

## WORK HISTORY

**Richard D. Palmer**  
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Born: Battle Creek, Michigan

Graduated: Shepherd University, WV (BA, Commercial Arts)

Graduated: George Mason University, VA (Multi-Media Certificate)

### **July 2005 to present • Art Director, National Council of the Social Studies (NCSS)**

Redesign (evolve) and protect the NCSS brand: I wrote a usage guide for an update to the corporate ID in 2017. I engineer and produce digital audio resources relating to NCSS products (e.g.: A podcast tied to articles found in the print journal). I've also written a brief how-to guide for amateurs to successfully podcast through various means. I edit and create assets for video shorts to promote the latest NCSS long-read publications (e.g.: *The Inquiry Design Model: Building Inquiries in Social Studies*). My other duties include scheduling and production of four titles: *Social Education*, *Social Studies for the Young Learner*, *The Social Studies Professional* (newsletter), *Middle Level Learning*. These publications target NCSS membership who are made up of social studies educators. In addition, I maintain the association website ([www.socialstudies.org](http://www.socialstudies.org)) using asset management software and html; manage all advertising; help market the annual conference; serve as a liaison between staff editors and freelance designers; track associated printing costs for departmental budgets. And serve as an event photographer at the annual conference.

### **June 1995 – June 2005 • Art Director, Door and Hardware Institute (Chantilly, VA)**

Door and Hardware Institute is a small trade association serving the architectural openings industry.

My main responsibility was the creation of the association's monthly, 4-color magazine *Doors and Hardware* and all the attending duties that compliment the magazine including: Pre-flighting monthly advertising and archiving these electronic files for efficient re-use (pick-up). Fulfilling reprint requests. Communicating with vendors and printers, submitting printing specifications and reviewing quotes. I scheduled production benchmarks and deadlines for editorial and advertising. Press checks.

We created two large directories annually: *The Buyer's Guide* and *The Membership Directory*. This requires intense attention to detail, strategic preparations with other DHI departments (customer services), and the ability to juggle several projects at a time.

I developed new publications and collateral pieces such as: media kits, education catalogs, self-study course manuals, convention materials, and in-house advertisements. I demonstrated new production techniques to our support team, reviewed and recommended new software and hardware for all members of the publications department. I help maintain the DHI website.

### **1991 – 1995 • Art Director, *JazzTimes* magazine (Silver Spring, MD)**

I hired and managed and trained three entry-level production assistants. My main responsibilities included:

Designing the magazine templates and typography for this 4-color, perfect-bound publication. I also: created feature layouts, developed story titles with the editor, contracted freelance illustrators and photographers.

I created collateral materials (logos, brochures, magazine ads, registration forms) for the magazines annual convention. I prepared files for film negative output. I reviewed for accuracy service bureau and printer bills.

Coordinated typesetting and quality checked text formatting, coordinated proofreading, and press checks.

Graphic Designer, Chronicle Type & Design (Washington, DC)

Responsibilities included: created charts and graphs for the *Chronicle of Higher Education*, executed graphics and logos for the Art Director and trained production staff to use design/layout software.

**Proficient with the following tools:** Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat Pro, After Effects, DAZ 3D, MailChimp, Muse, Drupal, Powerpoint, Microsoft Word