

2012/13 Worldstudio AIGA Scholarships Shutterstock Award and Anonymous Award

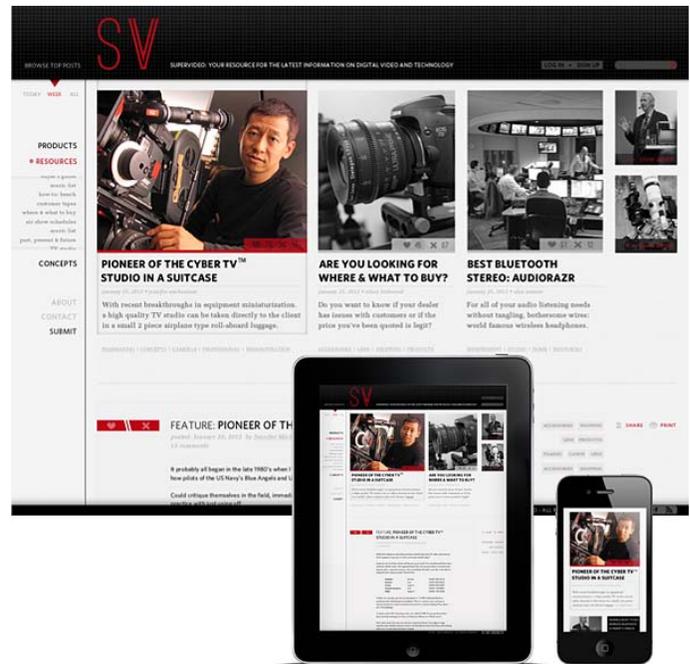


GABRIELLA THOMPSON
Graphic Design
Junior
Ringling College of Art + Design



I come from a family of loud Latinos. There is no doubt that Latinos know how to get their point across—through words, gestures or actions. They know the power of communication and the change it can cause—from my grandmother’s internationally broadcasted, revolutionary efforts during the Panamanian dictatorship, to my grandfather encouraging and inspiring his farm workers to attend college, to my mother’s thesis on psychiatric ward design in hospitals. I am inspired by their determination to make change happen and by the power of their persuasion.

This power of persuasion has left an impression on me. In high school, as I designed posters for organizations and fundraisers, I was fascinated by the power I had to influence people, their thinking and decisions. At the same time, I struggled with a verbally and emotionally abusive stepfather who influenced my thinking as well; he persuaded me to believe things about myself that affected my self-esteem.



the professional association for design

GABRIELLA THOMPSON

Graphic Design



Persuasion is critical in graphic design. I want to use the power of communication to influence people not to buy a product or use a service but to create change. Inspired by my family, I choose to be not only a designer, but a social citizen; I plan to work in the field of design for the greater good. I plan to design for humanitarian campaigns. I look forward to using my trilingual skills to reach more of the global community.

Erik Spiekermann says the designer is not an artist, but a problem solver. Our "problems" include not only design problems, but social problems as well; issues such as education, poverty and the environment all need our creative attention. I believe it is our social responsibility as visual communicators to persuade others to join us in this problem solving.



I have painted murals at a local disability camp. I work with others to paint and renovate homes through Habitat for Humanity. While interning in New York City this summer, I plan to volunteer with the Volunteers of America. I was selected to work at the Ringling College Design Center, a professional, on-campus studio that designs for both the college and community non-profit organizations.

I was recently contacted by a local chapter of 10:10, a global environmental initiative, for a collaboration with the company Tervis Tumbler for a campaign to encourage lower water consumption and reusable water containers. The designs I am creating for Tervis Tumbler will be distributed by the company and the college to all incoming freshmen this fall. I cannot change the world, but I can change part of it; through this project I have learned how, through design, I can influence small changes that make big impacts.

