Curriculum Vitae / Anitra Nottingham

**Contact:** 0421 148 604 /[anitra@anitraland.com](mailto:anitra@anitraland.com) / [anitraland.com](http://www.anitraland.com/) / LinkedIn

Currently I am online academic director and Co-chair of the School of Graphic Design and Digital Media, at the Academy of Art University in San Francisco. I work remotely from Melbourne and I enjoy the problem-solving, teamwork, and diplomacy required to keep a large and distributed organization running smoothly and efficiently. I specialise in making online learning practical and beautifully functional for both learners and teachers. In my spare time I write books.

**Qualifications**

**Master of Philosophy** / Graduate School of Education / University of Melbourne / 2014

My masters thesis[*Reshaping Design Education*](https://minerva-access.unimelb.edu.au/handle/11343/42141) (2013) was a study of the ways design studio pedagogy changes as it moves from physical classrooms to digital spaces.

**BA** / Graphic Design / Monash University

**Teaching Statement**

My desire to teach stems from my own design learning experience, where teachers seemed to be focused on weeding out weaker students rather than helping them to become stronger designers. While learning design might not always be easy, I believe it should always be an inclusive and supportive experience. I achieve this as a teacher by giving clear, actionable advice and by partnering with students to do their best work using their own ideas—not forcing them to use mine. This philosophy informs the way I lead the faculty members under my supervision.

Online learning works best when teachers and learners can feel each other’s presence. When I teach online, I draw on my experience of classroom teaching by using every opportunity to turn a silent classroom into a warm and human one. I use a range of tools and methods including blended learning via video conferencing, audio recording, and screen casting. However, I am not constrained by the idea that students and teachers must see each other in real time to make an effective connection.

*A complete portfolio of my teaching and learning activities and outcomes is available on request.*

**Publications**

***Books and book chapters***

***The Graphic Design Process****: How to succeed in design school*

Bloomsbury Press (Forthcoming: September 2019)

This textbook aimed at beginning design students and uses the ‘4D model’ (discover, design, develop and deploy) to describe design thinking and the design process, from briefing to presentation. The book clearly explains how design learning and teaching works to help students thrive in thrive in the unique pedagogy of the design studio and is designed to assist academics as well as students.

***Just Describe***

Chapter in *BITE: Recipes for Remarkable Research Sense Publishers* (2014)

A short chapter that succinctly describes how to take an Actor-Network Theory approach to a research project. Actor network theory is extremely hard to operationalise, and the aim of this chapter was to help researchers employ this method in their work.

***Journal papers***

*Feel the Fear: Learning Graphic Design in Affective Places and Online Spaces*

[International Journal of Art and Design Education (2018](http://onlinelibrary.wiley.com/doi/10.1111/jade.12058/full))

*Connecting the Space between Design and Research: Explorations in participatory research supervision*

Glenda Amayo Caldwell, Lindy Osborne, Inger Mewburn & Anitra Nottingham

[Educational Philosophy and Theory](https://www.tandfonline.com/toc/rept20/current)(2016)

**Service Duties**

I sit on the **Online Academic Steering Committee**, where I contribute to the strategic and technological direction of AAU’s online program. I sit on various other subcommittees including:

* *LMS and Grading Tool Development*
* *Student Participation*
* *Grading Policies*
* *Student Wellbeing*

**Learning Content Development**

***Online and Onsite Classes***

I developed 28 of the School of Graphic Design and Digital Media’s online classes and oversaw the build of all 43 online classes in the program. Each class consists of extensive planning documents, and approximately 38K words. All classes include rich media and video content, images, assignments, interactive elements exams and quizzes.

I have produced classes for all levels — beginning, intermediate and advanced — for both graduate and undergraduate programs. As an onsite instructor at California State University I developed and taught a number of classes in the undergraduate and graduate program. At AAU I collaborate to build onsite classes from online classes, including creating a libraries of video demonstration content.

**Subject areas include:** visual communication, thesis development, research methods, history of graphic design, branding, UX design, typography, experimental typography, design theory, colour theory, visual literacy and semiotics, digital tools (Adobe CS),information design, and motion design.

***Creative Connection Cards and App***

This is a creative thinking teaching tool developed in collaboration with an AAU colleague. Each one of the 101 cards in the deck contain prompts to spark conceptual and visual ideas. The cards have been transformed into an app and are used in all of AAU’s onsite and online design studio classes. We have expensively tested the tool on our students, and you can read some of their testimonials on the [website](https://www.creativeconnection.cards/).

**Workshops / Presentations**

***Invited Lectures***

**RMIT University** / 2017

[Thinking about Online Student Engagement](https://www.slideshare.net/AnitraNottingham)

I regularly give talks about effective online learning. This is the latest presentation created for the Learning and Teaching team at RMIT University. I have given similar talks at Swinburne Online, and for the general public at the state library.

**Graduate Student Lectures** /2015–18

I give lectures and workshops about graphic design techniques to help PhD students present themselves and their work. Slideshows of the presentations can be found here:

**ANU**:[Information Design](https://www.slideshare.net/AnitraNottingham/information-design-14163362) / [Slide Design](https://www.slideshare.net/AnitraNottingham/presentation-in-the-room) / [Branding for Academics](https://www.slideshare.net/AnitraNottingham/branding-for-academics) / [Thesis Typesetting](https://www.slideshare.net/AnitraNottingham/how-to-make-a-beautiful-thesis)

**Latrobe University**: [Visualise your Thesis](https://www.slideshare.net/AnitraNottingham/visualise-your-thesis-presentationworkshop)

**TypeCon** /New Orleans 2011

[Teaching Typography Online](https://www.slideshare.net/AnitraNottingham/typecon-2011-anitranottingham)

Typecon is the premier type designer conference. When online design learning was fairly new, I gave this lecture explaining how typography can be effectively taught online.

***Peer reviewed conference presentations and workshops***

**Frontier AIGA Educators Conference** / Bozeman, Montana 2016  
*Not a House of Cards — A Creative Toolmaking Workshop*

This collaborative workshop tasked participants with creating a new set of creative connection cards, the result is a deck of “kill cards” that help edit and evaluate creative work.

**DRS Cumulus** / Chicago 2015

[Learning Experience Design Workshop](https://www.slideshare.net/AnitraNottingham/are-we-teaching-the-wrong-students)

While redesigning our graduate thesis track classes at AAU, we conducted a small internal research project to understand our students and their learning needs. Using UX design methods we produced a set of user profiles to helped us understand the kinds of learning experiences and tools our students need. In this workshop we shared our methods and helped the participants develop set of user profiles for their own program.

**DRS Cumulus** /Oslo 2012

[Learning Design in Affective Places and Online Spaces](https://www.slideshare.net/AnitraNottingham/presentation-final2-21210101?qid=3390afb3-1059-4eff-b583-8493e96d2b65&v=&b=&from_search=4)

Presented a paper based on the initial research that informed my thesis project.

**Testimonials**

Anitra is the kind of colleague that everyone wishes for and seldom gets. For over 10 years, I have seen her first hand as a great problem solver who possesses unending empathy for the myriad of situations that arise when engaged in teaching and administration. Her organizational skills are superb, she is technically adept as well and is always ready to help. She pioneered many of the systems used in our online environment. Anitra has worked closely with our Online Education staff to make the experience a good one for both students and the faculty. I would say unequivocally that Anitra is an outstanding leader and mentor.

— Mary Scott, Chair Emerita, Academy of Art University, School of Graphic Design and Digital Media

I had the pleasure of working directly with Anitra during my time AAU and found her to be a caring and enthusiastic leader. She has an impressive ability to manage a wide range of academic projects, carrying them through complex systems and adjusting as needed to maintain positive results and quality solutions. She continues to assure students are considered first in all decisions regarding the development and implementation of curricular projects.

— Sam Perkins, Associate Professor, the Design School at Arizona State University

*Phone references available*

***Student evaluation comment examples:***

*She was so knowledgeable about the subject and very open and willing to help us learn and grow, which is difficult to do in an online learning environment! It is such a powerful shift from being driven to driving. I feel every day is uncharted territory which is a plus.*

*The office hours were incredibly helpful, and I could tell she would get wrapped up in giving us feedback because she enjoyed it. It provided a collaboration instead of a directive learning environment. Also, the detailed grading write ups on the progress grades is incredible. No other instructor does that and makes us know if we are meeting the PLOs.*

**Professional Experience**

**Co-Chair / Online Director**

**School of Graphic Design and Digital Media**

Academy of Art University / San Francisco

May 2016 – Current

AAU is the largest private, accredited, art and design university in the U.S.A. Located in San Francisco, the university has an extensive, global online program which mirrors the 24 onsite schools of art and design. As Online Director I am responsible for maintaining the quality of the online student experience and leading the 30+ team of permanent and part time online faculty. In 2016 my role was expanded to Co-Chair and I now work closely with the Onsite Director to run the School. This role requires a thorough understanding of design and online learning pedagogies along with excellent problem-solving, diplomacy, and time management skills and the ability to work remotely.

*Duties include:*

> Coordinating and developing online/onsite curriculum

> Developing and managing learning content for all online classes including design studios and liberal arts classes

> Teaching 4 graduate/undergraduate classes a semester in a range of subjects

> Chairing student review committees and supervising graduate students

> Resolving academic honesty, and disciplinary matters and monitoring at risk students

> Recruiting, scheduling, managing and evaluating faculty

> Conducting program assessments, evaluations and special projects

> Outreach to the professional design community including assembling advisory panels

> Liaising with internal stake holders including AAUs Executive Office and Online Education team

**Online Director / School of Graphic Design and Digital Media**

Academy of Art University / San Francisco

June 2006 – May 2016

As Online Director I am responsible for maintaining the quality of the online student experience and leading the 30+ team of online faculty. I oversee the development cycle for the school’s online learning content using agile methodologies to ensure constant improvement in the learning experience. This role requires a thorough understanding of design and online learning pedagogies along with excellent problem-solving, diplomacy, and time management skills.

**Onsite Instructor (Adjunct) / School of Digital Design and Multimedia**

California State University East Bay / Hayward, CA

November 2002 – 2006

CSUEB is part of the California State University system, a top-tier institution in the western United States. I taught design studio and lab classes across the MFA and BFA programs and acted as a professional mentor to the diverse student cohort. Here I learned to teach, and to prepare onsite class content based on existing curriculum and course learning outcomes. While at CSUEB I created units in Typography, Design Theory, Colour Theory and Digital Tools.

**Design Manager / Creative Services**

Intuit Inc. / Mountain View, CA

January 2004 – March 2006

Intuit is a large technology company that makes the financial software brands: Quicken, TurboTax, and QuickBooks. The Creative Services team worked across print and digital platforms from small jobs to large complicated projects with multiple stakeholders and deliverables. I joined Intuit as a contractor in 2003 and became Senior Designer in 2004. I was promoted to Design Manager in 2005 where I lead the team of 8 designers and freelancers (local and remote). This position required great attention to detail and very clear communication skills.

**Creative Director**

London Road Design / Burlingame, CA

January 2000 – October 2002

London Road Design was a small boutique design studio creating print and digital projects for technology, healthcare and entertainment industries. Beginning as the senior designer I was quickly promoted to Creative Director. Working closely with the Principal I lead the team of 4 designers and participated in business development and strategic planning. Being in a small business meant wearing many hats to get the job done.

**Senior Book Designer / Trade Books**

Penguin Books / Melbourne

April 1997 – November 1999

Penguin is an iconic publishing house. I created text and cover designs primarily for fiction titles across the list. Doing highly creative work in an intensively collaborative fast-paced studio environment made me a better, faster, creative thinker and communicator.

**Book Designer**

Oxford University Press (OUP) / Melbourne

March 1996 – April 1997

OUP is the largest, and one of the oldest, university presses in the world. Beginning as marketing designer, I was promoted to book designer and worked across the trade and academic list on both text and cover designs. In this role I managed multiple titles from concept through production, and this required creativity and resourcefulness. Budgets were small, and deadlines were tight.