(2025) Annual Review

Section 1. Faculty Information

Name: Holly H. Sterling
Rank: Associate Professor
Title: Associate Professor
Department: School of Art and Design
Highest Degree: BFA
Report Date: 01/13/2026

Section 2. Teaching

Courses Taught

Spring 2025

Course: ARTC 4302
Section: 251
Title: ART DIRECTION II
Location: San Marcos
Number of Students: 14
Course Evaluation Report: ARTC-4302-251ARTDIRECTIONII_HollySterling-1.pdf

ARTC 4303
Section: 251
Title: ART DIRECTION III
Location: San Marcos
Number of Students: 3

ARTC 4310
Section: 251
Title: COMM DSGN PRACTICA
Location:
Number of Students: 4

ARTC 4315
Section: 252
Title: SR PORTFOLIO REV
Location: San Marcos
Number of Students: 16
Course Evaluation Report: ARTC-4315-

252SRPORTFOLIOREV_HollySterling-1.pdf

Workload Credits
Instructional Credits: 9.36
Workload Adjustment(s):
Research Activity Adjustment: 3.00
Total Workload Adjustment Credits: 3.00
Total Credits: 12.36

Summer 2025

Course: ARTC 4310
Section: 501
Title: COMM DSGN PRACTICA
Location:
Number of Students: 1

ARTC 4310
Section: 751
Title: COMM DSGN PRACTICA
Location:
Number of Students: 7

Workload Credits
Instructional Credits: 2.72
Total Workload Adjustment Credits: 0.0
Total Credits: 2.72

Fall 2025

Course: ARTC 4302
Section: 001
Title: BRAND EXPERIENCE V
Location: San Marcos
Number of Students: 14
Course Evaluation Report: ARTC-4302-001BRANDEXPERIENCEV_HollySterling-1.pdf

ARTC 4303
Section: 001
Title: BRAND EXPERIENCE VI
Location: San Marcos
Number of Students: 3
Course Evaluation Report: ARTC-4303-001BRANDEXPERIENCEVI_HollySterling-1.pdf

ARTC 4310

Section:	001
Title:	COMDES INTERNSHIP
Location:	
Number of Students:	4
Course Evaluation Report:	ARTC-4310-001COMDESINTERNSHIP_HollySterling-1.pdf

ARTC 4310

Section:	002
Title:	COMDES INTERNSHIP
Location:	
Number of Students:	1
Course Evaluation Report:	ARTC-4310-002COMDESINTERNSHIP_HollySterling-1.pdf

ARTC 4300

Section:	001
Title:	EXPANDED SENIOR SHOW & REVIEW
Location:	San Marcos
Number of Students:	25
Course Evaluation Report:	ARTC-4300-001EXPANDEDSENIORSHOWREVIEW_HollySterling-1.pdf

ARTC 4315

Section:	005
Title:	SENIOR PORTFOLIO PRESENTATION
Location:	San Marcos
Number of Students:	12
Course Evaluation Report:	ARTC-4315-005SENIORPORTFOLIOPRESENTATION_HollySterling-1.pdf

ARTC 4200

Section:	001
Title:	SENIOR SHOW & REVIEW
Location:	San Marcos
Number of Students:	35
Course Evaluation Report:	ARTC-4200-001SENIORSHOWREVIEW_HollySterling-1.pdf

Workload Credits

Instructional Credits: 12.70
Total Workload Adjustment Credits: 0.0
Total Credits: 12.70

Courses Prepared and Curriculum Development

Curriculum Development

Brand Experience Specialization, TXST University. Proposed: 2019 - Present.

Additional Comments: Proposal to collapse art direction + branding into one specialization.

Other Teaching Activities

Faculty Internship, Post Graduation Internships, Communication Design Program. (January 2025 - December 2025).

Additional Comments: Worked with local/regional agencies to place recent graduates into paid internships.
Not for Credit internships (post graduation)
Ariana Reyes, Butler Internship, Austin, TX
Gabriel Victoriano, Helms Workshop (hired full-time)
Taylor Challis, Helms Workshop (hired full-time)
Miles Skonberg, Guerrilla Suit Intern
Sydney Caldwell: Lucid Creative
Maddie Lee: Butler Advertising

Letters of Recommendation, Letters of Recommendation, TXST University. San Marcos, TX. 2. (January 2025 - December 2025).

Additional Comments: Wrote letters of recommendation for:
Ashlin Brown, Internship placement at Middle Seat, Austin
Mila Lopez, Application Graduate School application, Master of Arts Legal Studies

Organizer, FÖDA Studio Tour, Communication Design Program. Austin, TX. 12. (November 2025).

Additional Comments: Organized FÖDA Studio Tour for 12 seniors who were interested in environmental graphic design (EGD).

Organizer, Guest Lecture and Critique, Aline Forastieri, Communication Design Program. San Marcos. 16. (October 2025).

Additional Comments: Professional guest, Aline Forastieri critiqued projects and lectured in my Brand V + Brand VI course.

Organizer, Midpoint Portfolio Review, Communication Design Program. San Marcos, TX. 80. (October 2025).

Additional Comments: Organized the midterm review of graduating senior portfolios. Participating ComDes faculty reviewed 3 online projects from each student and provided written feedback.

Organizer, Midpoint Portfolio Review, Communication Design Program. San Marcos, TX. 70. (March 2025).

Additional Comments: Organized midterm review for graduating ComDes seniors. Each student was assigned a faculty member who reviewed 3 projects and provided them with written feedback.

Organizer, recruiter, Fall 2025 Slack Mentorship Group, Communication Design. San Marcos, TX. 90. (September 2025 - December 2025).

Additional Comments: Recruited 30 professionals to work with 60 Exit Review Students throughout the semester. Students and mentors collaborated to develop portfolio content, and students received job-search guidance, resume feedback, and career advice. Communication occurred via Slack, multiple Zoom panels, phone calls, and face-to-face meetups.

Organizer/Moderator, Chamoy Advertising Panel, Communication Design Program. San Marcos, TX. 63. (November 2025).

Additional Comments: **Organized and moderated panel with Chamoy Creative from San Antonio.**
Panelists:
Creative Director and Founder Alejandro Perez-Segnini
Associate Creative Director, Kazim Fahim
Senior Art Director, Carmen Lopez

Organizer/Moderator, Alumni Panel, Communication Design Program. San Marcos, TX. 64. (October 2025).

Additional Comments: **Organized and moderated Fall 2025 ComDes Alumni Panel**
Ryan Runcie, Muralist, Educator, Austin, TX,
Julz Clementine, Artist, Designer, Fashion Designer, Educator, Portland, Oregon
Nakevia Miller, Entrepreneur, Founder of iN Possibiliti, Austin, TX
McKenna Strain, Senior Experience Designer, VML, Austin, TX
Lindsey Eckwall, Creative Director, Saatchi + Saatchi, NYC, NY

Organizer/Presenter, Resume workshop for TXST Design Guild, TXST Design Guild. San Marcos, TX. 25. (November 2025).

Additional Comments: Organized workshop for TXST Design Guild. Wrote deck,

presented materials, provided examples, worked individually with students on resumes.

Professional Placements, Professional Placements, Communication Design Program. (January 2025 - December 2025).

Additional Comments: **Alumni Job Placement:**
Meagan Walters: Tilted Chair
Colin Morris: Whole Foods
Gabriel Victoriano: Helms Workshop
Taylor Chavis: Helms Workshop
Miranda Estrada: Civilization
Elise Peña: Colorado River Authority
Hannah Hagedorn: Freelance Client
Caro Granados: Studio Malagon
Sam Roberts: Matter of Design
Annie Kindig: MML Hospitality

Resume Workshops, ComDes and Studio Resume Workshop, School of Art + Design. San Marcos, TX. 40. (March 2025).

Additional Comments: Organized and taught resume building workshop for Art + Design students. Invited Adam Hernandez from Career Services to participate. Wrote deck, presented content, brought in examples, and worked individually with students to craft resumes.

Student Evaluations of Teaching

Student Accomplishments

Award

Hagedorn, Hannah. (Mentor). Graphis New Talent, Honorable Mention. "Etherial Bloom," Design Publication, International. Status: Completed. (2025). School of Art and Design, TXST University.

Smith, Kaylie, Rodriguez, Sofia, Caldwell, Sydney, Zurga, Tina. (Mentor). Graphis New Talent, Honorable Mention. "Phume," Design Publication, International. Status: Completed. (2025). School of Art and Design, TXST University.

Estrada, Miranda. (Mentor). Graphis New Talent, Honorable Mention. "Guada," Design Publication, International. Status: Completed. (2025). School of Art and Design, TXST University.

Estrada, MIranda. (Mentor). Graphis New Talent, Honorable Mention. "Holy Kit," Design Publication, International. Status: Completed. (2025). School of Art and Design, TXST University.

Section 3. Scholarly / Creative

Works Not in Print

Consultancies

The Phoenix Center. Marble Falls, TX, United States. (April 2016 - Present)

Olive Design. Austin, TX, United States. (January 1, 1995 - Present)

Additional Comments: Work for Olive as strategy and design consultant on numerous clients

Section 4. Fine Arts

Completed Activities

Commissions

McLane Training Video. *McLane Training Videos*. Corporate. June 2025 - July 2025, Video.

Additional Comments: Worked with Canning Productions as an Art Director and Graphic Designer on a series of training films for employees.

Section 5. Service

Service to the Institution

University

Faculty Sponsor, TXST Move Texas Organization Sponsor. (September 2024 - May 2026)

Served Ex-Officio?
Was this compensated or pro bono? Pro Bono
Approx. number of hours spent per year: 30

Were you elected or appointed?

Additional Comments: **Faculty Sponsor for Move Texas, a new student organization.**
MOVE Texas is a nonpartisan, nonprofit, grassroots organization working to build power in underrepresented youth communities through civic engagement, leadership development, and issue advocacy.
I worked with the officers to launch TXST chapter and also organized/participated in voter registration drives within the School of Art + Design during 2024—2025.

Volunteer, Bobcat Days, Volunteer. (February 2025)

Served Ex-Officio?
Was this compensated or pro bono?
Approx. number of hours spent per year: 4
Were you elected or appointed?

Additional Comments: Volunteered at LBJ Student Center to recruit high school students

Department

Member, Faculty Awards Committee. (November 2022 - Present)

Served Ex-Officio?
Was this compensated or pro bono? Pro Bono
Approx. number of hours spent per year: 5
Were you elected or appointed? Appointed

Additional Comments: Reviewed applications and worked with the committee to finalize the School of Art + Design recommendations

Uncompensated Teaching Load, Non-Compensated, ComDes Internship Program Coordinator. (2020 - Present)

Served Ex-Officio?
Was this compensated or pro bono? Pro Bono
Approx. number of hours spent per year: 30
Were you elected or appointed?

Additional Comments: Non-compensated, Internship Coordinator for ARTC4310, Communication Design Program.

— Work with current students and graduates to assist with "credit" and "non-credit" internships during and after academic careers
— Hold internship information meetings for ComDes students on how to get started, resumes, searches, etc.
— Contact companies for opportunities
— Post opportunities on the BFA Slack Group and LinkedIn Alumni Group

University Mentor, Tenure Track Mentoring Committee Member. (2011 - Present)

Additional Comments: Mentor our junior faculty on tenure review process and application materials

Member, Student Success Commitee. (September 2025 - May 2026)

Served Ex-Officio?
Was this compensated or pro bono?
Approx. number of hours spent per year: 10
Were you elected or appointed? Appointed

Additional Comments: Member of Student Success Committee organizing Spring 2026 event.

Author, Authored Two LinkedIn Articles. (November 2025 - December 2025)

Served Ex-Officio?
Was this compensated or pro bono? Pro Bono
Approx. number of hours spent per year: 6
Were you elected or appointed?

Additional Comments: Authored 2 articles promoting the Communication Design Exit Review Graduates and the ComDes Program for a total of 151,000 impressions.
TXST Communication Design: Bringing Next-Gen Design to the Front
https://www.linkedin.com/pulse/txst-communication-design-bringing-jdtlc/?trackingId=xGj4%2FVSvvC8TJC4XigIKEA%3D%3D
TXST Communication Design: Preparing Designers for What's Next
https://www.linkedin.com/pulse/txst-communication-design-preparing-7ynrc/?trackingId=Pi2e0JbtBAjs9SO2XDagkg%3D%3D

Organizer, TXST ComDes Alumni LinkedIn Group. (January 2025 - December 2025)

Served Ex-Officio?
Was this compensated or pro bono? Pro Bono

Approx. number of hours spent per year: 30
Were you elected or appointed?

Additional Comments: Continued to increase size of group and actively posted professional opportunities for our alumni. Currently 1044 members.

Section 6. Grants, Contracts, and Gift Funding

Section 7. Professional Development

Section 8. Honors and Awards

Section 9. Plan / Goals for Next Calendar Year