

# 2014/15 Worldstudio AIGA Scholarships

## The Rebecca Marco Honorable Mention



**ANDRES GARCIA**  
 Graphic Design  
 Senior  
 University of Houston



I was born in a small rural town in Michoacán, México. Both of my parents were raised in large families, which made it impossible for them to finish elementary school. Early on they acknowledged the importance of a proper education, and despite having scarce resources, managed to enroll my six siblings and me in a private elementary school. My early life in Mexico was very different from my life later on in the U.S., where my family relocated in 2003 with the hope of giving us a better education: it gave me the chance to experience my native culture and learn the history. Having lived in two different cultures has given me a unique outlook. I've learned to appreciate the opportunities of living in the U.S., but also to distinguish the necessary from the unessential commodities.

During high school, I was introduced to design through a multi-media class and became interested in making it into my career. While studying at the University of Houston (UH), I was exposed to works that communicated a message. In some of my work I've tried to explore the distinction of essential commodities and the unessential. The grand influence on my work has always been my family's encouragement and desire to get an education. I know that I've been given an enormous opportunity to attend and graduate from a university, something my parents never got a chance to do. The work ethic they have instilled in me has



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taught me not to waste opportunities, and to make a commitment to my personal and professional goals.

Currently, I've taken two jobs to help pay the expenses of school. I work part time for the student run newspaper at the University of Houston (*The Daily Cougar*) and as an editorial designer at the *Houston Business Journal*. At *The Daily Cougar* I've had the honor of receiving the award for Designer of the Year, Division 1 in 2013 from the Texas Intercollegiate Press Association, as well as two more awards for General Magazine Cover Design and an honorable mention in Ad Design. Over the past few years of working in newsprint media, I've become heavily interested in its mixture of traditional design and modern day process. Upon graduating with a BFA in Graphic Communications and a minor in Art History, I want to pursue a career in editorial design. With the preparation I'm receiving from the design program at UH and my work experience, I feel that I'll be capable of finding opportunities where I can keep developing my skills in editorial design, whether in print or on the Web.



I'm an individual who doesn't waste opportunities and knows the value of hard work. By being awarded this scholarship, it becomes a responsibility to give back and a commitment to accomplish all my goals in academics and in my career.

