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Communication Arts



years of creative excellence

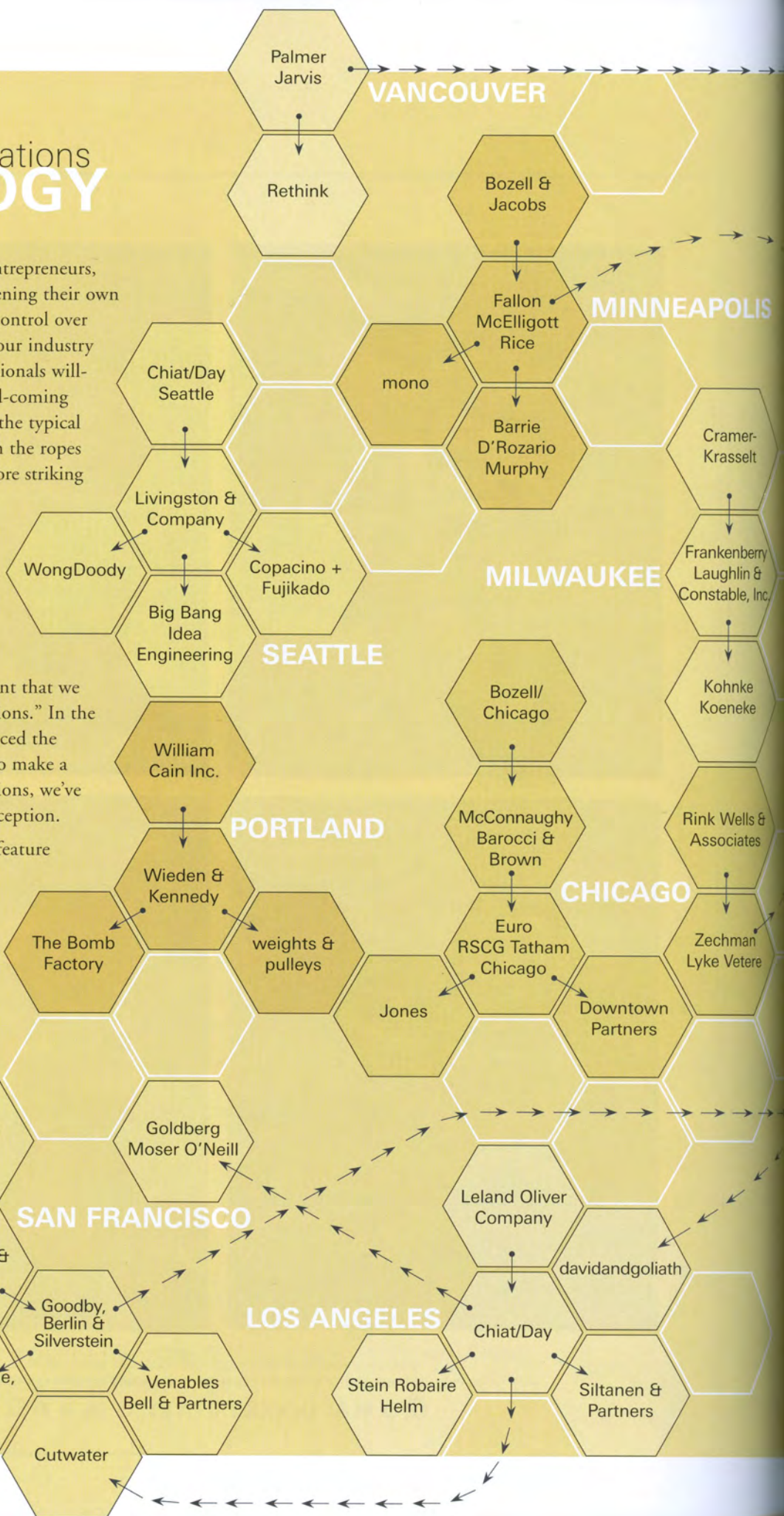
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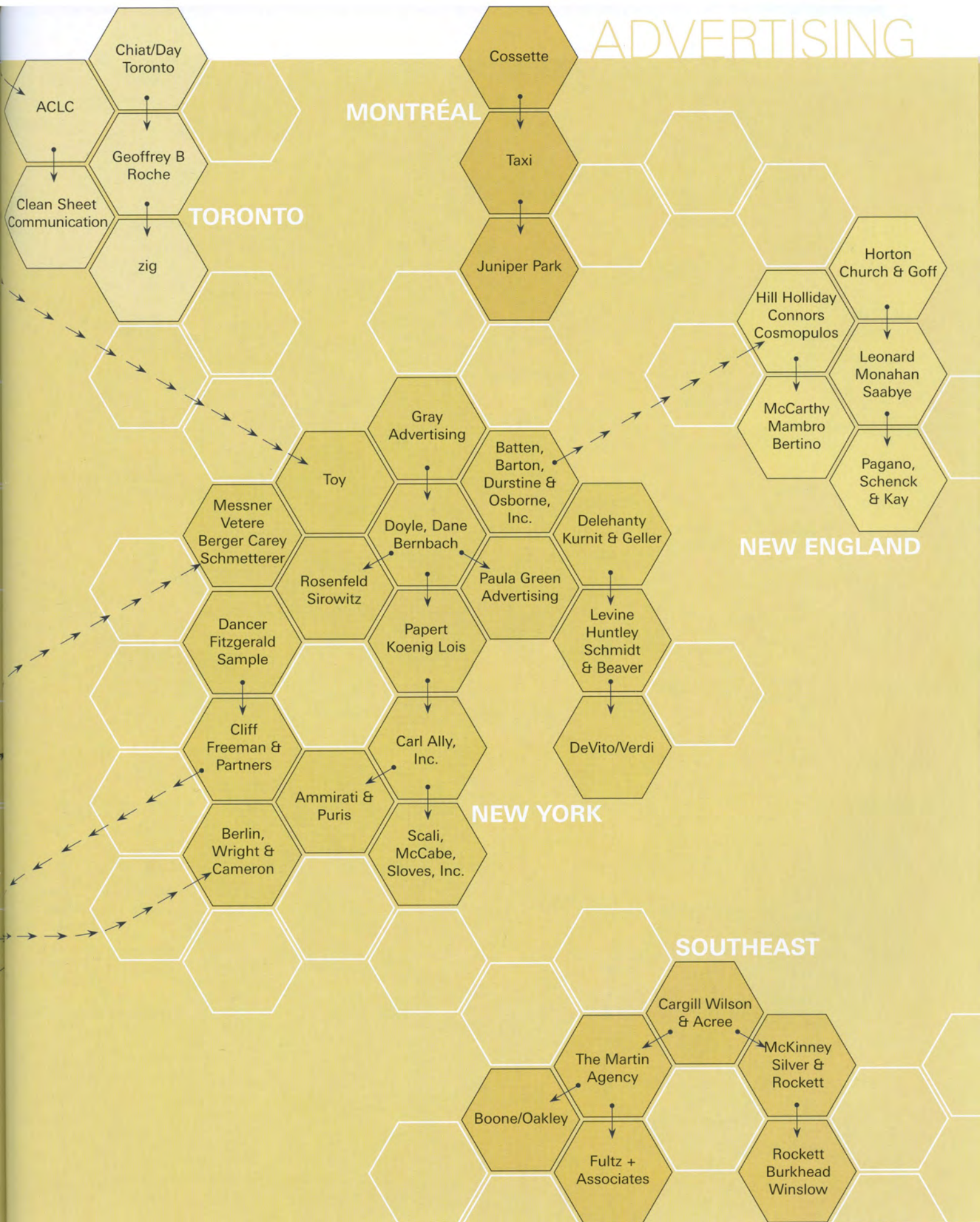
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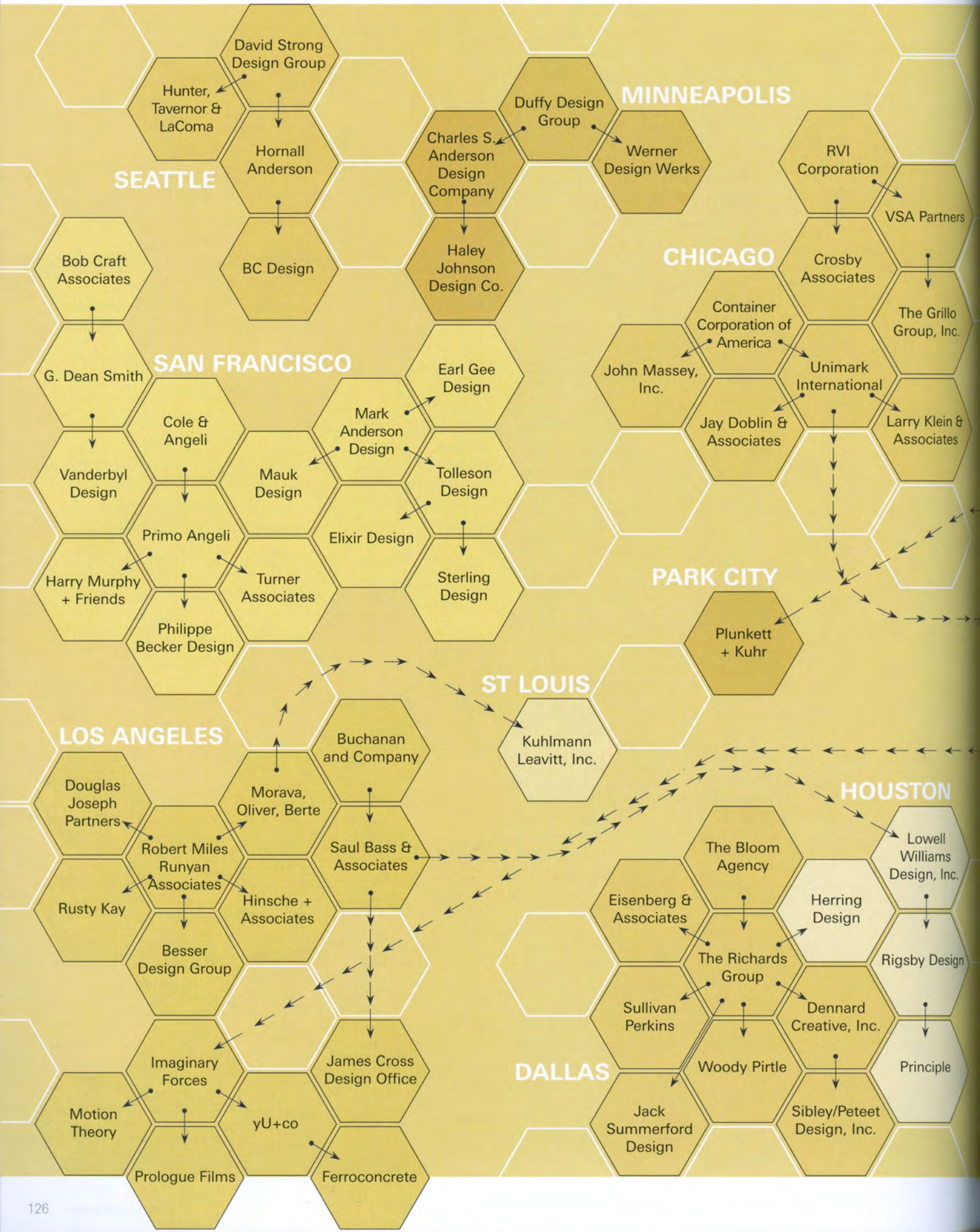
Our industry is filled with entrepreneurs, creatives who dream of opening their own offices and having greater control over their creative output. Fortunately, our industry is also filled with mentors—professionals willing to take the time to help up-and-coming talent mature. For many creatives, the typical career progression has been to learn the ropes at an established agency or firm before striking out on their own.

So who begat whom? While we weren't able to show seven degrees of separation, we've attempted to map the origins of some well-known ad agencies and design firms and indicate their pedigree, with the single requirement that we show a minimum of three "generations." In the case of creative partnerships, we traced the "lineage" of any partner we could to make a connection; with only a few exceptions, we've listed the name of the firm at its inception.

Our research sources included our feature articles, judge's bios and extensive Web searches. While this list certainly isn't exhaustive, our research was. You can help make it more comprehensive by e-mailing us at editorial@commarts.com with any additions and corrections.







GRAPHIC DESIGN

