

# Sherman Goodrich

Phoenix, Arizona

602-748-8015

Sherman@artistavailable.com

*Saving the World... One Cartoon at a Time*

## Academia, etc

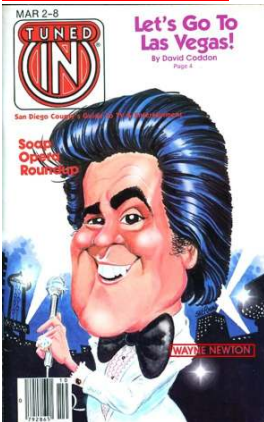


1987 Co-founder Southern California Cartoonists Society  
Check it out at [www.sccs-online.org](http://www.sccs-online.org)

1978 - 1979 Arizona State University Phoenix, Arizona  
Teaching Position/Associate Professor (recruited)  
Outlined and Implemented ASU's first Animation Course.

1975 - 1977 University of Dayton Dayton, Ohio  
Associate Degree/Visual Arts

## Professional



2005 - Present Freelance  
Cartoon illustrations/Animation/Web Graphics/Rated expert with output in Flash, Adobe and Corel formats. Writing top-notch ad copy is a nice bonus.

2000-2005 Nickelodeon Hollywood, California  
Animator and Animation Timing Director for Nickelodeon/Klasky Csupo producing TV series 'Rugrats'... 'All Grown Up'... 'Wild Thornberrys'... 'Rocket Power'... and 'As Told by Ginger'. Nickelodeon discontinued production of these award-winning shows.

2005 PBS NYC  
Animator and Animation Timing Director for Scholastic Films producing TV series 'Maya and Miguel'. Series completed.

1991-2005 Sycuan Casino San Diego, California  
Produced promotional campaigns and advertising art including a comic strip titled 'Bingo' that ran in full color on the front page of the San Diego Union-Tribune Sunday Comics Section from '92 through '96.

1994-2000 Flamingo Casino Las Vegas, Nevada  
Produced promotional campaigns and advertising art including a billboard campaign titled 'Get Here Any Way You Can' that won the top Addy Award in two categories. Also created advertising art for the Desert Inn, Barona and Viejas Casinos during this period.

1989-1990 KFMB-TV San Diego, California  
Wrote, produced and illustrated a segment on KFMB-TV titled 'Draw Your Own Conclusions'. This featured rendering an editorial cartoon 'On Air' while accompanying it with 2 minutes of presumably humorous dialogue. It was syndicated on CBS affiliates coast to coast.

See next page for additional information...





## *IN A NUTSHELL...*

Sherman Goodrich has been an internationally published illustrator in the commercial, editorial and animation arena for over thirty years. His work has enhanced the personal collections of celebrities and heads-of-state alike, *"All of whom I'd like to call good personal friends—but they asked me not to"*. His cartoons have graced the pages of The Saturday Evening Post, Good Housekeeping, Cosmopolitan and most major magazines. He also spent five years under contract to Nickelodeon developing animation for "Rugrats" and "Wild Thornberrys", and has produced over 140 animated TV commercials.

While it's true that Goodrich is best known for pioneering commercial animation in both the Arizona and San Diego markets, some of his proudest moments were those spent working hand-in-hand with small but honest advertising agencies. Okay, not really, but now they're BIG agencies and he might like to work with them again sometime.

You will note a ten-year gap between 1979 and 1989 (see previous page) during which time the cartoonist in question served on the throne as King of England, all the while moonlighting as a gag writer for the Pillsbury Doughboy. Alternately he was employed as a body double for Chewbacca, and was the only artist ever to be impersonated by Elvis.

Sherman was also a syndicated editorial cartoonist, then spent a year as a commentary humorist on television via an editorial news segment on CBS TV called "Draw Your Own Conclusions". In addition, he has been responsible for creating ad campaigns for some of the biggest agencies in the country, including the Flamingo Casino and Resorts. Recently, he has produced more and more projects that are computer generated and/or enhanced to satisfy the desire of clients to license his illustrations for the Internet.

Goodrich is currently undergoing treatment for a condition that causes cartoonists from California to inadvertently refer to themselves in the third person.

If I've forgotten anything, please feel free to fill it in. Thank you.

## *Sherman Goodrich*



I'VE BEEN  
FRAMED !