

2007/08 Worldstudio AIGA Scholarships

Mohawk Paper Honorable Mention



CAROLINE PARK
Graphic Design
Graduate Student
California Institute of the Arts

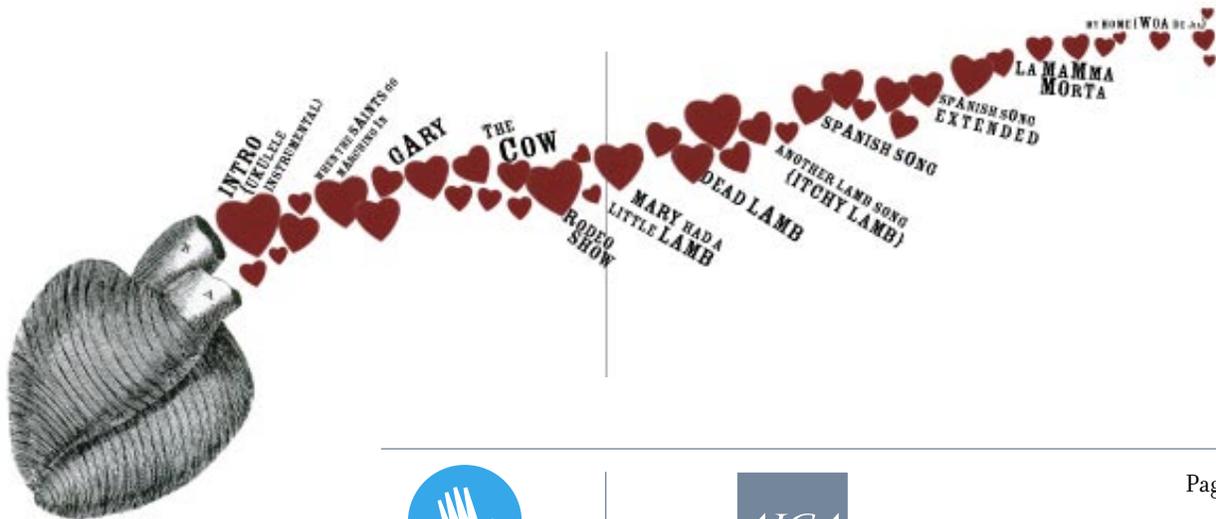
I hate graphic design because it is a profession that is often responsible for producing harmful messages that promote a climate of apathy and disrespect.

But I also love graphic design because it is a powerful tool that has the ability to communicate optimism and hope. It has the power to move and inspire people to action. On a personal level, graphic design provides a way for me to voice my feelings and express my values beyond written and spoken words, transcending language and cultural barriers.

My love and hate relationship with graphic design reflects my own conflicted upbringing as a daughter of two Korean immigrants. As a minority, I identify myself as being an outsider—providing a life perspective that motivates me in my personal and professional pursuits. My goal is to connect to other individuals by sharing and ultimately overcoming these challenging and painful experiences.



Not long ago I worked at Planned Parenthood as a public health educator. I taught and developed an arts education program, Picture Me, which utilized creative arts as a self-discovery and communication tool for minority teenagers and adults. From this experience I learned how I could share my knowledge and skills, create a safe environment, and help to empower others. While I no longer work at Planned Parenthood, I am still dedicated to working with people with this same passion and drive.



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the professional association for design

CAROLINE PARK

Graphic Design

Presently, I am developing a graphic design and media studies program for young low-income girls that will provide both computer and critical thinking skills. The program will begin by teaching students how to use Adobe Photoshop. Developing these technical skills, students will learn the tools that are used in the media (advertising). It will provide a foundation for understanding how images of women, sexuality, and race are manipulated for advertising purposes. In the last stage of this program, students will create original graphic pieces to counter the images that disempower women like themselves.

As a socially engaged and responsible graphic designer, I am a form maker that is sensitive to the meaning and messages that visual forms carry. Graphic designers have a significant—if not crucial role—as cultural interpreters. We have the unique ability to produce powerful imagery that can inform, engage, enlighten, and inspire others.

Working with socially minded artists like Jane Chen of The Chinese Clown Cabaret has been a profoundly rewarding collaborative process. Jane is an Asian American female artist who similarly uses art to express her own struggles and hardships through the art of performance. Working with her has shown me how design can carry powerful messages to a much larger audience. It continues to provide me with an ideal working model for my future practice.

Reflecting on my work thus far, I see my work evolving and maturing. I am continually discovering the infinite possibilities to express and share my ideals and values through graphic design. This practice adheres to the highest standards of social responsibility and ethical conduct. At its core lay the hand and the heart and our ability for human connection.

