

PROMOTION RECOMMENDATION
The University of Michigan
School of Art and Design

Approved by the Regents
May 14, 2009

Hannah Smotrich, assistant professor of art and design, School of Art and Design, is recommended for promotion to associate professor of art and design, with tenure, School of Art and Design.

Academic Degrees:

M.F.A. 1991 School of Art, Yale University, Graphic Design, New Haven, CT
A.B. 1987 Harvard College, American History, Cambridge, MA

Professional Record:

2004 – present Assistant Professor of Art and Design, School of Art and Design, University of Michigan
2007 – present Faculty Affiliate, Frankel Center for Judaic Studies, University of Michigan
2002 – 2004 Adjunct Assistant Professor, School of Art and Design, University of Michigan
1994 – 2001 Adjunct Faculty, Graphic Design, Corcoran College of Art and Design, Washington, D.C.

Evaluation Summary:

Teaching – Professor Smotrich combines high expectations in the classroom with genuine regard and respect for her students. An outstanding aspect of Professor Smotrich's teaching is her outreach to the community in ways that bring real world design opportunities to her students and pro bono designs to nonprofits such as Food Gatherers, the State of Michigan Bureau of Elections, Washtenaw Literacy Program, and others. She has also actively engaged her students in teaching workshops in the elementary schools in Detroit, through the School of Art and Design's Detroit Connections Program. Student evaluations are consistently positive about Professor Smotrich's rigor and the challenging work environment she establishes in the classroom, which they feel pushes them to their full potential. Students note that they enjoy her classes and that they gain knowledge that is useful for their future careers and their lives.

Creative Work / Research – Professor Smotrich's design work reaches and changes the experience of the public on a large as well as an individual scale. Her contributions to the field of design are visible both nationally and internationally. Her critical practice indicates a deliberate reflective relationship to her academic research and her intellectual interests, and evidences an understanding of the role of graphic design in social change and awareness. She is engaged in a socially relevant design practice that includes such prestigious commissions as the 1996 Hanukkah Stamp design for the U.S. Postal Service, the system of neighborhood sign placards for a Heritage Trail in Washington D.C., an exhibition catalog for the National Gallery of Art, and others. She is an active member of the American Institute of Graphic Arts, and is particularly engaged with its new Design for Democracy initiative

Significant Recent Works and Activities:

- 2008 “Odpowiedz... Please Respond,” Interactive Installation, with Stephanie Rowden and Erica Lehrer, Krakow, Poland
- 2007 “Jewish? Heritage? In Poland? A Brief Manifesto and An Ethnographic-Design Intervention into Jewish Tourism in Poland,” co-authored with Erica Lehrer, published in *Bridges: A Jewish Feminist Journal*, Indiana University Press. Vol. 12, No. 2, Autumn 2007
- 2006 Design of State University of New York Welcome Center Graphics for student building interior and exterior on 42nd Street, New York, NY
- 2005 “Rembrandt’s Late Religious Portraits,” Design of 154-page exhibition catalog for the National Gallery of Art, Washington, D.C.
- 2000-present DC Neighborhood Heritage Trail System. Design of large-scale street signage system and English and Spanish language guidebooks, Washington, DC

Service – Professor Smotrich’s service to the University, the community, and beyond is exemplary. She has been actively engaged in numerous faculty committees, chairing several, and has designed posters, brochures and other materials for the School of Art and Design. She has directed the Detroit Connections Program for the School of Art and Design, served as advisor to the University’s American Institute of Graphic Arts (AIGA) Student Organization, and has curated numerous exhibitions. She is actively engaged across the University, serving as a faculty affiliate of the Frankel Center for Judaic Studies and on the steering committee of the Museum Studies Program. Her service and teaching frequently overlap as she identifies and secures commissions for her students to design for nonprofit clients in the community, such as Food Gatherers, Washtenaw Literacy Program and others.

External Reviewers

Reviewer A: “The content and scope of her work equally deserves respect and admiration. The projects presented show her ability to conceive and execute public exhibition projects that effectively reach a wide and varied audience.”

Reviewer B: “Hannah clearly wants to make a difference in the world. And she does it daily, as a teacher, as a designer, and as a volunteer in her community.”

Reviewer C: “The candidate is clearly invested in both the subject matter and the nature of collaboration with others. This is atypical of less experienced designers.”

Reviewer D: “Ms. Smotrich appears to have extraordinary ability through design to create a platform that allows people from different disciplines and backgrounds to share their stories, concerns, and dreams ultimately breaking down cultural barriers and misconceptions. This is all demonstrated by sustained national and international acclaim.”

Reviewer E: “When evaluating the professional activities of a design educator, I always ask myself if the body of work constitutes a critical practice: one in which the client partners and collaborators, as well as the creative activities and outcomes, indicate a deliberate reflective relationship to the candidate’s academic research and intellectual interests. Hannah Smotrich is certainly engaged in such a practice...”

Reviewer F: "I was astonished by the range and depth of the projects. Professor Smotrich has distinguished herself especially in the area of environmental graphic design, a design specialty that requires knowledge of two- and three-dimensional design, complex production issues, and accessibility (ADA) guidelines."

Reviewer G: "What Hannah has done in an engaging and visually appealing way with the Downtown and Neighborhood Heritage Trails and their multilingual guides is to give all of the city's residents a new way to belong to D.C. (the city and configuration of neighborhoods). That is indeed a gift."

Reviewer H: "I would definitely recommend that Hannah Smotrich receive tenure and promotion in recognition of her creative excellence, high caliber of teaching, evidence of impressive accomplishment in the past and of significant contributions for the future."

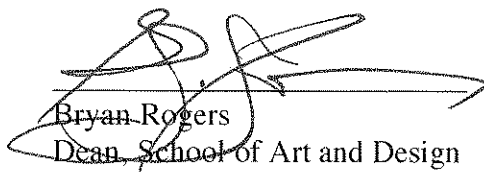
Reviewer I: "What I see is impressive on a number of levels...a natural and highly committed teacher, and a sophisticated professional with broad experience to bring to bear on her teaching...a determination to have the work she takes on have a positive, pro-social benefit..."

Reviewer J: "Her method provides an excellent model for students to learn to think and become good citizens...She is a quality university citizen and I feel confident that she will continue to make significant contributions to all aspects of the community at University of Michigan."

Reviewer K: "Her love of design and how it can change the world is evidence in her work. What wonderful passion she has as an artist, designer, and teacher."

Summary of Recommendation:

Professor Hannah Smotrich is a nationally and internationally active designer who is highly regarded by her professional peers. Her teaching and her service are exemplary as well as often complementary to the benefit of both. I strongly recommend her for promotion to associate professor of art and design, with tenure, School of Art and Design.



Bryan Rogers
Dean, School of Art and Design

May 2009