

NICK CASSWAY

Associate Teaching Professor of Design and Merchandising

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SUMMARY

Nick Cassway is a painter, graphic artist, and surface pattern designer and has exhibited his drawings, prints, and site-specific installations both locally and nationally. He has been involved in the Philadelphia arts and cultural community for over 30 years as an artist, independent curator, gallery director, and educator. His work has been featured in *Art News*, *The Philadelphia Inquirer*, *Grid Magazine*, and the *ArtBlog*. His work is in the collection of the Philadelphia Convention Center and the Philadelphia Museum of Art. In the Design and Merchandising program at Drexel University, Nick shares his areas of expertise including computer graphics (Adobe Creative Suite), brand identity, editorial design, presentation skills, team building and leadership, visual art (drawing), and pattern design.

EDUCATION

BFA, Painting Tyler School of Art, Temple University, Philadelphia, PA 1990

TEACHING EXPERIENCE

2006 – present Full-time faculty, Drexel University, Design and Merchandising, Philadelphia, PA

1998 – 2005 Adjunct Instructor, Temple University, Art and Art Education, Philadelphia, PA

COURSES DESIGNED AND TAUGHT

Computer Imaging introduces core tools and techniques for Adobe Illustrator, Photoshop, and InDesign to freshman-level students. The course places a significant emphasis on confidence-building with digital design tools.

Computer Design for Design and Merchandising further reinforces the use of computer-based graphics and design tools in a semester-long fashion collection project. This course addresses the development of a merchandising presentation using digital design tools and industry research. Students use an array of Adobe Creative Suite tools to present a curated, balanced, and thoughtfully selected product offering.

Media Merchandising A junior and senior-level course responsible for publishing *MAVEN* magazine. This course introduces students to all components of magazine production, including content development, journalistic writing, photographic styling, graphic design, and team building. Students develop soft skills throughout the three-term course, including emotional intelligence, conflict resolution, consensus building, effective communication, teamwork, and leadership.

Presentation Techniques provides tools for sophomore-level students to synthesize complex information into visually compelling and informative presentation material—the course centers around the role of storytelling in verbal, written, and video-based presentations.

Visualization for Design and Merchandising explores hand-drawn and 3D computer software tools to express design intentions accurately. The course focuses on analog and digital techniques, including diagrammatic sketching, 1-point perspective, visual note-taking, mind-mapping skills, hand coloring techniques, concept boards, and SketchUp.

Strategic Digital Magazine Promotion Using the Design and Merchandising online magazine MAVEN as its foundation, Strategic Digital Magazine Promotion addresses the use of social media to promote a digital publication. A complete social media marketing strategy will be developed for MAVEN and individual projects, including the development of brand personality assets, consumer profiles, posting schedules, and key performance indicators.

AWARDS

- 2019** Creativity International Awards 49th Print and Packaging Design Award, Magazine Design Complete, Platinum Winner
- 2016** Muse Awards Complete Magazine Design Category, Platinum Award
- 2016** Creativity Awards 45th Print and Packaging Competition Complete Magazine Design Category, Gold Medal
- 2016** University & College Designers Association Award of Excellence Magazine Design
- 2016** Association for Education in Journalism & Mass Communication Magazine Division Third Place for a Single Issue of an Ongoing Magazine, General Excellence
- 2015** Creativity Awards 44th Print and Packaging Competition Complete Magazine Design Category, Gold Medal
- 2015** University & College Designers Association Award of Excellence Magazine Design
- 2013** Creativity Awards 43rd Print and Packaging Competition Complete Magazine Design Category, Gold Medal
- 2013** Association for Education in Journalism & Mass Communication Magazine Division First Place for a Single Issue of an Ongoing Magazine, General Excellence
- 2013** Center for Emerging Visual Artists Artist Fellowship
- 2012** University & College Designers Association Award of Excellence Magazine Design

GRANTS/FELLOWSHIPS

- 2022** Lead Artist, *Train Your Child in the Way They Should Go*, Mural Arts Program, Philadelphia
- 2020** Westphal Mini Grant, Westphal College of Media Arts and Design, Drexel University, Philadelphia
- 2016** Resident Artist, TaconyLAB/Mural Arts Philadelphia
- 2015** Antonia W. Hamilton Fellow, Center for Emerging Visual Arts, Philadelphia, PA
- 2015** Teaching Artist Residency, Center for Emerging Visual Arts and NewCourtland Senior Center, Philadelphia, PA
- 2014** Teaching Artist Residency, Center for Emerging Visual Arts and NewCourtland Senior Center, Philadelphia, PA
- 2014** Cross-Pollination Residency, SwimPony, Philadelphia, PA

LECTURES/PRESENTATIONS

- 2022** *Visual Identity for Non-Designers*, Big Idea Group (BIG), Beachell Learning Center, Philadelphia, PA
- 2020** *Crafting Your Personal Brand*, Westphal Makes, Philadelphia, PA
- 2018** ArtistSpeak: Philly Tech Week Edition, Philly Stewards, Philadelphia, PA
- 2017** *Critique Bootcamp for Teaching Artists*, Mural Arts, Philadelphia
- 2015** *Your Brand is Still a Joke – Turning your Brand Story into Brand Graphics*, Corzo Center for the Creative Economy, Philadelphia, PA
- 2013** *Your Brand is a Joke – Writing Your Brand Story*, Corzo Center for the Creative Economy, Philadelphia, PA
- 2007** Guest Critic, Critique and Conversation, Print Center, Philadelphia, PA
- 2006** Moderator, Direct Dialogue Series, Center for Emerging Visual Artists, Philadelphia, PA
- 2006** Curators in Conversation, Main Line Art Center, Haverford, PA
- 2003** Guest Artist, Print Center, Philadelphia, PA
- 2002** *InLiquid Investigates: Artists Outside the Box*, Painted Bride Art Center, Philadelphia, PA
- 1999** Guest Lecturer, Art Career Workshop, Tyler School of Art, Philadelphia, PA

SOLO EXHIBITIONS

- 2021** *Transmission*, James Oliver Gallery, Philadelphia, PA
- 2017** *Look Up*, Colorspace Labs, Philadelphia, PA
- 2016** *Above the Sound of Ideologies Clashing*, CFEVA, Philadelphia

- 2013** *Dramatic Play*, James Oliver Gallery, Philadelphia
- 2013** *In the Woods*, AIGA Space Gallery, Philadelphia
- 2011** *The Indulgencies*, James Oliver Gallery, Philadelphia
- 2008** *dj YardSale presents...the Third Idea*, International House, Philadelphia
- 2005** *Scenes of Revelry and Disgust*, Philadelphia Fringe Festival Cabaret
- 2004** *Who Died*, NEXUS/foundation for today's art, Philadelphia, PA
- 2003** *Inmates on the Death Row Population Sentenced as Juveniles*, Eastern State Penitentiary, Philadelphia
- 2002** *heads*, NEXUS/foundation for today's art, Philadelphia, PA
- 2000** *The Battlefield Sequence*, NEXUS/foundation for today's art Philadelphia, PA

GROUP EXHIBITIONS

- 2019** *Disturbance*, ArtSpace 1241, Philadelphia, PA
- 2017** Philadelphia Furniture Show, The Armory, Philadelphia, PA
- 2017** Revolutionary Art, Museum of the American Revolution and Streets Dept., Philadelphia, PA
- 2015** *Art is Ageless*, Tyler School of Art, Philadelphia, PA
- 2014** *Face Value*, Main Line Art Center, Haverford, PA
- 2012** Fresh Impressions, Projects Gallery, Philadelphia, PA
- 2012** *Drawing Show*, Philadelphia Sketch Club
- 2011** *Femme*, James Oliver Gallery, Philadelphia, PA
- 2010** *The Extra-Dimensional Printmaking Invitational*, NEXUS/foundation for today's art
- 2009** *My Face in Your Space*, NEXUS/foundation for today's art
- 2009** *Invasive Species*, Wallingford Arte Center, Wallingford, PA
- 2009** *Art Artefact*, Temple Gallery Project Space
- 2008** *Project Portal*, Historic Yellow Springs, Chester Springs, PA
- 2007** *Metaphoric Vinyl*, NEXUS/foundation for today's art
- 2007** *Newton's First Law*, NEXUS/foundation for today's art
- 2006** *Issues*, Chestnut Hill Academy, Philadelphia, PA
- 2006** *The Kite Show*, Art in City Hall, Philadelphia, PA
- 2005** *Discontent*, NEXUS/foundation for today's art, Philadelphia, PA
- 2003** *Sculptural Prints*, Print Center, Philadelphia, PA
- 2003** *Perfect Fit*, Widener College, Chester, PA
- 2002** *Perfect Fit*, Simpson College, Iowa City, Iowa; Walton Arts Center, Fayetteville, Arkansas
- 2001** *Work's on Paper*, Arcadia University, Glenside, PA
- 2001** *Nexus Heads South*, Dundalk Gallery, Baltimore, MD
- 2001** *Treasure Hunt*, Dissentia Curatorial Services, Philadelphia, PA
- 2001** *Precious*, Nexus/foundation for today's Art, Philadelphia, PA
- 2001** *Steal this Show*, Dissentia Curatorial Services at Vox Populi, Philadelphia, PA
- 2000** *The Button Project*, Dissentia Curatorial Services for the Philadelphia Fringe Festival
- 2000** Culture, Philadelphia, PA
- 1999** *More is More*, Spector Gallery, Philadelphia, PA
- 1999** *100 paintings for 100 bathrooms*, Dissentia Curatorial Services, Philadelphia, PA
- 1999** *art2u*, u-haul truck gallery, Dissentia Curatorial Services, Philadelphia, PA
- 1999** *7up*, NEXUS/foundation for today's art, Philadelphia, PA
- 1998** *Outhouse/Inhouse*, Dissentia Curatorial Services @ New Arts Salon, Philadelphia, PA
- 1998** *Figurative Printmaking and Photography show*, Dissentia Curatorial Services, Philadelphia, PA
- 1998** *Identities*, Philadelphia Art Alliance, Philadelphia, PA
- 1998** *Le Fin du Monde*, Vertigo Gallery, Philadelphia, PA
- 1996** *La charcuterie des beaux arts*, Invited Exhibition, New Arts Salon, Philadelphia, PA
- 1995** *Annual Invitational*, Invited Exhibition, Third Street Galley, Philadelphia, PA

- 1995** *Faculty Exhibition*, Main Line Center for the Arts, Haverford, PA
1994 *Prints*, La Tazza, Philadelphia, PA
1994 *Faculty Exhibition*, Main Line Center for the Arts, Haverford, PA
1994 *Small Works Invited Exhibition*, Dizyners Gallery, Philadelphia, PA

COMMISSIONS

- 2017** *Beach Memories*, Philadelphia Museum of Art, Philadelphia, PA
2010 *In the Woods*, Schuykill Center for Environmental Education, Philadelphia, PA
2003–6 *Portraits of Inmates on Death Row Sentenced as Juveniles*, Eastern State Penitentiary, Philadelphia, PA
2005 *Scenes of Revelry and Disgust*, Philadelphia Fringe Festival, Philadelphia, PA
2003 *Patriotic American Window Decal Series*, ArtFront Partnership NEXUS/foundation for today's art

PRINT/ONLINE MEDIA

- 2019, January 10** Mixed Media: When the Wall(paper) is the art work, Unionville Times, by Caroline Roosevelt
2016, December 9 Art Galleries: Cassway at Emerging Artists, Philadelphia Inquirer, by Edith Newhall
2016, November 2 Solar Parklet opens in Tacony, Northeast Times
2016, November 8 Congrats Nick Cassway, the ArtBlog.org, by Roberta Fallon
2014, October 28 21st-Century Portraiture, Broad Street Review, by Anne Fabbri
2014, October 29 Low-Fi Portraiture, the ArtBlog.org, by Michael Carroll
2014, April 11 Art and the Unexpected, Friday Arts WHYY
2014, January 19 Visions of Iceland, the moon and Playtime, Philadelphia Inquirer, by Edith Newhall
2014, January 18 Dramatic Play/Nick Cassway at James Oliver Gallery, pocketintellectual.blogspot.com, by James Rosenthal
2011, December 27 Nick Cassway's Vinyl Portraits at J.O.G., theArtBlog.org, by Libby Rosof
2011, June 26 Now even in summertime, serious art is in season, Philadelphia Inquirer, by Edith Newhall
2010, November 21 Autumn's Toll, Philadelphia Inquirer, by Edith Newhall
2009, September 18 My Face in Your Space, The Art Blog, by Roberta Fallon
2009, May 22 16 From Co-op Show Work, Philadelphia Inquirer, by Victoria Donahue
2009, February NEXUSradio, Grid Magazine
2006, January 4 All About the Benjamin, Philadelphia Weekly, by Roberta Fallon
2004, June 12 Artists provide good reasons to go to prison, Philadelphia Inquirer, by Ed Sozanski
2003, October 16 Creatures form another Dimension, Philadelphia Citypaper, by Susan Hagen
2003, September 26 Varied, vigorous work, Philadelphia Inquirer, by Ed Sozanski
2003, June Doing Hard Time, Art Matters, by Martha Ledger
2002, November Heads, nick cassway, Inliquid.com, by James Rosenthal
2002, October 3 Politics Unusual, Philadelphia Citypaper, by A.D. Amorosi
2002, May 9 Get Hooked, a guide to buying art on the cheap, Philadelphia Citypaper, by Lori Hill
2002, April 4 Power to the People, Philadelphia Citypaper, by Nikki Roszko
2002, March 20 Visions of Enron, Philadelphia Weekly, by Roberta Fallon
2001, May Please Touch, ArtNews, by Katie Clifford
2001, February 25 Steal this Show, Inliquid.com, by James Rosenthal
2001, February Art Thief, Zimbabwe Dispatch
2000, June 8 Labor Days, Philadelphia Citypaper, by David Warner
2000, March 2 First Friday Focus, Philadelphia Citypaper, by Lori Hill
1999, April 1 Keep on Truckin', Philadelphia Citypaper, by Rosemary Darigo

COLLECTIONS

The Philadelphia Museum of Art
The Philadelphia Convention Center

James Oliver
Michael and Summer Lind Kaplan

PUBLICATIONS AS AUTHOR

- 2013** *Computer Imaging for Design and Merchandising*, by Nick Cassway, published by Kendall Hunt Publishers
2010–13 *This is Not a Test Magazine*, edited by Nick Cassway, published by MagCloud

POSTER PRESENTATIONS

- 2014** *Group Dynamics and the Creative Process*, 6th Annual Conference on Higher Education Pedagogy, Virginia Tech, Blacksburg, Virginia
2013 *Group Dynamics and the Creative Process*, First Annual Showcase of Teaching, Drexel University

CLIENTS

Graphic and Design Consultation for the following individuals and organizations: 12 Gates Gallery, Asian Arts Initiative, BusStop Boutique, Candy Coated, Center for Emerging Visual Artists, Colorspace, Roderick Coover, Film and Media Arts Program at Temple University, Flux Space, Goldilocks Gallery, Hot Bed Gallery, InLiquid, James Oliver Gallery, Lightroom, Michael Gruber Interior Design, Mill Creek Community Partnership, Philadelphia Folklore Project, Philadelphia Museum of Art, Pig Iron Theatre, Providence Center, Progressive Change Community Development Corporation, Dan Schimmel, Shakespeare in Clark Park, Ira Upin, Women's Mobile Museum, Anthony Zingerelli, Marc Vetri, Aaron Cohen, Addiction Studios, Annette Cords, Cheryl Harper, Holocaust Awareness Museum & Education Center, Andalusia Historic House and Gardens, Mayfield Williams, Minute Mems, Madison Chamberland, Ellisa Bloom, African Unique Expressions.

JUROR

- 2011** *Moore:Time Alumnae Reunion and Exhibition*, Moore College of Art and Design
2009 *Flux.Space Annual Exhibition Series*
2007-11 Public Art Selection Committee, Eastern State Penitentiary, Philadelphia

CURATOR

- 2018-present** DJ YardSale presents, WPPM-LP 106.5 FM, Philadelphia
2009 *My Face in Your Space*, NEXUS/foundation for today's art
2008 *NEXUSradio*, NEXUS/foundation for today's art
2007 *Metaphoric Vinyl*, NEXUS/foundation for today's art
2006 *Benjamin Franklin: An American Idol*, NEXUS/foundation for today's art
2001 *Steal this Show*, Dissentia Curatorial Services at Vox Populi, Philadelphia, PA
1999 *art2u*, u-haul truck gallery, Dissentia Curatorial Services, Philadelphia, PA