

## Advertising design and type direction consultant

providing services to art directors in both advertising and editorial design, many of whom are too often mired in routine and seek fresh perspective. In lectures, master classes, or individual coaching, I can help broaden points of view, encourage creativity, and improve typographic skills — while nurturing work that is adventurous, sophisticated, and directed to the clients' purposes. The focus is always on the design needs of the target audience. The resulting advertising design and typography distinguishes my client's work from their competitors, with more pitches won, additional assignments from existing clients, and greater visibility in the marketplace. It also makes individuals more promotable and marketable.

I am a specialist in typography and I am qualified by years of design experience as an award-winning practitioner, lecturer, and author. My credentials include a twenty-year career as a design consultant and coach; my most recent book, *Advertising Design and Typography*, and its four predecessors (one of which, *The Elements of Graphic Design*, comes up first at amazon.com in a search for "graphic design"); and my thirty articles on design published in a selection of industry-leading magazines. I currently serve as the president of the Type Directors Club, New York.

### Founding partner

of The Alexander W. White Consultancy providing typographic and design training, coaching, and mentoring.

The consultancy offers

- ▶ *Seminars*
- ▶ *Workshops*
- ▶ *One-on-one coaching*
- ▶ *Design management*
- ▶ *Design research*
- ▶ *Outsourced design and type direction*

Design services offered

- ▶ *Design critiques*
- ▶ *Pitch development*
- ▶ *Branding and corporate identity development*
- ▶ *Exploratory design and typography studies*

### Consultant

to advertising agencies, media companies, financial institutions, manufacturers, design firms, magazine publishers, and non-profits: BBDO Advertising; Gartner Inc; United Technologies; New York Life; LMP-Questar; United States Postal Service; Club Med; Wells Fargo Bank; BellcoreTEC; Risk Capital Management; Harvard Business School; Blue Coral, Inc; Fairfield University; McGraw-Hill, Inc., Managed Care Fundamentals; Capital Arts Association; IntelliVox; AutoIndustrial SA.

### Author

*Advertising Design and Typography*. 2007, Allworth Press.  
*Thinking in Type*. 2005, Allworth Press.  
*The Elements of Graphic Design*. 2002, Allworth Press.  
*Type in Use, Second Ed.* W.W. Norton, 1999.

### Lecturer

to art directors and writers at design and marketing conferences for the Northeast Computer Show; United States Postal Service; United States Department of Defense; Bell Research Training Center; American Chemical Society; Ragan Communications; Editores Nacionales, SA; Magazine Publishing Congress; Corporate Communicators Conference; Georgia Magazine Association; Florida Magazine Association. Some selected lecture topics: *International Design and Typography*; *Making Targets Look*; *Page Design: What Works and Why*; *Getting Writers and Art Directors on the Same Page*; *Type as Raw Material*; *Initial Impressions: A Critique*; *The Essential Guide to Great Design*; *How to Use Pictures to Tell Your Story*.

### Professor

of graphic design at Parsons School of Design; FIT; and City College of New York, 2000-present. Tenured senior design faculty at the Hartford Art School, University of Hartford. 1985-2000. Some selected course subjects: *Advertising Design I and II*; *Typography (MFA and BFA levels)*; *Electronic Design*; *Problem Solving*; *Corporate Identity*; *Magazine Design*. Many of my students have risen to the highest levels of advertising and design and have received a broad range of awards and distinction.

### Education

MFA in Advertising Design from Syracuse University.  
BFA in Graphic Design from Kent State University.  
Additional graduate work at the University of Illinois and undergraduate work at Parsons and SVA.