Howard Schneider

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SUMMARY: Howard Schneider is owner/creative director of both DesignPrinciples101.com and Howard Schneider Design and is a MFA graduate of California State University Los Angeles. He currently serves as adjunct professor in both graphic design and foundation courses at California State University Northridge.

Mr. Schneider's clients have included LAX, Qantas, PAULA Financial, Turner Construction, Aames Funding, Specialty Brands, The New Mart Building, Costa Macaroni, Rosito Bisani Imports, The School of Hotel and Restaurant Management, The Ray Wilson Company, and the City of Compton.

He maintains a strong interest in the role *order* and *chaos* play in design theory, and in the Bauhaus legacy. Beginning in November 2010, Mr. Schneider conducted numerous workshops on the topic of design principles at various Southern California colleges and universities. The workshop, entitled *Design Principles Workshop*, was developed originally as part of a research project, eventually leading to the online learning environment: DesignPrinciples101.com.

TEACHING PHILOSOPHY: As a graphic design instructor, Howard Schneider's goal is to develop in each student the ability and confidence to address visual communication issues conceptually, visually, technically. As a foundation course instructor, his goal is to instill in each student a principle-based groundwork upon which their personalities can intuitively and cognitively flourish.

EDUCATION: *Master of Fine Arts, Design*; California State University Los Angeles, 2009.
Thesis topic: The role of unintentional narratives in graphic design.
Studies included information design, type design, and graphic design for entertainment.

Bachelor of Arts; California State University Los Angeles, 1974.
Studies included graphic design, typography, color theory, exhibition design, and illustration.

EMPLOYMENT: **2001 – 2020,** California State University Northridge, Adjunct Professor
Northridge, California
Instruction in foundation art (two-dimensional design and color theory) and applied design courses (graphic design and typography).

2018– 2019, California State University Los Angeles, Adjunct Professor
Los Angeles, California
Instruction in applied design coursework (typography).

2001 – 2014, Pasadena City College, Adjunct Professor
Pasadena, California
Introduction to the professional practice, craft, and formal aspects of graphic design and advertising.

2010– 2013, Academy of Art University, Adjunct Professor
San Francisco, California (online)
Online instruction for undergraduate and graduate level courses in graphic design.

2010, The Art Institute of California – Hollywood, Adjunct Professor
North Hollywood, California
Instruction in fundamentals of design (two-dimensional design).

2007, Westwood College, Adjunct Professor
Los Angeles, California
Portfolio development class for graduating graphic design students.

EMPLOYMENT:

1987– present: Howard Schneider Design; Creative Director, Art Director, Altadena, California

Developing and implementing creative strategies for a varied spectrum of companies in the areas of software development, finance, real properties and development, retail, and food service. These strategies are articulated through marketing vehicles such as annual reports, corporate identity, sales literature, direct mail, event graphics, and internet site design.

RESEARCH ACTIVITIES:

WORKSHOPS AND ONLINE LEARNING DEVELOPMENT

■ *Design Principles Workshop 1* – A series of personally funded and directed workshops directed at enabling advanced students to discover or re-discover essential coordinating principles of design began in November 2010, running through November 2011. Eleven day-long workshops were conducted among five institutions with the intended purpose of developing and refining a short-term pedagogical model for potential adoption by most art and design college programs. Conducted at CSUN; UCLA Extension; Long Beach City College; Cerritos College; and Santa Ana City College.

■ *Design Principles Workshop 2* – The first workshop concept was expanded into a ten-week, online format involving video critiques and ten volunteers; Summer 2012.

■ *DesignPrinciples101.com* – An online, supplemental art and design learning environment created as a result of the aforementioned workshop research activities and user experience (UX) beta testing.

■ *Design Principles 101* Videos – A series of 14, roughly one to 13 minutes in length videos on Design Principles were designed and produced in Summer 2012 and made freely available at http://www.youtube.com/designprinciples101.

PROFESSIONAL ACTIVITY:

DESIGN PRINCIPLES 101

■ *Los Angeles World Airways* (LAX) – Professional training. Conducted a six-week course in design principles for an in-house graphic design staff of six. Objectives included stimulation of creative thinking, improve work efficiency, and to circumvent "autopilot" thinking.

■ *DesignPrinciples101.com* – An online, supplemental art and design learning environment.

HOWARD SCHNEIDER DESIGN

■ *Specialty Brands Inc.* – Product Line Brochures and Promotional Campaign: Designed and directed a creative team of writers, photographic and production staff in the creation of full line product brochures, merchandising and direct response campaigns for Posada and Butcher Boy brands of Mexican food items for food service. Visual direction was eventually adopted into a vertical extension of company brands.

■ *Costa Macaroni Manufacturing Co.* – Brand positioning and Advertising: Successfully repositioned family owned pasta brand through competitive brand advertising analysis. Designed and directed writing, stylists, photographic and production staff in creating the highest responding ad campaign in the company's history.

■ *The New Mart Building* – Various Promotions: Conceived, designed, and supervised writing, photography, production, media buy and lithography for print ads, press kit, office directories, direct mail, and event graphics.

■ *Aames Funding, Ameriquest Mortgage,* and *Pacific Thrift and Loan* – Direct Mail: Art Directed and managed a creative team of writers and assistant designers in developing a series of direct mail packages for various mortgage lenders. Our team created the control (highest responder rate) package for each company, and one of the highest conversion to loan rate packages in Pacific Thrift and Loan's history.

PROFESSIONAL ACTIVITY:
- *PAULA Financial* – Conceived, designed PAULA Financial Annual Reports, 2002-2006.
- *Qantas* – Conceived and designed employee handbook system and human resources collateral materials Qantas North America.
- *Rotary of Los Angeles* – Conceived, designed, and contributed writing to an award winning series of direct mail postcards entitled, *Let's Do Lunch*, for the purpose of increasing membership. New membership increased nearly 25% within first six months of campaign launch.
- *Ray Wilson Company* – Designed a templated formatting system for a general contractor in need of a more consistent appearance to their multi-sectioned, in-house generated proposals.
- *The Attivo Group* – Designed corporate identity for a business management software development company: http://www.attivoconsulting.com.

DISTINCTION: 2004 Gold Medal, direct mail category, Rotary Club International, *Let's Do Lunch* campaign.

EXHIBITIONS:
Graduate Thesis Exhibition, California State University Los Angeles, November 2009.
Graduate Design Art Exhibition, California State University Los Angeles, April 2009.
Design Option Walk-Through, California State University Los Angeles, March 2008.

ORGANIZATIONS:
AIGA, the professional association for design.
Rotary International, Los Angeles chapter

CONFERENCES: Presenter at the FATE 2019 Conference, Columbus Ohio, April 2019

ACKNOWLEDGEMENTS: *Launching the Imagination*, 5th edition, 2015. Mary Stewart, author; McGraw-Hill, publisher.

TEACHING COURSEWORK: **CALIFORNIA STATE UNIVERSITY NORTHRIDGE**
- *Beginning Two Dimensional Design*: Course introduces students to the notion of art as an intuitive response to a decision making process. Design elements and principles are introduced through a variety of techniques and materials. Special emphasis is placed on design principles as the primary driver behind the dynamic relationship between all design elements.
- *Color Theory*: Students are introduced to color interaction, movement, physical and emotional properties of color. Johannes Itten's *Seven Contrasts of Color* serve as the course's foundation for activities.
- *Art, Media and Visualization*: Students are introduced to the primary tools for image creation and editing: Adobe Illustrator, Photoshop and InDesign.
- *Graphic Design I*: This introductory course in visual communications provides an effective transition from 2D principles into narrative application. The student's foundational sensibilities are re-ignited and applied to real-world visual communication issues involving type and image.
- *Graphic Design II*: This intermediate course exposes students to more advanced conceptual problems in the field of visual communication and the intermediate skills required to fulfill them. A micro/macro approach to visual communication issues is taken. Brand development issues are also explored.
- *Introduction to Typography* and *Advanced Typography*: Course goals include sensitizing students to form, spacial and communication issues involving letterform, readability and hierarchal issues; typographic technologies and their history; type and imagery as a compositional components. The advanced course afforded deeper mainstream and deconstructed grid development.

TEACHING COURSEWORK: ■ *Introduction to Typography* and *Advanced Typography* (continued):
these issues into structured and deconstructed grid systems and logotype development.

> Field trips arranged: Hamagami/Carrol Inc., Typecraft lithographers, Getty Museum, Bergamot
Station, Metropolitan Transit Authority design offices, Los Angeles.

> Guest speakers arranged: Doyald Young, Wayne Hunt, Leo Monahan, Eric La Brecque, various
paper company representatives.

> Workshops arranged: Leo Monahan on design inspiration; Leo Monahan on color theory; Eric
La Brecque on branding.

■ *Computer Publishing Design*: Course goals include application of graphic design principles to
computer generated page layout. Using current software applications, this course covers design
of text documents, graphic elements, and their incorporation into page layouts. Emphasis is
placed on concept development and multi-page sequence design.

> Field trips arranged: Typecraft; Pasadena, CA

■ *Art, Media and Visualization*: Course goals refer to the way art, technology and visual repre-
sentation shape current visual practice. Includes intro to Illustrator, Photoshop and InDesign.

PASADENA CITY COLLEGE

■ *Introduction Advertising Graphic Design* – This introductory course in visual communications
provides an effective transition from two-dimensional principles into narrative application.
The student's foundational sensibilities are re-ignited and applied to real-world advertising
and graphic design issues. Concept are given priority in their expression through type and
imagery.

> Field trips arranged: Typecraft, Hunt Design, Pasadena Advertising; Pasadena, CA.

ACADEMY OF ART UNIVERSITY (ONLINE)

■ *Making Ideas Visible* – A graduate level course designed to create for each student a stronger
awareness of the formal principles of visual communication while introducing the theories,
practices and technologies that are essential to the graphic designer's role.

■ *Principles of Graphic Design* – An undergraduate level course designed to provide the begin-
ning designer with the basic principles, terminology, guidelines, methods and systems necessary
to solve graphic design problems. Communication methodology, grid usage, compositional
issues round out this introductory course.

THE ART INSTITUTE OF CALIFORNIA – HOLLYWOOD

■ *Fundamentals of Design* – Introduces students to the notion of art as an intuitive response
to a decision making process. Design elements and principles are introduced through a variety
of techniques and materials. Special emphasis is placed on design principles as the primary
driver behind the dynamic relationship between all design elements.

WESTWOOD COLLEGE

■ *Advanced Design Portfolio Review* – This course presents students with the opportunity to
polish their portfolios, as well as their visual and oral presentation skills. Topics covered
include advanced design concepts and techniques, typography, color and marketing skills
throughout all portfolio projects.

TEACHING RECORD: **CALIFORNIA STATE UNIVERSITY NORTHRIDGE**

F 2019	Art 343	Advanced Typography	24 enrolled
F 2019	Art 140	Beginning Two Dimensional Design	28 enrolled
Sp 2018	Art 343	Advanced Typography	23 enrolled
Sp 2018	Art 200	Art, Media and Visualization	26 enrolled
F 2018	Art 344	Graphic Design 2	25 enrolled
F 2018	Art 244	Graphic Design 1	26 enrolled
Sp 2018	Art 344	Graphic Design 2	21 enrolled
Sp 2018	Art 343	Advanced Typography	24 enrolled
F 2017	Art 343	Advanced Typography	25 enrolled
F 2017	Art 200	Art, Media and Visualization	21 enrolled
F 2017	Art 140	Beginning Two Dimensional Design	24 enrolled
Sp 2017	Art 343	Advanced Typography	26 enrolled
Sp 2017	Art 200	Art, Media and Visualization	23 enrolled
F 2016	Art 243	Introduction to Typography	14 enrolled
F 2016	Art 200	Art, Media and Visualization	26 enrolled
Sp 2016	Art 243	Introduction to Typography	21 enrolled
Sp 2016	Art 200	Art, Media and Visualization	18 enrolled
F 2015	Art 356	Computer Publishing Design	13 enrolled
F 2015	Art 200	Art, Media and Visualization	22 enrolled
Sp 2015	Art 243	Introduction to Typography	21 enrolled
Sp 2015	Art 140	Beginning Two Dimensional Design	25 enrolled
F 2014	Art 200	Art, Media and Visualization	26 enrolled
F 2014	Art 140	Beginning Two Dimensional Design	27 enrolled
Sp 2014	Art 243	Introduction to Typography	15 enrolled
Sp 2014	Art 140	Beginning Two Dimensional Design	24 enrolled
F 2013	Art 243	Introduction to Typography	27 enrolled
F 2013	Art 140	Beginning Two Dimensional Design	26 enrolled
Sp 2013	Art 243	Introduction to Typography	24 enrolled
Sp 2013	Art 140	Beginning Two Dimensional Design	19 enrolled

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TEACHING RECORD:	F 2012	Art 356	Computer Publishing Design	27 enrolled
	F 2012	Art 243	Introduction to Typography	29 enrolled
	Sp 2012	Art 343	Advanced Typography	20 enrolled
	Sp 2012	Art 244	Graphic Design 1	25 enrolled
	F 2011	Art 243	Introduction to Typography	27 enrolled
	F 2011	Art 140	Beginning Two Dimensional Design	28 enrolled
	Sp 2011	Art 243	Introduction to Typography	20 enrolled
	Sp 2011	Art 140	Beginning Two Dimensional Design	31 enrolled
	F 2010	Art 140	Beginning Two Dimensional Design	33 enrolled
	F 2010	Art 140	Beginning Two Dimensional Design	28 enrolled
	Sp 2010	Art 140	Beginning Two Dimensional Design	30 enrolled
	Sp 2010	Art 140	Beginning Two Dimensional Design	23 enrolled
	F 2009	Art 140	Beginning Two Dimensional Design	31 enrolled
	F 2009	Art 140	Beginning Two Dimensional Design	26 enrolled
	Sp 2009	Art 140	Beginning Two Dimensional Design	28 enrolled
	Sp 2009	Art 140	Beginning Two Dimensional Design	18 enrolled
	F 2008	Art 140	Beginning Two Dimensional Design	26 enrolled
	F 2008	Art 148	Color Theory	14 enrolled
	Sp 2008	Art 140	Beginning Two Dimensional Design	24 enrolled
	Sp 2008	Art 140	Beginning Two Dimensional Design	14 enrolled
	F 2007	Art 140	Beginning Two Dimensional Design	15 enrolled
	F 2007	Art 148	Color Theory	19 enrolled
	F 2007	Art 343	Typography & Letterforms	24 enrolled
	Sp 2007	Art 140	Beginning Two Dimensional Design	28 enrolled
	Sp 2007	Art 343	Typography & Letterforms	19 enrolled
	F 2006	Art 140	Beginning Two Dimensional Design	28 enrolled
	F 2006	Art 148	Color Theory	20 enrolled
	Sp 2006	Art 140	Beginning Two Dimensional Design	18 enrolled
	Sp 2006	Art 148	Graphic Design 2	27 enrolled
	F 2005	Art 140	Beginning Two Dimensional Design	28 enrolled
	F 2005	Art 148	Color Theory	17 enrolled

TEACHING RECORD:

Sp 2005	Art 140	Beginning Two Dimensional Design	25 enrolled
Sp 2005	Art 344	Graphic Design 2	17 enrolled
F 2004	Art 148	Color Theory	15 enrolled
F 2004	Art 343	Typography & Letterforms	23 enrolled
Sp 2004	Art 244	Graphic Design 1	14 enrolled
Sp 2004	Art 343	Typography & Letterforms	23 enrolled
F 2003	Art 140	Beginning Two Dimensional Design	23 enrolled
F 2003	Art 244	Graphic Design 1	23 enrolled
Sp 2003	Art 244	Graphic Design 1	19 enrolled
Sp 2003	Art 343	Typography & Letterforms	23 enrolled
Sp 2003	Art 343	Typography & Letterforms	24 enrolled
F 2002	Art 244	Graphic Design 1	22 enrolled
F 2002	Art 343	Typography & Letterforms	21 enrolled
Sp 2002	Art 244	Graphic Design 1	27 enrolled
Sp 2002	Art 343	Typography & Letterforms	24 enrolled
F 2001	Art 344	Graphic Design 2	21 enrolled
F 2001	Art 343	Typography & Letterforms	24 enrolled

CALIFORNIA STATE UNIVERSITY LOS ANGELES

F 2018	Art 3130	Typography 1	9 enrolled

PASADENA CITY COLLEGE

Sp 2016	Art 50a	Introduction Advertising Graphic Design	19 enrolled
Sp 2016	Art 50c	Advanced Advertising Graphic Design	10 enrolled
F 2014	Art 50a	Introduction Advertising Graphic Design	16 enrolled
F 2013	Art 50a	Introduction Advertising Graphic Design	13 enrolled
F 2012	Art 50a	Introduction Advertising Graphic Design	17 enrolled
F 2011	Art 50a	Introduction Advertising Graphic Design	17 enrolled
Sp 2011	Art 50a	Introduction Advertising Graphic Design	17 enrolled
F 2010	Art 50a	Introduction Advertising Graphic Design	20 enrolled
Sp 2010	Art 50a	Introduction Advertising Graphic Design	20 enrolled

TEACHING RECORD:	F 2009	Art 50a	Introduction Advertising Graphic Design	16 enrolled
	Sp 2009	Art 50a	Introduction Advertising Graphic Design	21 enrolled
	F 2008	Art 50a	Introduction Advertising Graphic Design	17 enrolled
	Sp 2008	Art 50a	Introduction Advertising Graphic Design	18 enrolled
	F 2007	Art 50a	Introduction Advertising Graphic Design	14 enrolled
	Sp 2007	Art 50a	Introduction Advertising Graphic Design	19 enrolled
	F 2006	Art 50a	Introduction Advertising Graphic Design	14 enrolled
	Sp 2006	Art 50a	Introduction Advertising Graphic Design	18 enrolled
	F 2005	Art 50a	Introduction Advertising Graphic Design	16 enrolled
	Sp 2005	Art 50a	Introduction Advertising Graphic Design	13 enrolled
	F 2004	Art 50a	Introduction Advertising Graphic Design	13 enrolled
	F 2003	Art 50a	Introduction Advertising Graphic Design	20 enrolled
	Sp 2003	Art 50a	Introduction Advertising Graphic Design	16 enrolled
	F 2002	Art 50a	Introduction Advertising Graphic Design	12 enrolled
	Sp 2002	Art 50a	Introduction Advertising Graphic Design	13 enrolled
	F 2001	Art 50a	Introduction Advertising Graphic Design	12 enrolled

ACADEMY OF ART UNIVERSITY (ONLINE)

	Su 2013	GR 105	Principles of Graphic Design	7 enrolled
	F 2012	GR 105	Principles of Graphic Design	14 enrolled
	Sp 2012	GR 616	MS: Making Ideas Visible	13 enrolled
	F 2011	GR 616	MS: Making Ideas Visible	13 enrolled
	F 2010	GR 105	Principles of Graphic Design	12 enrolled

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TEACHING RECORD:

THE ART INSTITUTE OF CALIFORNIA – HOLLYWOOD

Su 2010	FS 102	Fundamentals of Design	18 enrolled

WESTWOOD COLLEGE

Su 2007	GD 280	Advanced Design Portfolio Review	7 enrolled

SERVICES TO ASSIST THE PROFESSION AND COMMUNITY

2018   Initiated discussions between Musashino Art University, Tokyo and California State University, Northridge towards the goal of developing exchange programming.

2013   Developer; *Design Principles 101,* ten week prototype online course

2012   Developer; *Design Principles 101,* ten week prototype online course

2012   Guest reviewer; *AIGA Student Portfolio Day*; Westwood College, Los Angeles, CA.

2011   Developer and conductor; *Design Principles Workshop*, UCLA Extension, Los Angeles, CA

2011   Developer and conductor; *Design Principles Workshop*, webinar, online/offsite

2011   Developer and conductor; *Design Principles Workshop*, Santa Ana City College, Santa Ana, CA (four workshops)

2011   Developer and conductor; *Design Principles Workshop*, California State University Northridge, Northridge, CA

2011   Developer and conductor; *Design Principles Workshop*, Long Beach City College, Long Beach, CA

2011   Developer and conductor; *Design Principles Workshop*, Cerritos College, Cerritos, CA (two workshops)

2010   Developer and conductor; *Design Principles Workshop*, California State University Northridge, Northridge, CA

2010   Guest reviewer, The Art Institute of California, North Hollywood, CA.

2010   Guest reviewer, *AIGA Student Portfolio Day*; Woodbury University, Glendale, CA.

2009   Guest speaker, Robert Fulton College Preparatory School, Van Nuys, CA.

2000   Supervision of student intern at Howard Schneider Design; *Design Intern Program* of California State University Northridge, fall and spring semesters.

2000   Reviewer, *Portfolio Day*, California State University Northridge.

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SERVICES TO ASSIST THE PROFESSION AND COMMUNITY

1999   Supervision of student intern at Schneider Design Associates; *Design Intern Program* of California State University Northridge, fall semester.

1999   Reviewer, *Portfolio Day*, California State University Northridge.

CONFERENCES

Issues regarding the Effective Dissemination of Design Principles Involving Art and Design Education, is the title of a presentation I've been invited to give at the FATE Conference in Columbus, Ohio, four days from this writing on April 5th. My presentation reflects an alternate view in response to a trending, pedagogical push towards conceptual investigation and its weaving into the core of many foundation curricula.

RESEARCH ACTIVITIES

DesignPrinciples101.com is an art and design learning environment that I've developed for the purpose of establishing a useful platform dedicated to promoting awareness of design principles. A series of experimental workshops were conducted at various colleges and universities in Southern California between 2010 and 2017, which eventually led to the site's development. The documentation of these workshops can be found at: https://www.designprinciples101.com/the-story/the-research/