VIC RODRIGUEZ TANG

Assistant Professor of Communication Design
School of Art and Design, Texas State University

RESEARCH FOCUS AND AGENDA

My research centers analog and hybrid print technologies as pedagogical and research infrastructures within graphic design education. Through risograph printing, I develop formal, social, and material research approaches that support constraint-driven experimentation, accessible technical literacy, and authored publishing practices. My work frames independent publishing as public scholarship, positioning books, exhibitions, and workshop-based production as interconnected modes of scholarly production.

My program of research advances three interconnected trajectories:
- Inclusive design pedagogy and gender biases in graphic design grounded in foundational monograph-based research
- Independent publishing and experimental bookmaking as research methodology
- Development of risograph-based publishing and international study-abroad publishing frameworks for independent print culture

Current research development includes expansion of Velvet Jam Press as an independent publishing research platform, development of an international Mexico City study-abroad publishing program, and design of institutional risograph-based publishing and outreach infrastructure supporting public scholarship, community-facing creative engagement, and contemporary independent print culture.

APPOINTMENTS

Assistant Professor of Communication Design
Texas State University, School of Art and Design
2024–present

- Teach undergraduate and graduate studios across BFA and MFA Communication Design
- Serve on MFA Admissions Committee; previously BFA Admissions Committee
- Led Senior Exit Review for a cohort of 47 students; scheduled to teach Senior Portfolio Studio beginning Spring 2026
- Faculty Advisor: Pawprintz Student Riso Group, Design Guild TXST, and Transcend (Transgender Student Organization), supporting student leadership and programming
- Exploring risograph-based publishing frameworks through design research and material experimentation
- Contribute to curriculum development and course design across branding systems, trademark design, social practice, portfolio pipelines, and international publishing coursework supporting interdisciplinary design education.

Assistant Professor of Practice, Design
University of Texas at Austin, School of Design and Creative Technologies
2021–2024

- Developed and taught original curriculum in branding systems, social impact design, and critical design pedagogy

- Created graduate and undergraduate courses based on original research addressing gender biases in graphic design
- Led redesign of foundational two-dimensional design curriculum
- Built portfolio pipelines and senior exhibition infrastructure across undergraduate and graduate degree programs

Lecturer, Design
Collin College
2014–2016

- Taught design studios supporting visual communication and digital design pedagogy
- Developed inclusive, participatory critique structures and accessible design pedagogy methods informing current research and teaching practice

EDUCATION

Master of Fine Arts in Graphic Design
Vermont College of Fine Arts, 2022
Thesis (Research Monograph):
Pink Circles, Blue Squares: A Practical Guide to Help Fight Gender Biases in Graphic Design. Self-published scholarly publication, 2022.

Bachelor of Fine Arts in Visual Communication
East Texas A&M University (Texas A&M University–Commerce), 2013

SCHOLARLY & CREATIVE RESEARCH OUTPUT
INDEPENDENT PUBLISHING AS PUBLIC SCHOLARSHIP

Independent Publishing Research Platform

Velvet Jam Press. (Co-Founder and Publisher)
Multi-site independent publishing platform (Austin, TX and Oklahoma City, OK)
2020–present

Velvet Jam Press is a research-driven independent publishing platform through which my scholarly and creative practice is produced, circulated, and publicly shared. The press functions as a sustained site of practice-as-research, generating authored books, juried publications, exhibitions, and workshops that investigate gender, power, vernacular aesthetics, and experimental binding systems through analog and hybrid print methodologies.

Velvet Jam Press operates as a public-facing research infrastructure for experimental publishing, collaborative authorship, and community-engaged creative production.

Monographs / Scholarly Books (Monograph-Equivalent)

1. **Rodriguez Tang, Vic.** *Pink Circles, Blue Squares: A Practical Guide to Help Fight Gender Biases in Graphic Design*.

Research monograph, 2022. Recognized in *PRINT Magazine* Typography Annual (2023); Blurb Books Pride Month Staff Picks. Adopted into undergraduate and graduate design curriculum across multiple courses in design programs.

Selected Scholarly and Creative Research Publications

2. Rodriguez Tang, Vic and James Ewald. *Our Gospel.* Velvet Jam Press, 2025.
Authored, designed, and printed research publication produced through analog risograph processes. Printed on black paper using metallic gold and white inks with experimental binding using gold body-piercing jewelry.

Limited edition of 50 copies. Included as part of Velvet Jam Press's juried international selection for the Taipei 10th Art Book Fair (2026). Public talk confirmed.

3. Ephraim, Scott. *Big Fake Tree: A Visual Travelogue.* Velvet Jam Press, 2025.
Curated, designed, and printed by Vic Rodriguez Tang and James Ewald.
Four-color risograph photographic publication examining vernacular spectacle, roadside iconography, and cultural mythologies of middle America through analog print processes.

Limited edition of 65 copies. Included as part of Velvet Jam Press's juried international selection for the Taipei 10th Art Book Fair (2026).

Peer-Reviewed Design Research Projects / Conference Proceedings

4. Paolucci, Kyla and Vic Rodriguez Tang. *Make, Print, Share: Collective Learning Through Risograph Printing.*
Peer-reviewed design research project and conference proceeding.

Presented at Design Incubation Colloquium 12.1, Virtual Conference, November 14, 2025.
Collaborative research project investigating constraint-driven, prompt-based risograph printing as a pedagogical model integrating technical literacy, collaborative authorship, and community-engaged learning.

The project develops a paired-response prompt archive, reflective zine documentation, and adaptable classroom and community workshop toolkits framing risograph printing as sustained teaching-as-research practice.

Forthcoming / In Production Research Publications

5. Martinez, Jason. *Travis Scott: Circus Maximus Tour. Velvet Jam Press, forthcoming 2026.*
Curated, designed, and printed by Vic Rodriguez Tang and James Ewald as part of Velvet Jam Press's ongoing independent publishing research program.

Photographic research publication documenting the Circus Maximus tour, focusing on the November 8, 2025 performance at Belluna Dome, Saitama, Japan.

Five-color risograph publication printed on white and black paper stocks, including white-ink printing on black paper. Experimental binding using Velvet Jam Press's signature body-piercing jewelry system with custom jewelry fabricated by TraxNYC.

Scheduled for publication and public presentation at the Taipei 10th Art Book Fair (March 2026). Sample materials submitted as part of Velvet Jam Press's juried exhibition selection and exhibition review process.

6. **Rodriguez Tang, Vic and James Ewald.** *the ridiculousness of it all. Velvet Jam Press, forthcoming 2026.*

Authored, designed, and printed research publication investigating color layering, ink interaction, and paper weight through risograph printing methodologies. Fifty-two page experimental book (including covers) examining vernacular legal absurdities across U.S. states, with one statute per state serving as content prompts for formal color and material testing.

Printed using multiple paper stocks and weights to analyze risograph ink behavior across substrates and material surface interactions.

Serial Research Publications (In Development)

Missed Connections Bulletin. *Velvet Jam Press, launching 2026.*

Curated monthly risograph mailer series distributing authored and collaborative print works through direct-mail circulation. The series operates through an open call while prioritizing submissions by artists from underrepresented communities in the U.S. Southwest, with a focus on BIPOC and queer creators.

The publication functions as a sustained practice-as-research platform investigating serial distribution, community-authored publishing, compensation models, and risograph-based translation of writing, photography, and visual art into printed multiples.

Velvet Jam Press curates submissions and collaborates directly with contributing artists on material production and dissemination.

WORKS IN PROGRESS / UNDER REVIEW

• ***Pink Circles, Blue Squares*** **(Second Edition), in development.**

Completed manuscript in active conversation with Bloomsbury Visual Arts and Set Margins Press for publication as either an expanded scholarly edition or applied workbook adaptation extending prior monograph research on gender biases in graphic design and inclusive design pedagogy.

• **Institutional risograph-based publishing frameworks at Texas State University, in development.**

Ongoing design research investigating analog publishing as public scholarship and low-stakes entry points into creative technologies through curricular experimentation and material research prototypes.

• **Mexico City Study-Abroad Publishing Program, in development (launching 2026).**

International publishing research program integrating undergraduate and graduate curriculum with independent print studios, authored publishing, and public scholarship through course-embedded publishing projects and field-based material research.

• **Forthcoming Velvet Jam Press research publications, zines, prints, and exhibitions, 2026–present, within contemporary independent print culture.**

Ongoing pipeline of authored and collaborative research publications, juried international book fairs (including the 10th Anniversary Taipei Art Book Fair), peer-validated design research outputs within independent publishing culture.

• **Juried exhibition submissions under review (2026 cycle).**
Publishing projects currently under review for IE Print Zine Fest (San Bernardino, CA), Detroit Zine Fest (Detroit, MI), and Dallas Art Book Fair (Dallas, TX).

JURIED & PEER-REVIEWED EXHIBITIONS / FAIRS

Taipei 10th Anniversary Art Book Fair
Taipei, Taiwan, March 2026
Juried international selection. Velvet Jam Press featured for international exhibition and public talk on collaborative and experimental printmaking.

ARTIFACT [BOLD]
High Point University, High Point, North Carolina, January 2022
International juried exhibition of graphic design and media.

Oklahoma City Art Book Fair
Oklahoma City, Oklahoma, March 2025
Juried selection. Displayed independent art books and risograph publications.

Risorama
San Marcos, Texas, March 2025
Juried group exhibition of risograph print work selected through open submission.

INVITED & SELECTED EXHIBITIONS, FAIRS & CURATED PROJECTS

CHARACTERS: Type in Action
Museum of Design Atlanta, Atlanta, Georgia, October 2024
Featured typographic and social-impact work within a curated museum exhibition.

Midwest Queer and Trans Zine Fest
Minneapolis, Minnesota, October 2025
Selected exhibitor. Presented queer and trans–centered collaborative publications amplifying underrepresented voices in independent publishing.

DeadZone Zine Fest
Tulsa, Oklahoma, November 2025
Selected exhibitor. Presented independent publishing projects and risograph print editions within experimental print contexts.

Lone Star Zine Fest
Austin, Texas, October 2025
Selected exhibitor. Presented collaborative independent publishing and risograph-based book projects emphasizing regional print culture.

Compressed III: A Zine & Music Fair
San Diego, California, August 2025
Selected exhibitor. Showcased original risograph publications and collaborative print editions within experimental and community-based print culture.

FIVE JULY
FÖDA Design Studio, L-O-R-A, Austin, Texas, July 2025
Invited artist. Interdisciplinary performance addressing impermanence, participation, and cultural valuation within contemporary design-led collaborative practice.

Rhythm of RISO
Texas State University, San Marcos, Texas, December 2024
Selected group exhibition. Curated student and faculty risograph print showcase.

VCFA Alumnx Fall 2022 Showcase
Vermont College of Fine Arts, Montpelier, Vermont, October 2022
Selected alumni exhibition featuring graduates across the MFA Graphic Design program.

SELECTED TALKS, PANELS & WORKSHOPS

Bless This Mess: Experimental Book Publishing from the American South
Presenter. Juried international public talk.
Taipei 10th Anniversary Art Book Fair, Taipei, Taiwan, March 2026.
Presented research on experimental publishing practices, risograph processes, and collaborative authorship.

Design from the Ground Up: Cultivating Empathy, Equity, and Impact
Session Chair. Juried national conference session.
Southeastern College Art Conference (SECAC), 2026.
Chaired a juried session focused on equity-centered design pedagogy, social-impact design, and inclusive teaching practices.

Challenging Gender Biases in Design: A New Approach to Higher Education
Presenter. Juried national conference paper.
Southeastern College Art Conference (SECAC), 2026.
Presented research on gender bias and curriculum reform in design education.

Make, Print, Share: Collective Learning Through Risograph Printing.
Paolucci, Kyla and Vic Rodriguez Tang. Peer-reviewed design research presentation.
Design Incubation Colloquium 12.1, Virtual Conference, November 14, 2025.
Shared pedagogical research on prompt-based risograph publishing.

Breaking Barriers: Design for Advocacy and Social Movements
Presenter. National conference presentation, co-presented with Yocelyn Riojas.
AIGA Design Conference, October 9, 2025.
Presented advocacy-driven design education strategies.

Unpacking Gender Biases in Design: A Color Sorting Workshop
Presenter. National conference workshop.
AIGA Design Educators Conference: Weave, June 12, 2025.
Facilitated participatory workshop on subconscious gender bias.

Building Community Power Through Independent Publishing
Panelist. Juried national conference panel.
Midwest Queer and Trans Zine Conference, October 17, 2025.
Discussed independent publishing and community authorship.

What Does It Mean to Be Trans at Texas State?
Facilitator. University workshop.
Texas State University, November 20, 2025.
Led a zine-making workshop centered on trans student narratives.

Reimagining Design: Confronting Gender Biases and Centering Identity
Invited lecture.
San Diego State University, February 20, 2025.
Delivered lecture on inclusive pedagogy and identity-centered design.

Action Design ATX: How to Fight Gender Biases in Design
Invited lecture.
Capital Factory, Austin, Texas, April 22, 2024.
Presented public scholarship on gender bias in design.

Clarvit Design Lecture Series
Invited lecture.
University of Maryland, College Park, Maryland, May 1, 2023.
Presented research on inclusive design pedagogy.

VCFA Alumnx Residency
Presenter.
Vermont College of Fine Arts, October 14, 2022.
Presented research on gender biases in graphic design and the application of inclusive design pedagogy within undergraduate and graduate coursework.

PROFESSIONAL JURORSHIPS

SALUTE Student Design Show
Invited juror. University of Central Oklahoma, April 14, 2024.
National juried student design exhibition recognizing emerging designers across undergraduate and graduate academic programs.

Longhorn Research Poster Competition
Invited juror. University of Texas at Austin, April 10, 2024.
University-wide juried research competition evaluating interdisciplinary undergraduate and graduate research posters across science, humanities, and creative disciplines.

AIGA Student Design Challenge
Invited juror. University of Texas at Dallas, April 15, 2022.
National AIGA-affiliated juried design competition evaluating undergraduate student work across branding, typography, interactive, and social-impact design categories.

GRANTS & FELLOWSHIPS

Faculty Creative Research Grant
University of Texas, College of Fine Arts.
$7,000 research grant supporting scholarly and creative production, 2023–2024.

Professional Design Summer Research and Practice Initiative
University of Texas, School of Design and Creative Technologies.
$7,000 competitive faculty research award supporting design research and practice at the university level, 2023.

Center for Arts + Social Justice Fellowship
Vermont College of Fine Arts.
2,000 fellowship supporting socially engaged design research, community-based inquiry, and critical creative practice addressing equity and social justice, 2021–2022.

AWARDS, NOMINATIONS & SPECIAL MENTIONS

Teaching Award Nominee
University of Texas, College of Fine Arts.
Faculty teaching award nomination, April 2024.

Hamilton Book Award Nominee
University of Texas.
University-wide research and publishing award nomination, January 2024.

Special Mention, Typography Annual
PRINT Magazine.
National recognition for typographic and publishing work, July 2023.

Honorable Awardee, Innovation by Design Awards
Fast Company.
National design innovation award, July 2022.

Honorable Mention, World Changing Ideas Awards
Fast Company.
National recognition for socially impactful design work, May 2022.

TEACHING EXPERIENCE

Courses Taught

Texas State University — Undergraduate
ARTC 3304 Branding Systems (Spring 2025)
ARTC 4000 Senior Exit Review (Spring 2024)
ARTC 4350 Senior Portfolio Studio (Spring 2025)
ARTC 3303 Trademark Design (Fall 2024, Fall 2025)
ARTC 1302 Imaging 1 (Fall 2024)

Texas State University — Graduate
ARTC 5372 Social Practice (Fall 2025)

Texas State University — Undergraduate, 2017–2019 (Graduate Appointment)
ARTC 1302 Imaging 1

ARTC 2304 Conceptual Strategies
ARTC 3303 Trademark Design
ARTC 4309 Interactive 3

University of Texas at Austin – Undergraduate
DES 102C Introduction to 2D Design (Fall 2021, Fall 2022)
DES 305 Design Studio 2 (Spring 2023)
DES 321 Images in Communication (Fall 2021, Fall 2022, Fall 2023)
DES 322 Design and the Social Environment (Spring 2022)
DES 325 Typography 1 (Fall 2021, Fall 2022)
DES 330T Gender Biases in Design (Spring 2022, Spring 2023, Spring 2024)
DES 330T Branding for Social Change (Fall 2023)
DES 340 Identity Systems 1 (Spring 2023, Spring 2024)
DES 350 Identity Systems 2 (Spring 2022)
DES 374 Capstone Design Project (Fall 2023)
DES 375 Capstone Design Exhibition (Spring 2024)

University of Texas at Austin – Graduate
DES 184E The Art of Critique (Fall 2022)
DES 190A Graphic Design Tools (Fall 2021, Fall 2022)
DES 190B Graphic Design Tools 2 (Fall 2023)

Collin College – Undergraduate
ARTC 1325 Introduction to Computer Graphics (Spring 2014–Spring 2016)
ARTC 1353 Computer Illustration 1 (Summer 2014)
ARTC 2340 Computer Illustration 2 (Summer 2014)

Courses Developed

University of Texas at Austin – Undergraduate
DES 305 Design Studio 2
DES 321 Images in Communication
DES 322 Design and the Social Environment
DES 330T Gender Biases in Design
DES 330T Branding for Social Change
DES 340 Identity Systems 1
DES 350 Identity Systems 2
DES 374 Capstone Design Project
DES 375 Capstone Design Exhibition

University of Texas at Austin – Graduate
DES 184E The Art of Critique
DES 190A Graphic Design Tools
DES 190B Graphic Design Tools 2

SERVICE AND LEADERSHIP

BFA Admissions Committee Member
Texas State University, 2024–2025
Reviewed undergraduate portfolio submissions and participated in admissions evaluation and selection processes.

MFA Admissions Committee Member
Texas State University, 2024–present
Evaluate graduate applications, portfolios, and statements of purpose for MFA Communication Design admissions.

Faculty Advisor, Pawprintz Student Riso Group
Texas State University, 2025–present
Advise a student-led risograph printing organization supporting print production, workshops, and community-building programming open to students across majors.

Faculty Advisor, TXST Design Guild
Texas State University, 2025–present
Support student leadership development, professional programming, and initiatives that strengthen the campus design community.

Faculty Advisor, Transcend (Transgender Student Organization)
Texas State University, 2025–present
Provide mentorship and institutional support for the student-led trans and gender-diverse organization through advocacy, programming, and community-building. initiatives.

Faculty Mentor for Graduate Teaching Assistants
Texas State University, Spring 2025
Supervised and mentored a graduate teaching assistant supporting undergraduate studio instruction, including curriculum alignment, critique facilitation, assessment practices, and instructional planning.

Faculty Mentor for Graduate Teaching Assistant
University of Texas at Austin, Fall 2021
Mentored a graduate teaching assistant supporting undergraduate design studios, including instructional guidance, critique facilitation, and course coordination; former mentee is now a faculty colleague at Texas State University.

PROFESSIONAL EXPERIENCE (CONDENSED)

Freelance Designer and Art Director
March 2016–present
Provides design direction for digital, print, and social campaigns for clients including Spredfast, Ontic, Lithium, Funimation, aGLIFF, Keller Williams, City of Austin, Q-Tips, Myriad Botanical Gardens, Charles Schwab, Bausch & Lomb, Active Network, Frito-Lay, and Texas Art Education Association. Develops modular brand systems, graphic standards, and campaign toolkits through iterative client collaboration.

Khoros
Brand Art Director, June 2019–August 2021
Directed brand evolution across digital, social, and print platforms, developing scalable visual systems and campaign assets supporting global marketing initiatives and organizational growth.

Whole Foods Market
Contract Digital Designer, July 2017–December 2018

Produced seasonal and campaign-based digital marketing assets, maintained consistency across global digital platforms and marketing templates, and supported weekly production cycles for international marketing initiatives.

Drumroll
Integrated Art Director, April 2016–July 2017
Led integrated campaign concepting and visual direction across digital and print platforms, while mentoring junior designers and supporting cross-disciplinary creative teams on multi-channel initiatives.

Citi
Contract Senior UI Designer, October 2015–April 2016
Developed user-tested interface systems and interaction prototypes in collaboration with product and development teams.

Varidesk
Contract Senior Art Director, May 2015–October 2015
Directed photo and video production for product launches and managed internal creative initiatives.

The Marketing Arm
Contract Art Director, July 2014–April 2015
Led creative development for multi-channel digital campaigns and established design frameworks for campaign deliverables.

Fossil
Digital Graphic Designer, August 2012–June 2014
Developed global digital brand imagery and campaign systems.

StudioGood
Interactive Art Director, April 2011–July 2012
Developed early-stage creative concepts for social campaigns and mentored design interns supporting digital campaign production.

FW Print Co.
Graphic Artist, August 2008–April 2011
Designed print marketing systems and production templates.