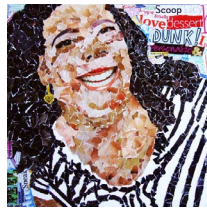


2012/13 Worldstudio AIGA Scholarships Coyne Family Foundation Award



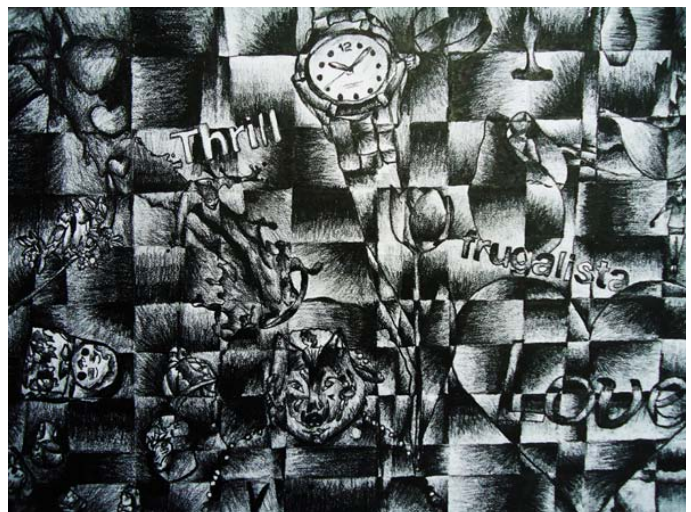
FRANCHESKA ARISTY

Graphic Design
Freshman
Pratt Institute



I have always been interested in the artistic field; however, it never truly blossomed until I moved to Florida at the ripe age of nine. I spent my days at home playing with my Bratz dolls as my mom would go hours painting the hallway a cream of wheat and sponging the living room walls a burnt sienna. Interested in her painting technique, I abandoned my dolls and became her apprentice, helping her bring the walls to life with color. During a break between coats, my mother asked, "What do you want to be when you get older?" I thought about it and excitedly answered, "I want to be a graphic designer, a fashion designer, web designer, interior designer and a cartoonist!" Perplexed, my mother asked, "Don't you want to be a lawyer like your dad?" This question is still posed to me to this day, almost 7 years later. Influencing people and expressing ideas through visual communication has become a passion of mine because it allows me to exhibit my creativity.

Since then, I went on to further develop my interest in visual arts. In fifth grade I even started a website for my friends and I to use, called "Cherrydaisies." In my ten year old mind, cherry was supposed to symbolize the color of adults' faces when



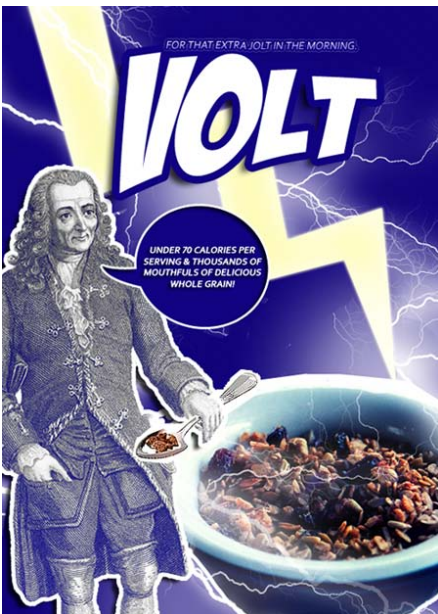
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FRANCESKA ARISTY

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they got angry at us for being on the computer all day and daisies were supposed to symbolize how happy we were when we went on my website. At school, we would log on and chat with each other, laugh at the funny pictures I had put up, and revel at the layout designs I would put up to go with the seasons. Through my website, I was able to entertain and to influence the way my friends felt during the day, and my ability to do this with people inspired me to use this aspect of visual communication to promote progress within my community.

It was during high school where I managed to fine tune my talents in the arts and design, not only through taking a variety of classes to further my skills, but also getting involved in community service projects which have impacted the world around me. I participated in the annual Empty Bowls project at my school, where I visited local elementary schools and helped young students create ceramic bowls. A dinner is then hosted at the high school where people could buy bowls made by these students, and the proceeds would go to a local homeless shelter. I also helped with a mural project with students at an elementary school that was made to illustrate good character traits for the young children.



And yet, I still will not stop there. I have designed t-shirts for clubs, logos for school, and I am even a current member of Yearbook as a layout and photo editor. As a creator, in the future, I will be involved in other service projects to raise awareness, be it helping with advertisements—such as the people who created the Kony 2012 propaganda—or planning a fundraiser event to help a local cause. It only takes a splash of color to brighten up the world.

