

STAN DARK

Dewey Stanley Dark

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Age: 61

Designer
Illustrator
Art Director
Story Board Artist
Graphic Arts
Painter

43 YEARS

drawing, painting

34 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

Stan Dark Creative: 2015 to present – Owner
Design, branding, marketing, interactive, and illustration

The Image Source, Inc.: 1988 to 2015 – 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”

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, 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

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*
- *National Park Service/U.S. Department of Interior*
- *SGS Petroleum Services Corporation*
- *St. James Stevedoring*
- *Telco Federal Credit Union*
- *The Trane Company*
- *Whitney Bank*
- *Woman's Hospital*

Louisiana Workers' Compensation Corporation

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"

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.

Jean Lafitte National Historical Park: "200th Anniversary of The Battle of New Orleans"

Writer and illustrator - National Park Service • U.S. Department of Interior

Mike Rihner, a New Orleans music composer, was selected to compose and perform an original piece for the 200th Anniversary ceremony held at Jean Lafitte National Park in January of 2015 (then later in the year in Washington DC). I was requested by the National Park Service to illustrate the story of the Battle of New Orleans for Mr. Rihner to work from. After research I decided the best way I could present the story for Mr. Rihner was to write a short book and illustrate the story line much like a graphic novel. We agreed that the story would be done from my visual perspective but would hold basic historical facts. The book was not published but the 36-page book became the guide for Mike Rihners composition, which was its intended purpose.

Vincent N Roxy

Movie shot in Baton Rouge in 2014 • *Story Board Art*

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