2012/13 Worldstudio AIGA Scholarships
Anonymous Award

JONATHAN TORRES
Graphic Design
Junior
California State University of Long Beach

Trying to find who I am and attempting to acknowledge where my thoughts come together I notice there is one source where my ideas are set in stone—my sketchbook. I've always carried the 8.5 by 5.5 inch sketchbook, which I have overflowed with restaurant receipts, written memories, thought bubbles, lists of endless nonsense, Remo's doodles, me and my ex's initials made into a repeating monograms, Brigitte's cute post-it notes and Kerin's little motivational sentences have provided a great deal of support, as well as motivation to learn more and to improve my work.

I knew that my sketchbook was, in some way, a historical document that depicted various events during my academic and personal life. Really, what makes it truly genuine is that I can only understand what each mark, word, scribble or drawing means, what day it was, what was happening at that moment, what mood I was in and when it was conceived. I have noted every significant detail when I am in class,

Worldstudio
FOUNDATION

AIGA
the professional association for design

hearing people say interesting comments, when I need to write down important dates—which I sometimes end up forgetting—or when sacred advice is given to me by a person whom I look up to the most. In a way, this sketchbook has contributed significantly to my growth, development and to the improvement of my work. It is a historical document where I can go back and forth to review and revisit abandoned ideas. Hence, it has been greatly influential to the thinking I've done in my projects and showing a progression in concept.

Taking advantage of my education, I have been giving to high school students in digital media arts programs at the YMCA Youth Institute summer program in Long Beach. The lessons and works of my teachers have influenced my way of thinking and receiving toward the students. I want them to be able to use this as an outlet for creativity—to enforce their social values in a practical sense apart from learning graphics, film and animation. Digital media is not just itself a medium for art and design, but a way for students to take advantage of this knowledge and use it to develop and foster social skills. I have been active in this program for about 4 years now and have dedicated my time and effort to expose these kids to various forms of art and design to demonstrate that there is more to just digital media itself. They need to explore on their own to see what other possibilities they can grasp to reveal their thoughts, interest and goals.