

Alan Wilfahrt

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Self employed since 1990

Current Employment:

Since June of 1990, have been billing for services that have to do with consultation & training, along with production & design work related to, or using, the Macintosh Computer.

Design Employment:

Madsen and Kuester, Inc.

2½ years; traditionally produced comprehensive mock-ups & final mechanicals; and introduced use of computers into the design work environment, automation of office, with Macs and laser printing; execution of logo design using PostScript® programming, coordination of projects & typesetting utilizing micro-computers, generally modernizing the design process.

Seitz Yamamoto Moss, Inc.

4½ years; produced comprehensive mock-ups, final mechanicals traditionally, learned typesetting and the use of Macintosh 512 as an extension to typesetting equipment; began exploration of use of Macs in the design process.

Sign Consultants, Inc.

Design / site survey / installation supervision; established procedures and specifications for building directories using large litho negs of typeset galleys.

Artistat, Inc.

Keylining / design, art production.

Mailadvertising, Inc.

Keylining / design, camera work, stripping, proofing, platemaking.

Print Shop of Edina, Inc.

Art preparation, bindery, some press work.

Copies, Inc.

Reproduction camera work including continuous tone and line, masking & stripping, darkroom, and artwork.

College Education

Education:

Attended Marquette University and the University of Minnesota for a total of nearly four years, took no degree, final major concentration was in Humanities.

Primary Education

Schooled in Catholic educational system of home town of New Ulm, Minnesota.

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Self motivated since 1950

Current Pursuit(s)

I have often quipped that “I do anything for money” –depending on the width of the listener’s smile I go on to explain in further detail. –but only worth being paid to do graphic art production. – what does that mean?

Definition

I have been someone who subsisted on razor-sharp focus through three decades of work but lately in my photography; I have been experimenting a lot with people in motion. Working in the graphic arts industry of print production, allowed me to exercise a fastidiousness and orderliness that was commendable to the work, and complimentary to my personality. That is not to imply my life is in perfect control or order, just that projects that I undertake are usually tightly bundled into tidy order, which allows any succeeding process to progress with greater efficiency. Although I am not devoid of design talent, my tidiness acts as an impediment to my creative

solutions. I recognize my work is often well enhanced with good art direction. As to the photography, it has provided a natural form of self-expression from teen years on. With my graphic production switching entirely to the computer, digital photography rekindled my photography urges.

So graphic communication seems to be my most marketable talent; but a blurred picture results as I stay in continuing development.



alanwilfahrt.com

Goal: more billable hours

Although I am not extremely well versed in the newest technologies, they are not completely alien to my experience. I invite you to view my web space to see examples of some projects I participated in, and how I have used some of the electronic medium to present the material.