

# Andrew Shalat

designer / writer / instructor

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website:  
[www.shalat.com](http://www.shalat.com)  
[andrewshalat.tumblr.com](http://andrewshalat.tumblr.com)

portfolio:  
<http://shalat.com/portfolio.pdf>

## Professional History:

**Graphic Design, Illustration, Art Direction and Production, Author, Instructor**

## Design Instruction:

### **Adjunct Professor - Art Department (current) Chapman University**

Currently instructing introductory and advanced web design, with a focus on integrating CSS, HTML, javascript, JQuery Flash and ActionScript 3 and fundamentally sound DESIGN techniques into an interactive web environment.  
Currently instructing Color

### **Adjunct Professor - Digital Media Arts (current) Orange Coast College**

Instructing digital illustration, design and digital prepress courses with a focus on real-world workflow, design concepts and implementation. Courses taught: DMAD 190 (Illustrator basics), DMAD 183 (Digital Prepress - InDesign, Illustrator Bridge, etc.), DMAD 191 (Advanced Illustrator), DMAD 193 (Advanced Photoshop)

### **Department Head – Digital Arts (current) Sessions.edu Online Schools of Art and Design**

Currently instructing online design courses at Sessions.edu.  
Courses: Intro to Digital Arts, Design and Composition, Digital Illustration Basics, Digital Illustration Advanced, Advanced Typography, Intro to Digital Arts, Photoshop, Illustrator, Digital Video Production

### **CSULB Extension 1998-2000 Part Time Instructor**

Advanced Web Design, Basic Web Design, Photoshop, GoLive, Dreamweaver.

### **Speaker/Instructor/Seminar leader**

Speaker at Macworld Conference and Expo S.F. , 2000- 2009  
From 1992 – present: Speaker at forums including MacGathering LA, MacFair, Macworld Expo NY, Macworld Expo SF, Seybold Conference SF, Graphic Design California, and more.

## Book Author

### **Author**

***How To Do Everything With Online Video*** (2007, McGraw-Hill)

### **Author**

***CNET Do It Yourself Mac Projects*** (with Jolie Ballew. 2006, CNET/McGraw-Hill)

### **Author**

***Mac Design: Out of the Box*** (2005, Peach Pit Press, Inside Mac Press)

## Design

### **ShalatDesign**

Since 1988, I have worked as a Creative Director, Graphic Designer, Art Director and Team leader producing and overseeing all forms of branding, marketing, web development, packaging, print, and other forms of graphic design. I have been Art Director for Micro Publishing News, Digital Imaging Magazine, and others, and continue to do freelance design, instruction and writing in the design field.

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## **Art Director: Environmental Communication, Manhattan Beach CA**

Designed signage, oversaw advertising and collateral marketing for this environmental/commercial media company. 2005

## **Founding Art Director: Micro Publishing News**

Designed and produced and contributed articles to the monthly Magazine. Drew editorial illustrations and composite collage images throughout the publication. 1992-1996

## **Founding Art Director, Designer: Digital Imaging Magazine**

The magazine started as a quarterly insert in MicroPublishing News. Wrote for, designed, illustrated and produced the monthly magazine for MicroPublishing Press. 1994-1995

## **Technical Editor**

**Special Edition: Using Adobe Photoshop CS and Illustrator CS** (2005, author Peter Bauer, Que Publishing)

**Special Edition: Using Adobe Illustrator 10** (2002, author Peter Bauer, Que Publishing)

## **1989-Present**

### **ShalatDesign (shalat.com)**

Specializing in logo design, website design and development, corporate identity programs, marketing materials, advertising concept and design, and illustration. Magazine cover illustrations, editorial illustrations, and digital imaging. Our work spans the gamut of new media, from web site design to interactive multimedia to traditional print media.

I design with a critical concern toward user experience, balanced with client intentions and brand enhancement; web design in particular.

I frequently consult with Shalat Architects, P.C., mainly concerning signage, and entryway design. Other clients include AMS Design (Florence, Italy), (consulting and producing graphic design for the Elton John AIDS Foundation), PBQA (architectural Lighting designers – pbqa.com), Genius Products – San Diego (DVD design and packaging) and others.

### **Print design, illustration and production**

**(publication design, packaging, corporate identity, branding),**

**Web design and implementation (standard HTML-based, Flash, etc.)**

Design and illustration in both print and new media (web, video, whatever it takes to get a client's message across). A recognized authority in digital design and illustration.

### **Contributing editor, writer, news analyst: Macworld magazine, Macworld UK, Macworld.com (macworld.com)**

News items and interviews relating to Apple and the Macintosh platform.

Interviews with designers, analysis and opinion pieces.

### **Formerly Contributing editor, Columnist: Maccentral.com (maccentral.com)**

Opinion, News items and interviews relating to Apple and the Macintosh platform.

### **Formerly Columnist, Contributing Writer: START magazine (startmag.com)**

A monthly column called "Tech Talk". The magazine itself deals with enterprise and manufacturing industry issues.

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## **Columnist, Contributing Editor: Cross Media magazine (crossmediamag.com)**

A monthly column called "End User" located at the back of the book. The column deals with current cross-media design and software issues.

## **Memberships**

**Board of Directors**, Bob Koll Sailing Foundation, (a non-profit foundation)  
Newport Beach, CA.

The mission of the Bob Koll Sailing Foundation is to expand access to sailing and racing opportunities to those who would not otherwise be able to participate in our sport. Our emphasis is on youth. However programs are available to all non-profits as well as the community at large.

**Board of Directors**, FairMath, (a non-profit foundation), Long Beach, CA  
A Foundation concerning Secondary School education in Mathematics.

## **Education**

**M.A., Brandeis University**, Waltham, Mass. 1982 — English and American Literature (Focusing on 18th Century British Literature, particularly the Novel).

**Post-Resident Graduate Status** from 1982 to 1987, during which time completed the Oral Qualifying Exam for the PhD (in Twentieth Century American Fiction), and taught several writing seminars.

**B.A., State University of New York at Stony Brook**, 1980  
Stony Brook, N.Y. English

**Loughborough University**, 1979-1980

Leicestershire, England. Dept. of English & Drama

## **Languages**

**Italian:** Fluent speaking ability, good reading, good writing.  
**French:** Proficient speaking ability, fair reading, fair writing.  
**Spanish:** Proficient speaking ability, fair reading, fair writing.

References available upon request.

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