

aaron draplⁱin

PRETTY MUCH EVERYTHING

a brief overview



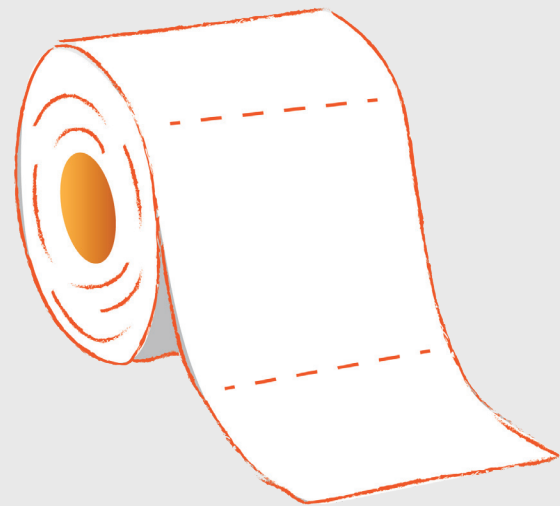
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PRETTY MUCH EVERYTHING

a brief overview by erika dewitt



it all started with toilet paper...





about aaron draplin

- ◆ **Born Oct. 15th, 1973 in Detroit, Michigan**
- ◆ **Pursued snowboarding for five years between finishing his design degree at Northwestern Michigan College and later at the Minneapolis College of Art and Design**
- ◆ **Worked for sports magazines as a graphic designer for nearly ten years**
- ◆ **Founded his own company, Draplin Design Co. in 2004**
- ◆ **Portfolio includes Nike, New York Times, Obama Administration**

Why graphic design and not fine art?



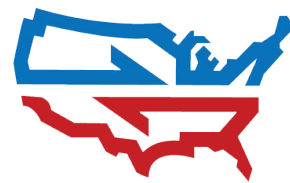
Right out of high school, fine art was something that scared me because I didn't want it to be too fluffy and then be angry that it didn't take off. **There was something about graphic design that just made sense.**

People are always gonna need to read magazines. People are always gonna need to **use toilet paper**, and **there's a graphic** that goes around the toilet paper, and you need to communicate on those items. So there was **something practical about graphic design** that was really attractive to me.



L O G O D E S I G N

A T A G L A N C E



How important is seeking a job you love?



If your job is just your job, what a bummer of a life.

And let's just say, for some people if that's what they're comfortable with, then allow them to be comfortable with it. I don't need to go judging against any of that shit.

I just selfishly was like, **'Damn, I wanna make a life I love and enjoy, and I wanna see if I can do it, and not have to feel like I hate showing up to my job,'** which was definitely the way it was for a lot of years.



CAREER HIGHLIGHT

“star ribbon”: usps postage stamp

I’ve had to keep my big trap shut for over a year on this one. And I when I got the call to throw some designs into the ring, I have to tell you, even that nod was enough [...] to be that close to one of my FAVORITE institutions of all time: The American postage stamp.

You know why I love stamps so much? Because everyone needs a stamp. Everyone gets to enjoy the art on them. Too many times, art and design is only for those who can afford it. Stamps? They are a democratization of design. And that? That’s my favorite kind of graphic design.

What advice do you have for future designers?



There's no battle plan, but just be prepared and be thankful for every job that you get... Sometimes I see that my buddies aren't doing any work, and that resonates.

It makes me think, "Oh man, how could I ever say no to another logo gig?" It makes me **appreciate every single job**.



CAREER HIGHLIGHT

“field notes”: memo books

I draw and write everything down, so I'd get [vintage memo books] from old seed and feeds [...] so I made my own, a buck a book, two-thousand bucks, two-thousand books. [Jim] Coudal gets fired up and says, 'We have a business here Draplin.'

And I don't think that way, you know, to me I'm just excited to break a little even and have some fun, and... well, I sold 15,000 three-packs [in 2009]. All kinds of people use them - comic book guys use them, architects use them, housewives use them.



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Interview Questions & Answers

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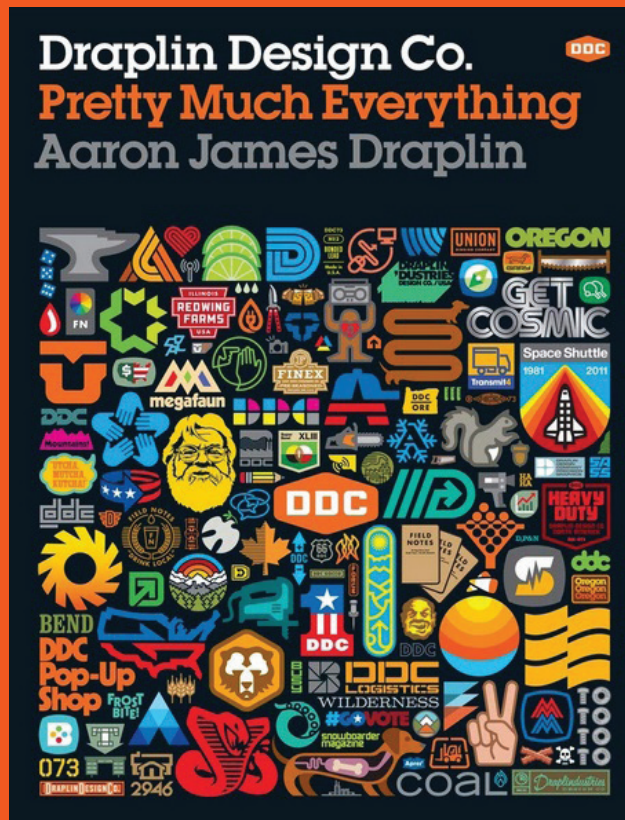
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Star Ribbon Image & Quote

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Field Notes Quote

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