

Chris Laning

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SKILLS & EXPERIENCE

✧ Computer

- Adobe Creative Suite: 15+ years of daily use for writing, editing, page layout and pre-press (InDesign, FreeHand/Illustrator, & earlier versions).
- Photoshop: 10 years of daily use for photographs and line art.
- Microsoft Word, Excel: 15+ years. MS Access: 11 years of designing databases and reports.
- Web design: Recent courses in Dreamweaver, Drupal and Flash.

✧ Editorial & Writing

- 30+ years of experience founding, designing, editing, writing for, and producing newsletters and small magazines; recruiting and developing writers for publication, including editorial direction and individual instruction; planning and implementing advertising and outreach campaigns.
- 30 years of experience writing educational and informational flyers, booklets and instructions, advertising and press releases.
- 4+ years of educational blogging.

✧ Graphic design

- 20 years of experience designing and producing periodicals, business forms, logos, calendars, signage, advertising, invitation and greeting cards, and promotional items.

✧ Web design

- Dreamweaver websites since 2005; classes in Dreamweaver and Flash; Drupal sites setup, organization and theming.

EMPLOYMENT

- ✧ **Freelance publications** include: *Bedes Byddyng* (80-page book); published articles in the *Brill Encyclopedia of Medieval Pilgrimage* (forthcoming), in *Encyclopedia Britannica Micropedia*, in magazines such as *Stage Directions*, *Friends Journal*, *Piecework*, and *Tournaments Illuminated*; and papers presented at the International Congress for Medieval Studies in 2005 and 2007.
- ✧ 1-93 to 7-09: **Loretto High School**, Sacramento, Publications Director. Edited, produced (including pre-press), wrote and designed monthly newsletter, press releases, alumnae magazine, media events, school event invitations, programs, signs, flyers, office forms. (on leave 7/00-6/01)
- ✧ 10-89 to 9-91: Founded and edited **EarthLight**, 20-page quarterly magazine of spirituality and ecology. Developed and successfully marketed concept, designed format, name, logo; wrote, solicited and edited articles; edited and produced first four issues.
- ✧ 12-83 to 10-95: Designed, edited and produced all publications for **Davis Food Co-op** (a \$1 million per year market), including a 20-page monthly tabloid. Wrote major articles, sold and designed advertising, developed and trained writers and layout workers, supervised up to 35 volunteers. Designed & produced all educational flyers, office forms, membership mailings and store signage.

EDUCATION

- ✧ **Stanford Professional Publishing Course**, a 14-day intensive in magazine and book publishing.
- ✧ **Certificate in Graphic Design**, University of California at Davis, Cooperative Extension. 24 quarter units of course work including visual design, typography, business principles.
- ✧ **Master of Science in Botany**, University of California at Davis, Botany Graduate Group.

PORTFOLIO

- ✧ **Online print portfolio:** <http://public.me.com/chrislaning>
- ✧ **Websites:** <http://paternoster-row.org>; <http://facultyaffairs.stanford.edu>; <http://cronicas.stanford.edu>