

2006/2007 Worldstudio AIGA Scholarships

Debbie Millman Award



CLARISSA TOSSIN
Graphic Design
Graduate
California Institute of the Arts

Graphic design is an important and powerful component of pop culture regardless of the way it is practiced. Whether working for an NGO or a major brand, it does carry social responsibilities and implications. The main focus of my studies at CalArts will revolve around the importance of graphic design in the developmental stages of a society. It is my belief that as shapers of popular culture we can greatly contribute to the well being of others while working in the commercial sphere. These social and cultural impacts are of a significant importance in a place like the United States. Needless to say that when practicing in a developing country such as Brazil the impact can be tenfold. Being a South-American designer who experienced the North-American marketplace I want to bring back home the knowledge acquired during my stay and put it to good use. As you are surely aware most foreigners from developing countries embrace any opportunity to come here. Sadly most of them never go back to share the knowledge acquired while abroad. My studies will focus on the difference I can make in my own country. I will therefore go back to Brazil to impact and serve my community in the most efficient way possible. Through an ethical and culturally aware practice of graphic design, I believe I can make a difference.

