
Philip Loubere

Murfreesboro, Tennessee

408.382.9520

ploubere@yahoo.com

SUMMARY

- **Professor** of visual communication, School of Journalism and Strategic Media, Middle Tennessee State University
- **MFA** in studio art, University of Wisconsin at Madison
- **27 years** of professional experience producing graphics, illustration and design, 12 of those years working for three West Coast newspapers: The Seattle Times, the San Jose Mercury News and The Orange County Register
- **Author** of *A History of Communication Technology*, Routledge/Taylor & Francis 2021

EDUCATION

Degree Programs

- 1990 **University of Wisconsin** at Madison
MFA degree in studio art
- 1987 **Eastern Illinois University**, Charleston, IL
MA degree in studio art
- 1986 **SUNY College at Buffalo**
BFA degree in studio art

Certificate Programs

- 1993 **University of Washington** Extension School, Seattle, WA
Certificate in computer graphics

SALARIED POSITIONS

Academic

2008 to present **Professor**, School of Journalism and Strategic Media at MTSU, in the Visual Communication concentration.
(tenured and promoted to associate professor in 2014, promoted to professor in 2022)

News Media

2006-'08 **Senior Artist**, Editorial Graphics Dept., The Orange County Register. Responsibilities: Information graphics, graphics reporting, news and features design and illustration, online graphics

2000-'05 **Artist**, Editorial Graphics Dept., San Jose Mercury News. Responsibilities: Information graphics, graphics reporting, news and features design and illustration

1996-'00 **Artist**, News Art Dept., The Seattle Times. Responsibilities: Information graphics, graphics reporting, news and features design and illustration, graphics coordinating and editing

Previous Academic

1994-'95 **Sabbatical replacement**, Dept. of Art, University of Puget Sound, Tacoma, WA
Design, drawing, painting classes

1993-'95 **Sabbatical replacement** and part-time lecturer, Dept. of Art, Pierce College, Tacoma, WA
Design, drawing, computer graphics, art survey classes

1987-'90 **Teaching assistant**, University of Wisconsin at Madison
Design, drawing classes

1986-'87 **Teaching assistant**, Eastern Illinois University, Charleston, IL
Design classes

TEACHING

Classes taught at MTSU

Classes taught every semester:

VCOM 2950 - Visual Communication Applications. Introduces industry-standard graphics applications used for print, Web, and digital publication; discusses typography, design, and color theory; overview of publication procedures. Combined lecture/lab.

VCOM 3920 - Information Web Design. Introduces software, design principles, and technology used for communicating concepts, information, and narratives through websites and digital media. Overview of social, political, copyright, and ethical issues involving websites, digital, and social media. Combined lecture/lab.

Classes taught every other semester:

VCOM 3950 - Digital Storytelling for Journalism. Advanced practice in communicating concepts, information, and narratives through the use of websites and digital media. Topics include contemporary practices and use of code and software for online and digital media production, combined with in-depth discussion of social, political, copyright, and ethical issues pertaining to websites and digital and social media. Combined lecture/lab.

VCOM 4010 - Information Design. Application of advanced design principles and production methods in the creation and distribution of print and digital publications. Students work cooperatively on several projects over the course of a semester. Combined lecture/lab.

VCOM 4180 - Senior Portfolio. Capstone class in the VCOM concentration. Students revise and create print and digital designs for the purpose of professional portfolio presentation. Professional topics are discussed, including creative strategies, legal and copyright issues and client relations.

Taught every semester 2008-2013 (formerly GRAF 3910 Basic Media Design):

VCOM 3930 - Visual Storytelling for Journalism. Design process and production methods for communicating concepts, information, and narratives through the use of visual elements in print, Web, and digital media. Develops skill sets of typographic language and design, photography selection and use, illustration techniques and intermediate layout design for the purpose of visual storytelling in the form of such projects as editorial layout in digital and print formats, ad campaigns, and logo design. Combined lecture/lab.

Taught three times, in summer 2009, 2010 and 2012:

VCOM 2010 - Introduction to Visual Communication. Overview of concepts for effective visual communication; the role of visual elements and design practices in a cultural, historical, and political context; basic typography and design, electronic and digital composition and reproduction, and technological aspects of design and production.

TEACHING

Classes taught at other institutions

1994-1995, University of Puget Sound Dept. of Art, Tacoma WA:
Introductory drawing, 2D design, Introductory painting

1993-1995, Pierce College Dept. of Art, Tacoma WA:
Drawing 1, 2D design, Introduction to computer graphics, Art History Survey

1987-1990, University of Wisconsin Madison, Dept. of Art:
Art 102 Two-Dimensional Design, Art 112 Drawing 1

1986-1987, Eastern Illinois University Dept. of Art, Charleston IL:
Introduction to Design Principles

Curriculum Development

VCOM concentration revision

2014-2016: I initiated discussion of curriculum proposals with other VCOM faculty to restructure the VCOM concentration courses and requirements, including adding the two Web design courses to the requirements, changing course titles and descriptions, and revising degree requirements. The revisions came into effect starting in 2017.

New course

VCOM 3920 Information Web Design. I had been teaching a special topics course, JOUR 4800 - News Web Design, since Fall 2010. In 2014 I proposed it as a new course and it was added as VCOM 3980 to the sequence beginning in Fall 2015, and renumbered to 3920 in 2017 along with the concentration revision.

New course

VCOM 3950 Digital Projects. I proposed this course as part of the concentration revision and it was approved along with those revisions. Its purpose is to serve as a second Web design and interactive graphics class following VCOM 3920. I first taught it in Fall 2017, when it became a graduation requirement to students following the revised upper division form.

Course development

VCOM 2950 Media Design Applications. This course had just been added at the time of my hire in 2008, making me and one other instructor the first to teach it. The other instructor left MTSU a couple years later. My curriculum and course materials established the foundation for the course, which is usually offered in 4-5 sections each semester.

SERVICE – MTSU

Committees - University

2020-2022	Curriculum	2015-2017	Grade Appeals
2019-2021	Chair, Academic Appeals	2014-2016	Curriculum
2019-2021	Academic Integrity	2012-2014	FRCAC
2015-2018	Academic Appeals	2010-2012	Curriculum
2015-2018	General Education	2009-2011	Grade Appeal

Committees - College

2018-2021	MTEngage scholarship
2015	Search - advisors
2008-2014	Technology (chair 2012-2013)
2011-2014	TAF proposals, lab relocation
2011-2013	Planning committee

Committees - Department

2008-2023	Student Awards (chair 2016-2023)
2019-2021	Chair, Travel
2020-2021	Futures AD-PR-VCOM
2019	Scheduling
2017-2018	Recruiting/promotions
2015-2021	Curriculum
2015-2021	APT
2015	Digital Skills
2012-2013	Searches - VCOM, AD-PR
2010-2011	Searches - 2 positions
2011	Chair, Covering Islam Conference
2009-2010	Search - Scholar in Residence

Other service

2019	Tenure review for Newhouse School of Public Communications
2018-2019	Faculty adviser—Megan Loveless Honors thesis
2009, 2017	Presenter at career day, Dekalb West School
2011-2017	Design of dept. printed materials: ploubere.com/jourPromo
2009-2017	School website webmaster
2013-2016	Customs
2008-2016	Maintenance, computer labs and VCOM server
2015	Book review - <i>The Essential Guide to Visual Communication</i> , Bedford/St. Martin's Press
2011-2015	Department TAF proposals
2012-2013	Consultant to ITD, MTSU website redesign
2010	Faculty adviser—Victor Barrantes, visiting Costa Rican journalist
2010	Chapter review— <i>Visual Communication—Perspectives for Makers and Users</i> , Wiley-Blackwell Publishing
2009-2010	Adobe applications training sessions for faculty
2009	Design of CIM graphics for College

 SERVICE
Professional organizations**Officer positions**

2018-2019	Head, AEJMC viscom division
2017-2018	Vice head, AEJMC viscom division
2016-2017	Second vice head, AEJMC viscom division
2015	Co-chair, AEJMC Best of the Web competition
2012-2014	Webmaster, AEJMC viscom division
2009-2011	Co-chair, AEJMC Best of the Web competition

Service

2021-2022	Reviewer, Southeast Colloquium submissions Judge, AEJMC logo competition
2018	Moderator, <i>Panel of Professionals</i> and <i>Teaching Code: Is it still relevant?</i> sessions Judge, AEJMC Viscom division teaching award, Best of Digital competition, AEJMC logo competition Reviewer, AEJMC winter conference submissions
2017	Judge, AEJMC logo competition Reviewer, AEJMC winter conference submissions
2013	Judge, AEJMC Best of the Web competition
2012	Panelist, AEJMC Best of the Web competition

Professional development

2009-2021	AEJMC conference attendance (every year except for 2020)
2011-2013, 2016	Viscom annual conference
2014	IRTS conference
2012-2013	SND conference
2011	SND advanced Web design, mobile apps quickcourses
2009	SND Web design quickcourse
2009	API seminar: Journalism Survival Skills

Conference Planning

Aug. 2011	Covering Islam in the Bible Belt \$40,000 grant from the McCormick Foundation for a Journalists' conference on covering Islam and Muslim communities. With Drs. Deborah Gump, Dwight Brooks and Sanjay Asthana. I wrote majority of grant proposal, chaired the planning committee, and created website and conference materials. Website with videos by student Tala Hobballah of the sessions: ploubere.com/coveringislam
-----------	---

RESEARCH – CREATIVE ACTIVITY

Publications

Textbook — *A History of Communication Technology*

Routledge/Taylor & Francis, April 2021.

A textbook covering the invention, development and social impact of technology used for mass communication throughout human history, from clay tablets to digital devices. 300 pages, full color, 181 graphics/illustrations, 56 photos.

I did all research, writing, graphics and illustrations, design and pagination.

[routledge.com/A-History-of-Communication-Technology/Loubere/p/book/9780367211509](https://www.routledge.com/A-History-of-Communication-Technology/Loubere/p/book/9780367211509)

I also created a companion website that will be periodically updated with related and relevant content: comtechhistory.site

Presentations, Sessions

August 2019..... **AEJMC** annual conference, Toronto, Canada: Panelist: *The Pedagogy of Coding for Media Production*.

June 2016..... **Viscom 30**, Snowbird, UT. Presentation of research project: *The Influence of Media Tools on Design*

June 2013..... **Viscom 27**, Steamboat Springs, CO. Presentation of research project: *Q Method Analysis of Web Design*

August 2012..... **AEJMC** annual conference, Chicago: Panelist, Best of the Web design competition session

June 2012..... **Viscom 26**, Midway, UT. Presentation of research project: *Q Method Analysis of Web Design*

March 2012..... **AEJMC** Winter conference, Norman, OK. Presentation of research project: *News websites vs newspapers*

June 2011..... **Viscom25**, Taos, NM. Presentation of research project: *News websites vs newspapers*

More information on research projects: ploubere.com/research

** I had abstracts accepted at Viscom conferences in 2017 and 2018, but was unable to attend due to personal reasons in 2017 and lack of travel funding in 2018.*

RESEARCH – CREATIVE ACTIVITY

Projects with students

- Fall 2018-2020.....**MTSyou:** Class project with advanced VCOM students to create an online publication on relevant information for MTSU students.
mtsyounet.com
- Spring 2014.....**Building Green:** Website on environmentally responsible home building practices. With student Jordan Kennedy.
ploubere.com/greenbuilding
- Fall 2012.....**Tennessee CongressWatch:** Website covering Tennessee’s nine congressional district elections. With student Chloe Polivka.
ploubere.com/congresswatch
- Fall 2011.....**Covering Islam webinar:** Website with conference information and videos of sessions. With student Tala Hobballah.
ploubere.com/coveringislam
- Fall 2010.....**Fortress Rosecrans:** Interactive online graphic, with student Floris Moriceau, for use by the National Park Service.
ploubere.com/rosecrans
- Spring 2010.....**Good Friday Tornado:** Interactive online graphic and print graphic, with student Floris Moriceau and interviews by MTSU Journalism students, published in the Murfreesboro Daily News Journal on April 11, 2010, both in print and online.
ploubere.com/tornado
-

Research in progress

Q Method analysis of web design

This is an ongoing project begun in 2011 that involves building an online app to facilitate doing Q sorts, and using it to analyze subjective preferences to various elements of web design such as color, typography, images and layout.

Current status: The app is functional, but needs a database function to record results. At present the only method is to do a screen shot of a sort when a subject has finished one.

The app can be seen here: <http://ploubere.com/qmethod>

Research to date is explained here: ploubere.com/research

PROFESSIONAL

Graphics and Design

Professional portfolio site

ploubere.com

Designers Co-op

Partnership with former student Jordan Kennedy, specializing in web design, print design, illustration and graphics.

DesignersCo-op.org

Clients, 2008 to present:

- **2020:** Client: Irvine Standard, Irvine, CA. Two projects:
April p.15: Full page graphic/illustration of San Joaquin migratory birds.
June pp.4-5: Double-page graphic illustration of Crystal Cove habitat zones.
- **2017:** Client: Max Planck Institute for Intelligent Systems, Stuttgart, Germany. Commissioned to produce a series of graphics and illustrations depicting a project on magnetically powered micro-machines.
- **2015:** Client: Miller's Grocery, Christiana, TN. Commissioned to design and produce restaurant website. With Jordan Kennedy.
- **2014-2015:** Client: Digital First Media/Las Cruces Sun News. Occasional commissions to produce various information graphics.
- **2013:** Client: Regarding Arts. Website development and consulting.
- **2008-2012:** Client: Xplane Graphics. Illustrations for a series of posters for their client, InterContinental Hotels Group. Also an animated 3D short video.

Examples of above work: ploubere.com/clients

1994-2000:

- Author Mark Chacon, *Architectural Stone: Fabrication, Installation, and Selection*. Wiley 1999. Seattle, WA.
- DF Dickins Associates Ltd., La Jolla, CA.
- Sierra On-Line, Bellevue, WA.
- Winn Devon Art, Seattle, WA.
- N.D. Bottcher & Co., Gig Harbor, WA.
- Albertson Law Offices, Tacoma, WA.
- Messina, Bufalini & Bulzomi Attys, Tacoma, WA.
- Vandeberg, Johnson, and Gandara, Tacoma, WA.

PROFESSIONAL

Awards—*Information Graphics*

AEJMC Viscom Division

2021..... **Third Place:** Design competition

2011..... **Honorable Mention:** Creative projects

News Artists Organization *while at Orange County Register*

2007..... **Honorable Mention:** First q. quarterly awards

Society for News Design *while at San Jose Mercury News*

2006..... **Award of Excellence:** news design/page (with Chuck Burke)

2006..... **Award of Excellence:** special coverage/single subject (member of graphics team)

2005..... **Award of Excellence:** special news topics: Reagan Funeral (member of graphics team)

2002..... **World's Best Designed Daily**, 175,000 and over. (member of graphics team)

Best of the West *while at San Jose Mercury News*

2004..... **Third Place, informational graphics:** California wild fires (member of graphics team)

San Francisco Peninsula Press Club *while at San Jose Mercury News*

2004..... **First and Second Place:** graphics team coverage of California wild fires

PROFESSIONAL

Fine Art Exhibitions

Six solo shows, twenty-one juried group shows, and ten invitational shows from 1985 to 1995, earning six awards, including Best of Show, Patron and Purchase.

Solo Exhibitions

- Nov. '94-Mar. '95..... Alexis Hotel exhibition space, Seattle, WA.
- Jan.-Feb. '92..... Floyd, Magnuson and Schlemlein, Seattle, WA.
- Sept. '91..... Mahlum and Nordfors, Seattle, WA.
- May '90..... MFA Show, 7th Floor Gallery, UW Madison, WI.
- Feb., Aug. '86..... Gallery 234, SUNY College at Buffalo, NY (2 shows)

Group Juried Exhibitions

- 1995..... 67th Annual Juried Exhibition, Art Association of Harrisburg, PA. Second place award.
 - Juried Show, the Art Center of Northern New Jersey, New Milford.
 - Gallery '76 Competition, Wenatchee Valley College, WA.
 - Dishman Gallery Competition, Lamar University, Beaumont, TX.
 - South Sounds Competition, Commencement Gallery, Tacoma, WA. Third place award.
- 1994..... 7th Annual Northern National Competition, Nicolet College, Rhinelander, WI. Patron Award.
 - Small Works 1994, National Exhibition of the Catskill Art Society, Hurleyville, NY.
 - 59th National Exhibition of the Cooperstown Art Association, Cooperstown, NY.
 - National Art Merit Competition, Colyer-Weston Art League, Lancaster, PA. Honorable Mention Award.
- 1992..... Showcase '92, Beaverton Arts Commission, Beaverton, OR. Best of Show award.
- 1990..... 3rd Annual Northern National Competition, Nicolet College, Rhinelander, WI.
- 1989..... 2nd Annual Northern National Competition, Nicolet College, Rhinelander, WI.

Fine Art Exhibitions cont.

Group Juried Exhibitions cont.

- 1989 cont. First Street Selects, First Street Gallery, New York, NY. Juried by Jack Beal.
- Open Spectrum Competition, David Adler Cultural Center, Libertyville, IL.
- NMSU National Exhibition, Northeast Missouri State University, Kirksville, MO. Juried by Dore Ashton.
- Galex 23 National Competition, Galesburg, IL. Juried by William Struve.
- 62nd Union Directorate Show, Memorial Union at UW Madison, WI.
- 1988 Juried Exhibition at Cudahy Gallery, Milwaukee Art Museum, WI. Participated in "Art in the Marketplace" program.
- 1987 Realism Today 5th Annual Competition, Evansville Museum of Art, Evansville, IN. Juried by George Deem. Purchase Award.
- Juried Exhibition at Sheldon Swope Gallery, Terre Haute, IN.
- 1986 Juried Exhibition at Kenan Center, Lockport, NY.

Other Group Shows

- 1994 Faculty Show, Pierce College, Tacoma, WA.
- Faculty Show, University of Puget Sound, Tacoma, WA.
- Seattle Art Resource, Seattle, WA. Invitational Show.
- Faculty Show, Pierce College, Tacoma, WA.
- 1993 Twin Cranes Gallery, Pioneer Square, Seattle, WA.
- Traditional Styles, Traditional Media — Invitational Show, North Seattle Community College Art Gallery, Seattle, WA.
- GHC Health Care Facility Exhibition Space, Seattle, WA.
- 1988-'90 Graduate Student Exhibitions, 7th Floor Gallery, UW Madison, WI.
- 1987 MA Student Show, Tarble Arts Center, Eastern Illinois University.
- 1986 BFA Show, SUNY College at Buffalo, NY.

Professional Representation

1993-'95..... Jeffrey Moose, Consultant, Seattle Art Resource, Seattle, WA.

1991-'92..... Geraldine Hyde Murray, Art Consultant, Seattle, WA.

Residencies

Aug.-Oct. 1990..... Dorland Mountain Arts Colony, Temecula, CA.