

# 2009/10 Worldstudio AIGA Scholarships Coyne Family Foundation Award



**BREON WATERS II**  
Graphic design  
Freshman  
Art Center College of Design

A major experience that has had a great impact on my creative work and career plans was switching schools and majors. After seeing that aerospace engineering wasn't something that I wanted to do and not making the school baseball team, I wasn't happy. For some reason I forgot about art and how big an influence it had on my life. So, I began to look at Cal Poly Pomona's art department to see what kind of jobs I could make a living at in art. I saw that with graphic design you got to make things and it seemed like a relatively stable art career.



As a result, I decided I was going to try graphic design and pursue fine art as well. After this I began emailing different baseball coaches at schools with design programs to see about trying out for their teams. I got feedback from schools in North Dakota, Iowa and Irvine. I tried out for the schools in North Dakota and Iowa and made both teams. I choose to go to the school in North Dakota, Minot State University. Being able to play baseball at the collegiate level was fun and has given me numerous memories. But baseball wasn't the main reason why I was supposed to switch schools. Looking back it's pretty easy to see. From the moment I began to write I've been drawing and creating things. So it's obvious that I was meant to do something where I get to use my creativity.



Worldstudio  
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the professional association for design

## BREON WATERS II

Graphic design

Switching from aerospace engineering to graphic design and California to North Dakota was definitely risky. Cal Poly Pomona is an excellent school for engineering and graduating from there almost guarantees a good paying job. But engineering wasn't something that I was passionate about. I learned that having a good paying job is nice, but its more important to actually like what you do. With design it is something that I can see myself doing for the rest of my life. Going from California to North Dakota is like going to another world. My first winter there it reached -30s in windchill and the way of life there is completely different. Also, I was 2,000 miles away from my family for the first time. Being able to survive all of that showed me that I can make it through a lot more than I previously thought. I learned that you have to go after the things that you want in life.

Design has the power to greatly influence people and society as a whole. I want my work to use this power to contribute or make a difference in the world by having substance to it. There is more to my work than just aesthetics. With all of the different problems that we face in the world, I want my work to help bring the necessary actions to end such problems. My work should cause people to question things that are wrong in the world. One way that I plan on achieving these different goals is by giving back to the community. I want to be able to teach kids about design who other wise would not have access to it. This would mainly include kids in the inner city and urban areas. Growing up I was never told of graphic design and the creativity that makes it up. I would like for kids to know about design sooner than I was told. Even if they don't end up being designers, I think it would be beneficial for kids to use their creativity in positive ways.

