



Varied:

AIGA: Get inspired!

Get inspired!

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Ric Grefé:

The remarkable thing about AIGA is it started a hundred years ago. Fourteen people came together in 1914, and the only thing they had to bring to that first meeting was their own chairs.

AIGA is the largest professional association of communication designers anywhere in the world. We have 21,000 members. We are in nearly 60 cities. We're on 200 campuses. And now we have AIGA China, and that's the beginning of seeking ways to support designers around the world.

Varied:

Get connected.

Get connected.

Get connected.

Ric Grefé:

So what is it about designers that actually make them want to become part of AIGA?

Mike Essl:

I joined initially to save money, but then later joined to connect with people who do what I do.

Vernon Lockhart:

I think by becoming a member, you put yourself in the know of what all the other designers around you are doing, and then it helps you to grow as a designer.

Albert Whitley:

I love it. You know, I've made some great friendships.

Sean Adams:

The way I look at AIGA is it's a big tent organization. It encompasses all kinds of designers, whether you're 20-years old or 75-years old. Whether you're a print designer or a web designer or interactive, or you're designing teddy bears. It's about how you think, and that's the thing that ties us all together. AIGA is what you make of it.

Varied:

Get together.

Get together.

Get together.

Debbie Millman:

One of the most extraordinary things about AIGA is the local chapters.

Ric Grefé:

Chapters are the way designers come together wherever they are in the country with like-minded people with the same passion to make things.

Michael Hendrix:

Here I am in Chattanooga, Tennessee. A lot of people don't even know where that is, and yet, I'm able to be involved in the national dialogue about design.

Josh Silverman:

I get to help build a community. I get to inspire people. I get to think that I inspire people.

Varied:

Get involved.

Get involved.

Get involved.

Vernon Lockhart:

I'm very passionate about giving kids the opportunity to become designers because, again, that's really my story, that's how I got into the field.

Debbie Millman:

I believe that everybody that is a professional designer at some point in their life should be a mentor.

Michael Hendrix:

Sustainability is my interest. We are -- with AIGA, starting this Center for Sustainable Design. We are starting to get involved in the national level. I'm pretty excited about that.

Varied:

Get motivated.

Get motivated.

Get motivated.

Mira Azarm:

The conferences are amazing. I went to my first one two years ago and I learned so much about things I had never thought about.

Albert Whitley:

It also helped us to see more things in different context, to dig a little bit deeper.

Debbie Millman:

I think the real superstars of this year's conference were the people under 30.

Christina Montoya:

I love attending my local AIGA events because I always seem to get something out of it, whether it be making a new friend, getting some inspiration, getting feedback or just having a good time.

Varied:

Get educated.

Get informed.

Get a job.

Taso Mastorakis:

I need a job, so I'm posting my portfolio on the Job Search Board.

Amy Gustincic:

I am actually in need of hiring a designer right now, so I'm definitely going to be using that resource.

Varied:

Get noticed.

Get noticed.

Michael Hendrix:

These particular designs have been acknowledged nationally for their excellence and they're being archived at the Denver Art Museum. And it's also very satisfying to know that we can be part of the fabric of design history in America.

Sean Adams:

Get visible.

Albert Whitley:

The gala was phenomenal. Just to see everyone in black tie and who's coming together, young and old, just celebrating great talent, great work and great inspiration.

Just to learn about Georg Olden. It was great, it was fun also to find out that there was an African-American who's considered a pioneer in his own right into the profession.

Varied:

Get excited.

Get excited.

Get excited.

Mike Essl:

I believe in our profession, like I believe in it as this bigger idea outside of client work and outside of making design. I believe in it as a way to affect change.

It's about, sort of pitching in and helping this bigger idea.

Debbie Millman:

I think the difference between what we see now and what we'll see in ten years is simply the worldwide recognition of the power that design has.

Sean Adams:

As a culture we obviously are facing many, many issues and they're all solvable, and as designers we're in a unique position to actually be able to take a different point of view on many of those. Trying to do that alone in your kitchen is very fruitless. I think that's a real big benefit of AIGA, that we're able to work together to help solve some of these issues like sustainability and diversity or the way that our democracy works. As a group, we're far more powerful than as individuals.

Varied:

Get involved.

Get educated.

Get busy.

Get relevant.

Get respected.

Get inspired.

Get inspired.

Get inspire

Get inspired.

AIGA the professional...

Association...

For...

Design.

[Laughter]

Yeah, right. I love... is that Detroit or what?

The purpose of AIGA.

So, I'm gonna ask you...

A-I-G-A, A-I-G-A.

I love graphic design.

[Laughter]