

## Foreword by Hank Richardson

Miami Ad School Atlanta, Director of Design

I met Craig Frazier twenty-five years ago, when I invited him to speak at my school. He has visited many times since. If you know Craig, it won't surprise you to hear how excited he is to interact with students—and how wide he opens their eyes. Fascinating, imaginative, and so very human, he always circles back to one simple theme: *Before you can design, you have to draw out your ideas.*

*Drawn* is testament to a career practicing exactly that.

There is both a timeliness and a timelessness in Craig's illustrations. He meets a client's challenge of the moment, but does it in such a way that you want to frame it for your wall, to keep forever. He has a way of stretching ideas, breaking them, and then reassembling them into inexplicably new ideas. Yet he never dilutes the gravity of the message.

In his essays, Craig demonstrates a deep devotion to his craft, as well as the giants who influenced him. He speaks with kindness, humility, honesty, and, always on cue, that well-calibrated wit. It's as if he has written the "true confessions" of a true artist, opening up about his life, learnings, and methods. How interesting it is to learn how he processes our world through his imagination, letting his ideas ooze out in illustration.

In a sense, illustration has been Craig's therapist. It created the peace he needed to look inward, to draw stories built upon human truths. It freed him to filter ideas through his personal values and charmingly odd creative sensibilities. It gave him the confidence to play unrestrained—and to invite us to play along.

You can enjoy these pages as a tourist, simply enjoying the sights, and it would be time well spent. Or you can absorb Craig's observations and inspirations to re-calibrate the way you think and create. To see the world through different eyes. Do not be daunted that Craig's work ethic is simultaneously simple and impossible: *Never have just one idea, and never stop looking.* It's an inspiring way to get where you're going.

My unfair advantage in life is that I have had the privilege of picking Craig's brain. I learned what motivates him, and how he sketches his way to such consistently amazing work. *Drawn* will give you the same advantage I got from twenty-five years of friendship—happily, in considerably less time.

## Design Conversation: Craig Frazier

Thursday, July 18, 2019  
7:00 PM—8:30 PM  
Hill Auditorium  
1280 Peachtree St. NE  
Atlanta, GA

Join MODA and Miami Ad School at Portfolio Center for a Design Conversation with designer & illustrator Craig Frazier



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