

2012/13 Worldstudio AIGA Scholarships

Anonymous Honorable Mention

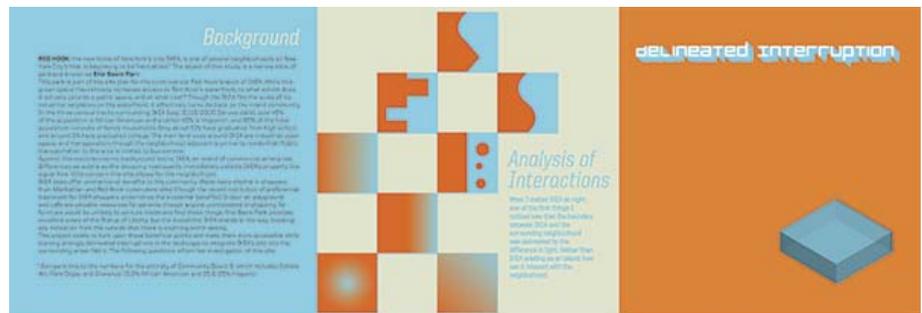


BRIENNE JONES
 Graphic Design
 Graduate Student
 Rhode Island School of Design

**“I LIKE TO
 PLAY INDOORS
 BETTER
 BECAUSE THAT’S
 WHERE ALL
 THE
 ELECTRICAL
 OUTLETS
 ARE!”**

I am in a graphic design MFA program to explore how creativity and visual thinking can effect positive social change. I am only beginning to experience how ideas become action. My first official graphic design position was as an assistant at my undergraduate university’s Office of LGBT Student Services. It felt extremely rewarding to see how my work helped students find the office and connect with its various resources.

I designed a science magazine and continued working with data visualization, investigating how our environment affects our physical and emotional well-being. I have encountered a number of problems that should be addressed through design thinking. Challenges in working with a non-English speaking people while using a poorly designed (yet aesthetically pleasing) textbook inspired me to think about language acquisition and cross-cultural communication. I’m also interested in how governments and the media communicate risk and danger.



BRIENNE JONES

Graphic Design



I interned at The OpEd Project, a non-profit that works to expand the range of voices we hear from in today's media by training women and minorities to own their expertise and submit to major media outlets. Creating promotional materials for them seemed like a small project at first, but these materials have made it easier for the organization to recruit funders and mentors and therefore help more people.

I am excited to learn new ways to engage with socially responsible design. For instance, in an afternoon workshop, a group working with Arduino devices to investigate air quality taught us how to make "thermal flashlights" that can be used to detect air leaks.

Thus, going to graduate school has been an ideal way for me to parse my diverse experiences and to begin to create a cohesive body of work that critically engages urban design, language and aesthetics. Upon graduation, I will have strengthened my formal, critical and professional skills so that I can be not only a practicing designer, but also a leader and an educator.

