

RESUME

Rich Palmer

Contact me:
21319 Whites Ferry Rd., Poolesville MD 20837
h:301-349-5934
w:301-588-1800 ext. 120
rpalmer@ncss.org
richanddebpalmer@verizon.net

Schooling

Bachelor of Arts, Shepherd University, WV
Multi-Media Instruction Certificate: George Mason, VA
Refresher Coursework: Thomas Pinower & Assoc., DC

National Council for the Social Studies (July 2005 to present)

NCSS in Silver Spring, MD
Title: Art Director

My duties include print scheduling and production for these 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 help maintain the NCSS website (www.socialstudies.org) using on-line asset management software (Drupal) and html; I post the publication articles to the Council website and to Ingenta, a service that delivers our offerings electronically to institutions and e-subscribers; I'm a liaison between advertising sales and accounting. At annual conferences, I serve as a photographer. I also create all graphics and designs for NCSS print collateral, the Council website, and onsite Conference signage and decoration.

Door and Hardware Institute (June 1995 to June 2005)

DHI in Chantilly, VA
Title: Art Director

DHI is a small trade association serving as a resource to the architectural openings industry.

My responsibility was the production design of the association's monthly, 4-color magazine *Doors and Hardware*. I would pre-flight advertising and archived the electronic files for efficient re-use (pick-up). I dealt with vendors and printers, submitting printing specifications and reviewing quotes. I scheduled production benchmarks and deadlines for editorial and advertising.

We created two large directories annually, *The Buyer's Guide* and the membership directory. This required great attention to detail, strategic preparations with other departments, 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 continually demonstrated new production techniques to our support team, reviewed and recommended new software and hardware for all members of the Publications department. I helped maintain the DHI website.

Jazztimes Magazine (1991 – 1995)

Jazztimes Magazine in Silver Spring, MD
Title: Art Director

This is a nationally distributed music magazine sold on stands.

Here, I designed the magazine layouts and spreads for the four-color, perfect-bound magazine. I also developed story titles with the editor, and contracted freelance illustrators and photographers.

I created collateral materials (logos, brochures, magazine ads, registration forms) for the magazine's annual convention in New York. I prepared files for film negative output. I reviewed, for accuracy, service bureau and printer bills. I coordinated typesetting and quality-checked text formatting, coordinated proofreading, and press checks. I also hired and managed three entry-level production assistants.

Great proficiency with: Adobe Creative Suite: InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Muse and Drupal
Some experience with writing/editing, video planning and editing; animation and photography.

See Samples of my work at my website: www.rotcast.com/magazine-samples.html