

STAN DARK

Dewey Stanley Dark

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imagesrc@imagesrc.com
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Age: 59

41 YEARS

drawing, painting

32 YEARS

design, advertising and marketing

25 YEARS+

design firm ownership

1999

Design Firm of the Year

Pinnacle Awards Baton Rouge, LA

2000

Design Firm of the Year

Pinnacle Awards Baton Rouge, LA

The Pinnacle Awards recognizes outstanding accomplishments within the advertising field and related industries. The awards are designed to enhance the awareness and professionalism of the advertising industry and recognize significant contributions in all areas of advertising including the fields of media, promotion and special events, marketing, graphic design, printing and broadcast production. The nominees are judged by out-of-market industry professionals throughout the country and rewarded for both current and past contributions, and advancements in their respective fields.

Note: After 2000 they deleted this category from the competition.

PERSONAL PROFILE

I have been on the creative path for over 30 years, and have acquired a unique blend of design, marketing, and advertising experience. I am very comfortable wearing multiple hats in my job...designer, art director, writer, illustrator, or marketer. I design to communicate ideas and concepts with a diverse creative style. I have successfully managed projects, large and small, from concept to completion throughout my career. I am passionate for my work and take pride in how it benefits my clients.

CAREER HISTORY

The Image Source, Inc.: 1988 to present – President

Design, corporate image development, creative marketing, and illustration

Pin Point Marketing, Inc.: 1991-1997 – Secretary/Treasurer

Direct marketing and corporate communications

Dark Designs: 1981-1988 – Owner

Illustration and design

Garrison and Associates Advertising: 1982-1984 – Art Director

Design, corporate image development, creative advertising

Jefferson Davis Parish: An Oral and Visual History: 1980-1981 – Research/Exhibit

Director: Designer/illustrator/structural design

Roy, Kiesel, Patterson and McKay, attorneys at law: 1979-1980 – Patent Artist

WORK HIGHLIGHTS

After college, where I studied fine art, education, theology and sociology, I was a patent artist in a law firm while freelancing at an advertising agency. During that time I wrote and received a grant from the National Endowment for the Humanities to do historical research and produce a traveling exhibit that toured throughout the state of Louisiana. Following that I took a position as an art director at an advertising agency and later stepped out as one of the first design firms in Baton Rouge.

Jefferson Davis Parish: An Oral and Visual History - “Voices from the Louisiana Prairie”

Research / Traveling Exhibit

Director: Designer/illustrator/exhibit design

Grant – National Endowment for Humanities and the Zigler Museum Foundation

“Voices From the Louisiana Prairie” is an exhibit of the oral and visual history of Jefferson Davis Parish, Louisiana. Burt Tietje, a photographer/historian, and I spent 15 months doing oral interviews, collecting old photographs, reprinting photographs from glass plate negatives, and documenting the current parish in photography and illustration. The culmination was an exhibit at the Zigler Museum, with Louisiana Public Broadcasting using the event as their annual party. The exhibit toured the state for a year and later was featured at the Louisiana World Exposition in New Orleans.

Grant writing, exhibit, art direction, design, illustration, production, media relations, and special event promotion.

Louisiana World Exposition: Louisiana Folklife Pavilion

Design consultant

Design, production and print of exhibit materials - New Orleans, LA

The Worlds Fair came to New Orleans in 1984 and I worked as the design consultant for the Folklife Festival Pavilion exhibit space and produced the Pavilion’s exhibit materials. I was one of very few people that did design work for the Exposition outside of the main design office.

Consultant, art director, design, production, print coordination, and special event promotion.

Dow Chemical USA

Rotary kiln and landfill materials

Design, production, writer, and illustrator of corporate materials - Plaquemine, LA

I worked with Dow Chemical creating educational materials demonstrating how the rotary kiln (incinerator) worked and its benefits to the community. With my technical illustration skills I used breakaway drawings to more clearly demonstrate the flow of the process.

Design, writer, production, illustration, and print coordination.

CLIENTS

Past and present:

Arkansas Medical Imaging
Baton Rouge Bar Association
Baton Rouge Symphony Orchestra
Bone & Joint Clinic of Baton Rouge
Casino Rouge
City of Baton Rouge and East Baton Rouge Parish
Dow Chemical USA
Exxon Chemical
Fest For All
First National Bank of North Arkansas
General Health System & Foundation
Louisiana Workers' Compensation Corporation
Louisiana World Exposition: Louisiana Folklife Pavilion
Louisiana State University
NSGA/National Senior Games Association & The Senior Olympics
St. James Stevedoring
Telco Federal Credit Union
The Trane Company
Whitney Bank
Woman's Hospital

Louisiana Workers' Compensation Corporation

Design, print and communications consultant

Design and production for all communications materials for 11 years - Baton Rouge, LA

I began working with Louisiana Workers' Compensation Corporation when they were a start up company, and over the next 10+ years my firm created their brand. I worked as a consultant and designer producing all corporate marketing materials including multiple award-winning newsletters, computer forms, safety materials, special event materials, displays, web site, and even designed a hot air balloon. We set the print standards and coordinated all printing for years.

Consultant, art direction, design, production, marketing, illustration, web, special event promotion, fine art portraits, and print coordination.

General Health System & General Health System Foundation

Design and production of Centennial calendar - Baton Rouge, LA

Excellence in General publications and portraits - Baton Rouge, LA

The Baton Rouge General Hospital celebrated their centennial in 2000 and we produced a special calendar to mark the event. We collected the historical information from the hospital's archives and designed and produced the "Commitment to Caring" calendar to be used during the year-long promotion.

The "Excellence in General" dinner was the main fund-raising event for The General Health System Foundation and we produced the promotion and event materials with original pencil portraits of the recipients and celebrity speakers. The portraits of some of the celebrity speakers included: C. Everett Koop, Charles Kuralt, Elizabeth Dole, and former first lady Barbara Bush. *Design, art direction, production, illustration, fine art portraits, special event promotion, and print coordination.*

United Methodist Arkansas Conference: "Holy Healthy UMC"

A web based health & wellness program

Co-director, design, production, writer, and marketing of program - Little Rock, AR

"Holy Healthy UMC" was a faith-based health and wellness program we researched, developed and promoted for the Arkansas Conference of the United Methodist Church. The program, originally developed as a response to rising health concerns among clergy, was expanded to offer healthy educational resources for the entire conference. The comprehensive web based program covered the four steps to total health: mental/emotional, social, spiritual and physical health.

"Holy Healthy UMC" was launched conference wide and was introduced to churches with bulletin insert, posters, ads, power point slides and recommendations on how to build upon the program. In April of 2010 the Special Projects Assistant at the USDA for the Center for Faith-Based and Neighborhood Partnerships expressed interest in and requested updates on the program due to its similarity to First Lady Michelle Obama's initiative "Let's Move."

Program developer, design, art direction, writer, illustration, marketing, web design, and print coordination. Project includes web-based program, program guide, bulletin inserts, posters, and CD with ads, web banners, PR articles, and marketing suggestion guide.

EDUCATION BACKGROUND

Bachelor of Arts in Behavioral Science; concentration in Sociology

- Scarritt College, Nashville, TN – 1979
- 50 hour minor in fine arts
- Additional hours in education and religion.

SOFTWARE PROFICIENCY

I have an extensive knowledge of many software applications that I use on a regular basis.

- Adobe Creative Suite – PhotoShop, Illustrator, Dreamweaver, InDesign
Expert level work in creative programs PhotoShop, Illustrator and InDesign.
- WordPress development
- Quark Xpress – Production application (expert level)
- I have a fair knowledge of HTML, CubeCart, Joomla, etc.

ASSOCIATIONS

- The Advertising Federation of Greater Baton Rouge
Past Board of Directors
- The Visual Communication Society of Baton Rouge
Past Vice President and President