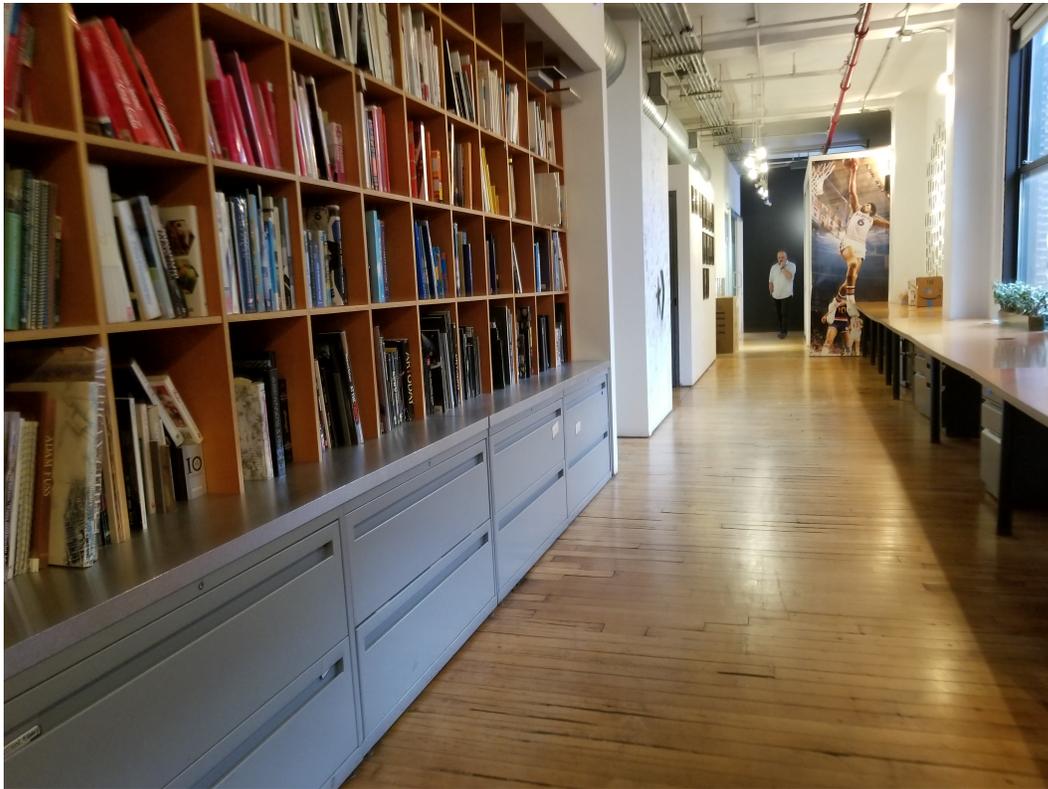


Zhen Weng
Professor Trofimova
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Reflection paper: Field Trip in NYC Anomaly Ad Agency



Anomaly Ad Agency founded in 2004. It is a marketing and advertising agency. However, it is hard to define as an ad agency due to its passionate and entrepreneurial culture that combines diverse and flexible skills. Currently, Anomaly employs approximately 1000 people, and it has offices in Los Angeles, New York, Toronto, London, Amsterdam, and Shanghai. Today, we are

under the guidance of the professor, fortunately, have visited one of Anomaly offices in New York.

This December 5, 2017, we went on a field trip to the branch of Anomaly Ad Agency in New York City. As a communication design student, I was excited about this trip because it was my first time to visit a real studio of ad agency and designers who worked in the creative design field.

The Anomaly office located at 536 Broadway. When we came out from the elevator with other classmates, I am impressive about its environment atmosphere. Compare the spacious, simple, and bright space of Dropbox studio; Anomaly office has the combination of the old style of Tenement with dark light, vibrant colors and wild accessories. It creates an energy and passion for inspiring the environment; and every staffs of Anomaly keeps a (Apple) laptop with them all the time either in the working field or break room. In short, the environment atmosphere of Anomaly is the epitome of New York, the life of the hustle and bustle city.

The building from the sixth to the eleventh is Anomaly Ad Agency. And my first impression about the agency is its bewildering twists and turns in stairways. As located in the New York Tenement with the original hallway stairway, it causes an intricate warren of the passageway between each working area. In this meeting, our host was Liz, who is the designer of Anomaly. Listening to her introduction, we honor that the Anomaly studio divided into three different units, including the design team, print production, and design film (video editing). Besides, the

company is not like an Ad Agency but “set store by developing its intellectual property,”to share in revenues from its clients through the license of “intellectual property.” design campaigns for the clients depended on their corporate identity, which can be either prints or digital.

During this meeting, Liz and the other Anomaly’s employee have discussed the information of internship. I learned that the internship period of Anomaly is about six months. The interns will be separated into two internship team with different design field, then exchange after three months. In here, the interns will work as junior designers. Besides, it was so essential to have a passion for working hard with the good attitude. Based on that, I would like to see myself working in a company such as Anomaly where I can work on from print to web.

Overall, I enjoyed Anomaly’s working environment even Fast paced productivity and the atmosphere of the hustle and bustle. I would like to get a position at design team because it trends graphic design field and also involves a wide range of various challenges of design.