



Keith Wall

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Highlights

Design Skills

Illustration, Typography, Branding, Web Design, Lettering, Posters, Brochures, Layout Design, Digital Design, Logos, Vector Graphics, Direct Mailers, Business Cards, Stationery, Large Format Printing, Experiential Design

Program Proficiency

Adobe Creative Cloud, Illustrator, Photoshop, InDesign, Lightroom, Animate, After Effects, Microsoft Office Suite, Procreate, Adobe Draw,

Artist Skills

Woodcut, Screen Printing, Lithography, Painting, Prop Making, Creative Lettering, Set Design, Digital Art, Immersive Experiences

Honors

University of South Alabama

- Dean's List
- President's List
- National Society of Leadership and Success

Lagniappe Magazine

- Best Local Graphic Design Artist 2022 & 2024
- Best Local Painter (Finalist) 2022 & 2023

Education

University of South Alabama Mobile, AL (2008 - 2019)

Masters of Fine Arts; Creative Technology & Practice (Awarded May 2019)

Graduate research focusing on interdisciplinary applications of graphic design, typography, and printmaking to create an immersive experience. Methods include practices of technology in fine art and design—utilizing iPad Pro, Apple Pencil, Adobe Creative Cloud, and creative apps to make the creative process shareable and streamline across many platforms.

Topics of Study

- Typography
- Experiential Graphic Design
- Exhibition Design
- Design & Print History
- Lithography
- Screen Printing
- Woodcut Printing
- Laser Engraving
- Animation

Bachelor of Fine Arts; Graphic Design (Awarded May 2014)

Secondary Concentration; Interdisciplinary Art with equivalent minor in Advertising

Topics of Study

- Graphic Design
- Printmaking
- Painting
- Photography
- Glassblowing

Related Courses

Typography, Design Applications, Production Design, Identity Systems, Publication Design, Digital Design, Web Design, Printmaking, Art History

Teaching Experience

Pensacola State College • Lecturer & Instructor Pensacola, FL (2019 - 2021)

Computer Graphics 1 & 2

This course is intended to give students an introduction to design software and practices. Students explore the Macintosh computer's capabilities as a tool for artists and graphic designers. Students use Adobe Creative Cloud software in assignments that stress creativity and technical proficiency. Computer Graphics 2 is a continuation of the previous course. Commonly practiced computer skill sets are introduced, practiced, and implemented. Additionally, students practice a variety of approaches to graphic design—encouraging implementation of their own skill sets, interests, and resources.

Topics of Study

- Principles of design
- Creative thinking
- Typography
- Illustration
- Vector graphics
- Designing for web vs. print
- Form & function
- Layouts & grids
- Fundamentals of graphic design
- Technical Vocabulary
- Adobe Creative Cloud



Graphic Design 2

Provides advanced techniques and projects in visual communications with emphasis on developing work suitable for a professional portfolio and market demands. A high degree of professionalism is stressed along with creativity, craftsmanship, and attention to details.

Topics of Study

- Principles of design
- Creative thinking
- Typography
- Illustration
- Vector graphics
- Designing for web vs. print
- Form & function
- Layouts & grids

Electronic Prepress

Emphasizes the specific techniques and practices used in the prepress industry. Commonly encountered issues, such as pagination, imposition, CMYK process, spot color systems, and color separation will be explored. Printer interaction and communication will also be stressed.

Topics of Study

- Principles of design
- Creative thinking
- Craftsmanship
- Prepress Checklist
- Printing process
- Designing for print
- Production
- Layouts & grids

Creative Web Design

This course is intended to introduce students to the fundamental principles, theory, and concepts of web design and creation. Through hands-on experience and practice, students will learn basic skills needed to implement simple web pages to build a working website. Over the course of the semester, students will gain a foundational knowledge of website creation to be able to plan, design, and develop their own portfolio website.

Topics of Study

- Principles of design
- Creative thinking
- Typography
- Web layouts
- UI/UX
- Development
- Motion Graphics
- Marketing & Social Media

Typography 1 & 2

This course provides an introduction to the study of letter forms as a cornerstone of graphic design. It focuses on how typography can be used as a communicative device as well as a graphic, compositional and expressive element. Areas explored include: anatomy of type, letter form analysis, type history, typographic identification, and practical issues of setting and using type effectively with Adobe's Creative Cloud software.

Topics of Study

- Typographic History
- Creative thinking
- Experimental Typography
- Illustrative Typography
- Utilitarian Typography
- Publications
- Form & function
- Layouts & grids



Motion Graphics

Introduces motion graphics as it relates to visual communications, special effects, animation, and advertising. New solutions and problem solving to visual problems will be explored through challenging class projects. Industry standard software will be used to produce motion graphics in response to a design problem statement.

Topics of Study

- Principles of Motion Design
- Timing
- Animation
- Storyboarding
- Adobe After Effects & Adobe Animate

University of South Alabama • Lecturer & Instructor Mobile, AL (2016 - 2019)

Introduction to Graphic Design

This course is a broad introduction to the key concepts of graphic design. Students learn the principles of design early in the course, and build upon that knowledge with projects and exercises as the course progresses. Along with introducing students to the Adobe Creative Suite, I also teach them that design is a process, rather than an end result— importance is placed on research, sketching, revision, and synthesizing preexisting information.

Topics of Study

- Principles of design
- Typography
- Illustration
- Logo Design
- Vector Graphics
- Printing Process
- Hand Drawn Type
- Incorporating iPad Pro into design process
- Designing for web vs. print
- Layouts & Grids
- Large Format Printing
- Design Theory

Graphic Design Applications

An introductory level design studio that encourages students to learn Adobe Creative Suite. Additionally, students are challenged to apply their artistic abilities within their design process. Therefore, the course is not solely focused on learning the software, but also how to apply skills that have developed in previous foundation courses.

Topics of Study

- Illustrator
- InDesign
- Photoshop
- Animate
- Publication Design
- Printing Process
- Design for web & print
- Collaboration

Two Dimensional Design

This foundation course introduces students to principles and mediums of two-dimensional design. In this course, students acquire a richer understanding of artistic endeavors, art history, autodidactic behavior, and analytical skills. Additionally, emphasis is placed on synthesizing information through critical feedback and extensive sketchbook maintenance.

Perceptual Drawing 1 & 2

The first and second levels of perceptual drawing introduces students to the practice of drawing what they see in front of them. These courses help students exercise coordination between what they see with their eyes and draw with their hands. Emphasis is placed on learning to draw three-dimensional objects in a two-dimensional format. In doing so, attention is focused on creating space, recognizing correct proportions, and experimenting with technique.



Art Appreciation

As a general education requirement, this course is open to all students in the university. This course is a survey of art history from prehistoric stone figures to contemporary performance pieces. The key concept of this class is to show students that art plays an active role in society as artists record and respond to the human condition throughout time.

Professional Experience

Kurrent Creative • Creative Director/ Owner **Daphne, AL (2023 - Present)**

I lead all aspects of creative direction and blend my background in fine art with graphic design, branding, and web development projects. I work closely with clients to bring their ideas to life while guiding the company's strategic direction.

FarmGirl Florals & Events • Graphic & Floral Designer **Mobile, AL (Present)**

I serve as the lead floral designer, combining my creative skills with strategic marketing. In addition to florals, I've curated and designed social media content and implement marketing materials/strategies that have successfully positioned FarmGirl Florals and Events in the luxury wedding industry.

Southern View Media • Creative Director/Graphic Designer **Daphne, AL (2021 - 2023)**

Led the creative team for a digital media agency. Defined the creative team's design process. Designed websites, logos, motion graphics, instructional videos, client proposals, and social media campaigns. Collaborated to execute client requests in a timely manner. Trafficked team progress for multiple client accounts and tasks.

Julia Greer Fobes LLC • Artist/ Designer/ Florals **Mobile, AL (2016 - 2019)**

Created brand identity including: logo design, magazine advertisements, signage, business cards, and web assets. Used artist and design skill to assist with; floral arrangements, costumes, installations, and special events.

Exhibitions & Publications

University of South Alabama • Graduate Thesis **Mobile, AL (2018)**

"Who Wants To Know Me!?" I transformed two-dimensional typographic forms into immersive three-dimensional experiences. I created a space that engaged all the senses, challenging traditional ideas of communication and self-representation. By juxtaposing bold typographic prints with a welcoming atmosphere, I explored the complexities of language and celebrated individuality.

Mobile Museum of Art • Contributing Artist **Mobile, AL (2018)**

Participating artist in a group exhibition based on Hans Ulrich Obrist's book, Do It— a collection of instructions from artists to participants to be used as points of departure for a group exhibition. For this exhibition I created three typographic posters to be distributed during the event.

Mobile Arts Council • Contributing Artist **Mobile, AL (2017)**

Participating artist in a members only group exhibition

- [Southern Ladies \(lithograph\)](#)
- [Belrose \(lithograph\)](#)
- [Damaged \(lithograph\)](#)
- [New Growth \(lithograph\)](#)



**Alabama Contemporary Art Center • Contributing Artist
Mobile, AL (2017)**

Participating artist in an exhibition that celebrates the artists of sister cities; Havana, Cuba and Mobile, Alabama.

- Southern Ladies (lithograph)
- Belrose (lithograph)
- Damaged (lithograph)

**University of South Alabama • Contributing Artist
Mobile, AL (2017)**

Participating artist in the "Graduate WIP" student showcase.

- Southern Ladies (lithograph)
- Belrose (lithograph)
- Damaged (lithograph)
- New Growth (lithograph)
- Shine On (Screen Print)
- On Curiosity and New Ideas (Painting and Laser Engraved Plexiglas)
- Matrix of Influence (Laser Engraved Plexiglas)
- Bay of the Dead (Laser Engraved Woodblock Print)
- Lost in My Mind (Lithograph)

Memberships & Presentations

**BNI, Business Networking International • Online Referral Partners
Mobile, Alabama (2021-Present)**

**Young Professionals of Mobile • Member
Mobile, Alabama (2021-Present)**

**Central Arts Collective • Artist Member
Mobile, Alabama (2019-2022)**

**SECAC, Southeastern College Arts Conference • Presenter
Birmingham, Alabama (2018)**

**AAF, National Student Advertising Competition • Competitor
Jackson, Mississippi (2013)**

References

Alma Hoffmann

Assistant Professor/ Graduate Thesis Committee Chair & Mentor

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