

ANDREA J. SEVERSON

andrea.severson@asu.edu

EDUCATION

Research Interests: Rhetoric of Fashion Fashion Theory, Rhetoric of Costume Design, Museum Rhetoric, Public Memory and Fashion, James Bond, Bond Girls

Ph.D., English: Writing, Rhetoric, and Literacies May 2018

Arizona State University, Tempe, AZ

Dissertation: *Pretty in Pictures: Fashion Icons and Social Memory*

Committee: Dr. Maureen Goggin (Chair), Dr. Patricia Boyd, Dr. Kathleen Lamp

M.A., English: Rhetoric and Composition May 2013

Arizona State University, Tempe, AZ

Thesis: "License to Thrill: Bond Girls, Costume Design and Representation"

Committee: Dr. Maureen Goggin (Chair), Dr. Kathleen Lamp, Dr. Ersula Ore

M.A., Media Arts December 2007

University of Arizona, Tucson, AZ

Certificate in College Teaching December 2007

University of Arizona, Tucson, AZ

B.A., Theatre Arts, Summa Cum Laude May 2004

Arizona State University, Tempe, AZ

TEACHING EXPERIENCE

Graduate Teaching Associate, English August 2014-Present

Arizona State University, Tempe, AZ

Taught a variety of courses across the undergraduate level. Responsible for teaching ENG101/102 (First Year Composition), ENG215 (Strategies for Academic Research and Writing), and ENG301 (Writing for the Professions).

Adjunct Instructor, Performing Arts September 2012-Present

Paradise Valley Community College, Paradise Valley, AZ

Taught undergraduate courses surveying history of theatre, theatre production, and history of playwrights from 1890 through the present day. Also taught Fundamentals of Costume Design which focuses on the history of costume design and the basics of being a costume designer.

Adjunct Instructor, Performing Arts January 2010-May 2012

Glendale Community College, Glendale, AZ

Taught a variety of introductory courses in theatre such as Acting 1, Introduction to Cinema, and Theatre Makeup which focused on the basics principles of creating a character, the history of film

from the silent era through the 1970s, and basic theatre makeup techniques. Additionally taught advanced courses in Advanced Acting Techniques, Advanced Theatre Makeup, and Modern Drama which focused on more advanced character creation and makeup skills as well as a survey of modern plays and playwrights from 1890 through the present day.

Adjunct Instructor, Humanities/Theatre

June 2011

South Mountain Community College, Phoenix, AZ

Taught undergraduate course (1 section) in Cinema which focused on the history of the film industry and film as an art form from the silent era through the 1970s.

Graduate Teaching Assistant, School of Theatre Arts

August 2006-December 2007

University of Arizona, Tucson, AZ

Assisted in the instruction of undergraduate introduction to theatre course, Theatre Appreciation. Held office hours, mentored students, and created and graded exams.

PUBLICATIONS

(Forthcoming) Book Review. *Clockwork Rhetoric: The Language and Style of Steampunk*. In *Journal of Rhetoric and Public Affairs*. Aug. 2016

Boyd, Patricia and Andrea Severson. "Negotiating Diverse Populations in Online Graduate Courses: Key Implications." *Fostering Effective Student Communication in Online Graduate Courses*. Eds. Abigail G. Scheg and Melanie Shaw. IGI Global, 2017.

Severson, Andrea. "Designing Character: Costumes, Bond Girls, and Representation." *For His Eyes Only: The Women of James Bond*. Ed. Lisa Funnell. New York: Wallflower Press, 2015. Print.

CONFERENCE PRESENTATIONS

Association of Dress Historians, London, UK

October 2017

"First Lady Michelle Obama and Catherine, the Duchess of Cambridge: Challenging the Boundaries of Fashion"

Southwest English Symposium, Tempe, AZ

February 2016

"Commodifying *Fleur de Force*: YouTube, Beauty, and Branding"

Coalition of Feminist Scholars in the History of Rhetoric and Composition: Feminisms and Rhetorics, Tempe, AZ

"*Fleur de Force*: Beauty, Creativity, and YouTube"

October 2015

Southwest English Symposium, Tempe, AZ

February 2014

"Fashion Hybridity: Fashion, Blogs, and the Democratization of the Fashion Industry"

INVITED LECTURES

Severson, A. "Dressed to Rule: Fashion, Rhetoric, and Power of the Female English Monarchs." *Phoenix Art Museum Docent Continuing Education Lecture Series 2012-2013*. Phoenix Art Museum. Phoenix, AZ. Mar 2013.

Severson, A. and Hannah Hayes. "In Vogue: *Vogue's* Online Archive and the September Issue." *Arizona Costume Institute 2nd Wednesday Lecture Series 2012-2013*. Phoenix Art Museum. Phoenix, AZ. Sep 2012.

EXHIBITIONS

Severson, A. Volunteer. Curated by Dennita Sewell. (2012) *Modern Spirit: Fashion of the 1920s*. Phoenix Art Museum. September 22, 2012 to February 15, 2013.

PROFESSIONAL EXPERIENCE

Resident Costume Designer/Costume Shop Supervisor

Paradise Valley Community College; Paradise Valley, AZ

May 2012-June 2013

Created costumes for each production based on the director's vision and supervised/assisted student volunteers in the construction of costumes for each show.

Independent Contractor (Costume Designer, Asst. Costume Designer, Wardrobe Supervisor)

Phoenix & Tucson, AZ

Sept 1999-Aug 2013

Costume Designer - Designed costumes for a variety of film and theatre productions while collaborating with the director and other designers in creating and executing design concepts. Managed and maintained a strict budget and operated within a strict production schedule, with a variety of shooting locations.

Assistant Designer - Supported the designer and their vision and managed administrative aspects of the costume production such as calling actors to schedule fittings, preparing costumes on location for the day's shoot, and maintaining costumes during the run of the production

Wardrobe Supervisor - Responsible for wardrobe maintenance and logistics as well as liaising between the actors and the costume department.

Costume Shop Supervisor

Valley Youth Theatre; Phoenix, AZ

Jan 2010-Aug 2010

Assisted designer in executing the director's vision as well as supervising a staff of volunteers, delegating/assigning projects to each, according to their specific skill set.

Costume Designer/Costume Technician

Arizona Broadway Theatre; Peoria, AZ

Feb 2008-Jan 2010

Collaborated with designers and other technicians to execute and realize the director's vision and construction of costumes and crafts for each production.

COSTUME DESIGN

Theatre

Paradise Valley Community College, Paradise Valley, AZ

<i>The Drowsy Chaperone</i> , Costume Designer	2013
<i>25th Annual Putnam County Spelling Bee</i> , Costume Designer	2012
<i>Bus Stop</i> , Costume Designer	2012
<i>The Scarlet Pimpernel</i> , Costume Designer	2012

South Mountain Community College, Phoenix, AZ

<i>To Kill a Mockingbird</i> , Costume Designer	2011
<i>Dear Harvey...</i> , Costume Designer	2010
<i>Taming of the Shrew</i> , Costume Designer	2005

Arizona Broadway Theatre, Peoria, AZ

<i>The Elves and the Shoemaker</i> , Costume Designer	2008
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University of Arizona

<i>Side Show</i> , Asst. Designer/Co-Wardrobe Supervisor	2005
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Arizona State University

<i>Plastic Angels</i> , Costume Designer	2004
<i>Reckless</i> , Co-Costume Designer with Connie Furr	2004

Film

NALIP Latino Producers Academy 2006, Costume Designer & Wardrobe Supervisor

Broken Dir. Alex Ferrari

Navaja Dir. Robert Kubilos

Stuck (short) 2006, Costume Designer, Dir. Eli Benevidaz.

Moonpie (feature) 2005, Costume Assistant, Dir. Drake Doremus.

Vengeance (short) 2005, Costume Designer, Dir. Jennifer Smith

PROFESSIONAL SERVICE

Departmental Service

RSA@ASU, Arizona State University, Tempe, AZ 2015-2016
Vice President

Community Service

Arizona Costume Institute, Phoenix, AZ

President Elect	2014-2015
Executive Committee Member	2011-2014
Board Member, Programming Co-Chair	2011-2014
Nominating Committee Member	2011-2012
Budget Committee Member	2011-2013
2010 Holiday Luncheon Committee Member & Silent Auction Chair	Oct-Dec 2010