## ART ISTS

THE MAGAZINE OF ILLUSTRATION

2023-2024



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Nigel Buchanan



John Jay Cabuay















Phil Foster













Pj Loughran

















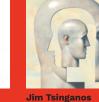














Chiara Vercesi









Nicole Xu

# aninsight

## Two Members of the Same Team The partnership of editor and art director

BY KELLY MCMURRAY / 2COMMUNIQUÉ

f you have ever watched a New York Times Magazine
Behind the Cover episode, you have had a window
into the success behind the magazine—in particular,
the partnership between Editor in Chief Jake Silverstein and Art Director Gail Bichler. Earlier this year,
I had the opportunity to see them both speak on the
topic of collaboration at the MagCulture LIVE conference. It was clear watching them co-present that they share
a sense of respect, trust, flexibility, and humor. These traits
are not unique to the New York Times Magazine team; they
are what make up any successful partnership.

I spoke with the editors and art directors from *Kenyon Alumni Magazine*, *University of Richmond Magazine*, and *Oberlin Alumni Magazine*. Via Zoom, these teams shared with me how, with those same traits, they are creating amazing magazines. I couldn't help but draw comparisons between these conversations and the conference discussion on the ingredients of teamwork.

#### The Two C's: Communication and Collaboration

Conversations can begin when the editor just has a kernel of an idea. Various art directors shared that this can be limiting, while the editors noted that just talking through a story idea helped them to clarify their own vision and sometimes changed the trajectory of a story based on the art director's input.

"Part of what I think is useful about how we collaborate is that we will say what a story is about, and Gail will sketch, and we will be like 'aha.' It helps to clarify our idea," notes gested?' It is not so sense of thoughts."

her idea out."

"To be an editor."

Bichler adds, "The edit team waits to see the design and write to it and entertain all kinds of crazy asks."

Taking the time to sketch or create a quick comp gives an editor something to respond to, but this can make the art

director nervous. Most art directors don't want to commit to an idea too early and typically prefer to have a complete draft.

Ryan Sprowl, art director of *Oberlin Alumni Magazine*, shares, "Every day that we're working on the magazine, I'm knocking on Jeff's [the editor] door, showing him ideas that I've pulled for illustrators or photographers or just saying, 'Hey, what about this? Could we try this?' And he is always open to taking a risk. Sometimes he'll say to me, 'I'm not sure about this, but I trust you."

That collaboration extends to writers, illustrators, and photographers. Elizabeth Weinstein, editor of *Kenyon Alumni Magazine*, notes, "Sometimes I'll invite writers or other people who have specific questions, requests, or needs to join us for meetings so that they can be a part of the process. I just try to be really inclusive in general."

#### The Perfect Marriage: Word and Image

"The underlying collaborative thing that I think works so well at [The] Times is that the designers are good at listening very, very closely to what it is that we editors are trying to express—in an inarticulate way—what this story, or package of stories, is trying to get across to a reader. Often I have a really bad [visual] idea ... it's just cliché," shares Silverstein.

Bichler responds that Silverstein often comes up with different visual ideas, not all of which are cliché. Rather, what he provides is useful. He offers a "window into attitude, but never comes back and asks, 'Where is the thing that I suggested?' It is not something you are telling us, but giving us a sense of thoughts."

"To be an editor in chief, you have to also think visually. You have to be able to have a relationship [with your art director]," notes Silverstein.

Jeff Hagan, editor of Oberlin Alumni Magazine, talks positively about his partnership with Sprowl. "Ryan jokes a lot

about what art directors call text, tech, texture. And I know this is a running joke. In fact, he's very literate. He has come up with headlines; he has also caught mistakes that we've made in the text. So he's really thinking about the words a lot and the meaning behind them.

"I really like design, but I know that I don't have the capacity for it. I have ideas, and I know things that I like. But Ryan has consistently come up with great ideas that often I'm reacting to, and it's often just a matter of making a suggestion within it, or choosing from too many good options."

So what are the qualities of an editor and art director that make for a strong partnership? The Kenyon team sums it up perfectly: An editor should have "the desire to do something great, push boundaries, stay true to the mission, and understand that this is a community—a collaboration—and we are all working together." And the art director is "somebody who sees and understands the vision that you have and helps you make it better. Take it, run with it, and challenge you in good ways and with kindness, and help you elevate the ideas in ways that you hadn't really thought of before."

And that requires trust.

#### **Essential Elements: Trust and Respect**

Trust in each other's skills and decision making is essential in the relationship between editor and art director. But trust doesn't happen overnight. When Matt Dewald accepted the position as editor of University of Richmond Magazine, it was with the expectation that he would lead a redesign of the publication. This required him and his art director to work closely together very early in their relationship.

"I just trust her visual instincts more than I trust my visual instincts. So, I mean, if it's an editorial issue that's pushing toward one thing or another, that's sort of a different question. But if it's a question of what works better as a visual, I'll trust her judgment."

Trust goes hand-in-hand with respect. As boundaries between the editor and art director blur, with editors searching for visuals and art directors writing headlines, a deep respect for each other's skills helps define the boundaries.

Art directors are often the recipients of gut reactions, because the visuals are what people see first. But, at the end of the day, it is the editor who takes the heat for the magazine; this is something that a true partner recognizes.

As Tannich notes, "There is definitely a shared understanding that it's Matt's head on the block. We appreciate that, and we acknowledge that. If Matt were to say, 'Oh, yikes, I don't think we should do this,' we wouldn't do it. That's because of the respect and trust that has been built."

#### The Secret Sauce: Conflict and Humor

There will always be moments of tension and conflict. With more than one team referring to the magazine as "their baby," it isn't a surprise to find differing opinions on how best to care for it.

Case in point: time. While editors work through ideas, time slips aways, and designers are left with less time for their own creative process. Editors understand that this creates problems for the art director. Hagan notes, "When I have put them in bad positions, I do my best to stay out of their way, even more so than usual—to let them do what they need to do and make the decisions that they need to make when time is short."

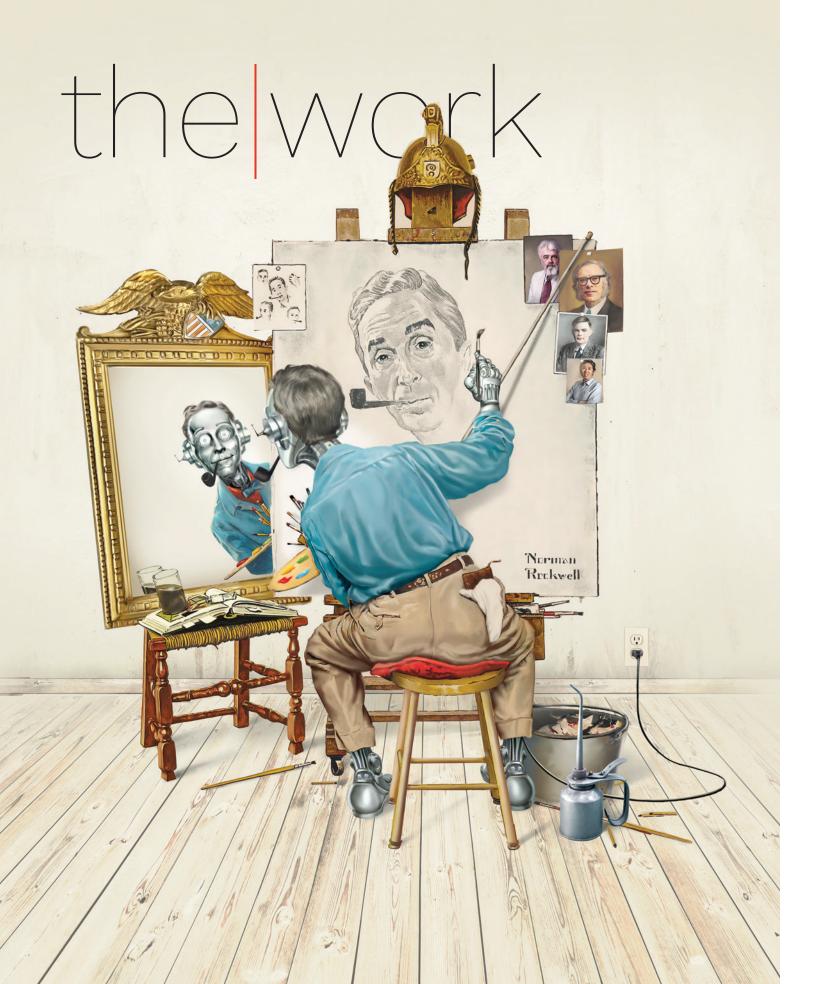
In situations such as these, humor helps teams work through conflict. Matt and Sam from Richmond share a sense of humor that got them through tense times—humor and an understanding of each other's roles. These partners don't always agree, but they really don't want to let each other down.

"Sometimes we agree, sometimes we don't. Trying to preserve that relationship has been really important, and I think [it] has actually improved the design process," says Sprowl.

#### [In] the End: Teamwork Matters

No two people, no two institutions, and no two teams are ever the same. But the need for teamwork remains unchanged. Editor or art director, we share a desire to create great work—a consistently solid publication that represents the best of our institutions and of ourselves. Yes, there will be disagreements. Yes, there will be outside influences. But as long as there is communication, collaboration, trust, respect, and a dash of humor, there will always be a path toward our goals.

Originally published in its entirety in Volume 2 of *The Issue: Boundaries*. Read more at *theissue.2communique.com*.





**◀** Mark Fredrickson | Princeton University | AD: Matt Cole

▲ Valerie Chiang | Lehigh University | AD: Kurt Hansen

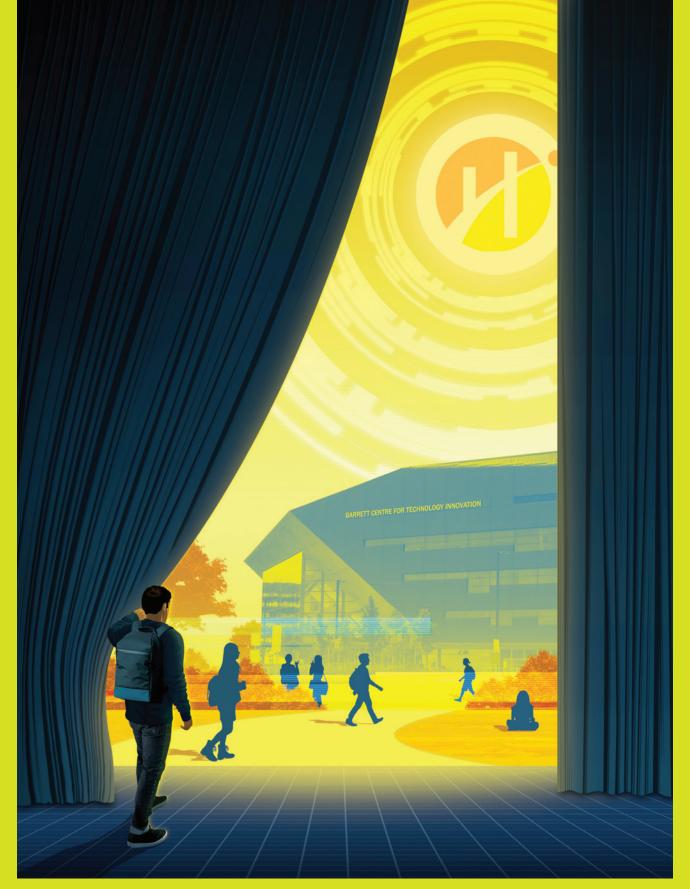




Johns Hopkins University | AD: Kathryn Vitarelli

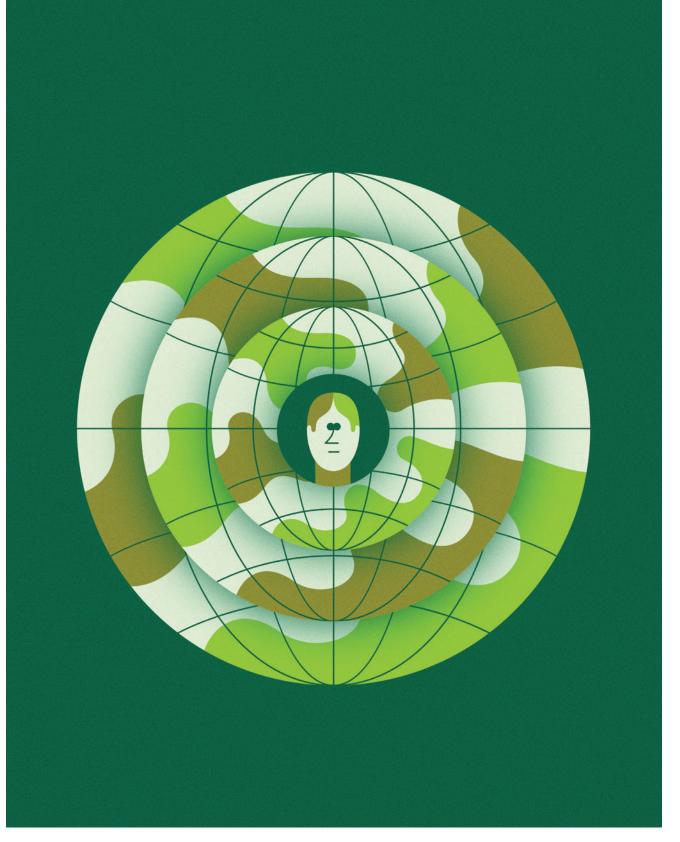


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▲ Taylor Callery | Humber College | AD: Borealis Creative Agency/Judy Steinhauer





◀ Kathleen Fu | Phillips Exeter Academy | AD: Jennifer Wagner

▲ Greg Mably | University of Southern California | AD: Letty Avila



▲ Phil Foster | Bucknell University | AD: Barbara Wise



▲ Hylton Warburton | St. Louis University | AD: Matthew Krob



▲ Aldo Crusher | UC Berkeley School of Optometry | Ö









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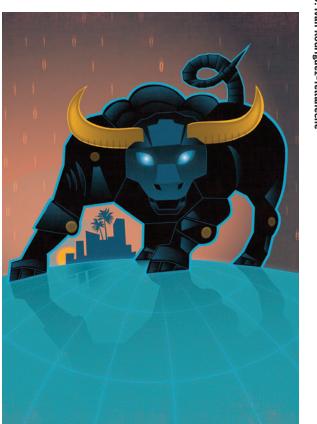
WORCESTER

▲ James Boast | Worcester Polytechnic Institute | AD: Lynn Saunders



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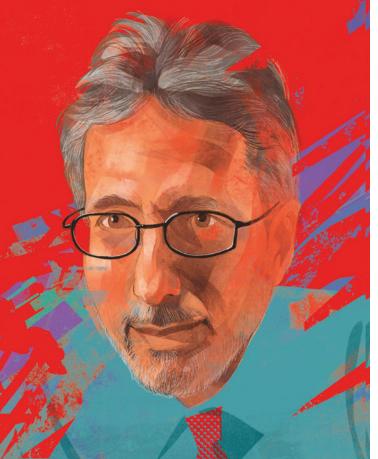


▲ Jim Tsinganos | Princeton University | AD: Matt Cole

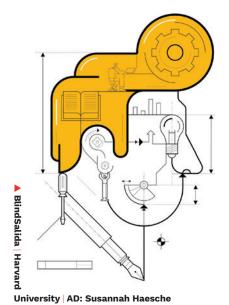


▲ Nigel Buchanan | Wake Forest University | ◄

▼ John Jay Cabuay | UCLA | AD: Rent Control/Kylie Koch

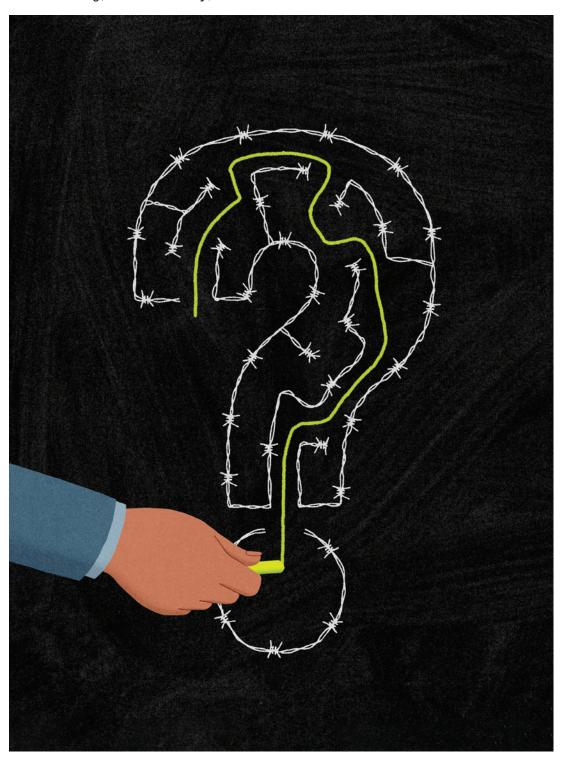


◀ Nadia Radic | NJ Monthly | AD: Andy Ogilvie



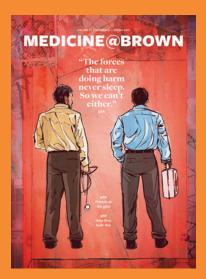
University of Chicago | AD: Guido Mendez

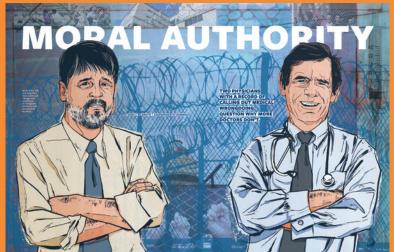




James Steinberg | Loyola University | AD: Joe Darrow 🕨







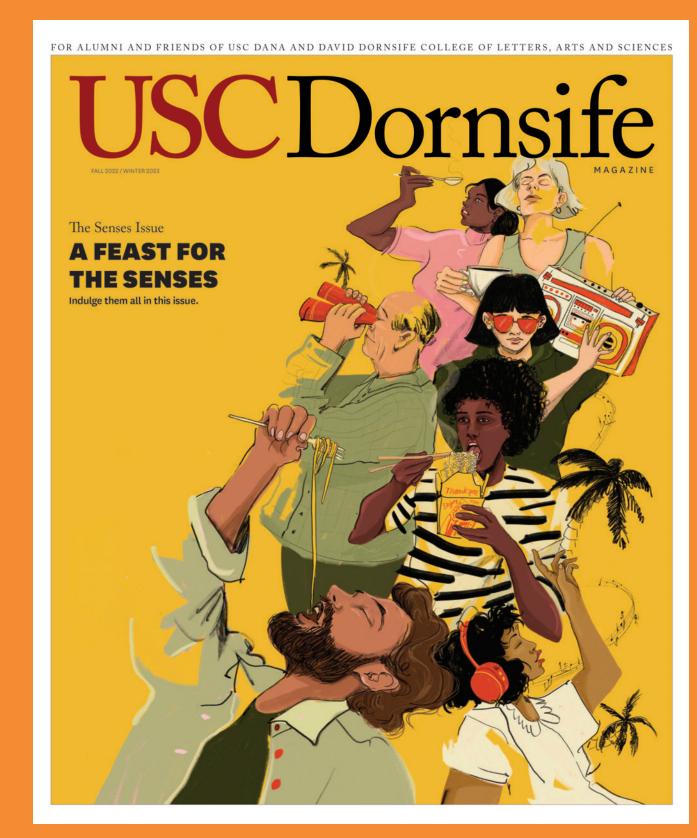
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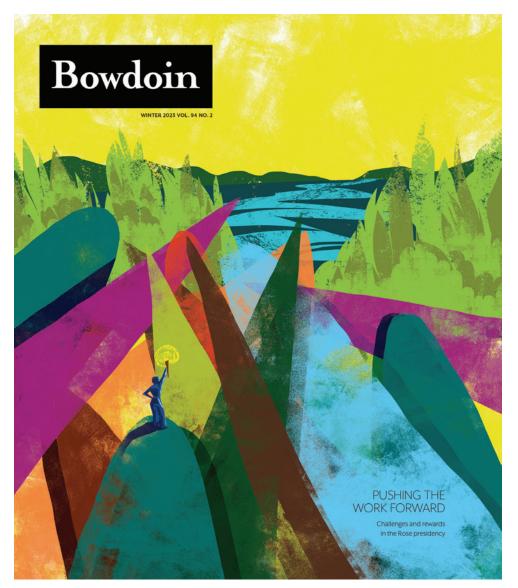


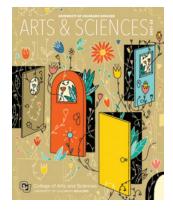






- 1. John Jay Cabuay | Bowdoin College | Melissa Wells
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- 3. Richard Mia | Educational Leadership | Judi Connelly
- 4. Rocco Baviera | Florida International University | Ivan Rodriguez-Tellaheche
- 5. John Jay Cabuay | Iowa State University | Melea Reicks Licht
- 6. Traci Daberko | Johns Hopkins University | Cut Once Design/ Greg Bennett
- 7. Gordon Studer | Marquette University | Sharon Grace
- 8. Traci Daberko | University of Missouri | Blake Dinsdale
- 9. Dana Smith | Noble and Greenough School | 2communiqué
- 10. James Steinberg | University of Maryland | Skelton Sprouls/ Claude Skelton
- 11. Nadia Radic | Oberlin College | Ryan Sprowl
- 12. Loe Lee | Princeton University | Carrie Compton
- 13. Aldo Crusher | Boston University | Ellie Steever
- 14. Taylor Callery | Samuel Merritt University | Em Dash/ Erin Mayes
- 15. Valerie Chiang | San Francisco State University | Barbara Stein
- 24 | 16. Dan Page | Penn State Smeal College of Business | B&G Design Studios/Tim Baldwin
  - 17. Kathleen Fu | University of Richmond | Katie McBride
  - 18. Sean McCabe | University of Waterloo | Karen Creed Thompson
  - 19. Stephanie Dalton Cowan Woodward Academy Heather Winkel
  - 20. Gwen Keraval | York College | Sketlon Design/Kevin Sprouls





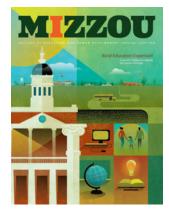


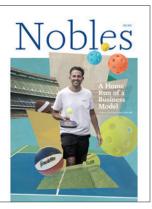




















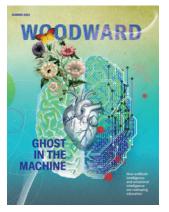








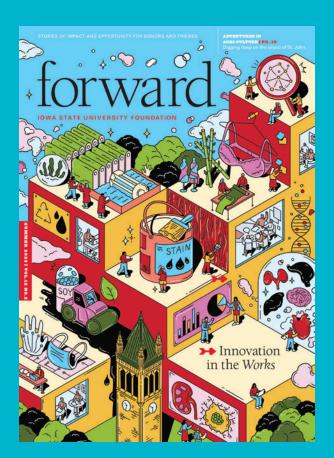






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▲ Shaw Nielsen | Seton Hall University | AD: Ann Gallagher



lacktriangle Kathleen Fu | Iowa State University | AD: Ryan Peterson

#### ▼ BlindSalida | University of Tampa | AD: Erin Dixon



## aboutus

#### Rapp | Art

Rapp Art is an illustration agency, representing nearly 100 award-winning artists from around the world. The Rapp artists are well known for their conceptual editorial illustrations and the ability to bring brilliant ideas to the table for you. Mendola Artists is a sister company with another 100 distinguished artists well known for Animation, Advertising, Package design as well as Editorial. Between the two you are sure to find just what you need.

We hope you are inspired by this sampling of work with colleges and universities. Please go to our websites for a deeper dive into our talent and feel free to reach out to your agent, Jodie Hein, with any questions, or ideas. As a former Designer herself, she is sure to help you find a solution to tell your visual story and find the best artist for your design needs.

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#### 2communiqué

A certified woman-owned business, 2communiqué was founded in 1999 by creative director Kelly McMurray. She and fellow creative director Chris St. Cyr have rich backgrounds in publication design from consumer to b-to-b, including the launch of Worth and P.O.V. magazines, and design consultants for The New York Times Men's Fall Fashion, Inc., and Working Woman.

Building on the partners' experience in narrative and interactive design, 2communiqué specializes in audience-focused custom storytelling and brand-aligned design. Over the years, the firm has honed in on education, from independent to graduate schools.

Best known for their editorial strategy and art direction they are frequently engaged in the development of strategic member communications for alumni and donors.

Clients have included Bowdoin College, Brooklyn Law, Brown University, Clarkson University, Georgetown Business, Iowa State University, Kent Place, Noble and Greenough School, Tufts University, Rensselaer Polytechnic Institute, University of Tampa, and Williams College.

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Creative direction: 2communiqué

#### **Portrait Commissions**

Mike Wimmer has been painting deans, donors and alumni for major universities like the University of Oklahoma, University of Arkansas, University of Colorado and the University of Georgia, for decades. For portrait commission inquires, please contact us.







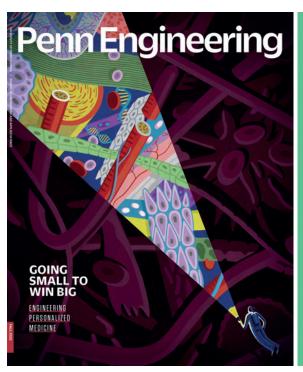


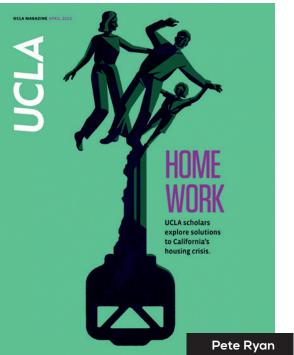


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