

THE PROJECT
Flair Pen Fun,
ink on notebook paper

THE ERA
Circa 1978 when designer
Gail Anderson was a sopho-
more at Cardinal Spellman
High School, Bronx, NY



MY BEST WORK

GAIL ANDERSON

Who didn't love a Flair Pen in the '70s? The ridges on the body of the pen, that little white band around the tip? But they were only good when they were new, before the line got too thick. I doodled on the back of every notebook and sketchpad in my locker, and got particularly carried away this time around. I filled the entire page with my disco faves, friends' names and groovy lettering.

I don't have any of the tiny Jackson 5 and Partridge Family magazines I made in grammar school, but I'm glad I unearthed this little high school artifact. It's still probably the best thing I've ever done.

I think I always wanted to do something commercial art-related. I had a cousin who worked at CBS in some design capacity and I thought he was cool. And, of course, Darren Stevens' job on "Bewitched" sounded like a great way to make a living, too.

I knew I liked designing with words from early on, so projects like my little sketchpad endeavor were great ways to explore lots of lettering styles. We played around with Letraset in my studio art class in high school and learned basic calligraphy (my art teacher was very enlightened). The Paul Davis "To be good is not enough when you dream of being great" SVA poster sealed the deal, though. —GAIL ANDERSON

Gail Anderson is the creative director of design at SpotCo (spotnyc.com), an ad agency and design studio that specializes in Broadway theater and entertainment design. Anderson teaches in the School of Visual Arts MFA Design program and is the recipient of the 2008 AIGA Medal. She wishes her high school art teacher was still alive to see her notebook page published in a magazine.