

Annika Kappenstein

Assistant Professor, Tenure-Track · Graduate Faculty

I. ACADEMIC HISTORY

EDUCATION

- 2000 MFA[†] | *Braunschweig University of Art*, Braunschweig, Germany
 Masters of Fine Arts / Communication Design Diploma, Department of Visual Communication
 Thesis “Differences — Unterschiede (Like I Could Do Anything I Wanted)”

ACADEMIC POSITIONS

- 2020 – present Assistant Professor, Graphic Design | *University of Georgia*, Athens, GA
 Tenure-track teaching (50%) and research (50%) appointment at the *Lamar Dodd School of Art*.
- 2003 – 2020 Part-Time Instructor, Graphic Design | *Miami Ad School @ Portfolio Center*, Atlanta, GA
- 2017 – 2018 Part-Time Instructor, Graphic Design | *Georgia State University*, Atlanta, GA
- 2010 Part-Time Instructor, Graphic Design | *The Creative Circus*, Atlanta, GA
- 2002 – 2003 Professor, Graphic Design | *Savannah College of Art and Design*, Savannah, GA
- 1994 – 1998 Teaching Assistant | *Braunschweig University of Art*, Braunschweig, Germany
 Teaching Assistant in Typography for Professor Hans-Dieter Buchwald and Professor Monika Schnell.
- 1993 – 1996 Computer Lab Instructor | *Braunschweig University of Art*, Braunschweig, Germany

SELECT PROFESSIONAL EXPERIENCE

- 2013 – present Co-founder, Chief Creative Officer | *VoxPop LLC*, Denver, CO
 Research, development, design and marketing of mobile voice training applications.
- 2014 – present Founder, Creative Director | *Amala Design Group*, Atlanta, GA
 Brand strategy, visual identity systems and logo / brand mark development, web development and design, UI/UX design, mobile app development and design, print design.
- 2006 – 2012 Creative Director | *Point of Vision Design Group*, Atlanta, GA
 Brand strategy, visual identity systems, web development and design, UI/UX design, mobile app development and design, print design, management of design staff. Reported to President.
- 2000 – 2002 Senior Graphic Designer | *Landor Associates*, New York, NY
 Worked on visual identity systems for national and international clients. Responsible for client contacts and presentations, lead and directed junior designers on the team. Reported to Executive Creative Director.
- 1998 – 2000 Graphic Designer | *Interbrand*, New York, NY
 Worked on visual identity systems for national and international clients. Responsible for client contacts and presentations. Reported to Associate Creative Director.
- 1993 – 1998 Graphic Designer | *Designgruppe*, Braunschweig, Germany
 Created print materials, advertising, public information and visual identity systems for regional and national clients. Responsible for client contacts and presentations. Reported directly to the studio owner.

II. INSTRUCTION

COURSES TAUGHT

Lamar Dodd School of Art (2020 – present)

- ARGD 4080 Special Problems in Graphic Design
- ARGD 4030 Advanced Typography
- ARGD 4020 Environmental Branding and Experiential Graphic Design
- ARGD 3020 Graphic Systems
- ARGD 2010 Graphic Design Survey
- ARST 4915 Thematic Inquiry in Contemporary Art (UG)
- ARST 6915 Thematic Inquiry in Contemporary Art (GRAD)
- ARST 7980 Directed Study (GRAD)

Miami Ad School @ Portfolio Center (2003 – 2020)

- POP 683 Systems Design Thinking
- POP 678 Typography 3
- POP 676 Typography 2
- POP 672 Type & Image
- POP 669 Branding
- POP 667 Message & Content
- POP 665 Symbol, Metaphors & Logos
- POP 662 Publication & Editorial Design
- POP 658 Introduction to Design
- POP 657 Typography 1

Ernest G. Welch School of Art & Design (2017 – 2018)

- GRD 3200 Intermediate Graphic Design
- GRD 3000 Introduction to Graphic Design

The Creative Circus (2010)

- VS 301 Typography 3

Savannah College of Art and Design (2002 – 2003)

- GRDS 374 Publication Graphics
- GRDS 372 Corporate Identity
- GRDS 201 Introduction to Graphic Design
- GRDS 190 Desktop Publishing

NEW COURSES DEVELOPED

- 2022 FYOS 1001 First Year Odyssey “There’s an App for That? Graphic Design as a Problem-Solving Process” | *Lamar Dodd School of Art, Athens, GA*
Design tools, media, and audience behavior have evolved significantly over the last two decades, yet the root principles of effective graphic design remain constant. The course explores the creative process — from ideation to execution — as a means to solving communication problems. Students will deconstruct user engagement in different media, in order of complexity (poster, magazine, website, and mobile app) and will have the opportunity to create their own problem-solving journey based on their findings.
- 2021 ARGD 4080 Special Problems in Graphic Design, and ARST 4915 / 6915 Thematic Inquiry in Contemporary Art – “Mindfulness and the Creative Process” | *Lamar Dodd School of Art, Athens, GA*
Based on my research and exploration at the intersection of art, design, yoga practice, as well as Vedic and Buddhist philosophies I developed a course for art and design students of both undergraduate and graduate levels that focuses on the intangible nature of creativity itself. Combining meditation and other mindfulness practices with artmaking and visual problem solving in ungraded assignments allows students to strengthen their awareness of their individual creative process and its requirements.
- 2005 POP 678 Typography 3 – Typeface Design | *Miami Ad School @ Portfolio Center, Atlanta, GA*
I developed a methodology of rapid prototyping in typeface design that uses traditional instruments and digital image editing software (e.g. Adobe Photoshop) concurrently. This allows students to create a collection of 96 consistent glyphs and process them in a font editor within ten weeks.

GRADUATE STUDENT ADVISORY COMMITTEE MEMBERSHIP

- 2022 – present Lindsey Kennedy | MFA candidate, Studio Art (concentration in photography)
2022 – present Alejandro Ramirez | MFA candidate, Studio Art (interdisciplinary)
2022 – present Lee Villalobos | MFA candidate, Studio Art (concentration in printmaking)
2021 – present Ethan Snow | MFA candidate, Studio Art (concentration in sculpture)

RECOGNITIONS

- 2009 Honorary Recognition, Typeface Design | *The Type Director’s Club, TDC Student Competition*
STUDENT: Joel Richardson, *Miami Ad School @ Portfolio Center, Atlanta, GA*

III. SCHOLARLY ACTIVITIES & CREATIVE WORK

PUBLICATIONS

- 2019 – present EvaF.app | *VoxPop, LLC*
Web-based Learning Platform for Voice Feminization Training (<http://evaf.app>)
- 2013 – present Eva F | *VoxPop, LLC*
Voice Feminization Training Application (Apple App Store, Google Play Store)
- 2013 – present Eva M | *VoxPop, LLC*
Voice Masculinization Training Application (Apple App Store, Google Play Store)
- 2014 Innovation Navigation | *Kurt Baumberger*
Book Design
- 2004 250 Jahre Naturhistorisches Museum | *Braunschweig Museum of National History*
Featured Poster Design
- 2004 Endzone | *National Football league*
Typeface
- 2004 250 Jahre Naturhistorisches Museum | *Braunschweig Museum of National History*
Featured Poster Design
- 2000 Wildlife Solid | *Wildlife Conservation Society*
Typeface
- 1997 DesIgnbuch: Status Quo | *Braunschweig University of Art*
“Mir Fehlt Ein Wort” Travel Essay & Featured Editorial Design
- 1996 Die Schönsten Deutschen Bücher 1995 | *Stiftung Buchkunst*
Featured Book Design
- 1995 Die Schönsten Deutschen Bücher 1994 | *Stiftung Buchkunst*
Featured Book Design
- 1994 Gestaltung von Plakaten | *Klaus Grözinger*
Featured Poster Design

RECOGNITIONS

- 2000 Award of Excellence | *Monadnock Paper Company*
ACE Annual Report 1999
- 1995 Most Beautiful German Books | *German Book Art Foundation*
“Geschichten von Verlangen und Macht” — Lewis Baltz, Slavica Percović (Scalo). Category: Art and Photo Books
- 1994 Most Beautiful German Books | *German Book Art Foundation*
“Zwei Reportagen” — Giselle Freund (Scalo). Category: Art and Photo Books

IV. PUBLIC SERVICE

LOCAL COMMUNITY SERVICE

- 2020 – 2022 LGBTQ+ Community Yoga | *Pride Center at UGA, Athens, GA*
Teaching of weekly yoga and meditation class for LGBTQ+ students and allies
- 2014 – 2020 Trans & Queer Yoga | *Kashi Atlanta Urban Yoga Ashram, Atlanta, GA*
Teaching of weekly yoga and meditation class for trans and queer identifying people and allies
- 2011 – 2020 Street Meals | *Hands On Atlanta, Atlanta, GA*
Preparation and distribution of food for homeless people in Atlanta

SERVICE TO PROFESSIONAL SOCIETIES

- 2021 – present Mentor | *AIGA (American Institute of Graphic Arts), Atlanta Chapter*
AIGA Rise Up! Mentorship Program
- 2018 Juror | *AIGA Atlanta Student Board & Museum of Design Atlanta*
AIGA Atlanta Student Board *Type Fight* Competition
- 2007 – 2010 Panelist | *The Creative Circus, Atlanta, GA*
Served on the Circus' quarterly student review and feedback panel

UNIVERSITY COMMITTEES

- 2022 – present Technology & Space Committee | *Lamar Dodd School of Art*
- 2021 – present Solidarity and Justice Committee | *Lamar Dodd School of Art*
- 2020 – 2022 Gallery Committee | *Lamar Dodd School of Art*