

Darrell J. Craig
Advertising Federation of Greater Hampton Roads
1985 Silver Medal Award Honoree



“Renaissance Man” aptly describes Darrell Craig, recipient of the Advertising Federation of Greater Hampton Roads Silver Medal Award for 1985.

From creating animal illustrations and murals for the Cleveland Zoological Park to serving as a staff sergeant for the United States Air Force, creating art and selling time at local television and as an art instructor, design has been a thread in his life.

After leaving the Air Force in 1969 where, as graphics chief of staff, he created slides, commercials and graphics for briefing presentations, he joined WAVY-TV in Portsmouth. While at WAVY, he served as art director and production manager before moving to the sales side as account executive. From there he became Richmond sales director, regional sales manager and then local sales manager. He worked at WAVY for 24 years, playing a large part in the rebirth of the station’s stature with local viewers. Among other things, he designed WAVY’s “wave” logo.

Over the years, he has created scores of award winning illustrations, paintings and logos for Portsmouth Times, Virginia Repertory Theatre, Portsmouth Public Schools and School Board, Beaux Arts Ball, Portsmouth Visitors Center, Children’s Hospital of the Kings Daughters and Crestar Bank.

He served several years on the City of Portsmouth’s Arts Commission and was one of the founders of the Children’s Museum of Virginia. Along the way, he served as president of the Ad Club of Hampton Roads and as governor of District 3 (VA/NC/SC) of the American Advertising Federation.

Since 1993, he has been a self-employed artist / illustrator and drawing instructor at Tidewater Community College’s Visual Arts Center. His tutelage of young talented artists and designers at TCC ensures his impact on the “look” of Hampton Roads for some time to come.