

TEXAS STATE VITA (with Fine Arts components)

I. Academic/Professional Background

A. Name: Mark Brinkman Title: Assistant Professor of Practice

B. Educational Background

Year	University	Major
1992	California State University Long Beach	Visual Communications

C. University Experience

<i>Position</i>	<i>University</i>	<i>Dates</i>
Assistant Professor of Practice	Texas State University, San Marcos, TX	August 2023 – Present

D. Relevant Professional Experience

<i>Position</i>	<i>Entity</i>	<i>Dates</i>
Owner, Designer	MBA Design	2002 – Present
Senior Designer	Sibley Peteet Design	1994 – 2001

II. TEACHING

B. Courses Taught:

Texas State University

- ARTC 3303 TRADEMARK DESIGN
- ARTC 3304 BRANDING SYSTEMS/BRANDING EXPERIENCE IV
- ARTC 4306 EXPERIENTIAL GRAPHIC DESIGN
- ARTC 4315 SENIOR PORTFOLIO
- ARTC 4318 PACKAGING

D. Courses Prepared and Curriculum Development:

Texas State University

ARTC 3303 TRADEMARK DESIGN

ARTC 4306 EXPERIENTIAL GRAPHIC DESIGN

ARTC 4318 PACKAGING

F. Other:

Student Accomplishments

GRAPHIS NEW TALENT AWARDS 2025

– 9 Gold & 13 Silver Medals

Jackson Pickett	Lawn Enforcement	Gold	Logo, Design
Harshini Kaparaju	Bumbleberry Farms	Gold	Logo, Design
Meagan Walters	Handlebar Cyclery	Gold	Logo, Design
Daniel Davis	Slice of Heaven Pizza	Gold	Logo, Design
Meagan Walters	Surfing Goat Dairy	Gold	Logo, Design
Emmaline Benson	Black Cat Books	Gold	Logo, Design
Meagan Walters	Killer Bees Honey	Gold	Logo, Design
Meagan Walters	Stardust Diner	Gold	Logo, Design
Harshini Kaparaju	The Codfather	Gold	Logo, Design
Veronica Soto-Rivera	Mira Luna	Silver	Packaging, Design
Kristina Sustaita	Siren Craft Beer	Silver	Logo, Design
Lucy Morley	Hot Lips Pizza	Silver	Logo, Design
Sean Austin	Zero Gravity Brewing	Silver	Logo, Design
Tiffany Aguilar	Cartel Coffee Co.	Silver	Logo, Design
Sofia Rodriguez	Haute Chocolates	Silver	Packaging, Design
Melanie Camara	C Horse Wine	Silver	Logo, Design

Kristina Sustaita	Birdhouse Tea Co.	Silver	Logo, Design
Tiffany Aguilar	Frothy Monkey	Silver	Logo, Design
Jackson Pickett	SOS Coffee	Silver	Logo, Design
Kristina Sustaita	Crafty Devil	Silver	Logo, Design
Lucy Morley	Holey Grail Donuts	Silver	Logo, Design
Regina Calderon	Ethique	Silver	Branding, Design

GRAPHIS NEW TALENT AWARDS 2024

– 6 Gold & 16 Silver Medals

Danielle Stowe	Beerhive Pub	Gold	Logo, Design
Aliya Ibarra	Cereal Killerz	Gold	Logo, Design
Sam Roberts	Squid Ink Sushi Bar	Gold	Logo, Design
Brandy Compton	Walrus & Carpenter	Gold	Logo, Design
Hannah Twining	Hocus Pocus	Gold	Logo, Design
Courtney Acevedo	Groovy Jams	Gold	Logo, Design
Tessa Shellenberger	Halfmoon Plumbing	Silver	Logo, Design
Riley Ramsower	Aristocrat Lounge	Silver	Logo, Design
Tessa Shellenberger	Benchwarmer Bagels	Silver	Logo, Design
Travis Crawford	Data Dog	Silver	Logo, Design
Jeanette Deegear	Brewed Awakening	Silver	Logo, Design
Mason Havard	Dinosaur Bar-B-Que	Silver	Logo, Design
Miles Skonberg	Mad Batter Bakery	Silver	Logo, Design
Hannah Twining	Eight of Swords	Silver	Logo, Design

Tessa Shellenberger	Rhinory	Silver	Logo, Design
Yasseen Elassar	Kotn	Silver	Logo, Design
Travis Crawford	Civil Goat Coffee	Silver	Logo, Design
Travis Crawford	Midnight Cowboy	Silver	Logo, Design
Mandy Czyz	The Baked Bear	Silver	Logo, Design
Miles Skonberg	Flying Worm Vintage	Silver	Logo, Design
Travis Crawford	Paper Tree	Silver	Logo, Design
Travis Crawford	Vino Code	Silver	Logo, Design

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

1. Books:

e. Creative Books:

The Best of Business Card Design 8

Gardens

The Big Book of Logos

Choice Com

Enershop

Vignette

Boundless

Halogen

American Campus Communities

Energy Central

Corporate Profile Graphics

Scientific Methods Brochure

Motorola Telephony Brochure

Graphis Logo Design

- No. 4 Center for Marine Conservation
Tips Iron & Steel
- No. 5 Fazio Foothills, Barton Creek Country Club
Fazio Canyon, Barton Creek Country Club
Crenshaw Cliffside, Barton Creek Country Club
Palmer Lakeside, Barton Creek Country Club
Comanche Trace
Hyde Park Gym
- No. 6 Banana Joe
Inspector
Texas Communication for the Arts
Food Food
- No. 7 Lyrics & Legacy
Banana Joe
VoiceWorks
White Hat Creative
2Man Tour
APMC - Corporate
APMC - Malpractice Insurance
APMC - Mortgage Services
Hill Country Weavers
St. Mark's Preschool Silent Auction

Graphis Design Annual

- 1997 Texas Communication for the Arts
- 1998 Center for Marine Conservation
- 2002 Fazio Foothills, Barton Creek Country Club
Fazio Canyon, Barton Creek Country Club
Crenshaw Cliffside, Barton Creek Country Club
Palmer Lakeside, Barton Creek Country Club
- 2005 Banana Joe
- 2007 Lyrics & Legacy
- 2008 St. Mark's Episcopal Silent Auction

Graphis Letterhead

No. 4 TIPS Iron & Steel
 Enershop

No. 7 2Man Tour

New Business Card Graphics

Gardens
TIPS Iron & Steel
Enershop
Robb Kendrick
Insurance Market Place
Texas Health Care Information Council

New Logo and Trademark Design

TIPS Iron & Steel
Boundless
Halogen
Texas Commission on the Arts
Enershop
Star Bar
Cookies & Cream

8. Commissioned Design Work:

Noteworthy

Coca-Cola — Social Responsibility Program. Brand Identity

Nike — Run/Walk Shoe. Brand Identity

University of Texas Systems — Annual Report

University of Texas — School of Information. Brand Identity

United Nations — Planet Gold. Brand Identity.

Cabin Bluff — Exclusive sporting lodge in Georgia. Brand Identity

Texas School for the Deaf — Number 2 ranked school for the deaf. Brand Identity

HumanN — Health supplement for heart health and sports. Brand Identity

Brigitta's Promise — Serving children in the Baltic nations. Brand Identity

Aha! — Nonprofit. Brand Identity.

13. Other Works in Print:

Communication Arts Design Annual

1999 Hyde Park Gym logo

2011 Cabin Bluff Brochure

Communications Arts Web Pick

2012 Ka-Bar

How International Design Annual

2001 Gardens Postcard Series

Print Regional Design Annual

1994 Third Coast Coffee

1996 Performance Software Packaging

1998 Tips Logo
American Campus Communities Logo
Bad Dog Ranch AR
Vignette Logo

1999 Hyde Park Gym Logo
TIPS Iron & Steel Vehicle Application

2000 Austin Film Festival Logo
Austin Film Festival Poster

2001 Triage Logo

Balance.tv Logo

2006 The Quarry Brochure

Step By Step Design Annual

2001 Gardens Postcard Series

Tribeza

2010 Featured

D. Scholarly / Creative Fellowships, Awards, Honors:

AIGA Top Dog

2001 Top Dog Gardens Postcard Series

Art Directors Club of Houston

1997 Bronze Bad Dog Ranch Annual Report
Silver Star Bar Logo

1998 Silver Tips Coordinated Campaign
Bronze Gardens Direct Mail Series
Bronze Tips Logo

1999 Bronze Austin Film Festival Logo

2001 Bronze Gardens Post Card Series
Bronze Cirrus Logic AR

Austin Advertising Federation (ADDY's)

Participated 7 times (1998 -2003, 2007)
42 medals: 15 Gold, 13 Silver, 14 Bronze

1998 Gold Motorola Collateral System
Gold Motorola Capabilities Brochure
Gold Bad Dog Ranch Annual Report
Gold Star Bar Logo
Gold Tips Logo
Gold Scientific Methods Coordinated Campaign
Gold Scientific Methods Brochure
Silver CMC Annual Report

	Silver	Watersmark Logo
	Silver	ChoiceCom Logo
	Bronze	ChoiceCom Collateral
	Bronze	CMC Graphic Standards
	Bronze	DSVC 40th Anniversary Brochure
1999	Gold	Insurance Marketplace Brochure
	Gold	Tips Iron & Steel Vehicle Application
	Gold	Insurance Marketplace Illustrations
	Gold	AIGA Art Auction Invite
	Silver	Food For Life Invite
	Silver	Hyde Park Gym Logo
	Bronze	THCIC Pamphlets
	Bronze	Insurance Marketplace Stationary
2000	Silver	Soluna Logo
2001	Gold	Gardens Postcard Series
	Gold	Vignette Platinum Brochure
	Silver	Comanche Trace Brochure
2002	Gold	Regan Bradshaw Award/use of Photography, Gardens Post Cards
	Silver	Gardens Point of Purchase
	Silver	Gardens Postcard Series
2003	Silver	Forgent 3D Direct Mail
	Silver	Gardens Website
	Bronze	Big Wigs Call for Entry
	Bronze	St. Gabriel's Summer Champ
	Bronze	UT Passionate Pride Annual Report
	Bronze	By George Prescription Direct Mail
	Bronze	Bulls Eye Paper System
2007	Gold	TSD Airport Exhibit
	Silver	Voiceworks Logo
	Silver	Quarry Brochure
	Bronze	Yield Logo
	Bronze	TSD Poster Series
	Bronze	Havana Logo

IV. SERVICE

B. Professional:

AIGA

C. Community:

Boards

Aha! Board Member — Serving kids attending title 1 schools. 2023 - Present
Juvenile Diabetes Research Foundation (JDRF) Board Member. 2003 - 2005
Texas School for the Deaf Board Advisor. 2005 - 2008

Pro Bono Work

Participate in \$10,000 - \$35,000 of pro bono work annually. 2002 - Present

Noteworthy

Center for Marine Conservation Annual Report
Family Forward Identity
JDRF Gala Photography and Invite
Austin Project Invitation
Boys and Girls Club Website
Any Baby Can Brand Identity Materials
St. Marks Preschool Silent Auction Identity
Texas School for the Deaf Airport Sesquicentennial Exhibit

D. Organization Memberships:

AIGA

Dallas Society for Visual Communications.