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Reflection (Anomaly Trip)

Instead of having a class this week, we all went on a field trip to Anomaly. Anomaly is referred to as a “new model” agency. They not only specialize in both advertising, and marketing, but also handling/creating intellectual property for the companies that they are contracted with. Despite being on the top in terms of modern advertising agencies, Anomaly has a lot of competition that constantly tries to one-up them. Before arriving at this location, I did expect to see a busy yet casual atmosphere since it is a modern agency that tries to stray away from other more traditional workspace atmospheres.

As far as I know, I did experience an AHA moment. My moment was experienced when I saw designs for all of the different companies that Anomaly makes advertising for. Seeing lots of promotional material for companies like Hershey, and Carnival Cruises was astounding to say the least. It was even more amazing to see the different methods of creating all of this promo work, such as typography, illustration, and video production. Being a company that does it all did show me that Anomaly does indeed take their work seriously by acknowledging the many mediums of modern design. They already know that the modern “common individual” wants to see more than just a banner. Rather, we want to see more elaborate eye-catching material by other non-traditional means, and Anomaly has that ready to deliver.

Aside from my AHA moment, another thing about this experience that I found interesting was how organized Anomaly is. This agency is housed in two buildings that have to be constantly traversed through. Yet, everybody seems to know how to manage working in different departments without getting remotely confused. From what I had seen in previous companies with their own in house design departments, everybody just stays in one building. Even then, I had seen employees look somewhat confused as to where they are going in terms of what floors to go to for meetings, and other work related matters. By seeing Anomaly employees carry on without a care in the world despite constantly traveling through two buildings, it shows me that they really do have a professional work ethic that transcends other places. It’s as if there is no obstacle to begin with, and that takes some serious patience to overcome.

Honestly, I can see myself working for Anomaly in the not-so distant future. Unlike other places that I have been to, Anomaly does use many types of design methods to complete their client’s requests. One of those methods just so happens to be illustration, which is my strongest design suit. I may even be able to have some character design tasks over at Anomaly since they have previously done it for Jolly Rancher. Aside from that, I would love to work for them because it is not remotely boring. They actually know how to have fun while working without slipping up with unprofessional nonsense. Since design work can be very strenuous, it does help to have that sense of fun, and humanity so I don’t turn into a design zombie whose eyes are glued to a computer screen all day. To sum it all up, I see Anomaly as an ideal workspace environment where I can be able to actually showcase my talent in full circle without being some corporate drone.

Overall, this trip to Anomaly was a very wonderful experience. It would have been nice to see everything that they have to offer, but I still enjoyed seeing what they currently had at the moment. Never would I have ever thought about working for a place like this until I visited Anomaly. I would definitely apply for an internship here if given the chance.