

## Howard Schneider

phone 626.824.2869  
hschneid@pacbell.net fax 626.797.0987  
<http://hschneiderdesign.com>

### CURRICULUM VITAE

2650 Lake Avenue, Unit 7  
Altadena, CA 91001

#### SUMMARY:

Howard Schneider is owner/creative director of Howard Schneider Design and 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 and in graphic design at Pasadena City College.

Mr. Schneider's clients have included 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.

#### TEACHING PHILOSOPHY:

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

#### 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 – present**, California State University Northridge, Adjunct Professor  
Northridge, California

Instruction in foundational courses (two-dimensional design and color theory) and graphic design courses (graphic design and typography).

**2001 – present**, Pasadena City College, Adjunct Professor  
Pasadena, California

Introduction to the professional practice, craft, and formal aspects of graphic design and advertising.

**2007**, Westwood College, Adjunct Professor  
Los Angeles, California

Portfolio development class for graduating graphic design students.

**1987– present**, Howard Schneider Design, Creative Director, Art Director, Project Manager  
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. Mr. Schneider articulates these strategies through marketing vehicles such as annual reports, corporate identity, sales literature, direct mail, event graphics, and internet site design.

**1986 – 1987**, Williamson & Associates, Senior Designer  
Culver City, California

Designed, art directed, supervised creative and production staffs in creating product brochures, packaging, product catalogs and corporate identity.

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Page 2

#### CREATIVE ACTIVITY: THESIS PROJECT

- *It's Your Turn* – A series of nineteen, oversized, three sided, mobile columns containing images or quotations on the human condition. Viewers are invited to move the columns around to create an intentional narrative. Being that the columns are three sided, any narrative created results in the immediate creation of unintentional narratives.

#### SCHNEIDER DESIGN ASSOCIATES

- *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.
- *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 who needed a more consistent appearance to their multi-sectioned, in-house generated proposals.
- *CardPartz.com*– Developed the name, company, designed the content and supervised programming of an online, subscription greeting card (e-card) service.

#### WILLIAMSON & ASSOCIATES

- *Walt Disney Home Entertainment* – Art director and designer on first *Walt Disney's Cartoon Classics* video collection; point of purchase, video sleeve and collector's box designs.
- *Karl Lorimar* – Designed corporate identity mark for a multi-categorized video library as well as numerous video singles packaging.
- *California Almond Grower's Exchange* – Designed a 32-page Christmas catalog for an almond grower's cooperative.

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Page 3

**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.

#### 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.
- *Graphic Design 1* – 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 2* – 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.
- *Typography & Letterforms* – Course goals include sensitizing students to form, spacial and communication issues involving both letterform and text – readability and hierarchal issues; typographic technologies and their history; type and imagery as a compositional components; typography as a plastic narrative.

> 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.

#### 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 Press, Hunt Design, Pasadena Advertising.

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Page 4

### TEACHING COURSEWORK: 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

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
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

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Page 5

### TEACHING RECORD:

#### CALIFORNIA STATE UNIVERSITY NORTHRIDGE

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

#### PASADENA CITY COLLEGE

Sp 2010	Art 50a	Introduction Advertising Graphic Design	21 enrolled
F 2009	Art 50a	Introduction Advertising Graphic Design	15 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

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**TEACHING RECORD:**

**PASADENA CITY COLLEGE**

F 2001 Art 50a Introduction Advertising Graphic Design 12 enrolled

**WESTWOOD COLLEGE**

Su 2007 GD 280 Advanced Design Portfolio Review 7 enrolled

**SERVICES TO ASSIST THE PROFESSION AND COMMUNITY**

- 2010 Guest reviewer, The Art Institute of California, North Hollywood, CA.
- 2010 Guest reviewer, Woodbury University, Glendale, CA.
- 2009 Guest speaker, Robert Fulton College Preparatory School, Van Nuys, CA.
- 2000 Supervision of student intern at Schneider Design Associates; *design intern program* of California State University Northridge, fall semester.
- 2000 Supervision of student intern at Schneider Design Associates; *design intern program* of California State University Northridge, spring semester.
- 2000 Reviewer, *Portfolio Day*, California State University Northridge.
- 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.