



VISUAL COMMUNICATIONS Est. 1988. *Celebrating 25 years of service!*

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McCall Design, Visual Communications is a multidisciplinary small studio that evolved from its core principles of quality, innovative concepts, customer-focused design, and strategic lasting brand communications. McCall Design partners with you to build your corporate image with consistency and continuity, by getting to know you and your goals. Founder, Denise McCall, has direct experience designing effective communications for CEOs, Senior Management, Diverse Department Directors, Doctors, Technicians, etc. — teaming with other communicators such as Writers, Editors, Marketing & Public Relations Professionals creating visual brand solutions, **Visual Communications**. Denise designs from concept to completion with her clients to create brand logos and complete identities, advertising campaigns; illustrations, book covers; public signage and environmental campaigns; publications and event branding & promotions. She creates visual communications that are custom to your needs, and essential in our current fast-paced information age. Images and design solutions speak a thousand words quickly while capturing and engaging the emotions of your target audience.

Denise has an innate talent nurtured and passed down to her through two generations of family artists and designers. She holds a **Bachelor of Fine Arts in Graphic Design**, with a strong foundation in conceptual fine arts, from Stella Elkins' **Tyler School of Art, Temple University in PA**, a **Computer Graphics Accredited Professional Certificate** from **Moore College of Art & Design in PA**, and **Graduate Studies in Marketing and Interactive Design** from **Rhode Island School of Design in RI**. Denise got her start in the advertising and design firms of Metro Philadelphia Area, and built her expertise designing directly for customers throughout the country for over 25 years; designing inhouse for nonprofit clients even when it was not the norm at that time, as resources were extremely limited. Denise has studied with Design Leaders such as Joe Scorsone and Alice Drueding, Lanny Sommese, and Frank Baseman; Illustrators such as Stan Zagorski, Rafal Oblinski, and John O'Leary. McCall is one of 40 professionals in the Nation selected for certification and graduated from the prestigious **AIGA/Harvard University Business School Capstone Design Leadership Program in MA**; honored with **13 American Advertising Awards® (AAF)**; **Art Directors Club (ADC)** and **numerous Communicator Awards/International Academy of Visual Arts (IAVA)** for various corporate identity campaigns and communications.

Denise was Artist and Art Director for the **American Red Cross** in Philadelphia for over a decade. She was personally responsible for establishing visual brand standards, developing and designing visual brand image, and creating brand identities for internal and external clients and target audiences. She designed for the Chapter Health & Safety, Aids Education, Fundraising Services, as well as target campaigns including for the first Gulf War. Through the years, she has directed, created and produced blood regional illustrative images, national campaigns and new program initiatives — many times in coordination with hospitals and other **healthcare organizations**. She was honored with various awards in her tenure; one of which was the prestigious Tiffany Award (symbolizing caring, truth, and fortitude) for Superior Customer Service. She has also designed publications for the **University of Pennsylvania, its Dental School and Wharton School of Business**, as well as other clients. Through her **nonprofit organization and business design expertise**, she has won many prestigious industry awards. Denise has given back by serving as Board Member and Chairperson in her industry; and in the communities she has relocated to throughout her past eight year United States Military Spouse Service. She has also been Board Member, Creative Chairperson for Community Events, on Navy Event Committees, President for the U.S. Navy Civil Engineer Corps Officers' Spouses' Organization.; and her work with American Red Cross spans over two decades.

McCall's vision has helped create positive change for her clients' business. Denise has designed for various clients in the United States creating brands for various age groups and target audiences. McCall's Studio stands apart because Denise creates cohesive designs after thoughtful methodical research, working direct with clients and their objectives. With over 25 years expertise and a college adjunct professor of *Visual Communications*; Denise is an asset to any organizational team. She delivers a unique array of high quality valuable services, working to earn your long-term business. **Call McCall today!**

McCall Design Studio. We create image for your business. 610.805.7316 • mccall@dmvisual.com

McCall DESIGN