about

mcddstudios is a visual communications studio. For over ten years, the studio has produced high impact conceptual design solutions for a diverse clientele including, Fortune 500 companies, universities, medical, publishing and non-profit organizations.

The studio’s areas of strength and experience are: identity development, web, multimedia, book, collateral and advertising materials. In addition, a strong working client relationship and comprehensive project management are cornerstones of each project.

philosophy

A well designed message is essential to business.

The scope of our work goes beyond the visual. In fact, aesthetics is only a small portion of each project. The major effort is focused on clarifying the client’s needs, researching their competitors, and defining a strategic solution.

Design without careful thought or explicit purpose will neither succeed nor resonate with the target audience. First, we must truly understand the audience. We do not design for our client; we design for their audience.

Only then will the idea be communicated through compelling visual language.

All the impact you will ever need

Our professional, high-impact solutions are done in different medias. We produce advertisements, brochures, signage, motion graphics, newsletters, and Web sites. We create a strong brand identity that can be implemented on all company marketing material. By offering creative conceptual design solutions for all your visual communication needs, we create all the impact you’ll ever need.
clients

mcddstudios provides high-impact visual communications to a diverse clientele including Fortune 500 companies, universities, medical facilities, research institutions, restaurants, and charitable and nonprofit organizations, to name a few. Below is a partial client list.

American Meteorological Society
American Red Cross of Massachusetts Bay
Boston College
Boston Gas Company
D&B Tree Service
EventFull Strategies
Faulkner Hospital
Fidelity Investments
Girl Scouts of Southeastern Massachusetts
Harvard Longwood Residency Training Program
Harvard Medical School
Harvard Orthopaedic Combined Residency Program
Harvard Plastic Surgery Combined Residency Program
Harvard Radiation Oncology Residency Program
Houghton Mifflin Company
Holcim (US) Inc.
John Hancock
Massachusetts Eye and Ear Infirmary:
  Harvard Medical School Program in Otolaryngology Residency
  Facial Nerve Center
Massachusetts General Hospital:
  Marketing & Publications Department
  Department of Psychiatry
  News and Publications Department
MGH/McLean Residency Training Program in Psychiatry
New England Interconnect Systems, Inc.
North River Home Care
Partners HealthCare, Employers Against Domestic Violence
Partners HealthCare, Employee Assistance Program
South Shore Hospital
web sites

medical
Harvard Longwood Psychiatry Residency Training Program
harvardlongwoodpsychiatry.org

Harvard Orthopaedics Combined Residency Training Program
hms.harvard.edu/ortho

Harvard Plastic Surgery Combined Residency Training Program
harvardplasticsurgeryresidency.org/

Harvard South Shore Psychiatry Residency Training Program
harvardsouthshorepsychiatry.org

Massachusetts Eye and Ear Infirmary/HMS Program in Otolaryngology
harvadotolaryngology.org

Massachusetts General Hospital
massgeneral.org

Massachusetts General Hospital: News & Publications Department
massgeneral.org/news

MGH & McLean Hospital, Child & Adolescent Residency Training in Psychiatry
mghmclean.org/child

Partners HealthCare Employee Assistance Program
eap.partners.org

Partners HealthCare Employers Against Domestic Violence
employersagainstdomesticviolence.org

industrial
New England Interconnect Systems
neisystems.com

business
Clift Rodgers Library
cliftrodgerslibrary.org

Ferragamo Graphics, Inc.
ferragamographics.com

Moes Place Maine
moesplacemaine.com

nonprofit
ALAS - Association For Freedom
la-libertad.org

Books for the kids/Libros para los niños
booksforthekids.org

Crib Café
cribcafe.org