regional]**
- [3.] March 2002 "Using Writing in Graphic Design," paper presented at *Voice*, AIGA National Design Conference, Washington, DC. **[peer-reviewed; national]**
- [2.] March 2002 Moderator, "Models for Learning/Models for Teaching." Design Education Panel Discussion presented at *Voice*, AIGA National Design Conference, Washington, DC. **[invited; national]**
- [1.] May 2000 "Baseman Design Associates: The Creative Process in Six Case Studies," Designer's Symposium, The Vanguard Group, Malvern, PA. **[invited; regional]**

### Professional Service

- Fall 2021–on-going *Mentor*, Penn State Graphic Design Program (alma mater), University Park, PA **[invited; national]**
- July 2020 *Reviewer*, AIGA National Portfolio Festival, New York, NY. **[invited; national]**
- 2013–2018 *Member*, Stuckeman School Advisory Board, College of Arts and Architecture, The Pennsylvania State University, University Park, PA **[invited; national]**
- 2015 *Mentor*, Adobe Design Achievement Awards, ico-D (International Council of Design) **[invited; international]**
- 2012–2013 *Mentor*, AIGA Philadelphia Mentorship Program. Mentor to young designer beginning his career. AIGA Philadelphia, Philadelphia, PA.
- 2006–2010 *Member*, Advisory Committee, AIGA National Design Education Community of Interest. **[invited; national]**
- 2007, 2008 *Member*, Honorary Committee, AIGA Design Legends Gala, New York, NY. **[invited; national]**
- 1997–2008 *Member*, Tyler School of Art of Temple University Alumni Board. **[invited; regional]**
- June 2003–  
June 2006 *Member*, National Board of Directors, American Institute of Graphic Arts  
Three-year term dealing with all issues of leadership and governance of the largest and oldest professional Graphic Design organization in the United States with a membership of over 22,000. **[peer-reviewed; elected by membership; national]** <http://www.aiga.org>



- Feb. 2001–  
June 2006      *Chair, Steering Committee, AIGA National Design Education Community of Interest*  
Founding member of the (Graphic) Design Education Community of Interest of AIGA to stimulate activity among Graphic Design educators nationwide, provide opportunities to present and share information. **[national]** <http://www.educators.aiga.org>
- Nov. 2005      *Chair, AIGA National Design Education Community of Interest Leadership Retreat, AIGA National Headquarters, New York, NY.*
- April–Oct. 2004      *Chair, Review Committee, Future History II., AIGA National Design Education Conference*  
Coordinated procedures to review and select proposals submitted for consideration for presentation at this National Design Education Conference, Chicago, IL. **[invited; national]**
- Dec. 2003      *Member, Review Committee, AIGA National Design Education Community of Interest*  
Reviewed proposals submitted for consideration for presentation at 92nd Annual College Art Association Conference, Seattle, WA.
- July 2001      *Member, Review Committee, AIGA National Design Education Community of Interest*  
Reviewed proposals submitted for consideration for presentation at *Voice*, AIGA National Design Conference, Washington, DC.
- 1998–2004      *Member, Design Education Committee, AIGA Philadelphia chapter.*
- 1998–2000      *Chairman, Design Education Committee, AIGA Philadelphia chapter.*  
Highlights included origination and production of *Feedback*, the annual Portfolio Review event for graduating seniors from area Graphic Design programs; and production of a *Design Educators Event* with Ric Grefe, Executive Director of AIGA and Meredith Davis, North Carolina State University, concerning accreditation of Graphic Design programs nationwide.
- 1998–2000      *Vice-President, Executive Board, AIGA Philadelphia chapter*  
Two-year term dealing with all issues of leadership and governance of this local chapter of the American Institute of Graphic Arts. Elected by membership. **[peer-reviewed; regional]**
- 1999, 2000      *Member, AIGA Philadelphia Nominations Committee. [invited; regional]*
- 1986–1987      *Secretary, Executive Committee, AIGA Philadelphia chapter. Elected by membership.*  
*Chairman, Design Education Committee, AIGA Philadelphia chapter. [peer-reviewed; regional]*

### **Academic Service at Thomas Jefferson University (previously Philadelphia University)**

- 2001–present      *Coordinator, "The Real World" Annual Alumni Event, Graphic Design Communication program, School of Design and Engineering, Thomas Jefferson University*  
Initiated a panel discussion format with invited alumni where they are asked to present their work to current upper-level students and share some of their "real world" work experiences. Held annually.
- 2025–present      *Member, University Faculty Advisory Council, Thomas Jefferson University, Philadelphia, PA.*
- 2019–2023      *Member, Student Affairs Committee, Thomas Jefferson University, Philadelphia, PA.*
- Spring 2019      *Member, Review Committee, TJU Discovery Awards, Thomas Jefferson University, Philadelphia, PA.*
- 2016–2019      *Member, Student Experience Committee, Thomas Jefferson University, Philadelphia, PA.*
- 2017–2019      *Faculty Mentor, to junior faculty member, Thomas Jefferson University, Philadelphia, PA.*



- 2016 *Member, Design and Business Committee, Research, Discovery & Design Integration Team, Thomas Jefferson University, Philadelphia, PA.*
- 2012–2016 *Member, University Faculty Personnel Committee, Philadelphia University.*
- 1999–2018 *Academic Advisor and Certifying Officer, Graphic Design Communication program, School of Design and Engineering, Thomas Jefferson University*  
Responsible for academic advising of approx. 30–40 senior-year Graphic Design students each semester and certification for graduation (*since becoming Director*).
- 1999–2016 *Senior-year Curriculum Coordinator, Graphic Design Communication program, School of Design and Engineering, Philadelphia University*  
Responsibilities include writing original curriculum and updating existing curriculum for all senior-level courses. Coordinating communication with adjunct instructors.
- 2014–2018 *Coordinator, Graphic Design Discovery Day, Graphic Design Communication program, School of Design and Engineering, Thomas Jefferson University*  
Production and coordination of Admissions event for Accepted and Interested Students to visit campus, visit classes and provide in-depth experience for the prospective students and parents.
- 1998–2018 *Faculty Advisor, Senior Design Show, Graphic Design Communication program, School of Design and Engineering, Thomas Jefferson University*  
Responsibilities include conceived of/initiated and on-going implementation of the Senior Design Show. Working with committees of senior-level students in the production of the Senior Design Show held annually, first in Center City Philadelphia, and now on campus. Has included fund-raising efforts, jurying of student work, coordination and mounting of this year-end celebratory event.
- 2014–2018 *Guest Critic/Advisor, Portfolio Preparation for Graduate-level Design Business and Entrepreneurship course, Kanbar College of Design, Engineering & Commerce, Thomas Jefferson University.*
- 2014–2016 *Member, Advisory Council, Arlen Specter Center for Public Service at Thomas Jefferson University.*
- 2014–2017 *Mentor to new Program Director(s), Philadelphia University.*
- Spring 2015 *Member, Search Committee, Graphic Design faculty position, Graphic Design Communication program, School of Design and Engineering, Philadelphia University.*
- 2013–2015 *Member, DEC/SDE Exhibitions Committee, Kanbar College of Design, Engineering & Commerce, Philadelphia University.*
- 2013 *Member, Search Committee, Marketing faculty position, School of Business Administration, Kanbar College of Design, Engineering & Commerce, Philadelphia University.*
- Spring 2012–2013 *Member, Multi-Media Communication/Narrative Ecosystem Committee, New Program Development; representing Kanbar College of Design, Engineering & Commerce, Philadelphia University.*
- Spring 2013 *Co-chair, Search Committee, Graphic Design faculty position, Graphic Design Communication program, School of Design and Engineering, Philadelphia University.*
- Fall 2012 *Working with Director of Learning and Advising Center, assisted in arrangements for University-wide Assessment Presentation by Stacie Rohrbach, Carnegie Mellon University.*



Spring 2012	<i>Member, Search Committee, Graphic Design faculty position, Graphic Design Communication program, School of Design and Engineering, Philadelphia University.</i>
Spring 2012	<i>Member, Foundation Design Committee, School of Design and Engineering, Philadelphia University.</i>
Feb. 2012	<i>Working with an alum, assisted in arrangements for Handlettering Workshop by Ken Barber, Senior Designer, House Industries, Yorklyn, DE. Attended by faculty, alums and industry professionals.</i>
Jan. 2012	<i>Produced Bookbinding Workshop by Tricia Treacy, Principal of Pointed Press, Swarthmore, PA. Attended by students and faculty.</i>
Spring 2010	<i>Chair, Search Committee, Graphic Design faculty position, Graphic Design Communication program, School of Design and Media, Philadelphia University.</i>
2009–2010	<i>Member, Search Committee, Dean, School of Design and Media, Philadelphia University.</i>
2009–2010	<i>Member, DEC Integrated Curriculum Committee, Philadelphia University.</i>
2008–2010	<i>Member and "Design Champion," DEC Initiative and Charrette Participant, Philadelphia University.</i>
2005–2010	<i>Member, University Faculty Personnel Committee, Philadelphia University.</i>
2005–2010	<i>Chair, School Personnel Committee, School of Design and Media, Philadelphia University.</i>
Summer 2008	<i>Discussion Participant, Summer Honors Reading Course, Honors Program, Philadelphia University.</i>
March 2008	<i>Writing Program Discussion Facilitator, "Common Ground: Writing as Craft, Crafts as Profession." Gutman Library, Philadelphia University.</i>
2008	<i>Member, Subcommittee on Co-Curricular Activities, Strategic Planning Process, Philadelphia University.</i>
2010, 2007	<i>Marshal, University Commencement Exercises, Philadelphia University.</i>
Spring 2007 Spring 2005 Spring 2003	<i>Design Director, "Open: A Writing and Design Collaboration." Cross-disciplinary project among the Graphic Design Communication program and the School of Liberal Arts and the Writing Across the Curriculum and Honors programs. Supervised two Graphic Design senior students in the design and production of a 32-page (+ covers) publication and multimedia component of freshman writing.</i>
Spring 2007	<i>Interviewed and selected Presidential Scholarship student from La Escuela de Diseno, Altos de Chavon, La Romana, Dominican Republic to study at the School of Design and Media, Philadelphia University.</i>
Spring 2007	<i>Member, Search Committee, Digital Design faculty position, School of Design and Media, Philadelphia University.</i>
1998–present	<i>Coordinator, Graphic Design Communication program component of Spring Lecture Series, Philadelphia University (formerly School of Design and Media, School of Design and Architecture) Responsibilities include coordination of the Graphic Design lecture component of the Spring Lecture Series for lectures by: Lost Type Co-Op; Manuel Estrada; Lanny Sommese; Stephen Penning; Robert Sedlack; Christoph Niemann; Bill Grant; Craig Frazier; Number Seventeen; Jennifer Sterling; and Chip Kidd. Interfaced with lecturer(s), managed, planned and assisted in the production of events and (as applicable) designed promotional posters to announce the lectures. Initiated the on-going sponsorship of the lectures with the AIGA Philadelphia chapter; secured additional sponsorship funds and in-kind donations of printing and paper (as appropriate and available).</i>



- 2004–2005 *Member*, Undergraduate Education Committee, School of Design and Media, Philadelphia University.
- Spring 2004 Interviewed and selected Presidential Scholarship student from La Escuela de Diseno, Altos de Chavon, La Romana, Dominican Republic to study at the School of Design and Media, Philadelphia University.
- Spring 2004 *Member*, Search Committee, Graphic Design faculty position, Graphic Design Communication program, School of Design and Media, Philadelphia University.
- Nov. 2003 *Faculty Workshop Leader*, “A Beautiful Syllabus,” visual communication and the presentation of syllabi to a non-designer audience across the University. Tuttleman Hall, Philadelphia University.
- Spring 2003 *Member*, Search Committee, Graphic Design faculty position, Graphic Design Communication program, School of Design and Media, Philadelphia University.
- 2002–2004 *Faculty Internship Coordinator*, Graphic Design Communication program, School of Design and Media, Philadelphia University  
Supervised and assisted upper-level students in securing and successfully completing Internship experiences in industry. Included interfacing with businesses, corporations, design studios and institutions.
- 2002–2004 *Faculty Advisor*, Philadelphia University AIGA Student Group  
Supervisor of this Student Group of the American Institute of Graphic Arts. Included enlisting membership, updating information with national office and coordinating student events on the local campus level.
- 1998–2002 *Independent Study Advisor*, Graphic Design Communication program, School of Design and Media, Philadelphia University  
Supervised approximately two senior-level Graphic Design students per semester in Independent Study.
- 2001–2002 *Member*, Subcommittee on Faculty Guidelines, School of Architecture and Design, Philadelphia University.
- 2000–2002 *Freshman and Transfer Advisor*, Learning and Advising Center, Philadelphia University  
Responsible for academic advising of approx. 30 first-year freshman and transfer Graphic Design students. Also included attending “Start Advising Sessions,” one per semester.
- 1999–2001 *Member*, Curriculum Committee, School of Architecture and Design, Philadelphia University.
- Spring 2001 *Member*, Search Committee, Digital Design faculty position, School of Architecture and Design, Philadelphia University.
- March 2001 *Member*, “International Week” University Committee, Philadelphia University  
In addition to participation on this committee celebrating International Week on campus, supervised the design and production of the poster announcing the event.
- 1998–2002 *Communications Director and Board Member*, U.S. Scot Consortium  
A consortium of colleges and universities from both the United States and Scotland to promote study-abroad, student exchanges, faculty exchanges and exhibitions among the member institutions.  
*Highlights include:*  
Promoted study-abroad / student exchanges with Glasgow School of Art and other Scottish art schools; designed the Graphic Identity for Consortium and newsletters to promote the Consortium; participated in faculty exchanges and exhibitions.



**Academic Graphic Design Service at and for Thomas Jefferson University  
(previously Philadelphia University)**

- 2022 Art Direction/ Creative Direction of *explore* publication project for the School of Design and Engineering, Thomas Jefferson University (through Philadelphia University Design Workshop).
- 2015 Art Direction/ Creative Direction of *Kanbar Selects* project for the Kanbar College of Design, Engineering and Commerce, Philadelphia University (through Philadelphia University Design Workshop).
- 2014 Art Direction/ Creative Direction of *Title IX: Public Awareness Campaign Against Sexual Violence on Campus* project for the Office of Student Life, Philadelphia University (through Philadelphia University Design Workshop).
- 2013 Art Direction/ Creative Direction of *Single Bullet: Arlen Specter and the Warren Commission Investigation of the JFK Assassination* project, Philadelphia University (through Philadelphia University Design Workshop).
- 2013 Art Direction/ Creative Direction of Deck of Playing Cards, Office of Admissions, Philadelphia University (through Philadelphia University Design Workshop).
- 2012 Art Direction/ Creative Direction of the "Student Voices" Campaign for the Provost's Office, Philadelphia University.
- 2012 Art Direction/ Creative Direction of the Blog for the Graphic Design Communication program, School of Design and Engineering, Kanbar College of Design, Engineering and Commerce, Philadelphia University.
- 2012 Art Direction/ Creative Direction of the Wayfinding Design System, Office of Admissions, Philadelphia University (through Philadelphia University Design Workshop).
- 2010 Design of Spring 2010 Lecture Series poster, School of Architecture and School of Design and Media, Philadelphia University.
- 2008 Design of Christoph Niemann Lecture poster, School of Design and Media, Philadelphia University.
- 2007 Design of Holiday Card for the Office of the President and Spring 2007 Lecture Series poster, School of Design and Media, Philadelphia University.
- 2006 Design of The Graphic Imperative Exhibition poster, Exhibition website, and Exhibition layouts for The Design Center at Philadelphia University and the AIGA National Design Center, New York.  
Design of Bill Grant Lecture poster, School of Design and Media, Philadelphia University.
- 2005 Design of School of Design and Media Identity/ Logo, School of Design and Media, Philadelphia University.  
Design of Spring 2005 Lecture Series poster, School of Design and Media, Philadelphia University.
- 2004 Production assistance for Craig Frazier lecture poster, School of Architecture and Design, Philadelphia University.
- 2003 Design of Spring 2003 Lecture Series poster, School of Architecture and Design, Philadelphia University.
- 2002 Design of What is Design Today? exhibition poster for The Design Center at Philadelphia University.  
Design of Identity/ Logo for The Design Center at Philadelphia University.



- 2001 Design of Number Seventeen lecture poster, School of Architecture and Design, Philadelphia University.
- 2000 Design of Jennifer Sterling lecture poster, School of Architecture and Design, Philadelphia University.
- 1999 Design of Spring 1999 Lecture Series poster, School of Architecture and Design, Philadelphia University

**Portfolio and references** available upon request.