

## Beth A. Steffel

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909 781 1820  
beth@bethsteffel.com  
www.bethsteffel.com

# Curriculum Vitae

## Teaching Experience

**2007-present** Assistant Professor of Art (Graphic Design), California State University, San Bernardino CA

**2006-2007** Visiting Assistant Professor of Art (Visual Communications), Truman State University, Kirksville MO

**2005-2006** Instructor, Video 1 and Video for Art (Final Cut and DVD Studio Pro), University of Cincinnati, Cincinnati OH

## Professional Experience

**2009-present** Media Design Program at Luleå University, Sweden (Design Collaboration)

**2009-present** Design Consultation for TMC Creative, Nagoya, Japan

**2009-present** Chiba University, Tokyo, Japan (Design Collaboration)

**2009-2010** Associate Editor for Design Principles and Practices an International Journal 2010

**May-June 2009** Rotary International Group Study Exchange Team Member to Sweden (five weeks traveling through Sweden meeting with and sharing ideas and perspectives on art and design with Swedish university professors, designers, and artists)

**2007-present** Founder and principal of Beth A. Steffel Design, Los Angeles CA, clients include Identity Branding Forum (Amman, Jordan), Ariadne Press (publisher of English-language translations of German-language books), the Maloof Foundation (foundation of Sam Maloof, 1985 John D. and Catherine T. MacArthur Foundation Fellow), and Frank Herrmann (2006 John Simon Guggenheim Memorial Foundation Fellow)

**2005-2006** Administrator and Webmaster, School of Art Website, University of Cincinnati, Cincinnati OH

**2004-2005** Graphic and Web Designer, DAAP Dean's Office, University of Cincinnati, Cincinnati OH

**May 2003-Aug 2003** Graphic and Web Designer, Deitrick and Associates, Akron OH

**Jan 2003-May 2003** Graphic Designer, Design and Development Services, Akron OH

**May 2002-Aug 2002** Graphic Designer, Residence Life and Housing, Akron OH

**2001-2004** Co-Curator of Gallery 425, Cooperative Artists' Studio and Gallery, Kent OH

## Education

**June 2006** Master of Fine Arts in Electronic Art, University of Cincinnati, Cincinnati OH

**May 2004** Bachelor of Fine Arts in Sculpture, Magna Cum Laude, Myers School of Art, The University of Akron, Akron OH, (minors: drawing, illustration, art history, and marketing)

**May 2004** Bachelor of Fine Arts in Graphic Design, Magna Cum Laude, Myers School of Art, The University of Akron, Akron OH, (minors: drawing, illustration, art history, and marketing)

**May 2000** Valedictorian Tinora High School, Defiance OH

**Dec 1999** Associate of Science, Summa Cum Laude, Northwest State CC, Archbold OH

**Dec 1999** Associate of Arts, Summa Cum Laude, Northwest State CC, Archbold OH

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## Curriculum Vitae (continued)

### Exhibitions

- 2009 EXPOSED: Top 100 Secret Artists of 2008 (top 8% of artists selected for exhibition)
- 2009 SECRET ArtWorks Invitational, Juried Art Exhibition, ArtWorks Gallery, Cincinnati OH
- 2008 Medium Rare, solo exhibition, Robert V. Fullerton Art Museum, San Bernardino CA
- 2008 SECRET ArtWorks Invitational, Juried Art Exhibition, ArtWorks Gallery, Cincinnati OH
- 2008 Juried 2008 Annual Ceramics Exhibition at CSUSB, San Bernardino CA
- 2008 Spring Emporia Lofts Artwalk Exhibition, Ontario CA
- 2008 heART of ART Exhibition at Kennedy Heights Arts Center, Cincinnati OH
- 2007 "College Invitational" exhibition at Gresham Art Gallery, San Bernardino Valley College Art Center, San Bernardino CA
- 2007 SECRET ArtWorks Invitational Art Exhibition, ArtWorks Gallery, Cincinnati OH
- 2007 "Beth Steffel: Spotlight Exhibition," solo exhibition, University Art Gallery, Kirksville MO
- 2006 SECRET ArtWorks Exhibition, ArtWorks Gallery, Cincinnati OH
- 2006 "The Truman Show" Art Faculty Exhibition, University Art Gallery, Kirksville MO
- 2006 Verisimilitude: Understanding Reality, solo exhibition, University Galleries on Sycamore, Cincinnati OH
- 2005 Space Is the Place, The Philip M. Meyers, Jr. Memorial Gallery, Cincinnati OH
- 2005 Candidates Show, The Philip M. Meyers, Jr. Memorial Gallery, Cincinnati OH
- 2005 "Fluff My Pillow 2," Richmond VA (in collaboration with Virginia Commonwealth University and The Ohio State University)
- 2005 "Miscellaneous" Show at City Art Education, Cincinnati OH
- 2004-2005 Rocky's Reels Film Festival, Cincinnati OH
- 2004 Two-Dimensional Show, Greenwich Gallery, Cincinnati OH
- 2004 Flat Show (two-dimensional art by three-dimensional artists group sculpture exhibition), Akron OH
- 2003 Juried Student Exhibition, Myers School of Art, The University of Akron, Akron OH
- 2003 Foto Show, Gallery 425, Kent OH (two-person photography exhibition)
- 2002 "Swell" Installation Art Exhibition at The Icehouse, Akron OH (group sculpture exhibition)
- 2002 University of Akron Graphic Design Show, Akron OH

### Awards

- 2009 American Graphic Design Award from Graphic Design USA (distinction earned by only top 15% of designers who apply)
- 2009 Teaching Resource Center Innovative Course Development Grant
- 2009 Professors Across Borders Travel Grant
- 2008 American Graphic Design Award from Graphic Design USA (distinction earned by only top 15% of designers who apply)
- 2008 Faculty Professional Development Grant (Mini-Grant) at California State University San Bernardino (competitively awarded grant based upon the strength and feasibility of a written proposal, budget, and clearly-defined outcomes in relation to and impact upon the faculty member's own work and upon the greater body of knowledge)

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## **Curriculum Vitae** (continued)

- 2008 Inducted into Phi Beta Delta, Honor Society for International Scholars
- 2006 Rockwood Grant (competitively awarded grant based upon the strength and feasibility of a written proposal, budget, and clearly-defined outcomes in relation to and impact upon the artist's own work)
- 2005 Wolfstein Travel Fellowship at the University of Cincinnati (competitively awarded fellowship based upon the strength and feasibility of a written proposal and the proposal's correlation to the artist's own work)
- 2004–2006 University Graduate Scholarship at the University of Cincinnati
- 2004 University Honors Scholar at The University of Akron
- 2003 Myers School of Art Scholarship Show, Scholarship Winner, The University of Akron
- 2001 Inducted into Golden Key International Honor Society
- 2001–2004 Dean's List at The University of Akron
- 2000–2004 Buckingham Scholarship at The University of Akron (award based on standardized test scores, essays, interviews, involvement, and GPA)
- 2000–2004 National Merit Scholarship (award based on stand. test scores, essays, involvement, and GPA)
- 2000–2004 Ohio Board of Regents Scholarship (award based on stand. test scores, essays, involvement, and GPA)
- 2000–2004 Robert C. Byrd Scholarship (award based on stand. test scores, essays, involvement, and GPA)
- 1998 Inducted into Phi Theta Kappa International Honor Society

### **Selected Lectures and Workshops**

- 2010 Keynote speaker at the International Conference on "Science and Technology for Sustainable Development" at Surindra Rajabhat University, Surin, Thailand
- 2010 Presented at 13th CSU Regional Symposium on University Teaching (conference specifically design to address issues within and improve university teaching)
- 2010 Accepted to present paper "Smart Textiles: Wearable and Woven Technology" at the 4th International Conference on Design Principles and Practices
- 2009 Attended "Tech ed" international conference and technology exposition to put users hands on with new technology and explore applications for new and existing technology
- 2008 Attended 11th CSU Regional Symposium on University Teaching (conference specifically designed to address issues within and improve university teaching)
- 2008 Apple Education Seminar: "Campus Lecture Series: The Photography Tour", Orange CA
- 2008 Visiting Artist Lecture for CSUSB Senior Seminar
- 2007 Education Committee Meeting for AIGA Los Angeles
- 2007 Apple Education Seminar: "Apple Pro Apps and Certification Program", Los Angeles CA
- 2006 Relational Aesthetics Seminar with William Pope L., Cincinnati OH
- 2004 Graphic Design Workshop with Bruno Monguzzi, Akron OH
- 2003 Graphic Design Workshop with Ken Hiebert, Akron OH

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## **Curriculum Vitae** (continued)

### **Service**

**2010-present** CAA's (College Arts Association) International Committee (CAA's International Committee seeks to foster an international community of artists, scholars, and critics)

**2009-present** CSUSB College of Arts and Letters Professional Awards Committee Chair

**2009-present** University Distributed Learning Committee Chair

**2009-2010** Curriculum Committee Chair at California State University, San Bernardino CA

**2009-present** Art Foundation Standards Committee Member at California State University, SB, CA

**2009-present** Outcomes Assessment Committee Member at California State University SB, CA

**2008-2009** CSUSB College of Arts and Letters Professional Awards Committee, Member

**2007-present** Curriculum Committee Member at California State University, San Bernardino CA

**2007-present** Robert V. Fullerton Museum Liaison, San Bernardino CA

**2007-2009** Advising Committee Member at California State University, San Bernardino CA

**2007** Spring Commencement Reader at Truman State University

**2007** Art (Fine Art) Faculty Representative for the Winter Open House Saturday Visit Day for Prospective Students at Truman State University

**2005-2006** Visiting Artist Committee Member at the University of Cincinnati, Chaired arrangement and organization of Spencer Tunick's visit and facilitated other visiting artist visits

**2005** Guest Presenter for the Undergraduate Fine Arts Practicum at the University of Cincinnati

**2001-2005** Lisle M. Buckingham Scholarship Interviewer of Scholarship Candidates

**2001-2004** Honors Program Peer Mentor at The University of Akron

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## Artist Statement

While spending time in the vastness of the desert, I began building temporary, site-specific sculpture and photographing and videoing them during their creation, decay, and eventual destruction. The sculptures came to be known as "Constructions" and the photographs came to be known as numbered "Investigations". After leaving the desert, I have continued to build and document these Constructions through various climactic and weather conditions.

Building these Constructions began as an intuitive reaction to the unique character of the desert. As I explored and reflected upon my initial intuition, I realized that the Constructions and Investigations revealed a deeper truth. As the vastness and complexness of reality cannot be directly understood, the Constructions have become a mini, alternate reality on a scale that is more readily understood. The Constructions affect and are affected by the larger reality, but the relationships between the elements are more directly observable in the Construction reality. The Investigation photography captures, makes tangible, and draws attention to the ephemeral instances of serendipity and synergy present in the Constructions. As I push the Construction's materials and boundaries, the inherent internal logic and unique morality of the constructions continue to emerge and shape themselves.

For the gallery installation, I chose a space and image-specific arrangement. I arranged and installed the photographs to create continuances among the forms, lines, and colors of the individual images in order to construct parallels and relationships between the individual images and the larger reality. This installation lends an architectural sense to the Investigation photographs of the temporary sculpture. Clearly, because of the scale, color, and texture contrasts, the images originate from different Constructions, times, or views (or perhaps all three). However, with the specific arrangements, I draw attention to the parallels and highlight the similarities rather than just acknowledge the differences.

While working on these constructions, I often feel like a scientist who has discovered what seems to be a completely alien place. Only upon examining the place, does the explorer realize the parallels between the alien world and his/her own world and that investigating this other reality directly and significantly enriches the explorer's understanding of his/her own reality.

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# Teaching Philosophy

The goal is the acquisition, development, and integration of relevant skills into the student's existing practice with an emphasis on the development of student's conceptual, formal, technical, and critiquing abilities. It is essential to expose the student to and let the student explore contemporary practice through research and presentation.

The student will develop his/her own work, critique his/her fellow students' work, and become aware of practices and artwork outside the classroom. The student will also learn to integrate and implement traditional hand-skills with digital techniques.

Student work evaluation is based upon the development of the underlying ideas (concept), effectiveness of their realization (technique), and on the quality of the project itself (form). Projects that fulfill all of the assignment's basic parameters and are average in concept, form, and technique will earn a grade of C. Projects that go beyond the basic parameters of the assignment and are above-average in concept, form, or technique will earn a grade of B. Outstanding work that attains conceptual, technical, and formal excellence will receive an A. As class participation and awareness of work outside one's own is essential to learning, the instructor reserves the right to adjust individual project grades based upon individual attendance and contributions to class critiques.

**Beth A. Steffel**  
**Medium Rare**

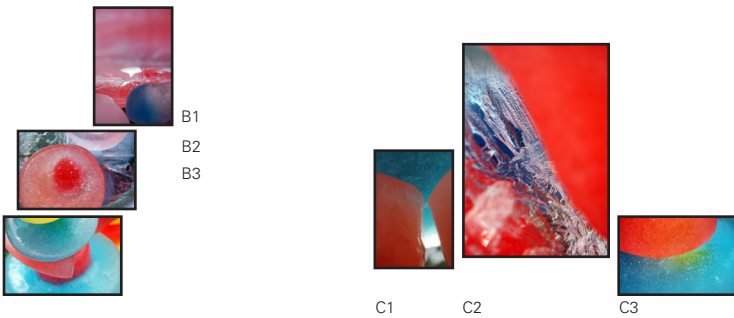
(all images giclee prints ©2008)

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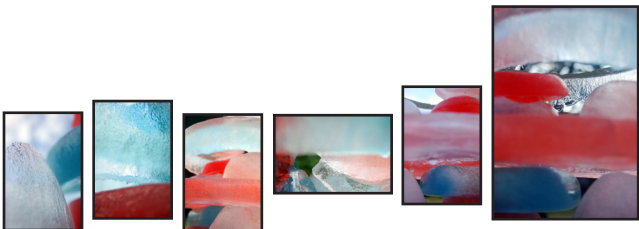
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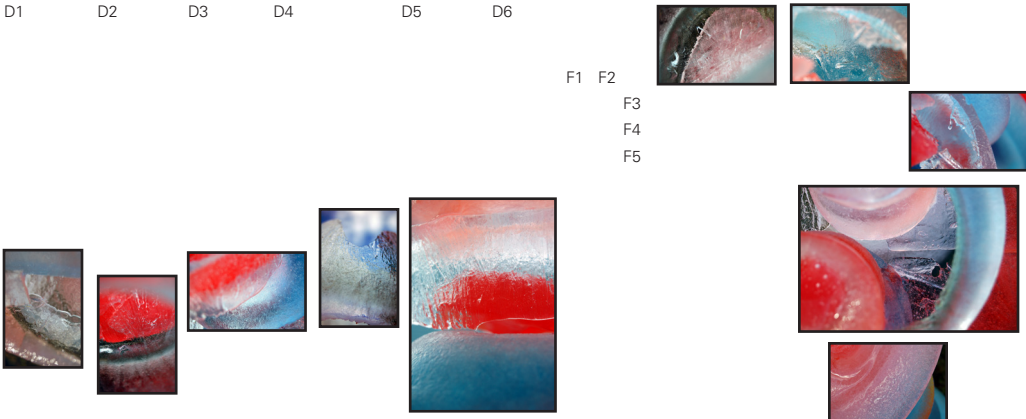
A1 A2 A3



C1 C2 C3



D1 D2 D3 D4 D5 D6



E1 E2 E3 E4 E5

- A1 *Investigation #8936*  
19x13 in
- A2 *Investigation #8911*  
36x24 in
- A3 *Investigation #9069*  
19x13 in
- B1 *Investigation #9081*  
13x19 in
- B2 *Investigation #9121*  
19x13 in
- B3 *Investigation #8144*  
19x13 in
- C1 *Investigation #9305*  
13x19 in
- C2 *Investigation #9359*  
24x36 in
- C3 *Investigation #8689*  
19x13 in
- D1 *Investigation #9473*  
13x19 in
- D2 *Investigation #9483*  
13x19 in
- D3 *Investigation #9109*  
13x19 in
- D4 *Investigation #9218*  
19x13 in
- D5 *Investigation #9090*  
13x19 in
- D6 *Investigation #9138*  
24x36 in
- E1 *Investigation #9257*  
13x19 in
- E2 *Investigation #9427*  
13x19 in
- E3 *Investigation #9184*  
19x13 in
- E4 *Investigation #9482*  
13x19 in
- E5 *Investigation #9193*  
24x36 in
- F1 *Investigation #9343*  
19x13 in
- F2 *Investigation #9434*  
19x13 in
- F3 *Investigation #9421*  
19x13 in
- F4 *Investigation #9127*  
36x24 in
- F5 *Investigation #8129*  
19x13 in

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## Student Design Work (CD)

**Magnify (pdf page 1)** Typographic Illustration

**Shoot (pdf page 2)** Typographic Illustration

**Drip (pdf page 3)** Typographic Illustration

**Flatten (pdf page 4)** Typographic Illustration

**Tracking (pdf page 5)** Typographic Term Illustration

**Serif (pdf page 6)** Typographic Term Illustration

**Elemental Electronics (pdf page 7)** Logo Design/Development

**Walker Catering (pdf page 8)** Logo Design/Development

**Upton Coffee Bar (pdf page 9)** Logo Design/Development

**Bean's Coffee Shop (pdf page 10)** Logo Design/Development

**Bean's Plumbing Co. (pdf page 11)** Logo Design/Development

**Central Plains Lacrosse League (Website)** Effectiveness redesign of an existing site

**The New Yorker (Website)** Effectiveness redesign of an existing site

**Talei Resort (Website)** Effectiveness redesign of an existing site

**Self-Promotion (Portfolio Website)** Culminating semester project: the student applied skills learned redesigning existing website to designing and executing the student's own portfolio site.

## Student Video Work (DVD)

**Chapter 1: una varieta di modi (12:33)** For the final project of the term (an open-ended project to be individually designed by the student with advice and guidance from the instructor), the student chose to use the formal elements of silent film dream sequence devices to create an implied-narrative film.

**Chapter 2: Justify Your Bum (4:45)** For the final project of the term (an openended project to be individually designed by the student with advice and guidance from the instructor), the student chose to use a documentary-style approach to investigate the issues, causes, and effects of homelessness.

**Chapter 3: Die Nasty (3:22)** For the final project of the term (an open-ended project to be individually designed by the student with advice and guidance from the instructor), the student chose to investigate his interest in traditional "gangster" films by creating his own gangster movie in which he plays every major character including both the executioners and the executed.



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## **References**

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California State University, San Bernardino  
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**Kurt Collins**, MA, Associate Professor  
California State University, San Bernardino  
Design, Art Department  
5500 University Parkway  
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**Russell Nelson**, MFA, Associate Professor  
(New Faculty Mentor)  
Chair of the Art Department, Truman State University  
Ophelia Parrish 1221  
100 East Normal  
Kirksville MO 63501  
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