

2010/11 Worldstudio AIGA Scholarships Poulin + Morris Award



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There are some moments in life that drastically change the way one views it. It makes you grow stronger and builds character. I believe that one of those experiences has occurred in my life and influenced my creative work.

Christmas was right around the corner. People were buying gifts and children were waiting for when presents appear under the Christmas tree. But, there were those who wake up and find nothing under the tree. I volunteered at my local church. The goal was to give out a present to every child who wanted but could not afford one. Most of the lower income families in Chandler are Hispanic. I was put at the front because I was able to translate. The moment I walked out, my jaw dropped in awe. There was a massive line. I saw hundreds upon hundreds of children waiting to be given some sort of toy. It was an amazing and beautiful sight once the gifts were distributed. I could just see the twinkle in their eyes and the feeling they got when



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their fingers touched their one and only toy. I thought, how could all of this be happening? So many people who are in need and I'm sitting at home watching TV and getting on Facebook. I knew that I had to do something. I needed to help those who are in need and maybe I could persuade people to join me.

Creativity is such an immense and powerful tool. People say a picture is worth a thousand words, but I think a video is worth so much more. There is something glorious that happens when the audience connects with a video. The images tug on the heart at times, and with my passion for film, media, design, and graphics I could use it all to convey a strong message. A message of hope. And I have done a small part. I found an association that needed a video to give a message, a video to show that people with disabilities can work too. That someone with a disability is a person just like us, nothing different. Throughout the process I just kept imagining how my video can help some one else. And from that experience with the poor children, it really pushed me to make this video and keep helping with my talents.

I desperately want to help the lost, the homeless and hurt. Through the power of motion graphics I can persuade men and women to do their part and join me. But it doesn't have to stop there! It can go so much further! I could definitely see myself in the many years to come, developing videos across the world. Telling everyone that there is a need out there, and we can all make a difference.

