

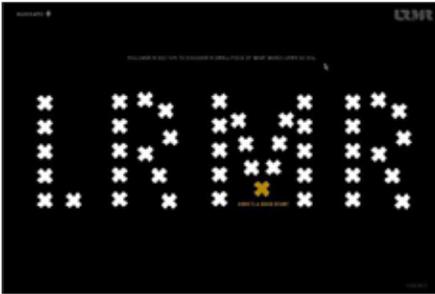
2009/10 Worldstudio AIGA Scholarships

Mohawk Fine Papers Honorable Mention



ADJOA OPOJU

Graphic Design
School of Visual Arts
Graduate Student



I began my career as a designer at a young age. While most girls begged their parents for the dolls they saw I on television, I made my own. I created dolls out of found objects, like yarn and empty toilet-paper rolls. I made outfits too. And since every doll needs a place to live, I constructed elaborate shoebox mansions. My parents always told me that I would grow up to be a designer. They were right.

I attended Syracuse University. After a year of foundation I entered the Communication Design program. It was an extremely challenging and emotional experience, but it was far more creatively rewarding than my first year. As juniors we choose our own projects based on personal interests. As a result, our portfolios were a true reflection of ourselves. I was most interested in user-centered design.



ADJOA OPOKU

Graphic Design



For a junior project, I developed a program to help promote colon-cancer screening in the African-American community. I organized a collaborative workshop for artists to teach and learn in different mediums. I also designed a resource about adoption for gay and lesbian couples. There was a clear pattern to my work. I was designing for a better world.

If given the option, why not choose to do something that might make a difference? I chose to focus on topics that could improve lives. I wanted to challenge existing frameworks and create new ones. I love the challenge of solving problems – big, complex issues rooted in human need. I believe that designers need to understand user behaviors and needs in order to create truly meaningful experiences.

I designed Clare, an online prescription management system for individuals taking multiple medications. I want to explore more projects like Clare – projects that make a meaningful difference. Interaction Design is about exploring “the strategic role of design in shaping everyday life and aims to increase the relevancy of design to business and society so designers can make a difference.”

I want to contribute to a better world through design. After I complete my degree I will work to realize the ideas I have explored in school. I will become a leader in my field and contribute to the social causes I have already taken an interest in, like better health, gay rights, and support for the arts. I will have a positive influence on the next generation of designers and teach other minority students about the incredible power and influence of art and design.

