

CLIVE COCHRAN
Senior Lecturer, Graphic Design
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RESUME

Education

B.A., History and Philosophy
University of Texas at El Paso
December 1977

Work Experience

Senior Lecturer
Graphic Design, UTEP
Fall 2008 to the Present

Adjunct Lecturer
Graphic Design
University of Texas at El Paso
Department of Art
September 1985 to May 2008

Associate Creative Director
MithoffBurton Partners (formerly Mithoff Advertising Inc.)
El Paso, Texas
July 1994 to May 2008

Art Director
Mithoff Advertising Inc
El Paso, Texas
November 1973 to July 1994

Art Director
White and Shuford Advertising
El Paso, Texas
April 1969 To October 1973

Assistant Art Director
White and Shuford Advertising
El Paso, Texas
August 1967 to March 1969

Staff Artist
Newspaper Printing Corporation
El Paso, Texas
August 1965 to July 1967

Professional Affiliations

Member, AIGA, (formerly the American Institute of Graphic Arts)
Member, Graphic Arts Society of El Paso, 1985-1997
Board Member 1986-1997
President, 1989 to 1991

Selected Awards and Publications

2010

Best of Show, Professional Category,
Advertising Federation of El Paso, Public Service Campaign,
St. Francis on the Hill, Client.

Gold Award, Advertising Federation of El Paso, Public Service Poster
Campaign, St. Francis on the Hill, Client.

Gold Award, Advertising Federation of El Paso, Public Service Poster,
St. Francis on the Hill, Client.

Gold Award, Advertising Federation of El Paso, Public Service Poster,
St. Francis on the Hill, Client.

Silver Award, American Advertising Federation, Southwest Regionals
Public Service Poster, St. Francis on the Hill, Client.

2009

Gold Award, 30th Annual Telly Awards, Television Commercial,
Western Refinery, Client

Silver Award, 30th Annual Telly Awards, Television Commercial,
Western Refinery, Client

2006

Three Gold Awards, 27th Annual Telly Awards, Television Commercials,
Western Refinery, Client

2002

Silver Medal, American Advertising Federation

The highest honor bestowed by this organization, and the first time the El Paso AAF has awarded the medal to an Art Director/Designer. The citation reads, "In recognition of outstanding contributions to advertising and furthering the industry's standards, creative excellence and responsibility in areas of social concern."

1987 - 2003

20 Certificates of Excellence, Print Regional Design Competition

A national design competition sponsored annually by Print Magazine. Work selected appeared in the Print Regional Design Annual. These awards include five posters for Art Department Gallery exhibits and/or artist's workshops/lectures.

2000

Five winning posters selected for the Design 2K Competition

An international design competition sponsored by Publisher David Carter. Four of the posters selected were designed for UTEP events.

1997-1998

Judges' Choice Award, El Paso Advertising Federation Competition
Package Design, Blockbuster Video, Client

Graphis International Poster Competition

An international poster competition, sponsored by Graphis Magazine. The work selected included two outdoor posters for Hanley Paint Company, the only outdoor advertising design selected among the 600 winners.

1991

Best of Show, El Paso Advertising Federation Competition
Poster Design, Graphic Art Society of El Paso, Client

Regional Addy, American Advertising Federation
Poster Design, Graphic Art Society of El Paso, Client

1990

Best of Show, El Paso Advertising Federation Competition,
Print Advertising Campaign, KVIA Television, Client

Gold Medallion, Broadcast Promotion & Marketing Executives
International

1987

Best in the West, American Advertising Federation
Print Advertising, Safeway Stores, El Paso Division, Client

Publications

Work has been featured in the following books and trade journals:

2003

Print Magazine, Regional Design Annual

2002

Print Magazine, Regional Design Annual

Dynamic Graphics Magazine, September 2002: *Designing on a Shoestring* by Poppy Evans. This article featured a UTEP exhibit poster as an example of effective communication achieved on a limited budget.

2001

The Big Book of Design Ideas, David Carter, Editor (Includes the five winning poster designs from the Design 2K Competition)

2000

Giant Graphics, David Carter, Editor. (Examples of design on a large scale, features an outdoor advertisement produced for Norwest Bank of El Paso.)

1999

Minimal Graphics, Cathy Fishel, Editor
Sub-title: The powerful new look of graphic design

1998

Print's Best Logos and Symbols VI
Print Magazine, Regional Design Annual

1997

Graphis International Posters
Print Magazine, Regional Design Annual
Designers' Handbook of T-Shirt Promotions, Print Books

1995

Print Magazine, Regional Design Annual
Print's Best Typography II

Print's Best Posters and Billboards I

Print's Best T-Shirt Promotions II

1994

Print's Best Logos and Symbols III

Print's Best Illustration and Photography I

1993

Print Magazine, Regional Design Annual

1992

Print Magazine, Regional Design Annual

1991

Print Magazine, Regional Design Annual

1990

Print Magazine, Regional Design Annual

1989

Print Magazine, Regional Design Annual

1987

Print Magazine, Regional Design Annual

Community and University Service

Voluntary consulting and graphic design for various organizations, including The University of Texas at El Paso Departments of Art, Theater, and History; The Tom Lea Institute; The El Paso Symphony; El Paso Pro-Musica, The El Paso Museum of Art, The El Paso Zoo, The Sun Bowl Association, The Bridge Center for Contemporary Art, and KCOS Public Television, and several others.

Organized, provided curatorial services, and installed exhibitions in the Mills Building Promenade. The Institute requested art from UTEP faculty, students, and alumna for two spaces in the Promenade. Originally meant to coincide with Tom Lea Month in October of 2013, this activity is ongoing. Several artists have shown their work in the space.

Organized, coordinated, and moderated panel discussions to coincide with Tom Lea Month. Discussions focus on book design. In October, 2013, topic was children's book design and illustration. Discussion in October 2014 will focus on the art of the book.

Conceived and co-curated *Up Against the Wall*, an exhibition of protest and social advocacy posters by 12 designers and one design team. Each has earned an international reputation for design excellence. The exhibition took place in the Rubin Center for the Visual Arts. In conjunction with this event, I conducted interviews with eight of the designers. The interviews appear on the Rubin Website; edited versions appear in the catalog.

During my service as adjunct lecturer, I organized and provided curatorial work for several exhibitions for the UTEP Department of Art:

The Art of the Poster, Main Gallery, Spring 1998

(Recent posters designed and illustrated by Gerald Bustamante, Art Chantry, Eric and Jackson Boelts, Paula Scher, and Michael Schwab

Texas Graphic Designer's Invitational Exhibition,
Main Gallery, Fall 1996

(Recent work by ten design firms, including Sibley Peteet, Mark Geer Design, Chris Hill, Lana Rigsby, Peterson & Co., May Design, D. J. Stout, others.)

Texas Design, Main Gallery, Fall 1993

(Recent work by ten design firms, including Sibley Peteet, Jerry Herring, Chris Hill, Lana Rigsby, Mike Hicks, Jack Summerford, D. J. Stout, et al.)

A Public Hanging, Main Gallery, Summer 1992

(Personal work by professional photographers)

Texas Illustrators' Roundup, Main Gallery, Fall 1991

(Recent work by eight illustrators, including Bart Forbes, Jack Unruh, Jose Cruz, Tom Curry, several others)

Less is More, More or Less, Main Gallery, Summer, 1991

(Demonstrating the effectiveness of small budget graphic design.)

A Graphic Demonstration, Glass Gallery, Fall 1988

(The first graphic design gallery exhibition held in El Paso.)

Served as judge for various art and advertising competitions, including the American Advertising Federations of both the Permian Basin and Tucson.

Organized portfolio review events, with both the American Advertising Federation and the Graphic Arts Society of El Paso, providing an opportunity for area art students to meet and have their work evaluated by working, professional commercial artists, graphic designers, and photographers.

Organized, in conjunction with the Graphic Arts Society of El Paso, dozens of round table discussions, reviews, and artists lectures, including several presentations by nationally distinguished illustrators and designers. Many of these were arranged as visiting artists' workshops and lectures at UTEP.