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Gail Anderson is an American creative director and a graphic designer who loves to improve and created her own typefaces through practicing lettering on her spare time. She created things for commercials, advertisement and her work can seem vintage at times. Anderson creates everything handmade which shows that she loves typography. As a child, she used to look at magazines and asked what job position would allow her to do the same. When she did the research, she began practicing on her own which leads her to have the career she has today. She utilizes these skills to create Broadway posters and writes her own books. Some of her work that is featured in Cooper Hewitt shows her knowledge on Art Direction, Graphic Design, Branding through exhibitions. The items displayed ranges from posters, booklets of art, stamps, pamphlets, buttons, and illustration. Some of her work is found on buses and building fronts. Her books are tips for younger generation designers which she is also a professor.



(Anderson)

Anderson lived in New York and was born in the Bronx in 1962. She is an only child and was the first generation of her family that went to college. Anderson attended the School of Visual Arts, was in Type Directors Club, and is currently an educator, a writer, and a graphics designer. She explored commercial art and often collaborate with peers at her school and has had mentors named Paula Escher and Fred Woodward to guide her and inspire her along with her students. When she went to the school of Visual Arts in New York she

started taking interest in commercial art.

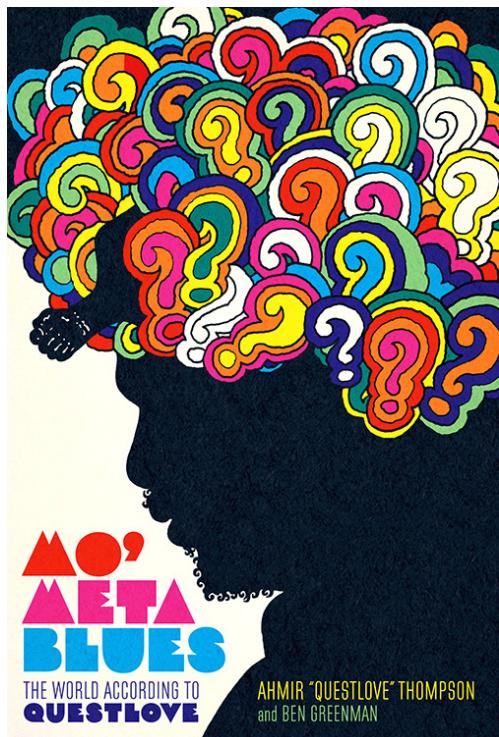
(Anderson)

Eventually after she graduated she began teaching graphic design at the same school and she's also a member of the Citizens' Stamp Advisory Committee.

According to the biography written by Steven Heller, Anderson worked at the Rolling Stones magazine with an art director named Fred Woodward starting in 1987 to create a variety of illustration. Anderson worked there for 14 years eventually becoming a senior art director, but quit by 2002 as the work took a toll on her eyesight and she became nearsighted. As a worker she was described to be "She appreciably contributed to the widespread eclectic typographic fashion that prevailed throughout the 1990s but never fell into a style trap. " (Aiga) which shows that she is a unique designer. On her free time, there she practiced letterforms out of materials such as bottle caps. She utilized different symbols, vocabulary and had methods of designing her work while being unique and not following the crowd. After quitting in 2002 she became a Creative

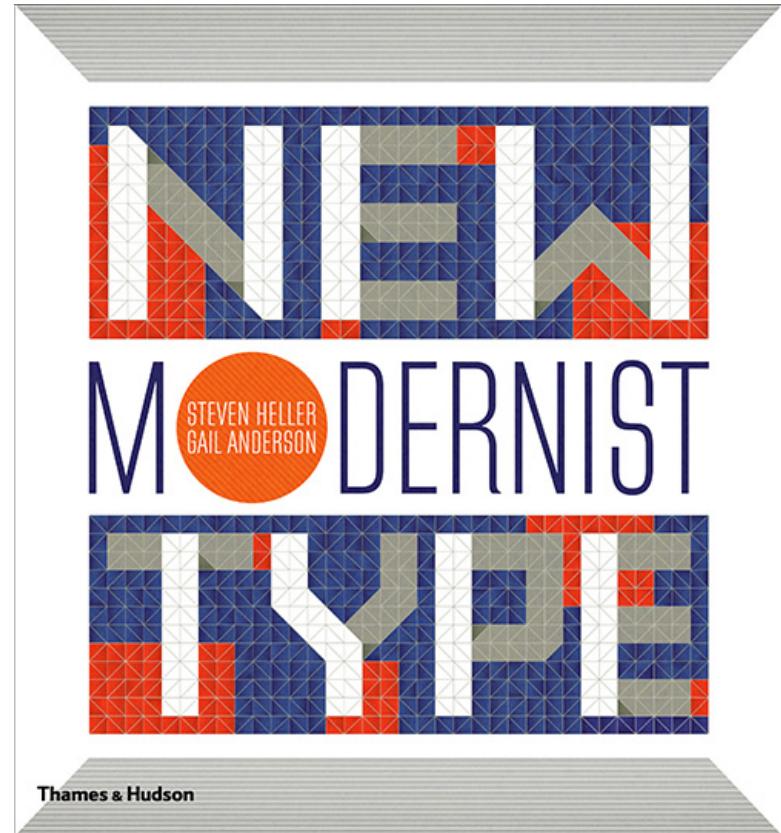
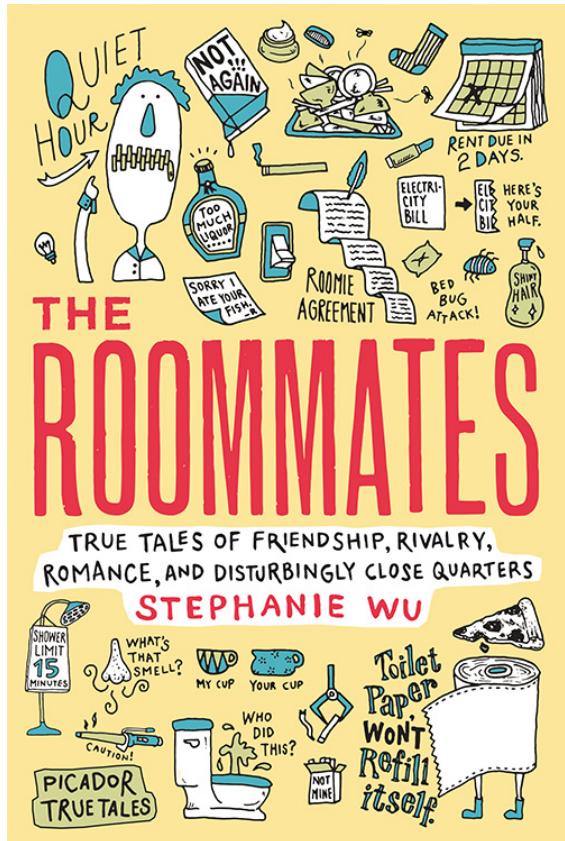


Director of Design which is in NYC and focuses on advertisement and entertainment. Gail Anderson worked alongside with Steven Heller to create New Modernist Type, New Ornamental Type, and New Vintage Type. She also wrote several books mentioned on her website with him. Other things that she has designed are billboards, poster designs and magazines that can be found in subway stations or by some bus stations.



She received the the 2008 Aiga award along with various other awards like the 2009 Richard Gangel art direction award from the Society of Illustrators. She was also permitted to have her work displayed at Cooper Hewitt, Design Museum etc. Later, in life she got awarded the achievement National Design Awards from Cooper Hewitt and Smithsonian Design Museum for designing professionally for 20 years. Her work has been featured in other magazines besides the United States such as Computer Arts, designNet and Kak located in UK, Korea and Russia. In the interview with Anderson titled “Gail Anderson Receives (Anderson) National Design Award for Lifetime Achievement” she states

that she is the first to get the award which makes her very happy and she has hope that people in color will continue to design.



(Anderson)

She also answers the question “How do you know when a design is finished versus when it still needs some work?” and her reply is

“I spend so much time as an art director telling designers to put their pencils down that I have to remember to enforce the same rules for myself. Now I just have to figure out how to get students to stop thinking they’re done QUITE as quickly as they sometimes believe they are” (Sayej)

This advice is shown through her works because her book jackets have enough illustration to catch the viewers eyes, yet also take advantage of positive and negative space that acts as breathing room. The book cover The Roommates has illustration surrounding the title small enough that there is enough yellow to support the red text. For some of her designs she utilizes

typography and makes it interesting by using colors. In the book New Modernist Type that she writes she utilizes white, orange, blue and gray. The viewer sees the orange and white first before the gray and the blue. This shows up in her other works as well. Her designs are retro but somehow, they both look modern and vintage. Anderson claims to be neither a modernist or postmodernist. Her work is a mixture between illustration and photos being the focus of the image when she creates work for clients at the roundabout theatre company, Manhattan theatre club, Guthrie theater and Broadway. Generally, Anderson's work is very condensed, the font that she uses has very tight kerning and she utilizes color to make the text legible and readable. This designer collaborates often with other people such as illustrators to create their work.

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