

# MARTHA C. SHEPP

publication design  
photography  
typography  
music  
art

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## Teacher

**ART TEACHER:** *New Hampton School, New Hampton, NH* 2007–2012  
Designed and taught art classes at college preparatory private high school: International Baccalaureate Visual Art, Graphic Design, 2-D Design, and AP Studio Art/Portfolio.

**ASSISTANT PROFESSOR OF ART:** *Coker College, Hartsville, SC* 2007  
Taught full slate of graphic design and art history classes one semester to BFA candidates.

**GRADUATE ASSISTANTSHIP TEACHER:** *University of Tennessee, Knoxville, TN* 2005–2007  
Taught Intermediate Design and Color, Graphic Design, and Motion Design to BFA candidates.

### SHORT-TERM

- “ArtSmart” after-school art classes at five urban elementary schools
- K-6 classes, **mixed media art** and **film-making**, Oak Ridge Children’s Museum
- **Drawing** class at Mesilla Community Art Center, Las Cruces, NM
- **Community development** and **art workshops** such as “Telling the truth about statistics with graphics,” University of TN School of Planning, “Attracting commercial enterprise to your neighborhood,” City of Knoxville, “Finding your artistic voice,” Unitarian Universalist retreats
- **Piano Accompanist** for instrumentalists and singers

## Designer

**ASSISTANT DIRECTOR OF COMMUNICATIONS:** *New Hampton School* 2007–2012  
• Designed marketing, publicity, and corporate identity programming for multiple platforms in collaboration with the school’s office of development.

**PRINCIPAL** *Positive Messaging Services* ONGOING FREELANCE  
• Created corporate identity systems.  
• Initiated new arts programs and products.  
• Managed complex projects, processes, and people.  
SAMPLE CLIENTS: *The Bent* national engineering magazine • Cincinnati Ballet • University of Tennessee Theaters • Girl Scouts sexual abuse prevention program • City of Knoxville • Knox AMI • local artists

**ART DIRECTOR:** *Metro Pulse newsweekly magazine, Knoxville TN* 5 YEARS  
• Managed complex projects, processes, and people. Formulated concepts in teamwork setting.  
• Designed covers and feature stories, hiring nationally known photographers and illustrators.  
• Initiated new corporate identity and created accompanying marketing collateral.  
• In previous position as **Advertising Design Director**, revamped and streamlined production processes. Supervised four designers and many interns.

**GRAPHIC DESIGNER:** *Knox County Metropolitan Planning Commission, Knoxville, TN* 6 YEARS  
• Established corporate identity system for complex planning publications, including maps, reports, and community presentations.

**ART DIRECTOR:** *Whittle Communications, Knoxville, TN* 6 YEARS  
• Managed complex projects, processes, and people for single-advertiser national magazines. Formulated concepts in teamwork setting.  
• Designed feature stories, hiring nationally known photographers and illustrators.

## Multi-Arts Initiatives

“CLASSICS AT THE LAUREL” CONCERT SERIES • featuring outstanding local classical musicians • Knoxville, TN  
“RAVEL ANIMÉ” COLLABORATIVE PERFORMANCE • dance, live music, art, poetry, projections • Knoxville, TN  
“KNOXVILLE, SUMMER OF 1915” PERFORMANCE • world premiere featuring Knoxville-based internationally known musicians Jamie Rogers and Donald Brown with local writer Jack Neely • Bijou Theatre, Knoxville, TN  
UNSPOKEN DIALOGUES: AN INVITATIONAL EXHIBITION OF EIGHT KNOXVILLE AND VICINITY ARTISTS • installation incorporating film, sound, projection, live video, and interactive elements in a black box installation • Ewing Gallery of Art and Architecture, University of TN, Knoxville (with artists Cip Contreras, Vickie Kallies, Joe Letitia, Heather Lewis, Avigail Manneberg, Gary Monroe, and Andrew Saftel)  
ART ON THE SQUARE Public Art Installation • a revisualization of Market Square’s central building in Knoxville, TN  
POSITIVE MESSAGING Public Art Installation • electronic message board/text-based art • Knoxville, TN

## Education

**MFA STUDIO ART**, graphic design/interactive performance/music, *University of Tennessee, Knoxville, TN*  
**BFA STUDIO ART**, painting/film/performance, *Minneapolis College of Art and Design, Minneapolis, MN*  
**Junior Year Abroad:** interdisciplinary studies in dance, drama, music, and art, *Trent Polytechnic, Nottingham, England*