



To Whom It May Concern,

I am interested in teaching in China at the Beijing Institute of Graphic Communication. Below are my reasons why.

I have been a graphic designer and teacher for almost forty years. During that time I have established three graphic design programs and two photography programs at various institutions including both graphic design and photography at Coastal Carolina University. At Coastal I have been involved with the foreign exchange program since the beginning, serving as the graphic design co-advisor for Chinese students majoring in Graphic Design. I have enjoyed my involvement with those students. I believe I can bring a wealth of knowledge and experience to their University's program and bring back to CCU much valuable knowledge as well. My entire career I have been involved in collaborative programs and I am excited about this possibility.

My areas of expertise/research are in all areas of print design, to include, advertising, typography, packaging, publication design, letterpress printing and I am also a well-known photographer who has exhibited nationally and internationally. I have taken students to Greece three times with the Ashes 2 Art program that I, along with Professor Flaten, started at Coastal. Please go to the web site to see what we have done with the program. <http://www.coastal.edu/ashes2art/> I feel that bringing Ashes 2 Art to China would make a wonderful collaborative effort between our two universities/nations.

I am available to teach in China for the month of May or the entire summer if desired. I see no problem in staying as long as needed since I have my summer off.

I would be willing/able to teach courses in publication design, packaging, advertising design, typography, wet and digital photography and work on a collaborative effort that would bring Ashes 2 Art to China.

Sincerely,

Paul A. Olsen
Professor of Art/Graphic Design
Coastal Carolina University

Paul Olsen, M.F.A.
Professor of Graphic Design & Photography, Department of Visual Arts
Thomas W. And Robin W. Edwards College of Humanities and Fine Arts

PAUL A. OLSEN

Professor of Graphic Design & Photography
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EDUCATION

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| 1973-75 | Master of Fine Arts, University of Miami, Coral Gables, FL |
| 1970-73 | Bachelor of Fine Arts University of Miami, Coral Gables, FL |
| 1964-66 | Associate of Arts New Haven University, New Haven, CT |

UNIVERSITY EXPERIENCE

Chair Visual Arts, Coastal Carolina University, Conway, SC; August 2007 – August 2011

Full Professor, Graphic Design, Coastal Carolina University, Conway, SC; 2000-present

- Member of the NASAD accreditation team that visited Siena Heights University in April of 2013 to review their request for program renewal.
- Co-chair of the College of Humanities and Fine Arts Merit Committee. Our charge was to investigate the current merit compensation approach and to recommend changes to the Dean and COHFA faculty.
- Chair of the Graphic Design Search Committee. We were successful in hiring a new graphic designer who is scheduled to start August 15th 2013.
- Had a photograph accepted to the Annual Pee Dee Regional juried art exhibit.
- Produced national ads for the Myrtle Beach Marathon and local ads for Classic Swing Golf School.
- Co-presenter at the College Media Advisors conference in Chicago. Gave a talk on preparing designs for a commercial printer.
- My Spring II course, UNIV 202 – All Media, was approved by the University Curriculum Committee and is now officially on the books. I will teach it every Spring.
- Continue to serve on the board for the Center for Peace and Conflict Studies.
- Program Reviewer for NASAD (National Association of Schools of Art and Design). Attended a special conference (by invitation) to become qualified to review programs for NASAD Accreditation. Will be on a reviewing team for Spring 2013.
- I have been appointed “Lead Advisor” for Student Media. As such I coordinate media trips to conventions, call meetings, bid out publications and teach a new mandatory course every spring for students in media leadership positions. I am currently designing this course.
- Helped establish “Studio910” in downtown Conway. It is a combination of Graphic Design and Photography students serving a professional internship under the supervision of faculty. Projects will be solicited from Coastal and the local community. A photo lighting class will be taught there and a small gallery will also be featured.
- Established the BA in Graphic Design which was approved by the SC Commission on Higher education and NASAD (National Association of Schools of Art and Design) in January of 2010
- Directed NASAD (National Association of Schools of Art and Design) Accreditation for the Department of Visual Arts which was granted in May of 2010
- Instituted an on-line assessment program for faculty merit awards and annual reports
- Established 18 station Macintosh computer lab for graphic design major, 2008
- Established 21 station Macintosh computer lab for graphic design major, 2007
- Co-recipient of a \$30,000 NEH Grant for Ashes2Art, 2006
- Received a \$4,000 Academic Enhancement Grant for Ashes2Art, 2006
- Expanded the photography program from three to six courses. Created an interdisciplinary course for the Journalism area that had 3 five weeks segments dealing with news writing, magazine writing and graphic design respectively, 2004
- Introduced a Graphic Design Minor and three web design courses to our curriculum, 2008

Assistant/Associate Professor, Graphic Design, Coastal Carolina University, Conway, SC; 1989-2000

- Established the Graphic Design program to include computer graphics; program now has two Macintosh computer labs, 2000
- Established a Black and White photography program; designed a 20 enlarger dark room.
- Advisor for *Archarios*, Coastal Carolina's Literary/Art Magazine. The magazine has won numerous state and national awards for design and content. *Archarios* received the 1991 Pacemaker Award from the Associated Collegiate Press and Best of Show Awards in '93 and '95. We continue to win national awards annually, 1990 – present
- Received over \$6000 in grants from Horry Cultural Arts Association for help in publishing *Archarios*, literary arts magazine, 1994 – 1998

Chair, Art Department, Columbia College, Columbia, MO.; 1986-1989

- In charge of a seven-person art department.
- Involved in the creation and teaching of College 101 (The Student and the College), an interdisciplinary course for freshmen and transfer students
- Introduced computers into the graphic design major.

Assistant Professor Graphic Design at Columbia College, Columbia, MO.; 1984-1989

- Revised and redesigned the graphics program to include illustration courses. Worked on a computer assisted art program which encompassed all art areas
- University House Grant to study at the University of Iowa and develop an interdisciplinary course on "The Production of Fine Art Books." The course covers the history of typography, printing, book binding, writing and illustration, 1985

Director of Marketing and Publications, Mississippi University for Women, and part-time faculty in the Division of Fine and Performing Arts; 1983-84

Assistant Professor, Graphic Design and Photography, Mississippi University for Women, 1979-82

- Taught all commercial art courses and established three photography courses to complement commercial major
- Designed and implemented photography program
- Revised the commercial curriculum to include business, radio, and television courses

PROFESSIONAL EXPERIENCE

Creative Director and partner, The Outdoorsman Agency, outdoor specialty insurance company; 1992 – 1998

Member of the board of directors of the Myrtle Beach Marathon; 1996 – Present

- Designer of their promotional materials to include, local, regional and national advertising, tee shirts and promotional items. To date we have raised over \$1,000,000 for the Leukemia Society

Assistant Director and Co-founder, Mississippi Governor's School, 1980 – 1984

- Designed the logo and all promotional literature; taught a major course the first two years in advertising and photography; served with my family as dorm parents for the boys' dorm for three years

Free-lance Designer, 1978 – 1979 Worked for several Miami ad agencies and had several personal accounts. Also did extensive work for Arvida Corporation, one of the South's largest land developers

Agency Vice President, Ziegler Advertising, Inc., Stamford, CT; 1975 – 1977

- Established and became Art Director for agencies in-house art department
- Responsible for advertising for national accounts: National Association of Engine and Boat Manufacturers (New York National Boat Show), TTT Ship Agencies, Inc. (represent steamship companies), and Electrolux vacuum cleaners

Art Director, Adventure Press, Miami, Florida; 1977-1978.

Art Director, Arunski & Associates, Miami, Florida; 1976-1977

PROFESSIONAL PRESENTATIONS

- A show composed of photographs and writings from my embedding in Afghanistan along with Professor Ken Townsend. Held in the Bryan Gallery at Coastal Carolina University, Summer 2007
- Two photographs accepted to the National Vietnam Veterans Museum in Chicago, IL 2005

- Associated College Press/College Media Advisors Conferences, workshops & presentations, every year 1990 – 2005. Chair of both the Magazine (1993 – 1997) and the Design/Graphics committees (1997 – 1998)
- Eight photographs accepted for traveling art show, The Asian Pacific Conference on Arts Education, Japan and Taiwan, 1987 – 1988
- Lecture, “The Role of the Arts in Communities,” The Asian Pacific Conference on Arts Education at Kanisawa, Japan 1987

OTHER PROFESSIONAL PROJECTS

- Member Board of Directors “Center for Peace and Conflict Studies” at CCU
- Attended a peace studies institute in The Krock Center for Peace Studies at Notre Dame, 2010
- Co-founder and Co-director, *Ashes to Art: Virtual Reconstructions of Ancient Monuments*, 2003 – present <www.coastal.edu/ashes2art>
The project digitally reconstructs ancient monuments using cutting edge technologies, graphic design, web design, art history and archaeology. Our first project was Florence, Italy; our next site is Delphi, Greece. We have completed the Tholos and the Temple of Apollo. We have initiated talks with the University of Alexandria in Egypt to begin a collaboration with them. To that end, I traveled with Professor and co-founder Arne Flaten, to Egypt over spring break, 2010
- Photo-documentary researcher, Afghanistan, summer 2006; a collaborative project with Professor Ken Townsend, aimed at understanding the impact of war on U.S. troops in Afghanistan and their stateside families
- Design and photography for Randall Wells’ book “Swamp, Strand, and Steamboat”
- “Little Totem” Helped to script and conceptualize the children's play "Little Totem". It was first performed in the fall of 1998
- "Billy Bob Loves Charlene” Helped write, produce and designed all promotional materials for the play "Billy Bob Loves Charlene". It had a four day run at the Judith Anderson Theatre in New York City (off Broadway). We also toured rural Ohio. 1997-1998
- Designed and illustrated *Precursory Physical Science*, a science book by Thomas A. Boyle; 1996

HONORS

Phi Kappa Phi, 1975
 Epsilon Tau Lambda, 1975
 Participated in Operation Tomorrow, program leaders sponsored by Columbus Chamber of Commerce, 1982
 Outstanding Young Men of America in 1981
 Student Affairs Division Award for significant contributions to the quality of student life, 1992 and 2010
 Distinguished Four Year Magazine Advisor, College Media Advisors, 1995
 Who's Who Among America's Teachers 2000

PROFESSIONAL AFFILIATIONS

College Art Association
 Myrtle Beach Marathon Steering Committee
 Coastal Carolinas (local branch of American Advertising Federation)
 College Media Advisors
 Associated College Press and Columbia Scholastic Press Association
 National Association of Schools of Art and Design (NASAD)
 Retired Major in US Army Reserves – 2007