

CURTIS NEWBOLD

EDUCATOR. DESIGNER. COMMUNICATOR. PhD



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EDUCATION

PhD: Clemson University, Clemson SC (2012)

Rhetorics, Communication and Information Design

Dissertation: Ambiguous Science and the Visual Representation of the Real

Advisor: Dr. Steven B. Katz

GPA: 4.0

MA: Utah State University, Logan, UT (2008)

English (emphasis in professional communication)

Thesis: Teaching Creativity in Technical Communication Curricula

Advisor: Dr. Ryan Moeller

GPA: 4.0

BS: Utah State University, Logan, UT (2006)

English, Technical and Professional Writing

Major GPA: 3.8

EXPERTISE

Teaching

I teach college-level communication. My eight years of teaching have been in English, Communication, and Biology departments. Course topics include English composition, technical writing, business communication, public speaking, scientific writing, popular science journalism, publication design, web design, desktop publishing, visual communication, proposal writing, and portfolios.

Communication Design

Communication and design cannot be separated. In my work, I insist that strong writing involves effective information design. My project experience spans web site development, desktop publishing, copyediting, graphic design, creative writing, marketing writing, digital presentations, usability, and technical communication.

Research

Research in communication and design requires a multidisciplinary approach. In my publications and presentations, in any given project, I draw from literature in communication theory, rhetoric, information design, human-computer interaction, user experience design, scientific communication, composition, pedagogy, philosophy, psychology, architecture and, of course, art.

RECENT POSITIONS

Assistant Professor of Communication (2012 - Present)

Westminster College, Salt Lake City, UT

Graduate Teaching Assistant (2008 - 2012)

Clemson University, Clemson SC

Graduate Instructor (2006 - 2008)

Utah State University, Logan, UT

TEACHING

Master's of Professional Communication

MPC 601: Visual Communication (2012, 2013, 2014)

MPC 609: Basic Editing Principles (2013)

MPC 635: Design Principles & Desktop Publishing (2013)

MPC 637: Web Design & Production (2013)

MPC 639: Advanced Web Design (2014)

MPC 660: Publication Design (2012)

MPC 664: Field Project Proposal Writing (2013, 2014)

MPC 668: Directed Studies (2013, three times)

Communication

COMM 150: Intro to Mass Comm (2008, 2009)

COMM 300: Information Design in Society (May 2013)

COMM 306: Principles of Layout & Design (2012, 2013)

COMM 307: Electronic Design (2014)

COMM 326: Intro to Web Writing & Design (2012, 2013)

COMM 327: Web Design & Site Development (Spring 2013)

COMM 490: Portfolio Workshop (2013, 2014)

English

ENGL 315: Scientific Writing (2011, 2012)

ENGL 314: Technical Writing (2010, 2011)

ENGL 314 [Online]: Technical Writing (Summer 2011)

ENGL 304: Business Writing (2009, 2010)

ENGL 304 [Online]: Business Writing (Summer 2010)

ENGL 3080: Technical Writing for Non-Majors (Spring 2008)

ENGL 2010: Intermediate Composition (2007, 2008)

ENGL 1010: Beginning Composition (2006, 2007)

Biology

BioSC 494: Popular Science Journalism (2011, 2012)

SCHOLARSHIP

Publications

Newbold, Curtis. (Forthcoming, 2013). "Engagement Design: Toward a Theory and Ethics of Digital Communications." *Digital Rhetoric and Global Literacies: Communication Modes and Digital Practices in the Networked World*. Gustav Verhulsdonck & Marohang Limbu, eds. Hershey, PA: IGI-Global.

Conference Presentations

Rocky Mountain Modern Language Association (Oct. 2012, Boulder, CO)

"Digital Media and the Global Perspective: Embracing Creativity, Ambiguity, and Engagement in 21st Century Technical Communication."

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TEACHING PHILOSOPHY

Teaching isn't really about teaching. It's about learning. I use a learner-centered model where I see myself as a mentor whose role it is to provide encouragement and feedback. Rather than focusing on content, my courses focus on problems. This shifts the weight of learning towards the students, who share an important responsibility in the educational process. With this model in mind, I have come to shy away from rubrics, leaving open-ended ambiguity in project requirements. The goal is to set up environments where real-world problems need complex and varied solutions. Students have the opportunity to focus less on content memorization (banking-method style) and think critically and creatively about how best to reach an appropriate solution. Learning, then, becomes active, not passive, motivational not situational.

AWARDS

Professional Enrichment Grants (2010 - 2011)

Travel grant award based on professional enrichment, leadership, industry experience, and service. Awarded 3 times. Award given to roughly 50% of applicants.

New Century Scholarship (Fall 2007)

Departmental scholarship award based on academic achievement, progress towards a degree, academic service, and professional development. (Fall 2007)

Intermountain Electrical Association Scholarship (2006 - 2007)

Scholarship award based on academic achievement, community service, and interviewing skills. Awarded two times.

Conference Presentations (continued)

Association of Teachers of Technical Writing
(April 2012, St. Louis, MO)

"Preserving Ambiguity: Representation, Authorship, and the Ethics of Scientific Visual Literacy"

Association of Teachers of Technical Writing
(April 2011, Atlanta, GA)

"Ambiguous Representation and the Networks of Understanding."

Rocky Mountain Modern Language Association
(Oct. 2011, Scottsdale, AZ)

"Visual Uncertainty: A Proposed Theory for Visual Ambiguity in Technical Communication."

Research Network Forum, Conference on College Composition and Communication (March 2010, Louisville, KY)

"Design Ambiguity: A Rhetorical Approach to the Science and Art of Web Design."

Association of Teachers of Technical Writing
(March 2010, Louisville, KY)

"The Engaging Technical Communication Piece: A Pedagogical Proposal."

Rocky Mountain Modern Language Association
(Oct. 2009, Park City, UT)

"Teaching Creativity in Technical Communication: More than Just a Knack."

Association of Teachers of Technical Writing
(March 2009, San Fran., CA)

"Reframing the Creative Process for Technical Communication."

Utah Arts and Letters Conference
(March 2008, Salt Lake City, UT)

"A Socio-Theoretical Comparison of Tattooing."

Computers and Writing Online
(February 2007, Online)

"New Media and the Media Analysis Essay: Juxtaposing Technology with Common Writing Assignments."

SERVICE & LEADERSHIP

MPC Program Assessment Report (Fall 2013)

Westminster College [appointed] (Fall 2013 - Present)

Salary & Benefits Committee (Fall 2013 - Present)

Westminster College [elected] (Fall 2013 - Present)

Advisory Committee Member (AY 2011 - 2012)

Clemson University, PhD Program in Rhetorics, Communication and Information Design [elected]

- Elected to represent students in PhD program
- Participate in meetings and collaborations on budgetary, curricula, and related issues
- Act as liaison between PhD students, faculty, and college

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LANGUAGES

Italian

I lived in Italy for 22 months where I worked and spoke with the local people daily. My time was spent in Palermo and Gela on the island of Sicily and in Bari, Gravina, and Crotona in the regions of Puglia and Calabria. I passed a 15-credit college exam in Italian that covered grammar, vocabulary, reading comprehension, and listening.

COMPUTER KNOWLEDGE

Desktop Publishing

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Microsoft Publisher
Quark Express

Web

Adobe Dreamweaver
Content Management Systems
Learning Management Systems
WordPress
HTML
CSS
Usability Testing
Morae

President, Rhetoric Society of America (2010 - 2011)

Clemson University Chapter [elected]

- Established a formal constitution and election process
- Organized professionalization workshops (grants & publishing)
- Oversaw compliance issues to maintain recognition under university and RSA guidelines
- Assisted with the organization and communication of the Carolina Rhetoric Conference
- Acted as president of student club, Society of the 3rd Sophistic, to host social events within program

Conference Assistant Chair (2011 - 2012)

Carolina Rhetoric Conference, Clemson, SC [elected]

- Assisted conference chair in the organization and execution of regional conference in rhetoric studies

Conference Co-Director (2007 - 2008)

Intermountain Graduate Conference, Logan, UT [appointed]

- Turned regional conference into national humanities conference
- Awarded over \$2,000 in donations/grants
- Organized and participated in committees to handle logistics
- Welcomed over 70 participants from over 20 states

Guest Lecturer

CMPT 375: E-Commerce (2014)

Introduced the concepts of basic HTML, CSS, usability, and user experience design to e-commerce students.

MMUG (Multi-Modal User Group) workshop facilitator (2009)

Taught the basics of Adobe Photoshop to Clemson University faculty and students.

English Orientation (Fall 2007)

Presented to students unsure what to do with English major. Covered the expectations in the Technical Writing major, job outlook, salary figures, skills learned and required, etc.

Technical Writing Technologies (Fall 2007)

Taught skills in web design to undergraduate students majoring in technical communication.

STC Workshop (Fall 2006)

Taught fundamentals of InDesign to Utah State University students.

PROFESSIONAL DEVELOPMENT

AP Reader

Educational Testing Services (2007 - Present)

- Trained in normalizing scoring and assessment techniques
- Scored thousands of student essays in over 350 hours of intense reading
- Contributed 7 straight years every summer in 7-day event

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GRADUATE COURSEWORK

PhD Coursework - Clemson University

- RCID 801: Histories of Rhetorics (Dr. Victor Vitanza)
- RCID 802: Cultural Research Methodologies (Dr. Victor Vitanza)
- RCID 803: Empirical Research Methodologies (Dr. Tharon Howard)
- RCID 804: Visual Rhetorics (Professor Christina Hung)
- RCID 805: Rhetorics, Communication, and Info Technologies (Dr. Cynthia Haynes)
- RCID 811: Information Design (Dr. Sean Williams)
- RCID 812: Critiques of Mechanical Reproductions (Dr. Cynthia Haynes)
- RCID 813: Rhetorics of Science (Dr. Steven Katz)
- RCID 813: Special Topics, Roland Barthes (Dr. Victor Vitanza)
- RCID 813: Special Topics, Martin Heidegger (Dr. Jeff Love)
- RCID 813: Special Topics, Topias (Dr. Elisa Sparks)
- RCID 831 (3 cr.): Independent Research Study
- RCID 833 (3 cr.): Graduate Readings
- RCID 891 (6 cr.): Master's Research
- RCID 991 (9 cr.): Dissertation

MA Coursework - Utah State University

- ENGL 6400: Advanced Editing: Multimedia Texts (Dr. Cheryl Ball)
- ENGL 6410: Theory and Research in Professional Communication (Dr. Ryan Moeller)
- ENGL 6440: Culture & Professional Comm: The Rhetoric of Play (Dr. Ryan Moeller)
- ENGL 6480: Studies in Technology and Writing, Composition in a Digital Age (Dr. Cheryl Ball)
- ENGL 6480: Studies in Technology and Writing, Advanced Multimedia (Dr. David Hailey)
- ENGL 6820: Practicum, Teaching English Comp (Dr. Kathy Fitzgerald)
- ENGL 6860: Teaching Technical Writing (Dr. Kelli Cargile Cook)
- ENGL 6890: Studies in Writing & Rhetoric (Dr. Ryan Moeller)
- ENGL 6970: Thesis, Teaching Creativity in the Technical Communication Curricula

Workshop Participant

Science Writing and Communication (April 2011)

Taught by Drs. Steven Katz (English) and Lesly Temesvari (Biological Sciences), workshop emphasized teaching science students communication practices in their field

Workshop Participant (continued)

How the Humanities Speak to the Sciences, a Grant Writing Workshop (February 2011)

Taught by Diana Thrasher, Grants Coordinator for the College of Arts, Architecture, and Humanities, Clemson University.

Publishers Association of the West (SLC, UT, October 2007)

Organized by professional book publishers, conference taught practical skills for running a publishing company.

INDUSTRY EXPERIENCE

Consultant (Ongoing)

Multiple Clients

- Evaluate communication practices for small businesses
- Deliver recommendations for improvements

Freelance Graphic Designer (2006 - Present)

Multiple Clients

- Designed and built WordPress website for mortgage and lending company
- Redesigned corporate mailer for financial advisory agency
- Developed promotional materials for college department, including brochures and postcards
- Created DVD covers, instruction manuals, posters, electronic newsletters, handbooks, websites, and conference programs

Marketing and SEO Writer (2009 - 2012)

Bishop International, Logan UT (Telecommute)

- Wrote online articles using SEO practices
- Develop online marketing content for products

Editor & Desktop Publisher (2005 - 2006)

ICON Health & Fitness, Logan UT

- Edited and revised user's manuals in 6 different languages
- Integrated creative strategies to utilize unfamiliar software to reduce production costs
- Collaborated with translators and worked with legal, marketing, quality assurance, and engineering departments to ensure effective documents