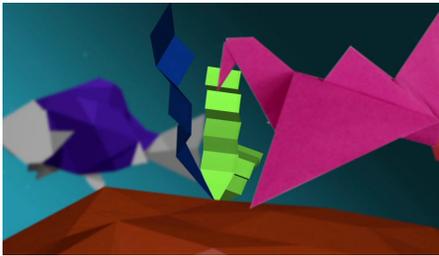


2013/14 Worldstudio AIGA Scholarships Anonymous Award



DANIEL MORENO

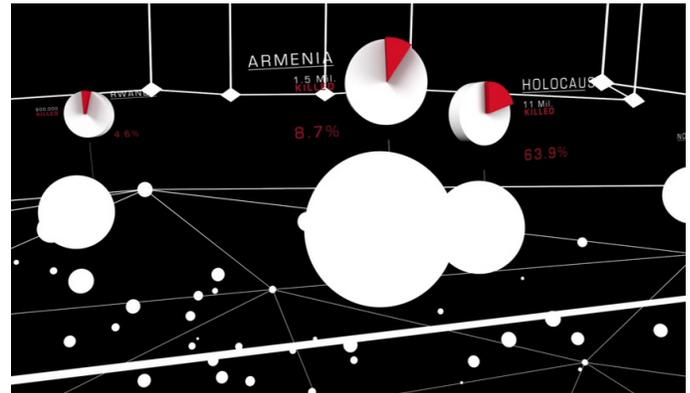
Fine Art
Junior
Ringling College of Art and Design



I grew up in the heart of Miami, surrounded by a vibrant community of Hispanics from all over the world. A hard-working Puerto Rican mother and sister who loved me raised me into the man I am today. At an early age, I started developing a fascination about music and how it is created. Music is a form of expression in every single nationality all over the world. What someone cannot say with words, they can surely say with music. I played cello for over 18 years of my life and still do today.



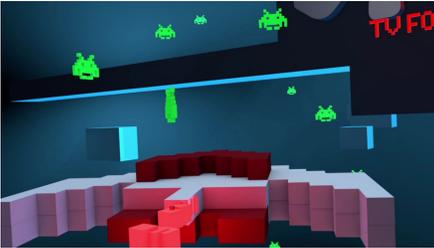
In high school, I started becoming more alert to global trends and environmental issues. I joined the Anchor club in my senior year of high school and volunteered for various efforts including local mangrove clean-ups, toy drives, promoting recycling awareness on campus, teaching elementary school children safety tips through puppet performances and many other efforts. I really felt that I was making a change, at least in my local community and that year our school chapter received the International Anchor Club of the Year Award. It was a big event in my life and a real eye opener on the widespread effect I could have.



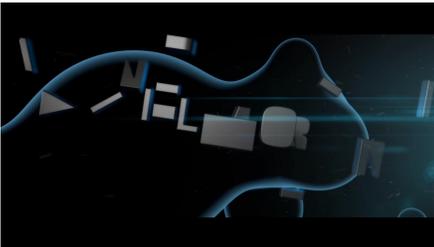
What do all the **genocides** have in common? **VICTIMS**

DANIEL MORENO

Fine Art



Along the way, I met many different people from all walks of life coming from all over the world, and it made me realize that we aren't segregated by where we come from, what language we speak or what nationality we are. We are all humans that belong together on earth as an international community, and as such we should be working together to create a sustainable lifestyle and save the planet from harm.



Even though volunteering with my community made me feel like I was making a difference, I knew I could do more. I wanted to spread knowledge and get others to start volunteering and making the world a better place. That is when I made the decision to study motion design. It was the perfect mix of simple but powerful communication that graphic design is capable of achieving, but it incorporates the liveliness and imagination that only animation can accomplish.



Recently, I worked on a PSA for the Child's Play Charity, which donates video games to children in hospitals. They believe having fun is the best cure, and I agree. I conceptualized a commercial to raise awareness and a mobile game, with all the proceeds directly donated to them.

With those elements mixed together, I can create works of art that aren't only powerful in message but are also engaging and unique. I am passionate about promoting environmental awareness and empowering the next generation of people to join in this global effort.

