

# 2013/14 Worldstudio AIGA Scholarships

## AIGA DC Continuum Award

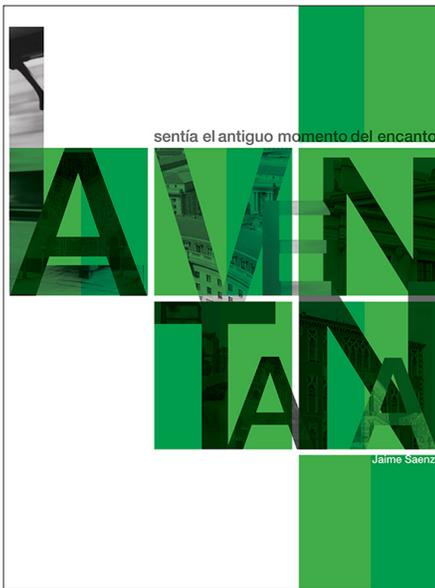


**LAURA GUZMAN**

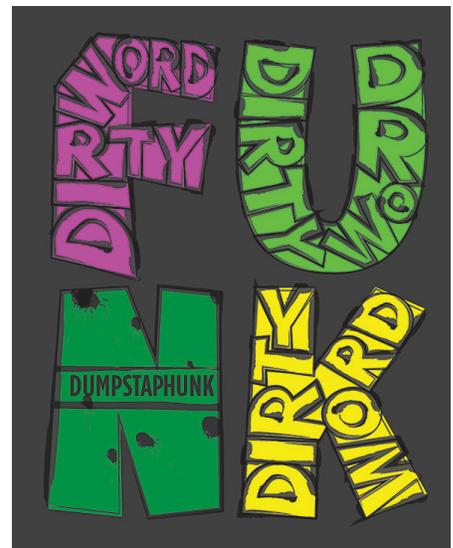
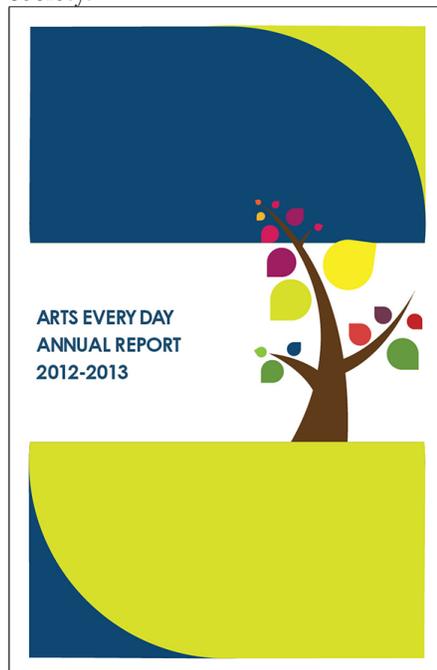
Graphic Design

Junior

University Of Maryland Baltimore County



When selected as a Continuum Fund Scholarship recipient last year, I was very excited about continuing my education as a graphic designer in a four-year institution. Beyond the financial help the scholarship provided, I was rewarded with the powerful feeling of being believed in. I felt connected with my culture and family, and motivated by the idea of using design for social change. Quickly, the feeling grew into a sense of responsibility. Trusted to become an agent of change, I had the urge to start right away. I looked for service opportunities and found one that allowed me to give back to the Hispanic community. I volunteered every Saturday at EBLO (Education Based Latino Outreach). Along with other students, I helped with school tutoring and interacted with children of Latino families. In addition to the required tasks, I planned some arts and crafts projects. This experience reinforced my belief in the importance of visual arts in education and society.



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**LAURA GUZMAN**

Graphic Design



Thanks to my EBLO experience, I knew what kind of company I wanted to intern with when I was selected to participate in The Shattuck Family Internship Program for Entrepreneurship Innovation and Social Change. This program places highly-motivated University of Maryland Baltimore County students in mentored internships to better prepare them to launch nonprofits or social ventures. I was looking for an art-related nonprofit where I could use my graphic design skills while learning more about what it takes to run a nonprofit. I chose two places that fit my expectations perfectly. One of them is Arts Every Day. Its mission is to strengthen learning by making arts integration and cultural experiences an integral part of Baltimore City schools. I assist Arts Every Day with their graphic design needs while gaining exposure to Baltimore’s arts and nonprofit community. I am also excited to be completing my internship at Made by We. As a participant of AIGA DC’s ongoing mentorship program, SHINE 2013, I was not only paired with my wonderful mentor Mila Arrisueño, but I was also fortunate to meet another exceptional participating mentor, Liz Rose Chmela. Liz is the founder of Made by We, which is a for-benefit design studio that partners with do-gooder organizations to help them rethink their communication strategies. One of my projects is to design a website to share a compilation of interviews on social design that Liz and I plan to gather. I couldn’t have asked for a better place to intern.



This semester has been a very productive and enlightening one as an Arts Every Day and Made By We intern, and a SHINE mentee. It has also been a demanding one, with school and work, as has been the case since I moved to the U.S. to live on my own. As I contemplate how far I’ve come in a year, I know the hard work is worth it. I look forward to a junior year as full of learning experiences as this one. My long-term goal is to enroll in MICA’s Social Design MA. Ever since I was selected as a Worldstudio AIGA Scholarship recipient, all the decisions I make in terms of learning are focused on preparing myself for a career where I am able to implement design strategies to make a positive impact on society.

