David Berman Speaker Introduction:

[Dale Carnegie recommends you introduce for no more than 60 seconds and be sure to cover these 4 things:
1. State Topic.
2. Tell Audience Why It Is Important
3. State speaker's qualifications (choose **just a few things** from amongst the many ideas below.)
4. "Here's David Berman…"]

David Berman has over 25 years of expertise in design, strategic communications and information technology. He has spoken in over a dozen countries in the past few years. As early as high school, he created and produced a magazine which was distributed in four countries. While training at the University of Waterloo in computer science and at Carleton University in psychology and typography, he became deeply involved with the student press. David worked in the federal government as a computer systems analyst before turning his hobby of graphic design into his career.

He has taught typography at the college level. He has worked extensively in the adaptation of printed materials for electronic distribution, including Web design and software interface development. As a graphic designer, consultant, public speaker, trainer and typographer, David is a senior consultant in information architecture and communications strategy. For over 10 years, David was vice-president of Herrera Berman Communications, amongst the most experienced design firms in Ottawa.

Early in his career he developed a lasting interest in plain writing and information design. His work includes award-winning projects for the City of Ottawa and the Ontario government and Canada's federal government. Notable projects involving plain design, accessibility and knowledge management principles include work for IBM, Justice Canada, HRDC, Canada Customs and Revenue Agency, the Region of Ottawa-Carleton and the Ontario Literacy Coalition. He has also provided design and consulting work for the International Space Station, the World Bank, Metropolitan Life, the Sierra Club, Statistics Canada, CRA, Treasury Board, and the Department of Canadian Heritage, including extensive work involving applying content management principles, accessibility and common look and feel guidelines to large government Web sites.

Since 1984, David has worked to establish a code of ethics which embraces social responsibility for graphic designers throughout Canada. The Society of Graphic Designers of Canada ratified his draft nationally in May 2000, and it is now used as a template by Icograda, the International Council of Graphic Design Associations. He served as the first elected president of the Association of Registered Graphic Designers of Ontario, North America's first accredited graphic design organization, from 1997 to 1999. He drafted the association's constitution and Rules of Professional Conduct and authored Ontario's accreditation examination section on ethics and professional responsibility. In 1999, the Society of Graphic Designers of Canada named him a Fellow (the second youngest to have achieved the country's highest professional standing in this field) for his work on the Code of Ethics, accreditation and other national issues. In 2000, he was elected Vice President Ethics of the Society, and is currently the national Ethics Chair. David is dedicated to realizing graphic design's potential to help improve the human condition and the global environment. In 2005, David was elected to the board of Icograda, the world body for graphic design and visual communications, as Treasurer and Vice President. He speaks at local and international conferences about the important role designers can play: rather than applying their skills to help organizations mislead their audiences, they can help enhance social conditions around the world.