

Samantha Flora
designer | educator | writer

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BIO

Passionate and dedicated designer, educator, and writer focusing on research and production of work centered on the analysis of fat identity and bias in graphic design.

Co-founder of JAM, a growing interdisciplinary studio that seeks to support creatives by providing design and publishing consultation. The founder of Fat Kid Type Foundry, where the expansion of the Body Type superfamily continues to evolve.

EDUCATION

2018

Vermont College of Fine Art, MFA

Thesis | Body Type: An Analysis of Fat Bias and Fat Identity Within Graphic Design

2011

Notre Dame College

Teaching Certificate K-12

2010

Columbus College of Art and Design, BFA

Studies: Studio Arts (metalsmithing), Art History
Thesis | Biophilia

2006-2007

Accademia Belle Arti di Macerata

Macerata, Italy; Fine Arts Program

2004-2007

Northern Michigan University

Electronic Imaging, Time-based Media Major

EXPERIENCE

2018

McGraw-Hill Education, Media Design Coordinator

Projects: Reveal Math Middle School

2017-Current

Co-Founder and Owner of JAM Studios

JAM Studios is an interdisciplinary creative group specializing in design for artists

2016-2017

Finlandia University, Adjunct Professor

Courses taught: Senior Project, Introduction to Studios, 3D Modeling and Rendering, Human Factors and Ergonomics.

2016

North Coast Post, Lead Designer

Responsible for developing basic production designs as well as providing original concepts for logos, website design and other marketing collateral.

2013-2015

Marketing Department, Inc., Art Director

Responsibilities: delivering high-quality design, assisting in concept development and direction for a variety of applications, management of design team and programmers, strategy.

2010-2012

Marsala Manufacturing, Creative Director

Responsibilities: Launch of strategic branding solutions, assist product development, management of e-commerce vendors.

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EXPERIENCE, cont.

2008-2010

Columbus College of Art and Design, Teaching Assistant and Lab Monitor (Sculpture)

Responsibilities: demonstration of basic skills, assist students in the creation of concept and work, oversaw the use and maintenance of tools and facilities.

2008-2010

Columbus College of Art and Design, Library Staff

Responsibilities: assisted students in finding research materials and maintaining books by making basic repairs and preparing new books for circulation.

2007

Columbus Museum of Art, Curatorial Intern

Responsible for assisting curatorial and acquisitions in updating provenance records, documenting exhibitions and researching exhibitions.

2004-2007

Northern Michigan University, Annual Fund Caller

Responsibilities: Contact alumni and past supports to seek funding for scholarships across multiple programs.

ACADEMIC ACHIEVEMENTS

Dean's List, CCAD; 2008, 2009

President's List, CCAD: 2010

Merit Scholarship Award Recipient: \$60,000

MEAP Award: \$52,000

EXHIBITIONS

Eighteen, Group Exhibition, 2018

Montpelier, VT

Thesis; Body Type: An Analysis of Fat Bias and Fat Identity in Graphic Design

Art of Roller Derby, Group Exhibition, 2017

Down Wind Sports | Calumet, MI

Selected works from The Body Project, 2017

Finlandia Faculty Show, 2017

Finnish American Heritage Center | Hancock, MI

The Body Project, 2017

Vermont College of Fine Art Spring Pin-up, 2017

Alumni Hall | Montpelier, VT

Semester Two Work

Vermont College of Fine Art Fall Pin-up, 2016

Alumni Hall | Montpelier, VT

Semester One Work

Great Lakes Showcase, 2014 (JURIED)

The Roszca Center | Houghton, MI

Unbecoming. Self-portrait (Photograph). 2014

OhioCentric, 2012 (JURIED)

The OSU Urban Arts Space | Columbus, OH

Portrayed or Betrayed. Sterling silver, fine silver, resin, handmade paper, letterpress. 2010

heART4Sudan, 2012

Ginghamsburg Church | Tipp City, OH

Plant, Animal, Insect Ring. Sterling silver, resin, praying mantis wing, orangutan hair, leaf. 2010

Awareness Abruzzo, 2012

Abruzzo Parco Nazionale | Abruzzo, Italy

Covered in Oil. Paper. 2012

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EXHIBITIONS, cont.

Beyond The Fold, 2011 (JURIED)
Desotero Gallery | Savannah, GA
Portrayed or Betrayed. Sterling silver, fine silver,
resin, handmade paper, letterpress. 2010

heART4Sudan, 2011
Ginghamburg Church | Tipp City, OH
Transcending Love Necklace. Sterling silver,
resin, thread. 2011

The 131st Student Show, 2010 (JURIED)
Columbus College of Art and Design | Columbus, OH
Multiple Works

Biophilia, 2010
Columbus College of Art and Design | Columbus, OH
Solo Exhibition

Rings for Haiti, 2010
Online Exhibition and Auction

The 130th Student Show (JURIED)
Columbus College of Art and Design | Columbus, OH
Multiple Works

The President's Show, 2006 (JURIED)
Digital Print. Northern Michigan University.

AFFILIATIONS

Toastmasters International
Vice President of Education- Podium Pros

Keweenaw Co-op
Board Member, 2015-2017

Keweenaw Roller Girls
Board Member, 2015-2017

PUBLICATIONS

YMILY Podcast, 2018
Interview with designer Jason Fowler

**Body Type: An Analysis of Fat Bias and Fat
Identity in Graphic Design**
Self-Published Thesis, First Print, 2018

VCFA Perpetual Beta Blog, 2017
Publication: Process Article, Multiple works.

Desotero Gallery Website and Blog, 2011
Photo of work: Portrayed or Betrayed

**The Columbus College of Art and Design
Website, 2011**
Photo of work: Portrayed or Betrayed

**The Columbus College of Art and Design
Website, 2010**
Photo of work: Sugar and Spice

LECTURES AND WORKSHOPS

Body Type, October 27, 2018
AIGA Chicago Design Week
Design Incubation Colloquium Speaker

Body Type, October 26, 2018
DePaul Computing and Digital Media,
Lecture + Workshop

Art Business Lecture + Workshop, 2016
Undergraduate workshop hosted by Harriet
King, Finlandia University.

COURSE DESCRIPTIONS

ARD100: Introduction to Visual and Plastic Arts, Finlandia University

This course provides a direct, hands-on introduction to a wide range of materials, processes and creative methods.

The emphasis is on experiential learning, providing individual and group exploration and discover of the nature of everyday materials. The course provides a foundation on which to build subsequent research studies in fine and applied material arts. Through the study of the physical and psychological nature of objects, and by exploring the context in which they exist or can be placed-in the studio, as well as in natural and "man made" environments—students will discover new and challenging approaches to the creative process.

ARD370: Human Factors & Ergonomics, Finlandia University

Students study the interface between humans and the built environment. Course work includes the study of anthropometrics, ergonomics, proxemics, human sensory and psychological response in relation to human-made objects and environments. Also explores ADA specifications and regulations, and the principles of universal and sustainable design.

ARD395: Art & Design Project, Finlandia University

The focus of this course is on personal and professional growth. Students are assigned a client with a specific project, match-based on your personal skills and strengths. Weekly one-on-one meetings will monitor time management skills as well as serve to be useful in providing guidance with how to cope with client work while meeting expectations.

This course builds upon skills studied in ARD329 where the student became familiarized with project management skills via the I/DEP3E/I model. This class prepares students for self-directed work.

ARD240: Digital Modeling and Rendering, Finlandia University

An introductory course providing the knowledge and skills necessary to use three-dimensional modeling and rendering software. Software skills and familiarity are built using Google Sketchup.

Students will become confident with common tools found in 3D software, learn to evaluate software tools, and practice flexible skills transference between softwares as the design field requires. This course will focus on the student's efforts on applying the basics of Sketch-up's surface modeling capabilities to the projects and coursework encountered during their studies.