

# GO WELSH

Go Welsh is an internationally exhibited and published design studio.

We produce compelling creative projects and campaigns for clients ranging from sole proprietors to non-profits to publicly-traded companies.

The studio has received significant global recognition for creative achievement, including Best of Show at the 2011 One Show Design Awards and the #8 spot of the world's most-viewed ads on AdCritic.com on Super Bowl Sunday 2012.

Our work has been exhibited at the AIGA National Design Center, The Cooper Union, and Times Square Alliance in New York, The Eisner American Museum of Advertising & Design in Milwaukee, Studio 1 and Wychwood Barns in Toronto, Central Academy of Fine Arts in Beijing, and is part of the permanent archives of The Denver Art Museum.

We have had work recognized by The One Show, One Show Design (Best of Show), Cannes Lions, *Communication Arts*, *Coupe*, D&AD, Graphis, *Print*, *How*, and have won multiple Best of Show awards from the Ad Club of Central PA. Additionally, our public relations efforts have hit the pages of publications like *Metropolitan Home* magazine and *The Wall Street Journal*.

Our staff is active with American Institute of Architects (AIA), AIGA, Art Directors Club, D&AD (London), The One Club, Society of Design (SOD), Type Directors Club (TDC), and the University and College Designers Association (UCDA).

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## **Craig Welsh**

Craig is principal/creative director of Go Welsh, co-founder of Society of Design, an associate professor of communications and humanities at Penn State Harrisburg, and a visiting MFA Graphic Design instructor at Marywood University.

Craig was educated as an architect while earning a BS Architecture degree from Penn State University and later earned his MA Advertising Design degree from Syracuse University and MFA Graphic Design degree from Marywood University. He has also participated in the AIGA/Harvard Business Perspectives for Creative Leaders executive education program.

He has judged creative competitions in the U.S. and Canada, including One Show Design, AIGA 365, *Applied Arts* Photography & Illustration Annual, Art Directors Club of Metropolitan Washington, and several ADDY Awards competitions.

Craig has authored articles on design and creative for publications in the U.S. and Canada, wrote a monthly column, 'Overlooked,' for the RockPaperInk blog from Rockport Publishing, completed a book, "Design:Portfolio; Self-promotion at its best," for Rockport in 2013.

He regularly visits with students, conducts portfolio reviews, and presents at advertising and design conferences and events.