



Wednesday, Aug 19, 7:00pm - 9:00pm

MICA / Bunting Center, Room 410

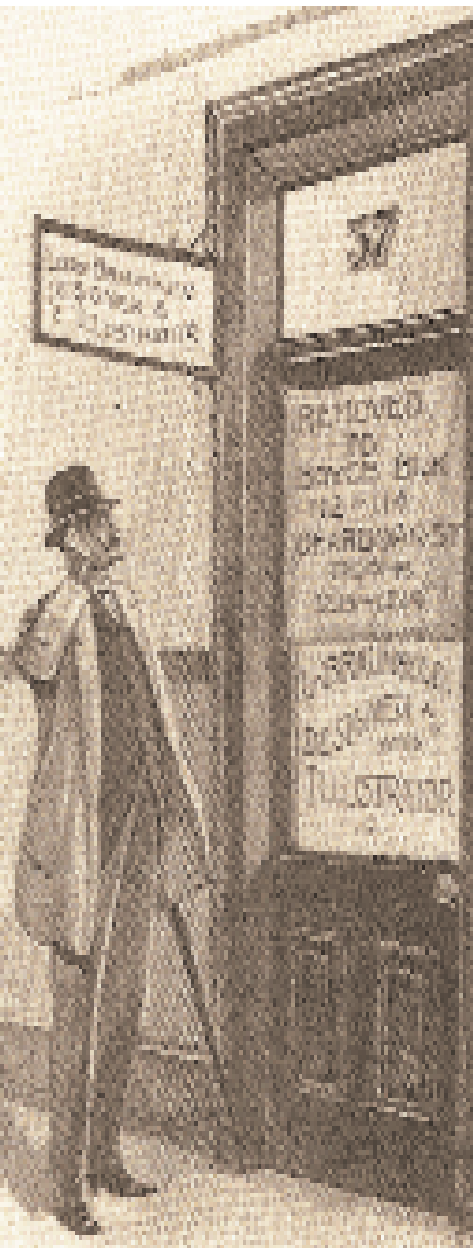
1401 Mt Royal Ave / Baltimore

## The Business of Design: An Historical Perspective (panel discussion)

Graphic Artist, Desktop Publisher, Production Artist, Printer's Assistant, Commercial Artist, Typesetter, Visual Communication Designer, Art Director, Graphic Designer, or simply Designer? When and how did graphic design emerge and develop into a profession? How have shifts in technology and business practices reshaped the roles and responsibilities of design practitioners time and again? What has remained constant in the business of design, and what might the future hold? After a brief history lesson with Amanda Hostalka, you'll hear from our distinguished panel. Representing small studios, large publishers, advertising, freelancers, and corporate communications teams, these panelists will speak to the milestones that changed how they work. Guests will be invited to chime in, offer predictions, and share their own stories as we discuss why ad agencies started offering design services for free, or how the role of a designer shifted when printing went digital?

**Moderator:** **Amanda Gingery Hostalka**, Interim Art Department Chair, Stevenson University

**Panelists:** **E. Rachael Baird**, Owner & Creative Director, Tilt Studio, Inc. **Ed Gold**, Professor, University of Baltimore School of Communications Design; formerly Creative Director, Barton-Gillet Company. **Mike Lee**, AARP Web Strategy & Operations, Director of Program Management. **Jerry Litofsky**, MICA Continuing Studies, Co-coordinator Graphic & Digital Design. **Mark Shippe**, Owner & Creative Director, DesignMark, LLC



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