

## Leslie G. Haines

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615.202.8740

### Education

- M.F.A. in Visual Arts (Graphic Design)** Marywood University, Scranton, Pennsylvania, 2008
- M.A. in Advertising Design** Syracuse University, Syracuse, New York, 1992
- B.S. in Graphic Design** SUNY College at Buffalo, Buffalo, New York, 1983

### Academic Experience

**Professor**, *Middle Tennessee State University (August 2019-present)*

**Associate Professor**, *Middle Tennessee State University (August 2013-July 2019)*

School of Journalism, Visual Communication concentration.

Also teach courses in the Advertising program.

#### **COURSES TAUGHT**

History of Visual Communication

Visual Communication Applications

Visual Storytelling

Information Design

Senior Portfolio (Capstone class)

Advertising Design & Visuals

Special Topics Class: iPad App Development and Design

Special Topics Class: InDesign Publish Online—Main Street Murfreesboro, client

Special Topics Class: AAF NSAC (co-teacher), Ocean Spray, client

**Academic Director**, *The Art Institute of Tennessee-Nashville (2007-2013)*

Director of Graphic & Web Design, Advertising, Interior Design, and Art Foundations. Developed and maintained curriculums, hired and mentored faculty, managed assessment and assessment reports, advised students, created budgets, ordered supplies and equipment, served on committees, maintained accreditation, placed interns and graduates, taught two–three classes per quarter.

#### **COURSES TAUGHT**

Intro to Graphic Design

Survey of Advertising

Intermediate & Advanced Graphic Design

Typography, Intermediate Typography, Advanced Typography

Conceptual Thinking & Copywriting

Advertising Layout & Design

Graphic Design Production

Business of Graphic Design

Packaging Design

Portfolio Prep, Portfolio

**Department Chair**, *Watkins College of Art&Design (2001-2007)*

Hired to build a new BFA in Graphic Design program. Performed duties as listed above for AiTN. Also responsible for creating and writing every course syllabus as well as marketing the curriculum. Program built up to 150 students winning more ADDY awards than any area college.

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### Industry Experience

**Leslie Haines Design, 2010–present:** Created two baseball cap designs for MakerWear brand sold at Target stores nationwide (selected from over 1,000 submissions), Tennessee license plate design selected from a statewide competition for the Tennessee Arts Commission, design of promotional ads for Kenney Chesney, Shawn Mendes and other performers through client Messina Touring Group, identity design for WMOT Roots Radio, various logos and other branding items for non-profit and for-profit organizations.

**Partner, BaaHaus Design, 1995–2010:** The firm provided graphic design, art direction, and advertising services for a local and national client base including: *The Tennessean/Gannett*, Watkins College of Art & Design, The Watkins Film School, WKRN News 2, Nashville Sounds, United Methodist Church, Athena Film Production, and Transformation Pictures. My role was creative director.

**Marketing Design Specialist, The Tennessean 1993–1995:** Responsible for all aspects of advertising design in the promotion of the newspaper. My projects took the form of ad campaigns, collateral pieces, logo designs, and brochures and involved copywriting as well as art direction and design.

### Awards, Recognition & Publications

Animal Abecedary book selected by Robert Bolick for his international blog “Books on Books,” 2022  
Southeast Colloquium (SEC) Creative Contest, Gold Award, WMOT logo, 1 for All campaign, 2021  
AEJMC Best of Design Competition—Faculty Division; 1 Gold Award, 2 Silver Awards, 2 Bronze Awards,

1 First Place Award, 1 Second Place Award, 2021

Publication of Animal Abecedary: A One-of-a-Kind Alphabet Book by Schiffer Publishing, 2018

Article on “The Real Wonder Women” series in Nashville Arts Magazine, 2017

AEJMC’s Best of the Web/Best of Digital Competition, third place, 2015

Article about me and my “Animal Abecedary” work in Nashville Arts Magazine, 2014

Tennessee Arts Commission license plate design competition winner, 2013

American Advertising Federation (AAF) District 7 Donald G. Hileman Memorial Award, 2008

American Advertising Federation (AAF) “Teacher of the Year, 7th District” 2007

Dallas Society of Visual Communicators “Golden Apple Educator of the Year Award” 2006

12 Regional American Advertising Federation ADDY awards, 7 ADDY Excellence Awards 1987–2006

### Presentations & Invited Judging

American Advertising Federation (AAF) Awards competition judge, AAF Central Minnesota, 2021

Tennessee Arts Commission (TAC) Design Thinking Conference Presenter, 2018

AAF ADDY Competition judge, Huntsville, AL 2018

Journalism Interactive Conference, “The Making of an iPad App” presentation, 2015

Tennessee Press Association Conference, presentation on design, 2014

Ensworth School, 2-Day Arts Process Workshop, 2014

AIGA Dish Conference, Portfolio Judge—February 2012, 2013

AAF ADDY Competition judge, Tampa, FL 2011

AAF ADDY Competition judge, Huntsville, AL 2009

UCDA Educators Summit, Keynote Address Lecturer, Nashville, TN 2005

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### Exhibitions of Creative Work

“Animal Abecedary” Book Selected for Group Exhibition, Bodleian Libraries at University of Oxford, England; July 2023–January 2024

Nashville International Airport Solo Exhibition, “The Real Wonder Women” Series, Juried, 2019

“Animal Abecedary” Solo Exhibition, Customs House Museum, Clarksville, TN, 2018

“The Real Wonder Women” Exhibition, Green Hills YMCA, Nashville, TN, 2018

The International Contemporary Art Competition, Juried, Miami, FL, 2017

Orange is the New Black National Exhibit, Juried, San Diego, CA, 2017

Three’s A Crowd, Nashville Collage Collective Exhibition, Invitational, Nashville, TN, 2017

Nashville International Airport Solo Exhibition, “Animal Abecedary” Series, Juried, 2017

“Animal Abecedary” series selected for The Nashville Sign billboard display, 2017

Inkmasters International Juried Print Exhibition, Cairns, Queensland Australia, 2016

National Juried Show and Sale, Artelectic, University School of Nashville (USN), 2015 & 2016

Dogwood Arts Regional Fine Arts Exhibition, Knoxville, 2016

National Juried Show and Sale, Harding Art Show, Harding Academy, Nashville, 2016

Blind Juried Group Exhibition at The Frist Center for Visual Arts: Anthology, 2015

“Animal Abecedary” Invitational Solo Exhibition, USN, Nashville, 2015

“Animal Abecedary” Selected for Solo Exhibition, Fido, Nashville, 2015

“Animal Abecedary” Selected for Solo Exhibition, The Belcourt, Nashville, 2014

“20 Collaborations in Book Art” Juried Group Exhibition, Nashville Public Library, 2014

“Animal Imagery in Art” Group Exhibition, Volunteer State Community College, 2014

Tomato Art Festival, 3 pieces, Invitational Show, Nashville, 2014

4 pieces “In the Biz 2” Juried Exhibition at Chromatics in Nashville, 2011

Interactive Group Exhibition at Woman Made Gallery, Juried, Chicago, IL, 2009

### Affiliations

American Advertising Federation (AAF) Nashville member—1996–present

Society of News Design (SND) member—2013–present

The Frist Center for the Visual Arts, member, 2014–present

AIGA member, 2001–present

Belcourt member—2000–present

Tennesseans for the Arts member, 2002–2009