

Bruce Newell Macdonald  
Business Administration Department  
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## **EDUCATION**

**B.A. Trinity College** (Hartford, CT) June 1956

**American Academy of Art**, Chicago, 1960-63

Three years post-graduate study of marketing communication: illustration and graphic design. (This institution is a degree – MFA- giving school).

## **AREA OF SPECIALIZATION**

Marketing Communications is commonly thought of as, just, advertising. In reality it is a broad canvas of marketing methods and execution applications that with the best firms and practitioners, is a seamless, highly persuasive business practice that affects almost all areas of commerce. All the large advertising agencies encompass these many and diverse methods in their practice and for their client(s).

The application of: these marketing communications (advertising, graphics, logos, packages, illustration, internet etc.) to: corporate and brand business objectives is what I practiced myself for 40+ years and now teach.

## **EXPERIENCE**

### Academic Experience

**Washington & Lee University:** Executive in Residence, Visiting Lecturer, Williams School: 2001 to present.

- Summer Scholars, 2003,04,05,06, 07, 08.
- Initiated an annual New York Advertising Agency Trip-November 2005 and 2006, 07, 08 - now a regular event.
- Initiated W&L's involvement in the National Student Advertising Competition in 2003 – now a regular event.
- Initiated the “branding of Lexington” program-taught this term at W&L.
- Serving on W&L Logo Committee, chaired by Dennis Cross ( current)

**Trinity College**, Hartford, CT: Shelby Cullom Davis Visiting Lecturer, Fall Semester : **2000**, plus two: Art in Business 5-day Seminars: November 2001 and 2002

**Southern Virginia University, Buena Vista, VA, fall semester 2003**

**European College of Liberal Arts, Berlin, Germany: 5-day business seminars: June 2003, March 2004. April 2005, April 2006, April 2007 ( total of five years).**

**Visiting Lectures at:**

Dabney Lancaster Community College, Lexington and Covington, VA, - 2007, 2008

College of William and Mary, Williamsburg, VA - 2005

Wittenberg University, Springfield, OH - 1992

New York University, NY - 1986

**Professional Experience**

Chairman Emeritus: Libby Macdonald & Shear Inc.: 2000 to present

CEO: Libby Macdonald & Shear Inc.: 1993-2000 (Graphic Design firm)

CEO: Congdon Macdonald & Shear-NY: 1988-1993

Partner: Congdon Macdonald Inc.-NY: 1982-1988

Managing Director and Vice President: Graphic Design Division of Young & Rubicam Inc) 1970-1982, in New York

Illustrator and Graphic Designer-London, UK: Cato Johnson Inc.: 1965-1970

Illustrator: Grant Jacoby(Advertising Agency)- Chicago: 1962-1965

**Professional Memberships**

Historic Lexington Foundation: Board of Trustees

Packaging Design Council of New York

Alpha Delta Phi

**Professional Awards and Recognitions**

(Note-these are advertising industry related awards)

1998: **Edison Award** (American Marketing Association, NY) for Most Innovative Package/Product/Campaign of the year, (Grey Poupon/Nabisco Foods)

1996: **CLIO Award** for Excellence in Packaging Design and Advertising, (Nabisco/Kraft Foods)

1986: **CLIO Award** for Excellence in Graphic Logo Design, (Bacardi Breezer)

1985: Art Directors Club of Chicago, Award for Excellence

1985: Bronze Award from Financial World Magazine: Annual Report for Central Soya

1984: Bronze Award from Financial World Magazine: Annual Report for Swiss Army Knives/Forschner Inc.

1983: **CLIO Award** for Excellence in Logo and Packaging, (Pepsi Cola/Mirinda Brand)

1982: **New York Art Directors Club/Silver Award** for CBS TV Network Documentary

1982: AIGA Award for Excellence in Graphic Design

1982: Art Directors Club of New Jersey, Award for Excellence in Graphic Design

1982: Communications Arts Magazine: Award for Graphic Design

1979: Art Directors Club of Chicago  
1978: Society of Illustrators Award for Excellence  
1976: Society of Illustrators Award for Excellence  
1975: Society of Illustrators Award for Excellence  
1974: Art Directors Club of Chicago  
1970: American Artist Magazine/Feature Article  
1967/68: Royal Academy of Art/London: Annual Exhibition  
1964/65: National Academy of Design/NY: S.J. Truman Award ( 1964) for Painting  
1963: Art Institute of Chicago/Municipal City Award for Painting

#### **Collections of:**

Union League Club, Chicago  
Butler Museum of American Art, Youngstown, Ohio  
First Union Bankcorp (now Wachovia), Stamford, Connecticut  
Washington & Lee University, Wilson Hall- new Arts and Music building  
Trinity College, in Smith House -Hartford

#### **Community Involvement**

2002-present: Board of Trustees, Historic Lexington Foundation  
2003-present: Chairman of the Art Acquisition Committee for Carilion/Stonewall Jackson Hospital, Lexington  
2006: Committee for Fund Raising through art for The Free Clinic, Lexington  
2007: Committee for the Lexington Chamber of Commerce for the “branding of Lexington” through new marketing methods, designs and advertisements.

#### **Publications**

2008: Wrote Textbook called **“The Bridge-the Role of Design in Marketing”**, published by Morgan James, NY , 2008, now in bookstores and online.  
2009: Wrote paper called **“Origins of the Logo”** for International Design Conference, Feb. 2010 at University of Illinois in Chicago.

#### **Personal**

Married to Sunny Macdonald, 46 years.  
One daughter ( Laura) and three grand-daughters, who live in Winnetka, IL.  
Purchased and renovated an old farm and farmhouse just south of Lexington.  
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## **Qualifications for Teaching**

### **Description of my course, Art in Business**

**Art in Business** is an investigation into the multiple roles art and design play in the business world, covering all key areas of marketing communications. The emphasis will be on a combination of two essential elements of any visual marketing technique: (1) the business rationale behind each marketing manifestation, and (2) the creativity behind each. Among topics to be studied are: The Logo (corporate identity, brand logo), The Retail Arena (supermarkets, retail stores) The Package (design, color and shape) and Advertising (the Image). There will be a team project, perhaps several, approximately three term papers, two exams and a final exam.

### **Expansion of the above**

A colleague of mine at W&L recently did a survey of the many academic disciplines at the university which are related to (through subject matter and process) an in-depth study of marketing. I found it new and interesting.

Some of the courses studied and mentioned were: Anthropology, Psychology, Sociology and certainly, Political Science. What this means is that the study of marketing involves a number of inter-related disciplines found in a top liberal arts college or university, such as VMI or W&L. Consider that the subject of psychology probes the reasons behind human behavior (including group behavior) to clearly *understand*, and *anticipate* the presentation of a product or service in a way that will be most likely to gain awareness and acceptance with the general public. In other words, "why people buy" is obviously a marketing-related action and mindset.

The study of Sociology is an expansion of personal behavior on a grander scale, Anthropology, the study of the human environment and history, and certainly political science is the calculated science of influencing voter opinion. In the final analysis, marketing's tool, advertising is always about "persuasion."

### **Personal Qualifications**

I began practicing the profession of visual marketing (words, pictures, design) more than 40 years ago, first in Chicago for a mid-sized advertising agency, then London for a fledgling graphic design firm, (which grew into the first and biggest international marketing design firm in Europe at the time), then as divisional director for the ninth largest advertising agency in the world (Young & Rubicam), and finally, as partner and CEO of a marketing design firm in the highly competitive cauldron of New York City. In this capacity I interacted daily and weekly with large Fortune 500 companies such as Pepsi Cola International, Johnson & Johnson, Kraft/Nabisco foods, Merrill Lynch – to name a few.

We had our measure of recognition for our work with these clients, namely three CLIO Awards (equivalent of an Emmy or Oscar in film), one Edison and one Silver at the NY Art Directors Annual. It is the cumulative experience from those 40 years that I bring to the classroom, along with my textbook, *The Bridge*. The students will learn from the case study method, gleaned from my own experience (often from my own case studies) in solving marketing problems on an international stage, in an intensely competitive arena. Because I have done this as a faculty member at W&L for 8 years, at Trinity College (in Hartford) for 1 year, and seminars over 5 years in Berlin, and several others, I have perfected this compendium of experience into a coherent and effective course.