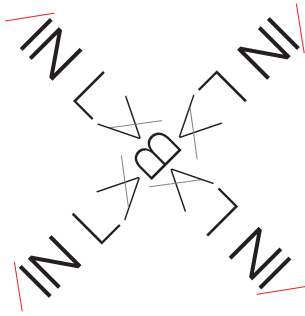




L. Scovell, c.v. www.lscovell.com, louisescovell@yahoo.com

Visual communication: social advocacy, design, arts practice, and “arts-design co-physis” pedagogy – within the research and educational field, the cultural milieu, and the development sector.

Research and Education,

PhD, University of the Arts London:

1. The Embodied Menstrual Awareness (EMA) Toolkit, an inclusive, “arts-designly co-physis” resource for learning about menstruality, menstrual cycle tracking, and reproductive health. Developed in cross-sector, doctoral research with reproductive health institutions, medical experts, university students, and schoolchildren. For a 3-year menstrual awareness legacy, sharing the toolkit with 4.1 million (4,126,585) 15-18-year-olds in 32,149 UK Secondary schools, via the PSHE statutory curriculum. With potential use in NHS public health programmes.

2. “Using arts-design praxis as lens and prism for learning” within the UK, Department for Education (DfE) National Curriculum. Positively assessed by Ofsted (twice), “**arts-designly co-physis**” is a child-led pedagogy developed and iterated by children. With an approach to academic research that is consistently frontline immersed and experiential, I became a DfE, Early Years Foundation (EYFS) and Key Stage 1 (ages 4–7), Primary school teacher. Initially intended for EYFS to Key Stage 5 (ages 4–18), this learning method was successfully used in the EMA Toolkit which was tested with adults in a doctoral research study. Participant “co-researchers” were a richly diverse, intergenerational and international mix of backgrounds and ethnocultures.

Our ‘arts-designly co-physis’ project inspired by the work of Iraqi-American artist, Michael Rakowitz, was a winner in the Fourth Plinth Schools Award, 2020 (amongst 4,582 entries from Primary and Secondary schools in every London borough). The project was curated and judged by the Mayor of London’s Culture Team, the Fourth Plinth Commission and Jo Baxendale, Visual Arts Officer at the Arts Council England.

Child and Adult Safeguarding certified with an updating DBS, Centre for Learning & Teaching in Art and Design (CLTAD) certification, and Teaching and Learning Exchange, Academic Practice Provision (APP).

Master’s, Yale University School of Art, US

Dissertation: the Avant-Garde Manifesto; a revolution of reinterpretation, synthesis and pastiche?

Bachelor’s degree, 1st Hons, Ravensbourne College of Design and Communication, UK

(Visual communication with an intensely Modernist, Basel/Bauhaus – VKhUTEMAS geist.)

Dissertation: Russian Constructivism, a visual exegesis.

Peer-reviewer for the **International Journal of Art & Design Education (IJADE)**, National Society for Education in Art & Design (NSEAD), Wiley Online.

LCC Graduate Futures, UAL, Industry Mentor

Lodestar Contemporary, Artist in Residence. Guest artists are professional, academic and research: painters, sculptors, writers, art critics, poets, filmmakers, photographers, and designers.

Professional Practice, Teaching, and Community Outreach

The School of Visual Arts, New York, US

Professor: MA (MFA) and BA (BFA) Course: 3 years,

Lecturer: BA (BFA) Course: 6.5 years.

As core, full-time faculty in the field of Visual Communication for almost ten years, I taught Design and perceptual psychology; Critical Theory and research methods; and Contextual Studies across the Undergraduate, Graduate, Postgraduate, Independent Study, Evening, and Summer Programs.

I wrote course curricula, lectures, and conducted university outreach presentations for courses in:
Core: Basic, Intermediate and Advanced, Graphic Design and Grid Structure

Core: The International Typographic Style/Swiss Style Design
 Core: Basic, Intermediate and Advanced Typography
 Core: Basic, Intermediate and Advanced Editorial Design
 Core: Expressive Typography and the Poster
 Core: Book Design, Artists' Books, Narrative Storytelling
 Core: Advanced Font Design, Corporate Identity, Branding
 Information Architecture: Signs, Symbols, and Signage
 Website design and navigational tools
 Core: Computer Technology: InDesign, Photoshop, Illustrator
 Contextual Studies and Critical Theory: Visual Perception, Behavioural Psychology, Phenomenology, Embodied Cognition, Enactivism, Ethnography, Intersectionality, Post-colonialism, Post-processual visual anthropology, Community Kinship and Tacit Knowledge
 Curating, Exhibition/installation Design
 Design for Social Change: advocacy art and design, Participatory Action Research, Co-creation, Co-design, Service Design.
 Modern Art History and the Avant-Garde manifesto
 Core: Intermediate, Advanced and MFA Portfolio
 Independent study: Core: BFA and MFA Thesis dissertation

The Fashion Institute of Technology (FIT),

Adjunct Faculty: BA (BFA), part-time.

Guest Critic: Yale University Undergraduate and Summer Program, Cooper Union School for the Advancement of the Arts, Parsons School of Design, Philadelphia University for the Arts, the School of Visual Arts, the Fashion Institute of Technology, and University of the Arts London.

Founding member of **Class Action** advocacy group.

Artist photographer, film, video, audio, and sculptural installation. In addition to an MA in Visual Communication, throughout my study, I had a studio in Hammond Hall, Graduate Sculpture Dept. at Yale University. I am a US-qualified welder, with Advanced Technical Welding certification in shipbuilding and ship repair, via the Sculpture Centre, NY. I'm also an EU certified French Translator

Print, ID, exhibition/installation design, web, film, or art projects for the UN/WHO, affiliated international aid agencies, NGOs, and non-profit institutions:

Réalisateurs sans Frontières, a small group of philanthropic, humanitarian, and communication professionals. Our project **Play Safe**, an HIV/AIDS prevention and healthcare initiative created for the FIFA World Cup in South Africa, was pivotal in forming an international coalition of agencies and NGOs. Play Safe linked the World Cup with the UN, UNAIDS, the WHO, the EU Commission, the Football Association, the Premier League, Grassroots Soccer, Amnesty International, Trojan condoms, and local community SRH clinics. (Our work became "Nike RED-Lace Up. Save Lives".)

Brightness *: Principal, clients include:

'Reproductive Health Initiative for Youth in Asia' (RHIYA), the European Commission + UNFPA at the Global Compact Leaders' Summit.
 HLSP Institute, RHIYA/UNFPA;
 UNFPA: Millennium Development Goals (MDGs) campaign;
 Le Botanique, Brussels (Journalist, French translator);
 UN Procurement Division (UNPD);
 Médecins Sans Frontières / Doctors Without Borders (MSF);
 The Climate and Development Knowledge Network (CDKN), Lead International, Reos, 'Action Lab', Oxford University;
 Christof Walter, Sustainability strategist;
 Permanent lightbox installation commissioned by the UNFPA for the UN building;
 'Putting the Pieces Together, The Future of Farm Colony - Seaview Historic District' exhibition at the Municipal Arts Society and the Landmarks Preservation Conservancy, later installed at Snug Harbor Cultural Center.
 COUNTER (organic food restaurant);
 Project Renewal (NGO tackling homelessness);
 The Audubon Society;
 DesignArchitecture.com;
 'Dumb Box', an NGO arts/theatre/exhibition space for Dakota Jackson;
 Demeriades + Walker Architects;
 The AAA Gallery;
 Lifeplay.

PAX, Art Director: SPEAK-UP and ASK campaigns and toolkits for a series of national, anti-gun violence school programs across the US;
Arnell Group, Art Director: 'Invincible', Michael Jackson's CD cover, poster, billboard, and print collateral; Sony; Sprite campaign.

Possible Worlds, Art Director: Pop.com: Steven Spielberg + Dreamworks SKG; Concentric Medicine Inc., Yale Medical School.

UNFPA: "You; Your choice; Your World", Population Issues Briefing Kit (as **Class Action**).

Strategic Communications Group, Designer: Citibank + Citibank Cards International; IBM: e-business; Pockettalk.

StudioWorks, Art Director:

New York City Water Tunnel No. 3, an exhibit and water installation inside Van Cortlandt Park Valve Chamber, NY, for the US Department of Environmental Protection (DEP);

UNICEF's Summitry Works: Words into Actions, for the UN's Fourth World Conference on Women (FWCW);

'UNFPA at 25', the UNFPA International Conference on Population and Development (ICPD), Cairo;

'Dutch Design, a Century', designed the inaugural exhibit at the American Institute of Graphic Arts, NY, and the Chicago Athenaeum

Museum of Architecture and Design.
Grand Central Partnership; a series of posters
The Getty Trust, interactive children's book design.
I wrote proposals and secured contracts for StudioWorks with: the New York City Economic Development Corporation as Signage Consultant for the New York City Bikeway and as Design Consultant for the DEP, Coney Island Water Treatment Plant Exhibition Center.

Exhibitions / awards:

'Shelia Levrant de Bretteville: Community, Activism, and Design, a Retrospective', in a collaborative piece at Yale University Art Gallery, CT.
'RED: a doctoral research, photographic postcard journal' in 'Unfolding Narratives', a group show at LCC, UAL.
'Reinventing, rethinking, and representing menopause: beyond the interdisciplinary paradigm', at the Alison Richard Building (ARB), Centre for Research in the Arts, Social Sciences, and Humanities (CRASSH), Cambridge University.
New York City Water Tunnel No. 3, a permanent exhibit inside the Van Cortlandt Park Valve Chamber, NY, (via Studioworks).
Class Action, group show, Jan van Eyck Academy, NL.
Class Action group show, Fordham University's Center Gallery, NY.
'In Memory: Art and Observance of 9.11', curated by the DIA Art Center + the New Museum, SVA Chelsea Gallery, NY.
'Maximum Message, Minimum Means', group show (as Class Action) at the American Institute of Graphic Arts (AIGA) Gallery, NY.
'Art and Advocacy', group show (as Class Action) AIGA Gallery, NY.
ID Magazine Exhibition Design Awards, 'Aiding Awareness', Class Action awarded 'Best of Category'
'ID Magazine Awards Review Show', Cooper-Hewitt National Design Museum, NY.
Artspace Gallery, CT, 'Aiding Awareness', Class Action interactive audio installation and exhibition.
'Living Contradictions', the (un)official poster for the AIGA Conference in Miami.
'The Ruling Body', Interstate Highway 95, CT. Class Action hand-painted billboard campaign.
'The Ruling Body' centerfold spread in Playboy Magazine + T-shirt (as Class Action).
'Yale Day Without Art', Dec.1st, Yale University, CT. Class Action T-shirt + HIV/AIDS advocacy campaign
D&AD (Design and Art Direction Award), First Place Student Award: (collaborative project with Jason Claisse),
D&AD Awards Exhibition, D&AD Gallery, London, UK.

Public lectures, workshops, residencies

Research presentations, UAL Doctoral School.
'Undrawing with scissors, the representation of women in art and culture'. Artist in Residence Lecture, Lodestar, Kylemore Abbey, IR.
'Menstruality', Artist in Residence Lecture, Lodestar, Château de Faverolles in Champagne, FR.
Profile Intermedia 6 Conference, 'Voyeur', Bremen, Germany, showed a short film and hosted two 'Design Listening workshops'.
'Open House' Lectures (every year), the School of Visual Arts, NY.
'Reactionary Socio-political Designers', Class Action Lecture, Art Center, Los Angeles.
'Design in Perspective' Lecture (every year), the School of Visual Arts, NY.
'An Introduction to the Field' Lectures (every year), the School of Visual Arts, NY.
'Advocacy in Design', Class Action Lecture, University of the Arts Philadelphia.
'Design Methodology', Lecture Series (as Class Action). Yale University, CT.
'Visiting Artist Lecture Series', (as Class Action), Rhode Island School of Design, MA.
'Design & Human Bodies', Aspen Design Conference, Aspen, Colorado. (I subverted Ivan Chermayeff's logo, then co-designed a protest pamphlet, initiating a Class Action Lecture and three-day workshop.)
'Aspirin Design Conference', Cooper Union, NY, Class Action site-specific piece and lecture.
'Artists in Collaboration Symposium' (as Class Action), Yale School of Art, CT.
'Women in Management Lecture Series' (as Class Action). Yale School of Management, CT.

Articles, publicity:

'This Way, That Way', Keith Godard, Lars Muller Publishers.
'Billboard Art on The Road', Mass MOCA, Cambridge: MIT Press, p72.
'Design Beyond Design', Jan van Toorn, ed., Maastricht, The Netherlands: Jan van Eyck Academie Editions, p114, 117, 129, 131.
'The Next Word', Neuberger Museum of Art, p20-21.
The New York Times, Real Estate Section, Jul. 23.
The Staten Island Review, Aug. 4th.
Baseline Magazine, issues No.3 and No.24.
'From Suffragettes to She-Devils', Liz McQuiston, London: Phaidon, p17, 154-5, 172-4.
'Sphere', New York: World Studio Foundation, Fall, p2-3.
'Graphic Design USA: 16', The Annual of the American Institute of Graphic Arts, p107.
Statements, American Center for Design, Vol.10, Winter/Spring, p14-19.
Graphis T-Shirt, Zurich: Graphis Press, 1994, p172.
Eye Magazine Vol. 4, No.16.
AIGA Graphic Design Annual No.15.
AIGA Journal of Graphic Design Vol. 12, No.4.
Best of The Web: Europe Online by Netscape and Yahoo.
I.D. Magazine Design Review, July-Aug, p195.
I.D. Magazine, Jan-Feb, p.30.
I.D. Magazine Design Review, July-Aug, p110-11.
The New York Times, Arts and Leisure Section, Interiors Magazine.
The Yale Review, the Yale Daily News, the New Haven Register, and the Advocate.