Barry Underhill

EDUCATION

SYRACUSE UNIVERSITY
MFA Advertising Design
Syracuse, New York
August 1985 – August 1988
I studied in the Independent Study Degree Program. I spent my summers there at the school in classes with Syracuse staff and advertising design professionals as instructors. Some of the professionals I studied under were Amil Gargano, Ron Travisano, Steve Cosmopulos, B. Martin Pedersen and Bob Gill. Throughout the year, we would meet for three contact periods to hear lectures from prominent designers such as Gert Dumbar and art directors such as Henry Wolf. We visited firms in New York, Toronto, Boston, London, Amsterdam and The Hague.

HERRON SCHOOL OF ART OF INDIANA UNIVERSITY
BFA Visual Communications
Indianapolis, Indiana
August 1980 – May 1984

EXPERIENCE Academic

TEXAS STATE UNIVERSITY San Marcos, Texas
Assistant Professor of Practice
January 2023 to Present
I prepare and teach classes in the Fashion Merchandising and Interior Design departments.

TEXAS STATE UNIVERSITY San Marcos, Texas
Full time Lecturer
August 2012 to January 2023
I prepared and taught classes in the Fashion Merchandising and Interior Design departments.

AUSTIN COMMUNITY COLLEGE Austin, Texas
Adjunct Associate Professor
August 2014 to August 2016
I taught in the Visual Communications department.

THE ART INSTITUTE OF AUSTIN Austin, Texas
Academic Director
February 2009 – August 2012
I was the principal academic officer for the graphic design, advertising design, web design and interactive media programs as well as the art foundations department. There were 357 students in my programs when I left. I supervised 21 faculty members.

THE ART INSTITUTE OF AUSTIN Austin, Texas
Full time Instructor
August 2008 – February 2009
I wrote and taught classes based on course competencies and suggested weekly outlines supplied in sample syllabi. The courses were in the foundations, graphic design and photography departments.

THE ART INSTITUTE OF AUSTIN Austin, Texas
Adjunct Instructor
March 2008 – August 2008
I wrote and taught classes based on course competencies and suggested weekly outlines supplied in sample syllabi. The courses were in the foundations and graphic design departments.

COLUMBIA COLLEGE Los Angeles, California Adjunct Instructor
July 2001 – August 2004
I helped create an entertainment marketing program taught out of a space on the CBS Radford lot. The Los Angeles program featured guest speakers working in entertainment marketing such as advertising executives, attorneys, journalists and publicists for magazines, record labels, television shows, movie studios and celebrities. I worked at finding, scheduling and overseeing these speakers, organizing and overseeing field trips to advertising agencies, movie studios and publications as well as teaching classes that helped students apply the knowledge they were gaining from these varied sources to class projects.

COLUMBIA COLLEGE Chicago, Illinois
Adjunct Instructor
September 1996 – June 2001
I wrote and taught marketing communications classes.

EXPERIENCE Nonacademic

PHOTOGRAPHER
Los Angeles, California
July 2003 – February 2009
I worked primarily as an editorial photographer. I shot music, entertainment and fashion. I was a contributing photographer for Elemental Magazine out of Brooklyn, Murder Dog Magazine out of
San Francisco and Synthesis Magazine out of northern California. My shots have appeared in numerous publications around the world including Vapors, Billboard, The Source, XXL, URB, Ozone, Trace, Hip Hop Connection, XLR8R, Don Diva, Scratch and Basic. Some of the artists I have been privileged to work with include Cypress Hill, Mobb Deep, Three 6 Mafia, Busta Rhymes, Lil Jon, Slim Thug, Bun B, Master P and Twista. Non-editorial clients include MTV, BET, XM Radio, ABB Records, RBC Records, Staccadollar Records, Smoke-A-Lot Records, Street Customs Entertainment, Koch Entertainment, Native Records, Lotus Records, 1st Infantry Records and Universal Entertainment.

FREELANCE ADVERTISING ART DIRECTOR
Chicago, Illinois
March 1994 – February 2003
I was an independent contractor hired by advertising agencies to work on-site as an art director concepting and designing print ads, television spots and various collateral materials such as brochures, direct mail and point of purchase displays. I functioned in all responsibilities as a full time employee at major agencies, creating long-term working relationships. Listed below are some of the more important clients I established.

YOUNG & RUBICAM
Chicago, Illinois
Freelance Art Director
January 2002 – September 2002
I worked as an art director in the Wunderman division. Wunderman is an integrated marketing group within Y&R. The main clients I worked on there were Applebees Restaurants and Sears. I created in-store signage and animated web banners.

OGILVY & MATHER
Chicago, Illinois
Freelance Art Director
March 2000 – September 2000
I worked ad an art director in the OgilvyOne Group. This group was designed to handle all the technology clients of Ogilvy & Mather, Chicago. The main clients I worked on there were RoundArch, an internet consulting company and Ameritrade. I created print ads, brochures and concepted television spots.

DDB
Chicago, Illinois
Freelance Art Director
September 1997 – August 1999
I worked as an art director in the Beyond DDB Group. Beyond DDB is an integrated marketing group within DDB. The main clients I worked on there were Ameritech, US West, Discover Card and McDonald's. I created print ads, direct mail, posters and logos.

DELLA FEMINA McNAMEE/TATHAM EURO RSCG
Chicago, Illinois
Full time Art Director
October 1990 – March 1994
I worked as an art director on W. W. Grainger, Alsy Lighting and the Inn at University Village. I created print ads and some collateral materials. I also shot photography on a few jobs where we did not have the budget to hire a photographer.

KELLER CRESCENT CO.
Evansville, Indiana
Full time Art Director
June 1984 – August 1990
I started as an assistant art director and was promoted to art director in September of 1987. The accounts I worked on were Admiral Appliances, Magic Chef Appliances, Old National Bancorp, Quality Chekd Dairy, Fruit of the Loom, Lee Oil Filters, Evansville Dance Theater and Pinkerton Tobacco Company. In my time there, I created packaging, logos, brochures, annual reports, posters, point-of-purchase displays, newspaper ads, direct mail and television spots.

COURSES TAUGHT

TEXAS STATE UNIVERSITY San Marcos, Texas

Communication Design Department
ARTC 2303 Typography 1
ARTC 3301 Art Direction
ARTC 3313 Imaging 2
ARTC 3316 Design Seminar
ARTC 4306 Environmental Graphic Design

Interior Design Department
ID 1321 Introduction to Design
ID 2321 History of Interiors and Architecture
ID 3220 Design Graphics 2
ID 3321 Contemporary Interiors and Architecture

Fashion Merchandising Department
FM 2330 Aesthetic and Branding
FM 3332 Fashion Styling
FM 3335 History of Fashion
FM 3336 Modern Fashion Trends
FM 3337 Fashion Social Media
FM 4302b Fashion Specialty Markets

THE ART INSTITUTE OF AUSTIN Austin, Texas
Foundations Department
ART106 Design Fundamentals
ART114 Color Fundamentals

Graphic Design Department
GD114 Concept Design
GD200 History of Graphic Design
GD203 Layout Design
GD213 Layout 2
GD219 Graphic Symbolism
GD223 Brand Identity 1
GD226 Conceptual Imagery
GD301 Brand Identity 2
GD305 Graphic Design Studio 1
GD310 Graphic Design Studio 2
GD313 Environmental Design
GD321 Portfolio 1
GD417 Senior Project
GD420 Portfolio 2
GD470 Graphic Design Capstone

Photography Department
PHOT300 Advertising Art Direction for Photographers
PHOT311 Location Photography

COLUMBIA COLLEGE
Los Angeles, California
Marketing Communications Department

54 – 3712 Entertainment Marketing Communication Workshop

COLUMBIA COLLEGE
Chicago, Illinois
Marketing Communications Department

54 – 3603 Copywriter/Art Director Team

SERVICE

TEXAS STATE UNIVERSITY
Publicity Committee
Member
August 2013 to May 2014

Managing Textbook Costs Committee
Member
August 2019 to Present

FCS Recruitment Committee
Marketing Subcommittee Chair
Website Development Committee
Event Committee
October 2019 to Present

FCS Curriculum Committee
Member
August 2023 to December 2023

Lewk Fashion Magazine Student Group
Faculty Advisor
September 2021 to Present

Fashion Merchandising Association
Faculty Advisor
August 2022 to Present

FCS Faculty Search Committee
Member
October 2021 to June 2023

Fashion Merchandising Program Coordinator
August 2023 to December 2023

Fashion Merchandising COUTURE Undergraduate Research
Faculty Member
August 2023 to present

Education Abroad Advisory Board
Member
January 2024 to present

THE ART INSTITUTE OF AUSTIN
Austin, Texas
Library Committee
Chair
August 2008 to August 2012

Curriculum Committee Member
August 2008 to August 2012

AIGA Student Chapter
Faculty Advisor
December 2009 – December 2010

Street Art Student Club
Faculty Advisor
April 2010 to August 2012

CURRICULUM Development

THE ART INSTITUTE OF AUSTIN

Graphic Design
I met with instructors regularly to present the program as a whole so that they could better see how each of the classes they teach fits within the program. I then lead a discussion as to what things might be currently overlooked in the program and where best these gaps can be addressed.

Web Design and Interactive Media Program
I wrote a curriculum plan to insure students were learning the correct skills, software applications and programming languages for each class in the program. I met with the instructors early in each quarter to be certain the plan was being fully implemented.

Foundations Department
I worked with two lead instructors to write final tests and final projects for each of the classes in the foundations department. The finals were designed to test all of the competencies of the classes listed in the syllabi. Questions in the written final and categories in the grading rubric of the final project were keyed to each specific competency.

CURRICULUM Assessment

THE ART INSTITUTE OF AUSTIN

Foundations Department
I wrote a SACs assessment plan based on standardized finals to measure the effectiveness of the school's instruction in these key classes. The plan allowed us a statistical overview of the classes as well as an in depth measurement of the effectiveness of our instruction for each of competencies listed.

Advertising Design Program
I wrote a SACs assessment plan for four Texas Art Institutes for this new program rolled out in April 2011.

CURRICULUM Advisory

THE ART INSTITUTE OF AUSTIN
I organized and recruited members for Professional Advisory Committees (PAC) for the Graphic Design and the Web Design and Interactive Media departments. The committees met once a year. I made a detailed presentation to them of the curriculum of the programs. The PAC then advised us on ways to better meet the specific needs of the Austin market.

Graphic Design PAC Members:
Oen Hammonds, Art Director Sicola Martin, AIGA Educational Director
Will Chau, Creative Director GSD&M
Tommy Lynn, Creative Director Dell Computers
Erin Bender, Art Director Schematic, AIGA President
Adam Hampshire, Art Director National Instruments, Instructor ACC
Kelley Toombs, Designer KTD, Instructor ACC

Web Design and Interactive Media PAC Members:
Erin Bender, Art Director Schematic, AIGA President
Kirk Ballou, Flash Widgets

PROFESSIONAL MEMBERSHIPS

AIGA Austin
December 2009 – August 2012

Panels

AIGA Design Education Roundtable Tuesday, August 2, 2011 LIVESTRONG Foundation Participant

The roundtable was organized to bring representatives of the education and the professional worlds together to discuss what skills students are currently being taught and what they are lacking when they enter the local job market.

AIGA Student Portfolio Review November 12, 2011
November 10, 2012
Saint Edward's University Portfolio Reviewer

The event was organized as an opportunity for students nearing graduation to practice their presentation skills and get honest, professional feedback on their portfolios. Students representing University of Texas, Texas State University, St. Edward's University, Schreiner University, Austin Community of College and Art Institute of Austin were in attendance.

ACADEMIC Presentations

OLC (Online Learning Consortium) Accelerate Conference
October 2021, Washington D.C.
"Creating an OER Awareness Campaign that Works"
Dr. Gwendolyn Morel, PhD, Mr. Dana R. Willett, Mr. Barry Underhill

DESIGN Awards

9 Addy awards
2 AAAI International Creative awards 1 O&R award (Objectives & Results) 1 John Caples award
1 Sawyer award

DESIGN Publications

Print 1993 Design Regional Annual, Midwest region

PHOTO EXHIBITIONS

EYEJAMMIE FINE ARTS GALLERY New York, New York
September 2005 – October 2005 Adventures in the Dirty South

This exhibition was a celebration of southern hip-hop. The show included photos by Janette Beckman, Julia Beverly, Peter Beste, John Crooms, Lauren Fleishman, Greg Gates, Marcus Hanschen, Jonathan Mannion, Joseph Rodriguez, Jack Thompson, and Barry Underhill.

CANNIBAL FLOWER
Los Angeles, California
March 2004 – April 2006
This was a group show of artists working in Los Angeles. I participated in many of the exhibitions over a two-year period. At first, I showed prints from a series of portraits of I was working on. Then, I was invited to "perform" at a show. For my performance, I set up a studio in the gallery space and shot formal portraits of those attending. I was invited to perform at other events throughout Los Angeles. I shot over a 1,000 people in the series which became a collection called Underground L.A. Shots from the series appeared twice in the coveted Calendar section of The Los Angeles Times.

MUSEUM COLLECTIONS

Smithsonian National Museum of African-American History and Culture Washington, D.C. Permanent collection, photography

FILM Credits

BEEF, Vol 3
Directed by Peter Spirer
Released November 2005, Documentary
Credited as Still Photographer

30 Feet at a Time
Documentary
Credited as Co-Director

Name Your Road
Documentary
Credited as Director, Producer

The Shiva's Headband Story
Documentary
Credited as Director, Producer, Animator

Vulcan Gas Company: A Cultural Utility
Documentary
Credited as Director, Producer, Animator, Editor

Hut's Hymnal Sessions
Harvey "Tex Thomas" Young Biography
Documentary series
Director, Producer, Editor

FILM Screenings

Name Your Road
Cast Showing
Rolling Oaks Community Center
November 2018

Name Your Road
Public Showing
Wimberley Players Playhouse
October 2025

30 Feet at a Time
Official Selection
Wimberley Film Fest
January 2019

The Shiva's Headband Story
Cast Showing
Texas State University School of Art and Design
November 2021

Vulcan Gas Company: A Cultural Utility
Public Showing
Hyperreal Film Club
November 2025

FILM Broadcasts

Vulcan Gas Company: A Cultural Utility
Public Showing
Available starting June 15, 2026
on the PBS website and app

FILM Archives

Hut's Hymnal Sessions: Episode 1
Harvey "Tex Thomas" Young Biography
Southwest Collection, Southwest Music Archive & Photograph Collections
Texas Tech University

FILM Awards

30 Feet at a Time
Texas Spirit Award
Wimberley Film Fest
January 2019

FILM Presentations

Happy Heat “Road Trip” Variety Show
Presenter/Performer
Nov 9, 2023

EDITORIAL Publications

Article: *“The 22nd Street Connection”*
Author
Happy Heat vol. 2
Published by Society for the Preservation of Texas Music and Arts+Labor
https://www.happyheat.org

ADVISORY Board

Society for the Preservation of Texas Music
Advisory Board member
https://www.societyforthepreservationoftexasmusic.org