

STEPHEN REAVES

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www.sreaves.com

EDUCATION

San Diego State University, San Diego, CA

M.A. in Art

December 1987

Thesis: Painting and Illustration; The Fusion Between the Two

One week showing in SDSU's Master Gallery of my paintings and illustrations.

San Diego State University, San Diego, CA

B.S. in Art with an Emphasis in Graphic Design

June 1979

AWARDS

Conde Nast Publishers, Mademoiselle (magazine) Guest College Editorship

1977

Hollywood Reporter (entertainment magazine) Key Art Award for "Fearless" & "Seven."

1994 & 1996

Communication Arts Magazine, Award of Excellence in Advertising for "Dennis the Menace."

1993

TEACHING EXPERIENCE

The Fashion Institute of Design and Merchandising, Los Angeles, CA

Director, Graphic Design

2002 to 2016

Oversee the GD major on three of FIDM's four campuses; Los Angeles, San Francisco, Irvine, CA

[Development and execution of two-year A.A. degree with emphasis in Fashion Branding and Entertainment.]

- Establish the GD program planning, and development of curriculum.
- Generate industry out-reach; Internships, student employment, guest speakers, and company partnerships.
- Managed staff personnel processes, budget, facility, and equipment resources for three of FIDM's four campuses.

The Fashion Institute of Design and Merchandising, Los Angeles, CA

Instructor-Graphic Design, Design I, Conceptual Design, Typography, and Digital Imaging,

Key Art Design, Title Design, Applied Branding, Photography, Brand X.

2002 to present

[Developed syllabus and overall course structure, and administered all grades.]

- Proficient in distance learning platforms (Sakai), and (Blackboard Collaboration).
- Experience in graduates portfolio preparation, and faculty review.

California State University, Long Beach CA

Associate Professor-Graphic Design, Typographic Design, Computer Graphics,
Visual Communication Design A & B

1999-2001

[Developed syllabus and overall course structure, and administered all grades.]

San Diego State University, San Diego, CA

Teaching Assistant to Graphic Design Professor, Alan Miller

1983-84

[Collaborated on curriculum and exam development, met with students upon request, and graded all written work, including final exam papers.]

CAREER HIGHLIGHTS

Steve Reaves Design, Independent

1998 to present

Client list: Aspect Ratio, Creative Domain, The Cimarron Group, Lion's Gate, New Wave Entertainment, Paramount Classics, Seiniger Advertising, Shoolery Design, and VOX Entertainment

- Development and execution of high-level Motion Picture marketing strategies and objectives
- Developed and executed photo concepts and art direction of all shoots based on film or script
- Designing and branding of title, logo or key art into visual merchandising and outdoor advertising
- Art Director and Designer: Dragonfly, Frailty, Riding in Cars with Boys, Hannibal, Harry Potter, The Time Machine, The Four Feathers, The Sum of All Fears, We Were Soldiers, K-19: The Widowmaker, High Crimes, I SPY, Showtime, The Sweetest Thing, Divine Secrets of the YA-YA Sisterhood, Servicing Sara, The Blood Works and Anger Management
- Total creative for the following award winning campaigns and key art; A Few Good Men, Misery, The Age of Innocence, For The Boys, Fearless, Seven, Thelma & Louise, Steel Magnolias, Shawshank Redemption and Zorro

Bingo Advertising, Vice President 1998-99

- Shared responsibility for Business Development and Account Management
- Creative Director and Account Executive to key decision makers on all aspects of multi-media, print, outdoor and promotional materials
- Negotiated and managed outside vendor relationships with photographers, illustrators, designers and printers
- Hired, managed and scheduled all internal creative resources on individual projects and assignments

Seiniger Advertising, Senior Art Director 1997-98

- Senior • Senior Creative and designer to some of the following theatrical campaigns Town & Country, How The West Was Won, I Dreamed of Africa, The General's Daughter, Bringing out the Dead and Muppets from Space
- Responsible for overall visual concept and marketing strategy for several of Seiniger's theatrical and Entertainment projects including photo shoot concepts, art direction/design and client presentations.

New Line Cinema, Vice President of Creative 1995-97

- Principal Creative working with Senior Executives in the development and creation of advertising and marketing strategies
- Primary Creative liaison between Studio, Producer, Director and Talent in concept and project development
- Creative Director and Designer of several theatrical campaigns including Seven, Shine, The Island of Doctor Moreau, Last Kiss Goodnight, Bed of Roses and Friday the Thirteenth series
- Responsible for final execution and delivery on all aspects of various media including print, trailers/AV, outdoor and promotional materials
- Management of art department staff and all outside subcontractors including advertising agencies, public relations, photographers, copywriters, designers and illustrators
- Art Director and Producer to the following photographers; Herb Ritts, Greg Gorman, Albert Watson, Timothy White, Annie Leibowitz and Mary Ellen Marks

Intralink Film and Graphics, Vice President of Creative 1990-95

- Second in command behind Company President assuming his global responsibilities when off-site
- Shared responsibility for Business Development and Account Management on major accounts including Warner Brothers, Disney, New Line Cinema/Fineline, Columbia Pictures and HBO
- Principal Creative liaison between the agency and the Studio, Producer, Director and Talent on advertising strategies and marketing development
- Responsible for presentation to client on multiple media including print, trailers, outdoor and promotional
- Negotiated contracts with studios, vendors and general contractors
- Controlled and estimated the budget and billing for all art department projects
- Recruitment, Management and Supervision for entire Art Department
- Major Projects included Batman Forever, My Girl I & II, Dennis The Menace, Sommersby, Nell, Hoffa, Little Women, Shawshank Redemption, The Crow and Bon Fire of the Vanities

FIDM ACCREDITATION COMMITTEE

Graphic Design Major with Emphasis in Entertainment and Branding FIDM Self Study
NASAD National Association of Schools of Art and Design 2008 & 2013

Graphic Design Major with Emphasis in Entertainment and Branding FIDM Self Study 2008

WASC Institutional Self Study in Support of Reaffirmation of Accreditation

MEMBERSHIPS

AIGA, Professional Association for Design
NAPP, National Association of Photoshop Professionals
RAMA, National Retail Federation
SIMA, Surf Industry Manufacturers Association