# Gordon Wood Art & Design

Services & Process

I am dedicated to creative collaboration as a incubator studio of inspiration, support, guidance, and resources for the clients seeking to become visionary entrepreneurs, leaders, and change agents that desire to continually raise potential and who seek to redefine, realign, and create — through their own exploration and actions. My sustainability emphasis focuses on innovation while balancing it with sophistication and beauty in the new millennium with a mindful orientation for how we want to live, communicate, and work. We work together catalysts for successful, enhanced results through multidisciplinary teamwork and lucid integration management of all necessary strategic alliance relationships and customer service. The emphasis in my life and work with clients and the public is in re-imagining to re-imaging objectives of surmounting well-informed futility. My client's objectives become my objectives within the explicit creation of distinctive and exceptional project – based management, image or product of quality, function, artistry and beauty.

#### Art & Design:

- Graphic Design
- Project Management
- Creating concepts and product development
- Preparing proposals & creative briefs
- Developing and designing book & cd covers, postcards, brochures, and business cards
- Vendor & fabrication alliances and supervision
- Designing exhibitions & performing curatorial work

## Textile & Surface Design:

- Designing textiles: Contemporary & Traditional Jacquard/Woven & Printed
- Collaborating with stylists and clients on design concepts
- Preparing concept sketches through to finished drawings and/or files
- Consulting on coloration with stylists, clients and production
- Collaborating with domestic and foreign manufacturing alliances
- Working collaboratively on concept/designs for natural dye fabric development & production
- Knowledgeable in the use of natural dyes with cellulose & protein fibers

#### Fine Arts Expertise:

- Consulting & collaborating with designers, artists, art consultants and clients regarding display and installation
- Mentoring of artists and designers in creativity, professional and career development
- Directing exhibition and display transportation and handling
- Insuring security of valuable fine arts collections
- Extensive knowledge and skill in performing all aspects of fine art handling and custom framing
- Establishing exhibition schedules, planning, marketing and mounting exhibits

### Management - Administration & Public Relations Work:

- Entrepreneurship & Small Business; Creative and design-driven leadership enhancing strategic value.
- Design & Project Management: Identification & allocation of creative assets within an organization and project.
- Developing and executing business plans with resource networking: Working together to share processes, resources and information
- Developing & writing Policies & Procedures
- Preparing project estimates and bids
- Negotiating Contracts
- Budgeting and maintaining financial and client records
- Systems & data management
- Increasing community awareness, involvement and outreach
- Expanding audience and market share by diversifying advertising and products
- Managing marketing and promotional plan

### Computer, Software & Digital:

- Macintosh & PC
- Word, Excel, Outlook, & Internet Explorer
- Entourage, TextEdit, Acrobat
- Quickbooks, AccountEdge, Filemaker Pro
- Photoshop & Illustrator
- Corel Painter