



VISUAL COMMUNICATIONS Est. 1988. *Celebrating over 33 years of service!*

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McCall Design, Visual Communications (DMVISUAL) is a multidisciplinary small studio that evolved from its core principles of quality innovative concepts, customer-focused design, and strategic lasting brand communications. McCall's Studio partners with you to build your corporate image with consistency and continuity, by getting to know you and your goals. Founder, Denise McCall, has expertise designing effective communications directly for CEOs, Senior Management, Diverse Department Directors, Doctors, Technicians, etc. — and 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. McCall holds a **4-Year 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, Computer Graphics Accredited Professional 1-Yr. Certification** from **Moore College of Art & Design in PA**, and further education in **Marketing and Interactive Design** from **Rhode Island School of Design in RI**. Denise got an early start in retail, then advertising and design firms of Metro Philadelphia Area including West Washington Square Art District, and built her expertise designing directly for customers throughout the country for over 33 years; designing in-house 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 (HBS) - Capstone Design Leadership Program in MA**; Honored with **13 American Advertising Awards® (AAF)**; **Art Directors Club (ADC)**, **Telly Award**, & **numerous Communicator & Davey Awards/Academy of Interactive and Visual Arts (AIVA), NYC** for multimedia identity image campaigns/communications.

As Sole Staff Artist/Creative Art Director/Production Manager for **American Red Cross** in Philadelphia for over a decade, Denise was personally responsible for establishing visual brand standards, developing and designing visual brand image, and creating various identities for internal and external clients and target audiences at local, division and national levels. Denise designed for Chapter Health & Safety, Aids Education, Fundraising, 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 with hospitals and other **healthcare organizations**. She was honored with various awards in her tenure, the prestigious **Tiffany Award (symbolizing caring, truth, and fortitude) for Superior Customer Service**; and continues brand contract work with American Red Cross spanning over two decades. She has designed publications for the **University of Pennsylvania, its Dental School and Wharton School of Business**, and many other clients. Through her **nonprofit and business design expertise**, she has won many prestigious industry awards. Denise has served as Board of Directors Chair in her industry, and in the communities she has relocated to through her past eight year active/over four year retired U.S. Military Community Service: Board Committees, Creative Event Chair, Navy Event Committees, President for the US Navy Civil Engineer Corps Community: Multimedia Campaign, and Web/Mobile/FB Launch Chair/PR Communications.

McCall's vision has helped create positive change for her clients' business. McCall's Studio stands apart because Denise creates cohesive target market designs after thoughtful methodical research, working direct with clients and their objectives. With over 33 years in business producing brand case long-term identities, a AIGA/HBS certified design leader, college adjunct professor of *Visual Communications, and INC. Military Entrepreneur 2013*; Denise is an asset to any organizational team. McCall delivers an unique array of high-quality valuable services to earn your long-term business. **Call McCall Today!**

McCall Studio/DMVISUAL LLC, We Create Image for Your Business. ■ 610.805.7316

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McCall DESIGN