

Rudy
Manning

Education 教育

Art Center College of Design
艺术中心设计学院
1997 BFA w/Honors
Graphic Design 平面设计

Clients 客户

Nokia
Hudson Pacific Properties
Microsoft
SAP
49'ers
Relativity Films
Evian
China Mobile
China Telecom
Disney
Westfield
ESPN
Warner Pacific

Professional Associations 专业协会

The Art Director's Club

American Institute of Graphic Arts

10,000 Small Businesses
Goldman Sach's Entrepreneur

Professional & Career Highlights 专业 & 职业生涯

Pastilla Institute of Design | 2004 to Present

帕斯蒂利亚设计研究院 / 2004 至今

In 2004, Rudy Manning opened The Pastilla Institute of Design, a brand shaping creative agency with offices in Pasadena and New York City. Rudy leads a team of to 10 to 15 strategists, designers, animators, developers and project managers as the principal and chief creative director.

For the past 11 years, the agency has teamed with global brands to produce award winning work through branding, advertising, interactive projects, websites, and film titles. Pastilla helps its diverse clientele solve a variety of communication challenges. Our clients include Nokia, Westfield, Hudson Properties, Microsoft, ESPN, Evian, Disney, AT&T and Relativity Films.

Pastilla's Work with the Atturaif Living Museum Interactive Exhibit | 2015 to Present
帕斯蒂利亚的作品与 Atturaif Living 博物馆 合作展演 / 2015 至今

Pastilla was commissioned to design nearly 18-20 interactive displays for a museum in Saudi Arabia to inform, educate and entertain visitors. Atturaif is the most historically significant and intact district of Old Diriyah, the capital of the first Saudi state. We aim to transform a little known settlement into a world-class cultural tourism destination through our brand and design experience. The museum opens in September 2016.

Pastilla's Surface and Surface Pro 3 Branding & Ad Campaign | 2012 & 2014
帕斯蒂利亚的外观和外观 Pro 3 品牌 & 广告活动 / 2012 & 2014

In its beginning stages, the Microsoft Surface team contacted Pastilla to create concepts for Microsoft's internal marketing team. These early renditions led to Pastilla becoming the agency of choice for the official Surface tablet ad campaign. The challenge was to re-position Microsoft as a credible player in the tablet hierarchy. Our campaign went viral and led to the re-engagement of Pastilla for the 2014 Surface Pro 3 campaign.

Microsoft Band | Branding, Strategy & Ad Campaign | 2013 to 2014
微软公司/品牌战略 & 广告活动/2013 -2014

The X-Box team approached Pastilla for the early development of its Microsoft Band. During early research and development stages, X-Box sought a partner to help visualize the success of the product and position it for executives at Microsoft. Our strategic process began with the naming of the product, logo design & identity, brand strategy & positioning, and led to final concepts for the ad campaign, packaging, and impactful creative for decision makers to experience the band.

World Expo Shanghai 2010, US Pavilion 2010 | 2008
上海世博会 2010, 美国场馆 2010/2008

Experience design agency, BRC Imaginary Arts, commissioned Pastilla to design and develop concepts for the US Pavilion Expo 2010 for the World Expo in Shanghai.

Published & Awards 出版刊物 & 奖项

Graphis Merit Award HOW
International Design Award
Print Regional Design Award
International Creativity Award
Hollywood Reporter published
"Resolved" Emmy Nominee
A.D. Variety published
American Center for Web 100
Featured in STEP Magazine
One Show Interactive Silver Award
I.D.'s Annual Design Review New
York Festivals Bronze Medal Boards
Magazine published American
Center for Design 100 ResFest
Magazine published Print Magazine
Design Annual New Media Envision
How Magazine, self-promotion

Speaking Engagements 讲演事宜

2017
SXSW Ignite Speaker
3x3 Design Conference
2014
SXSW The Skool Workshop
2013
The Skool Conference Merge
2011
China & USA Synergy Presenter
2006
Contemporary Graphic Designers
ArtCenter Conference

Nokia Design Center | 2000 to 2002 诺基亚设计中心/ 2000 - 2002

Nokia was a frequent client of Pastilla's. In collaboration with the NDC in-house design team, Rudy worked on projects that included: growing the motion graphics studio, redesigning an interface for the Nokia media terminal; designing of the retail graphics for Nokia stores in Asia; and art directed, designed and produced the concept spots that ultimately marketed Nokia mobile phones.

Teaching Experience 教学经验

Instructor | Comm Design 4 - Branding & Identity Systems | Graphic Design Department
Art Center College of Design | Spring 2016 to Present

讲师/ 通用设计 4-品牌 & 认知系统/平面设计部门

艺术中心设计学院/春季 2016 至今

Comm 4 is a class that allows the student to research and develop a full graphic identity program for a company or institution. My teachings are focused on thinking as a brand strategy and building their own brand objectives and attributes the topic at hand. This process of strategic planning and thinking will lead the designer to solutions that satisfy and align with their client's business goals and positioning as set by the student meanwhile creating forward-looking identities which can then be implemented over print, screen and environmental applications.

Instructor | Visual Communication 6 | Product Design Department
Art Center College of Design | Spring 2015 to Present

讲师/ 视觉交流 6/ 产品设计部门

艺术中心设计学院/ 春季 2015 至今

Vis Com 6 is an industry-level, presentation, and storytelling class. My teachings are focused on students visually communicating projects, ideas, and their process succinctly through various techniques. The students use graphics, photography, 3D rendering, and film-animation in order to convey their ideas. Students also utilize these techniques to showcase their work in an exciting and emotionally compelling way through their website and presentation decks.

I also help students develop their personal brand. The process consists of developing their brand attributes and a brand statement, carrying this through to their identity, and finally, developing a personal brand film.

Instructor | ID-Graphics | Product Design Department
Art Center College of Design | Summer 2014

讲师/ ID 平面设计/ 产品设计部门/

艺术中心设计学院/ 春季 2015 至今

ID Graphics is a class designed to teach Product Design students the fundamental basics of graphic design. We study everything from typography, logo & identity and visual communications. The projects include designing their resume, a logotype and poster for one of their projects.

Substitute and Guest Lecturer | Various Classes | Graphic Design
Department Art Center College of Design | Dates Varied

代课 & 客座讲师/ 多种等级/ 平面设计部门 艺术中心设计院/日期不定