

# ■ ANDREW KEITH STRAUSS

TRAINING, CONSULTING, PROBLEM SOLVING AND TECHNICAL SUPPORT FOR THE PUBLISHING WORLD

## SUMMARY

I am an independent trainer and consultant, specializing in publishing workflows. I provide highly customized service nationwide and worldwide, working with all aspects of the publishing process: from graphic design and layout, to output via print, PDF, video and the internet. I am intrigued by the merger between science and art. For years, I have maintained a close working relationship with colleagues at Adobe Systems, and am active in many software development and testing programmes. Since 2001, I have founded the New York, Chicago and Los Angeles InDesign User Groups, and have helped companies nationwide move workflows to InDesign and InCopy. I work with every aspect of the publishing process, but have a particular interest in typographical theory and design. In the past, I have researched multiplexed holographic memory; today, I research high fidelity colour reproduction.

## CERTIFICATION

I am an Adobe Certified Training Provider, and one of the few worldwide to have achieved complete certification in all Adobe applications: Acrobat, After Effects, FrameMaker, GoLive, Illustrator, InDesign, LiveMotion, PageMaker, Photoshop and Premiere. I have also been awarded CTT+ certification from the Computing Technology Industry Association.

## CLIENTS

Adobe Systems – Apple Computer – Aquafine – The Boeing Company  
EMI / Capitol Music – Carnegie Mellon University School of Design  
Compton Community College – The Condé Nast Publications  
The Designory – Dwell Magazine – Everbrite – 5th Gear Advertising  
Fiskars – Foote, Cone & Belding – Frederick's of Hollywood – Golden Era Productions – Grayslake High School – Heery International  
The Institute of Electrical & Electronics Engineers – Irwin Naturals  
Johnson & Johnson – Kim Baer Design Associates – KnowledgeWorks  
Koppes & Partners Advertising – Learning Tree International  
The Los Angeles Times – The Los Angeles Unified School District  
Loyola Marymount University – MacSpecialist – McCann Erickson  
McMurry – Metropolitan Transportation Authority (Los Angeles)  
National Promotions & Advertising – Neutrogena – Ogilvy & Mather  
PhD Design – Primedia Publications – The Publicis Groupe (Dallas)  
Rubin Postær & Associates – S C Johnson – Saatchi & Saatchi  
The San Diego Union-Tribune – Shaker – Steve Sieler Design  
Spectrum Marketing – State Farm Insurance – Stonecube Software  
TBWA \ Chiat \ Day – Team One Advertising – 30sixty Design  
United Online – The Walt Disney Company – Westamerica Graphics  
WoodWing Software – Writers Guild of America – Y&R / Wunderman

## SERVICES

I provide training and consulting in all aspects of the publishing workflow: from design and layout to prepress and output. I support all major applications from Adobe Systems, Quark, and other software developers. Most of my work is done onsite. I offer three primary services: structured training, walkabout consulting, and on call consulting. These services are available nationwide or worldwide. Since each client is unique, please contact me to discuss your specific needs and to arrange an onsite meeting.

## TRAINING

As an Adobe Certified Training Provider, I offer formal structured training sessions in Acrobat, After Effects, FrameMaker, GoLive, Illustrator, InDesign, LiveMotion, PageMaker, Photoshop and Premiere. I also deliver customized training both onsite and offsite, including in seminar-style and hands-on formats. I often visit clients beforehand to establish specific training requirements. Training can be application-specific or project-specific, depending on your needs. One of my specialties is helping companies with the workflow transition from QuarkXPress and CopyDesk to InDesign and InCopy.

## CONSULTING

**WALKABOUT CONSULTING** – My most popular service: onsite consulting at a client's workplace. This is hands-on work with individuals and groups with their realtime projects. This service is helpful for clients who simply want to have an independent third-party opinion, or have someone readily available to help with technical problem solving and workflow efficiency.

**ON CALL CONSULTING** – Occasionally clients run into technical or logistical problems with their workflow. I am always available to assist with last-minute and urgent projects. I offer consulting, and if necessary, work directly alongside clients on any aspect of their workflow from design and layout to prepress and output. In effect, I provide a holistic approach to problem solving in times of need.

## CONTACTS

Please call me to discuss your specific training and consulting needs.

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**CERTIFIED  
TRAINING PROVIDER**



**CERTIFIED INSTRUCTOR**