

## **W.D. Ross McClain, M.A., M.F.A**

Director  
Master of Art in Strategic Design  
Chair  
Art Department  
Furman University  
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### **education**

University of Iowa, Iowa City, Iowa. May 1999  
Master of Fine Arts, Design. Emphasis in Graphic Design, minor in Ceramics.

University of Iowa, Iowa City, Iowa. May 1998  
Master of Arts, Design. Emphasis in Graphic Design, minor in Ceramics

Western Kentucky University, Bowling Green, Kentucky. May 1993  
Bachelor of Arts, Advertising and Graphic Design.

### **teaching and leadership**

#### **Furman University**

Director, Master of Arts in Strategic Design	2019-present
Faculty Director, Furman Innovation @ Entrepreneurship	2019
Department Chair, Art	2011-present
Associate Professor of Art	2005-present
Assistant Professor of Art	1999-2005

#### **Furman University Master of Art in Strategic Design**

Responsible for planning, curriculum development, implementation, and roll out of our new Master of Art in Strategic Design in collaboration with Miami Ad School @ Portfolio Center in Atlanta. This was a huge orchestration of time and energy. It involved the management of buy in from four academic departments from Furman: Art, Communication Studies, Business and English. I facilitated ground level development from curriculum, SACS accreditation, Grad Council trouble shooting, faculty friction, marketing, Furman Development management, community partners, leadership/advisory council and corporate development.

#### **Furman University Department of Art**

Responsible for development of department design and branding curricula and vision. Since 1999, I've taught five courses per academic year.

- Graphic Design I: Foundation and Basic Design Principles. Adobe Creative Suite
- Graphic Design II: Publication and Layout. Adobe Creative Suite
- Logo and Symbol Design: Development of effective and efficient marks
- Brand Design: Development of Brand visual strategy
- Typography: Type history and design
- Art and Community Engagement: May Experience
- Senior Seminar: Team taught Capstone course
- Summer Scholars: Graphic Design 2014-2016
- May Experience: Art and Community Engagement 2016-2019
- Internship supervision 2000- present
- 24-Hour *Sleep When You're Dead* Brand Design competition 2014-present
- On and Off Campus Student Exhibition (Pop Up exhibitions) 2014-present
- History of Western Art Survey, 2000-2001

#### **Facilitator**

Furman Major Map project  
Advise and design 2019-2020

#### **Director/Coordinator**

*24-Hour Sleep When You're Dead Brand Marathon & Pitch Competition*  
Furman University, Greenville, South Carolina 2014 - present

Furman University Art and Entrepreneurship Bootcamp  
Furman University, Greenville, South Carolina July 2018 - 2019

**Committee Member**

South Carolina Conference on Innovative Teaching and Learning in Higher Education (SCCITL)  
 Selection committee for annual conference location

April 2020

**Panelist**

*Purpose driven leadership*  
 Paladin Pitch Competition  
 Furman University, Greenville, South Carolina

February 2020

*Emerging Leaders program - Public Art*  
 Riley Institute  
 Furman University, Greenville, South Carolina

2017

**Faculty Director**

Customer Centric Innovation  
 Furman Innovation & Entrepreneurship - 3 Day workshop for professionals  
 Greenville, South Carolina

April 2020

**Facilitator**

Furman Innovation & Entrepreneurship Summer Bootcamp  
 Design Thinking Workshop

July 2019

**Coordinator**

*Careers in the Arts*  
 Collaboration with Career Services, Furman University  
 An evening of speed dating/interviewing for our art student with local Furman alumni.  
 Arts Entrepreneurship Workshop with Maria Brophy  
 Furman University, Greenville, South Carolina

2018 - present

October 2018

**Host/Emcee**

TED X Furman U  
 Furman University, Greenville, South Carolina

October 2016

**External Reviewer**

Art and Art History Department  
 Meredith College  
 Raleigh, North Carolina

December 2006

**leadership training  
 professional development**

Furman Faculty Development Center  
 Faculty Leadership Development Workshop  
 Greenville, South Carolina

Fall 2019

Communication, Consensus, and Challenging Conversations  
 Workshop for Academic Department Heads  
 Western Carolina University at Biltmore Park

January 2018

Association of American Colleges and Universities  
 Global Learning in College: Defining, Developing, and Assessing Institutional Roadmaps  
 Ft. Lauderdale, Florida

October 2015

The Council of Independent Colleges  
 Department and Division Chair Workshop  
 Charleston, South Carolina

May 2012

**community  
 engagement**

Artisphere  
 • What makes community mural  
 • Chalk art with Furman students  
 • Art Lab  
 • Greenville County High School Art Competition

2012  
 2013-15  
 2016-17  
 2018

Mural projects  
 • Southern Sounds - Horizon Records

2016

- Escape Artist Greenville 2016
- Farm House Taco 2017
- Hammack Law Firm, LLC 2017
- Watson Financial building 2018
- Staxs Original 2018
- Pepsi Terrace, Bon Scours Wellness Area 2019

Speaking Engagements, Seminars & Workshops

- *Arts and the Impact on the City's Economics*,  
City of Travelers Rest Chamber of Commerce 2016
- TEDx Furman, Host/emcee 2016
- L.D. Johnson Lecture Series, "What Really Matters?" 2018
- IDEA Center's Entrepreneurship Summer Bootcamp:  
Design Thinking workshop 2019

College Fair Days

- Fine Arts Center, Greenville, South Carolina
- South Carolina Governors School for the Arts & Humanities 2016 - present

Smith Moore & Leatherwood/Fox Rothchild

- Student Art Exhibition 20014 - present

Adjudication & Review

- Travelers Rest Art on the Trail 2015-17, 2019
- Meredith College Art Department Program Review 2006
- Fine Art Center Sheffield Wood Scholarship  
Committee member for review of three finalists 2018 - present

**professional**

**Designer/Art Direction**

2019

Class E podcast  
Greenville, SC  
Logo design

2018

Optimal Artist  
Greenville, SC  
Logo design

2017

Yards & Strips pod cast  
Easley, SC  
Logo development

Judith Beard Collection  
Atlanta, GA  
Brand Identity and logo

Furman University Registrar  
Greenville, SC  
Symbol system design for the FYW program

Tsunami Bar  
Greenville, SC  
Logo design

Target Pest Solutions  
Greenville, SC  
Logo design

Optimal Self Neurofeedback  
Greenville, SC  
Logo design

2016

Southern Charm Chiropractic  
Myrtle Beach, SC  
Logo design

Furman University Enrollment Office  
Greenville, SC  
Symbol system design

- Keel Concepts Brand  
Greenville, SC  
Identity and logo
- 2014** Mavin Construction  
Greenville, SC  
Art Direction for Identity and Branding.
- Furman Football Players Association  
Logo design  
Greenville, SC
- 2013** Furman University Athletics  
Paladin Sports secondary logo and branding  
Greenville, SC
- 2012** Kitchen Arts & Pottery  
Greenville, South Carolina  
Art Direction for Identity and Branding for high end kitchen boutique.
- 2011** Make-A-Wish Foundation of South Carolina®  
Greenville, South Carolina  
Brochure design and marketing material for Wish Makers on Campus.  
This brochure targets high school and college students for fundraising efforts.
- Clay Morgan Construction  
Nashville, TN  
Website design and maintenance.
- 2010** Make-A-Wish Foundation of South Carolina®  
Greenville, SC  
Brochure design for "One Wish at a Time" campaign.  
Benefiting Make-A-Wish Foundation of South Carolina.
- Jarden Process Solutions  
Greenville, SC  
Advertisement design for publications.  
Benefiting Make-A-Wish Foundation of South Carolina®.
- Cellular Sales  
Charleston, SC  
Sales packaging design for a Verizon Wireless authorized retailer in South Carolina and North Carolina.  
Benefiting Make-A-Wish Foundation of South Carolina and North Carolina.
- Pride Business Advisors  
Greenville, SC  
Logo, identity and presentation template design.
- Clay Morgan Construction  
Nashville, TN  
Logo and identity design.
- Taylor Moore Band  
Greenville, SC  
Poster design to benefit Make-A-Wish Foundation of South Carolina®.
- Precision Healthcare  
Nashville, TN  
Web site design
- 2009** Green Site Services Inc.  
Greenville, SC  
Art Direction for new graphic identity for a sustainability construction company
- Make-A-Wish Foundation of South Carolina®  
Greenville, SC  
New graphic identity for fundraiser called "Give Me 5 Text-A-Wish" with Verizon Wireless

- 2008** Michael Ellis Perfect Color and Cut Hair Salon  
Greenville, SC  
New graphic identity for upscale hair salon
- Green Site Services Inc.  
Greenville, SC  
Art Direction for new graphic identity for a sustainability construction company
- 2007** Huff Properties, LLC  
Hendersonville, TN  
Logo and identity design
- Tates Creek Animal Hospital  
Lexington, KY  
Development and maintenance of organization web site.  
atescreekanimalhospital.com
- The Sacred Path, LLC  
Greenville, SC  
Logo and identity design
- 2006** Freshfield Farm's International Wine Festival 2006 - 2009  
Kiawah Island, SC  
Poster and identity design for first annual festival located Kiawah Island, the festival benefits the Make-A-Wish Foundation of South Carolina.
- Furman University Triathlon Club  
Greenville, SC  
Logo and identity design
- Russell Smith Publications: Lake Hartwell Guide  
Greenville, SC  
Design and development of lake guide. This guide includes three detailed maps with site specific interests.
- Getlocalbiz.com  
Greenville, SC  
Consult and design of navigational elements for web site
- 2005** South Carolina Society of Clinical Social Work (SCSCSW)  
Greenville, SC  
Logo and identity design
- Chase Away the Blues 2005  
Chase is a two-day premier blues festival that benefits Compass of Carolina. Compass is a Greenville private, nonprofit human service agency
- 2004** South Carolina Society of Clinical Social Work (SCSCSW) 2004-2015  
Greenville, SC  
Web site design, postcard and Annual Conference design/branding for state-wide organization.
- YMCA Diversity Award 2004  
Greenville, SC  
Designed and directed the construction of award. The award was manufactured by Thomas Zumbach, craftsman.
- Luz de Luna Marketing  
Greenville, SC  
Logo and identity design
- Chase Away the Blues 2004-2006  
Greenville, SC  
Chase is a two-day premier blues festival that benefits Compass of Carolina
- Northwest Crescent Center  
Greenville, SC  
Art Direction and design for four poster campaign that highlights local community centers services.
- 2003** Applebee's Neighborhood Grill Restaurant  
Greenville, SC  
Poster and donation card design for their Christmas fundraiser to benefit Make-A-Wish of South Carolina.

- Compass of Carolina  
Greenville, SC  
Web site redesigning and maintenance
- 2002 Furman University Art Department 2002-2010  
Greenville, SC  
Web site redesigning and maintenance
- 2002 The Cazbah Spring Swing International Wine Festival 2002 - 2010  
Greenville, SC  
Designed poster, tickets, tee shirts and program for festival.  
The posters were hung throughout the Upstate region
- 2001 Art Department, 2001-2010  
Furman University  
Greenville, SC  
Redesign and maintaining of department web site. Its function will be to communicate to prospective students while fostering an intercommunity for faculty, staff, and students.
- Southeastern College Art Conference (SECAC) 2001-2006  
Development and maintenance of organization web site
- Make-A-Wish Foundation 2001-2004  
Greenville, SC  
Website redesign and maintenance
- Dr. Richard Letteri, Furman Communication Department  
Greenville, SC  
Handbook for Public Speaking layout and design
- Compass of Carolina,  
Greenville, SC  
Assisting Families in Transition handbook design
- 2000 Art Department, Furman University,  
Greenville, SC  
Design of Faculty Exhibition promotional material
- Art Department, Furman University  
Greenville, SC  
Design departmental newsletter
- Abner Construction Company 2000-10  
Morehead, KY  
Website and identity design.
- Abner Apartment Rentals 2001-2010  
Morehead, KY  
Web site and identity design.
- Compass of Carolina  
Greenville, SC  
Logo and brochure design for Keepin' It Real program
- 1999 Paqajas, Jason Supplee, Classical Guitarist.  
Dallas, TX  
Development of CD jewel case design.
- 1998 The Iowa Children's Museum  
Coralville, Iowa  
Logo and publication material design

## philosophy

Over the past decade and half I have engage in design activities that explore the critical link between practical design thinking in our social environment. This would include: lectures, writings, applied branding, advertising and identity designs.

## university service

Chair	University Innovation Fellows	2014-2017
Chair	True Inspiration Artist in Residence Program	2014 - present
Chair	Furman Sports Marketing Advisory Committee	2011-14
Chair	Furman Fine Arts Initiative Committee	2011-14

Chair	Peter Wexler Digital Library Advisor	2011-14
Chair	President Ambassadors Advisory Committee	2011-14
Chair	Search Committee - Art Administration position	2013-14
Chair	Search Committee - Islamic Art Historian position	2014-15
Co-Chair	Joint Working Group #3 Exploration of Alternative Revenue Streams Generated by Degree Granting Programs	2013
Director	Furman Innovation and Entrepreneurship/Faculty Director	2019
Member	Provost Search Committee	2017
Member	Strategic Vision Committee for Furman University	2017
Member	Four-Year integrated Pathway Committee	2017
Member	VP of Communication Search Committee	2017
Member	Design Career Services committee	2017
Member	Furman Innovation and Entrepreneurship Director hire	2018
Member	Furman Web/New Media Advisory Group	2011-14
Member	Digicenter Advisory Committee	2006
Member	Academic Computing Advisory Committee	2004-09
Member	Design Career Services committee	2016-17
Member	Hiring committee for Vice President for Communication	2016
Member	Advisor for the University Innovation Fellows	2014-16
Member	Strategic Vision Committee for Furman University	2016-18
Member	Four-Year Integrated Pathway Committee	2016-18
Advisor	Sigma Nu Fraternity Faculty Advisor	2016 - present

## selected publications

Forthcoming - Reframing the Arts within the Liberal Arts Community Leveraging Creativity, Artivate: A Journal of Entrepreneurship in the Arts With Maria Lanier and Sarah Archino	October 2020
<i>Reframing the Arts within the Liberal Arts Community,</i> Leveraging Creativity research workshop, Arts, Entrepreneurship & Innovation Lab, Indiana University, Purdue University - Indianapolis, With Maria Lanier and Sarah Archino	June 2020.
<i>Changing the Conversation: The Relevancy of Arts Thinking for 21<sup>st</sup>-Century Students</i> College Arts Association, Chicago, Illinois	February 2020
<i>Is The Pen Mightier Than The Keyboard</i> graphicology.com	July 13, 2010
<i>Gonzaga Women's Basketball</i> graphicology.com	July 10, 2009
<i>The Gift of Song</i> graphicology.com	November 10, 2009
<i>Graphic Design 101: Logo vs. Symbol</i> graphicology.com	December 16, 2008
<i>Reverse Actualization</i> , MFA thesis (University of Iowa )	1999
<i>The Reality of Consumption</i> , MA thesis (University of Iowa)	1998

## presentations

Forth coming talk: Foundations in Art: Theory and Education (FATE).	April 2021
Arts and Creativity Integration in the Liberal Arts Class-E Podcast Furman University Innovation & Entrepreneurship Greenville, South Carolina	November 2020
<i>Art Innovation &amp; Entrepreneurship in the Liberal Arts</i> Southeastern College Arts Conference, Chattanooga, Tennessee	October 2020
<i>Making Arts Central to a Liberal Arts Education</i> <i>South Carolina Conference on Innovations in Teaching &amp; Learning</i> With Maria Lanier and Sarah Archino Charleston, South Carolina	July 2019

**exhibitions  
and awards**

*What Really Matters*  
LD Johnson Lecture Series  
Furman University, Greenville, South Carolina

November 2018

*Creating Visual Identities for Non-profit Organization,*  
Southeastern College Arts Conference, Little Rock, Arkansas

October 2005

**2017**

*Imagination (Un)bound, Design Process,*  
Moon Gallery  
Berry College  
Rome, GA

*Furman Art Faculty Show*  
Roe Art Gallery  
Greenville, South Carolina  
*GMO-Uho*, installation, acrylic and screenprint

Arts in the Community Grant  
Funds to support mural project  
Greenville, South Carolina

**2008**

Faculty Show  
FYI Gallery  
Greenville, South Carolina  
*Untitled*, k - 96" x 72" digital print on fabric  
*Untitled*, g - 96" x 72" digital print on fabric  
*Untitled*, g - 24" x 36" digital print on plexiglass and sentra board  
*Untitled*, k - 24" x 36" digital print on plexiglass and sentra board  
*Untitled*, k - 22" x 30" digital print on plexiglass and sentra board  
*Untitled*, g - 22" x 30" digital print on plexiglass and sentra board  
*Untitled*, uppercase - 96" x 9" digital print on 10 oz banner material  
*Untitled*, lowercase - 96" x 9" digital print on 10 oz banner material

**2007**

Greenville Technical College, Department of Visual and Performing Arts  
Greer, South Carolina  
*Untitled*, k - 96" x 72" digital print on fabric  
*Untitled*, g - 96" x 72" digital print on fabric  
*Untitled*, g - 24" x 36" digital print on plexiglass and sentra board  
*Untitled*, k - 24" x 36" digital print on plexiglass and sentra board  
*Untitled*, k - 22" x 30" digital print on plexiglass and sentra board  
*Untitled*, g - 22" x 30" digital print on plexiglass and sentra board  
*Untitled*, uppercase - 96" x 9" digital print on 10 oz banner material  
*Untitled*, lowercase - 96" x 9" digital print on 10 oz banner material

**2004**

Furman Art Department Faculty, Lipscomb Gallery, The South Carolina Governor's School for the Arts and Humanities Greenville, South Carolina

**2003**

Grand Prize Winner for the SMART paper/Smithsonian Graphic Design Kite Competition, Washington, D.C.

**2000**

Furman Faculty Exhibition, Thomas Roe Art Gallery, Greenville, South Carolina

**1999**

Reverse Actualization, installation, Eve Drewlowe Gallery, Iowa City, Iowa

**1998**

Design Student Show, The Checkered Space, Iowa City, Iowa

**1997**

Summer Show, University of Northern Iowa, Cedar Falls, Iowa

**professional  
organization**

Southeast Biofeedback and Clinical Neuroscience Association  
American Institute of Graphic Arts,  
Southeastern College Art Association  
College Arts Association  
UCDA, University & College Designer Association  
CUR Council on Undergraduate Research

2017 - 2018  
2002 - present  
2000 - present  
2019 - present  
2010 - 14  
2012-13