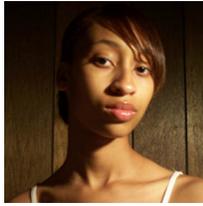


2008/09 Worldstudio AIGA Scholarships Coyne Family Foundation Award



RASHUNDA HOLLOWAY

Photography

Freshman

Columbus College of Art and Design

I am a proud graduate of an academic and arts high school and career center. An evolution has taken place in myself. I often wonder how I made it to where I am today. My passion for photography started out with just a small curiosity my sophomore year of high school. The following year I was accepted into the commercial photography career center. My instructor had an eccentric personality and teaching style that made it easier for me to develop as a photographer. He never promoted extensive testing, but he did promote individuality and visual expression. Mr. Kocks was more interested in what you see and how you see it. While attending the career center I found my niche. I've always had an overly enthusiastic interest in high fashion and magazines; I would spend hours on end studying fashion magazines when I was younger. My magazine collection was massive. It wasn't until the end of my junior year that I tied fashion in with my photography. I enjoyed taking fashion portraits of friends and going out to various locations. My work became more visually pleasing as time went on.



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the professional association for design

RASHUNDA HOLLOWAY

Photography

After college I intend to pursue a career in fashion photography. Within the past few years it's been a determination of mine to step into this specific field. This field has very few females and minorities, and I primarily want to bring about a change. Maybe I can open up doors for those who follow. Later on in life, it would be wonderful to open a portrait studio that provides reasonable prices to the community. Memories shouldn't cost an excessive amount of money. I've had a personal experience with overly priced senior pictures. Coming from a one-parent household, five hundred dollars is a lot to pay for senior pictures. My mother struggled to come up with the money. In the end, she purchased the pictures—she simply wanted to preserve the memory.



Recently I took a social problems class and was enlightened. Within the class we discussed a wide variety of issues from teen pregnancy to homelessness. I was already going through a transition, spiritually coming to terms with God. A message was spoken to me more than once, telling me that God doesn't want me or any one else to go through life alone. We were all put here to help each other whether it's big or small. Throughout the quarter, it became apparent to me that perhaps I can make a change through my art. My interest is no longer solely fashion photography but it is also photojournalism. I'm eager to learn more about photojournalism and how I can use it for the good of others. I'm positive that it can bring about change in the world. What better way to fulfill my passion and make a difference in the world?

Last summer I was a volunteer for the Community House. Every day we would walk the streets and pick up trash. It was disturbing to see the massive amounts of trash that lined the city's neighborhoods. While picking up trash I found drug paraphernalia, broken bottles, dirty diapers and much more. The only way to educate the public is through print and television. I believe that it's necessary for me to bring awareness to the community and the world about how precious the earth is. Going green and picking up after ourselves needs to be a worldwide effort. We only have one planet Earth, so let's take care of it.

