



COLORED HORSE STUDIOS

creative services for marketing & publishing

Theresa Whitehill
poet designer

Paulo Ferreira
artist

RESUME: THERESA WHITEHILL, BOOK DESIGNER

UPDATED 18 AUGUST 2007



PORTRAIT OF THERESA WHITEHILL, OLAF BECKMANN

4/93 - Present: **Graphic Design & Writing**, Colored Horse Studios, Ukiah, California

Creative Services for Marketing and Publishing, a freelance business founded with husband, artist Paulo Ferreira; Services include travel & copywriting, poetry commissions, graphic design and pre-press production for print and online media, print brokering, project management, art and sculpture commissions, limited edition letterpress printing, and publishing of hand-printed literary broadsides; Online portfolio can be viewed at www.coloredhorse.com

9/04 - 5/05 **Instructor**, Photoshop and Computer Graphics, Mendocino College, Ukiah, California: full credit semester courses in Adobe Photoshop skills and computer graphics software (Adobe Illustrator, Macromedia Flash, Adobe InDesign, Adobe GoLive)

11/98 **Artist-in-Residence, 1998 California Digital Arts Workshop**, American Film Institute, Hollywood
As part of this workshop, Theresa studied digital animation, and produced an online poem which can be viewed through a link on the Colored Horse web site, coloredhorse.com. Her project was chosen to be featured in the American Film Institute's 1998 Annual Report.

3/98 - 5/98 **Poet-in-Residence**, Stags' Leap Winery, Napa Valley, California
A collaboration with artist Patrick McFarlin of Santa Fe, and prose writer Rod Smith of San Francisco; a four-week salon during which the Napa wine and food community were invited to sit for portraits, both painterly and literary; the work produced during these sessions was exhibited at the Napa Valley Museum in Yountville, California, in January of 1999, along with a catalog of paintings and writings (*Napa Valley: Portrait of a Community*), and was the subject of a CBS Special in March of 1999. The exhibit has traveled to Atlanta, and Philadelphia.

5/85 - 9/93 **Letterpress Production Manager**, Zida Borcich Letterpress and Studio Z Mendocino, Fort Bragg, California; Work included letterpress printing on Heidelberg 10x15 Windmill, foil stamping, typesetting, design, layout for offset printing, copywriting and editing, management of production, scheduling, estimating, quality control, and customer relations for letterpress design shop and correspondence card line.

780 Waugh Lane
Ukiah
California
95482-5911
USA

9/85 - 8/86 **Gray's Trousers Press; Head of Letterpress Printing Program**, Mendocino Art Center, Mendocino, California: Developed and promoted literary letterpress program under a grant from the California Arts Council and the National Endowment for the Arts; produced graphic arts classes; produced literary readings; designed and printed limited edition and promotional work for the Mendocino Art Center, a non-profit organization.

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member, Graphic Artists Guild



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EDUCATION

- 4/08: **Book Design**, Leigh McLelland, San Francisco Center for the Book, San Francisco, California
1/05: **Intermediate Web, Cascading Style Sheets**, Academy X, San Francisco, California
7/02: **Fast Track to Flash MX**, Cupertino, California
11/98: **California Digital Arts Workshop**, American Film Institute, Hollywood, California;
Training in Flash Animation and HTML programming
3/97: **ToolFarm**, San Francisco, California; Training for Web and digital design & publishing
9/93–12/93: **ROP Computer Lab**, Mendocino, California; Retrained from letterpress to digital design
9/80–5/82: **Mills College**, Oakland, California; Book Arts, Typography, History of the Book, Creative Writing
9/76–6/77: **University of California at Santa Cruz**, Kresge College; Basic Sciences, Spanish, “Birth of a Poet” with William Everson;
Environmental Studios Professional Internship: Classroom & Field Instruction with grammar schools
in the Santa Cruz area, focusing on the ecology of Elkhorn Slough
1/76: **Sir Francis Drake High School**, San Anselmo, California; Graduated

SELECTED CLIENT LIST: PUBLISHERS & BOOK DESIGN

- Summer 2007 *Illuminated Heart: Love Songs of a Zen Romantic*, poetry by Joe Pulichino; pastels by Julie Higgins: book cover and text design, typesetting and production, 80 pages, ISBN: 978-0-9797775-3-0
- Winter 2006 *Stags’ Leap Winery: A Guide to the Estate*, five volumes plus linen-covered portfolio case, Stags’ Leap Winery: Series design, writing, copyediting, book cover design & production for letterpress, interior text page design & production for 2-color, including project management, print brokering, art direction of artist; media: letterpress, offset lithography, Smythe-sewn, glued into wrappers; each volume is 32 pages
- Fall 2006 *Aurelius O. Carpenter*, Marvin A. Schenck, Karen Holmes, Sherrie Smith-Ferrie, Grace Hudson Museum (museum catalog): paperback cover design & production; dust jacket design and production; interior text page design & production for duotones, Smythe-sewn, 120 pages, ISBN 0-9740300-1-5
- Spring 2006 *Circles of Life: Katsina Imagery on Hopi Wicker Basketry*, Judith W. Finger and Andrew D. Finger, Grace Hudson Museum (museum catalog): paperback cover design & production; interior text page design & production for full color, perfect bound, 104 pages, ISBN 0-9740300-2-3 (soft cover), ISBN 0-9740300-3-1 (hard cover)
- Fall 2005 *The Art of Surrender*, Becca Smith, Glancing Orpheus Press (Artist’s journal through cancer): paperback cover design & production; interior text page design & production for 1-color, including charts for handwriting analysis; media: print on demand, perfect bound (Page Free Publishing), ISBN 1-58961-387-2
- Fall 2004 *Twenty Remarkable Women*, Marian Brannan, Little River Press (Handwriting Analysis of 20 famous women): paperback cover design & production; interior text page design & production for 1-color, including charts for handwriting analysis; media: print on demand, perfect bound (Book Surge), ISBN 1-59457-144-9 (soft cover), ISBN 1-59457-706-4 (hard cover)
- August 2003 *Inspired Objects: The Crafts of Mendocino County, A Juried Exhibition*, Grace Hudson Museum (exhibit catalog): book cover design & production, interior text page design & production for 4-color process, including project management, print brokering; media: offset lithography, wire stitched



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- July 2003 *Gangaji*, Roslyn Moore, DO Publishing (Interviews with Gangaji): paperback cover design & production, interior text page design & production for 1-color, including scanning and placement of numerous photographs; media: offset lithography, perfect bound
- February 2001 *Education for Action*, Food First Books (non-fiction): Paperback cover design & production
- December 2000 *Fighting the Good Fight*, C. G. Greenleaf, Cypress House Publishers (non-fiction): Hard Cover dust jacket design & production
- December 2000 *Personal Leadership*, Crisp Publications (non-fiction): Interior text page design & production, including numerous charts
- October 2000 *The Future in the Balance*, Food First Books (non-fiction): paperback cover design & production, interior text page design & production for 1-color, including numerous footnotes; extensive index
- April 2000 *Jade Suit*, Meryl Rafferty, hit & run press (poetry): hard and soft cover design & production; interior text page design & production; media: offset production, foil, smythe-sewn
- April 2000 *Body & Soul*, Sharon Doubiago, Cedar Hill Publications (poetry): Paperback cover design and production
- March 2000 *Meeting Papaji*, Roslyn Moore, DO Publications (interviews with students of Papaji): hard and soft cover design & production; interior text page design & production; media: offset lithography, perfect bound
- 1993–2002
- Ten paperback and/or dust jackets designed & produced for Cypress House Publishers
 - Eight books, paperback covers and text pages designed and produced for Food First Books
 - Two paperback book covers designed and produced for Food First Books
 - Two books, text pages designed and produced for Celestial Arts
- 1990 *Tadeusz Borowski: Selected Poems* (published by hit & run press, Lafayette, California): hard and soft cover production, text page production; media: offset lithography, smythe-sewn
- 1987 *Dreaming in Someone Else's Mind: Poetry & Art from Dana Gray Elementary* (funded by Poets in the Schools, included instruction with student editors & book designers): soft cover design and production, interior page design instruction and production instruction; media: letterpress, offset lithography, perfect bound
- 1983 *Between Rivers*, Carlos Suárez (poetry): publishing, editing, cover design and production, text page design and production; media: offset lithography, smythe-sewn
- 1983 *Untitled (The Child)* (anonymous short story, student work): publishing, design and production; media: letterpress, hand-sewn and glued into covers
- 1982 *Blessed Be Nothing: A montage of writings by & about the women of Mills* (collaboratively produced by students of the Eucalyptus Press, Mills College, under the direction of professor Kathy Walkup): cover design and production, text development, editing, and production; media: letterpress, offset lithography, hand-sewn and glued into covers