



Charles S. Anderson

DESIGNER'S FULL NAME: Charles S. Anderson

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: 1958

COUNTRY IN WHICH DESIGNER BORN: United States of America

YEAR DIED: ---

COUNTRY IN WHICH DESIGNER DIED: ---

RACE | ETHNICITY | RELIGION | POLITICAL ALIGNMENT

IF ANY OF THE ABOVE AFFECTED EITHER THE ARTIST'S LIFE EXPERIENCE OR WORK BECAUSE IT/THEY PROVIDED A CHALLENGE AT THE TIME, PLEASE EXPLAIN.

Anderson was a white male which gets a person a lot of places in any professional field.

DID THIS DESIGNER DO NOTABLE WORK IN FIELDS OTHER THAN WHAT WOULD BE CONSIDERED GRAPHIC DESIGN TODAY? EXPLAIN.

Anderson did not do any work outside of the field of graphic design that is worth noting.

LIST AT LEAST ONE OTHER WORK THAT IS NOT NAMED IN THIS TIMELINE FOR WHICH THIS DESIGNER IS WELL KNOWN. IF WORK CO-CREATED, LIST THE OTHERS INVOLVED.

Anderson's work of developing logos for French Paper is highly celebrated.

EXPLAIN IF THIS FAME IS ONLY WITHIN DESIGN CIRCLES OR ANY OTHER SUBSET OF THE POPULATION.

This was really only famous in design circles.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

Anderson's work for French Paper exemplifies his conceptual development skills and his knowledge of identity design.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

Anderson is most noted for his identity and package design. He has a specific style of combining old and new design sensibilities that makes his work so recognized.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

There is nothing notably controversial about Charles S. Anderson.

WHAT MATERIALS WERE MOST OFTEN USED BY THIS DESIGNER IN THE CREATION AND PRODUCTION OF WORK?

Anderson used a combination of printmaking techniques, photography, and occasionally collage in order to create works. He later used computer software to develop logos for other companies.

EXPLAIN THIS DESIGNER'S EDUCATION/TRAINING, INCLUDING ACADEMIC, APPRENTICESHIPS, AND /OR MENTORSHIPS.

Anderson himself specifically cites a commercial artist named Clyde Lewis that he met in high school. Lewis left Anderson with a lot of art equipment after Lewis died. Anderson said Lewis inspired his vintage design choices.

DID THIS DESIGNER PROMOTE A SPECIFIC IDEOLOGY IN HIS/HER WORK? EXPLAIN.

The only ideology Anderson promoted personally and through his work was that the past contributions to graphic design and pop culture is something to be honored in today's society.

WHY IS THIS DESIGNER VIEWED AS ICONIC IN THE HISTORY OF GRAPHIC DESIGN?

Anderson is viewed as iconic for his visual language of taking vintage elements and repurposing those elements into something new and fresh.

IS THERE ANY OTHER IMPORTANT INFORMATION TO KNOW ABOUT THIS DESIGNER?

No.

YOUR NAME: Ryan Raines

GIVE YOUR EDUCATED OPINION OF THIS DESIGNER AND HIS/HER WORK. ALSO EXPLAIN WHAT INFLUENCE, IF ANY, THIS WORK HAS HAD ON YOUR OWN. A LACK OF INFLUENCE MUST BE EXPLAINED.

Charles S. Anderson is a great inspirational figure for all designers to look up to no matter what type job you are seeking in the graphic design field. Anderson is also very relatable to me because he said what drew him to design was his love for comic books, drawing, and making objects from paper. He also stated that 1970's comic books were often the only art available to him. He would draw from those a lot of the time which influenced his illustrative style later on. Those are things that drew me to the world of design as well. Those shared inspirations allowed me to see the path of his career in a clear way. I also visioned what my career as a designer could be based off that shared experience.

Anderson's conceptual development skills are truly a marvel. He makes his thought process on how brands should be treated and what is right for the task at hand very clear. He has stated that "design is a brand's signature and its story." Anderson thinks that a good design for a brand is a product of research, strategy, experience, intuition, and aesthetics. It forces me to take a step back and think of all the possible ways I can approach and execute my design works. Looking at his work, you can see the thought and personality that went into the creating of those works. There is a clear and concise vision being executed with each logo. That is something that not just designers, but all artists should strive for.

I am also inspired by Anderson's reverence for the past. One of the many reasons why he is a famous and amazing designer is that he would take classic design sensibilities and tweek them into something fresh. It is also a brilliant thought process to apply to one's design work. A design that is both timeless and fresh will hold up throughout time and will stick with people longer. Respecting the

past of your field as an artist is very important so Anderson makes me stop and think about that.

Anderson also had an unwavering entrepreneurial spirit. His talent as a designer got him to the point to where he was confident to create his own design firm and make waves in a place that was not that well known for its design work. That level of awareness and hunger will always stick with me and push me to be the best designer I can be.

Anderson also has great philosophy behind his design work. It is a simple formula of caring, working hard, craftsmanship, and humanity. Anderson's approach to design was do anything other than uninteresting. People will have a strong reaction to a design (for better or worse) as long as it is bold or striking, but if it is not interesting, then no one will care or care to remember it. That is something everyone should think of when designing. Anderson clearly understood this and his wild success is a testament to that.

BIBLIOGRAPHY

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