

2010/11 Worldstudio AIGA Scholarships Mohawk Fine Papers Award



ETHAN BODNAR
Graphic Design
Junior
The Hartford Art School

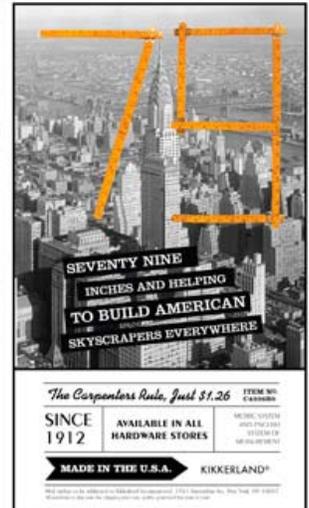
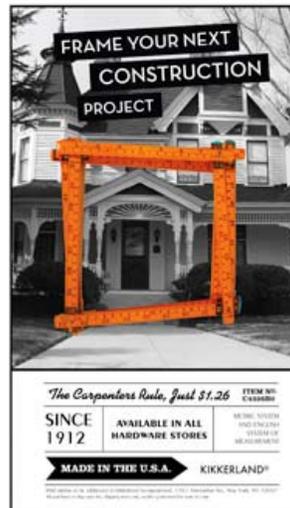
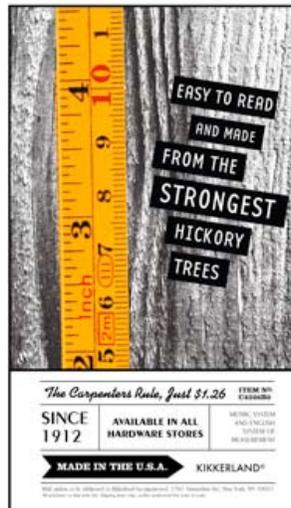


I believe being educated as a graphic designer is not only about developing a body of work, but a collection of knowledge. It is about learning how to truly see the world, the space in which we are designing for. The work comes when knowledge is acquired.

Being a student of graphic design and hopefully a future professor of design, I have become interested in design pedagogy. I believe that the following ideas combined with current design pedagogy will generate a more sustainable network of learners.

- Emphasis on Graphic Design History, Criticism, and Research
- Bring culture through liberal arts into the studio curriculum
- Social Design
- Empowering and encouraging informal education outside of the classroom
- Environmentally friendly design and ethical practices

I would like to further investigate the importance of social and environmentally friendly design. They are two areas in which I have found very relevant to my current and future work.



ETHAN BODNAR

Graphic Design

I am currently involved in an initiative called "Committed to Community." I have been working to develop awareness through a website and printed promotional pieces which are being launched at the start of next school year. A focus for me has been the application of design thinking in order to develop a way to engage students and to create a platform for action just not good intentions.

An upcoming project at the University of Hartford is "Our Campus, Our Planet." It will be launched as a full day of activities at freshmen orientation and hopefully move forward as a brand for all environmentally friendly projects at the University. I will be collaborating with another student to develop the identity and logo for this.

TEDxBloomington (based on the TED conference) is another project that focuses on developing a community and forming a dialogue with them. The theme is the "Wisdom of Play" and the exploration of how play is relevant to our work. I am working on several collaborative projects, and recently introduced the website, which will act as the center of the community until the conference in May 2011.

My education has been greatly aided by AIGA, it is an organization and community that I am honored to be a part of. Last year I was welcomed as the student Representative to the AIGA Connecticut board and I currently lead the AIGA Student Group at the Hartford Art School. One of the things that I am most grateful for is that we have had AIGA for almost one hundred years, that I am part of it now, and for that future that our design community will create together.

I am grateful for the opportunity to go to school for four years and in doing so be able to mold a sustainable lifestyle for myself based around using design to make a difference and have a positive impact!

