



Book Guest Lecturer/ Speaker

A. Michael Shumate

Author of

Logo Theory

How Branding Design Really Works



A. Michael Shumate has been a career designer / illustrator for over 45 years, after getting his BFA degree in graphic design. He also was professor of graphic design for 25 years at St. Lawrence College (Michael is now Professor Emeritus). During that whole time he sought to discover the unchanging principles of corporate identity design—principles that trump fad or fashion every time—which he shares in his book and his teaching workshops.

Known to thousands as the Grand Poobah for his humorous and self-effacing teaching style. He is a logical but dynamic public speaker and pragmatic design evangelist on the Core Principles of Branding Design.

Best Teaching Scenario

Michael can and does give keynote addresses, but the best plan is for him give his half-day workshop (four 50 minute sessions). Michael's teaching is all content, no Rah! Rah! motivational filler.

Participants Will Learn:

- Why certain corporate identities have been used for decades, some for more than half a century, and still look contemporary, while others get dated and tired in only a few years.
- That there are principles of identity design that don't change, principles that transcend fad and fashion.
- That there are only four different kinds of corporate identity concepts and how that can help generate better concepts.
- Visual techniques that can turn a common concept into an uncommon, even remarkable identity.
- The Seven Deadly Sins of Logo Design.
- All this without years of fruitless trial and error.

With clear, real world examples, the answers are all provided in Michael's presentations and his book. See with your own eyes concepts and principles on branding design not found anywhere else. And they work.

What They Say About Michael

"Michael Shumate is a wonderful, genuine and engaging speaker. His presentation touched the hearts and minds of all who heard him and raised their awareness...."

—Alyssa Blais, Artpreneur Conference

"...great feedback from the faculty, staff, students, student's parents and public that attended....Thank you Grand Poobah!" —Amy Juneau, Collins College

"interesting...thought-provoking...passionate... and committed."

—Danny Lalonde, Bayridge High School

"prepared, educational and entertaining for audiences young and old."

—Dr. Daren Heyland, Queens University

Book Michael

902-326-5019 awmshumate@gmail.com

All schools that have Michael speak will receive a packet of handouts to use in teaching Branding Design.

Visit LogoTheoryBook.com for more information including ways to decrease costs of having Michael come to present.