



## Print's Not Dying, It's Thriving, Says One EDSF Scholarship Recipient

*Jason Landrum, Vanguard Companies, is excited to watch print communications grow and evolve. Landrum is a past EDSF scholarship recipient, who's now prospering in the industry.*

By Brenda Kai, EDSF

Today, Jason Landrum is a marketing associate and graphic designer for [Vanguard Companies](#), but just a short while ago, in 2009, he was the recipient of the [Electronic Document Scholarship Foundation's](#) (EDSF) Hoods Memorial Scholarship. Landrum is just one of many who have benefited from an EDSF scholarship, which enables students to receive their education to pursue careers in the document management and graphic communications industries.



On an annual basis, EDSF provides much-needed assistance by offsetting the ever-increasing financial burden. The scholarships are awarded based on scholastic achievement, honors, participation in school and community activities and organizational affiliations.

Since 1997, the Foundation has awarded 344 scholarships in ten countries: Canada, China, Dubai, Iceland, Italy, Nigeria, Pakistan, Russian Federation, UK and the United States.

By granting scholarships, fostering education, promoting research, recognizing leaders, encouraging innovation and garnering and disseminating knowledge, EDSF helps build the next generation of digital content and delivery professionals.

A young print professional succeeds...with a little help from EDSF

Looking back, Landrum remembers how he had an interest in print communications from an early age. While in high school, at 16, he started working at a newspaper. "They put an ad in the paper that they were looking for a graphic designer, and I knew that I was interested in technology," he recalls. "I knew I enjoyed learning what I could about

the layout programs, so I went in and I applied for the job. They took a risk with me and it paid off. I just fell in love with the industry.”

Landrum studied commercial graphics and marketing at Pittsburg State University. Following college, he was fortunate enough to find himself pursuing a career in both areas. At Vanguard, which produces packaging, labels, signage and retail displays, he works under the marketing director and puts all of his skill sets to use. “I’m using my graphics background, but I’m also using my marketing background as well,” he says. “It’s a great combination and I’m very fortunate to have found the opportunity. A lot of the type of work that we do will end up in your major retail outlets, such as Wal-Mart, Target, Petsmart and others.”



The future of print, according to Landrum

“There are so many new methods and new technologies available in the printing world. I always scoff a little bit when I hear people say that print is a dying media,” shares Landrum. “If print’s dead, then I might as well go ahead and resign right now and start walking home.”

Landrum acknowledges that he prefers the touch and feel of print compared to electronic media. “I believe we spend so much time on our computers and so much of our reality is virtual that having those hands-on experiences is just something that can’t be beat.”

From Landrum’s perspective, the print industry is growing. “I think you’re going to see a huge marriage between the digital side and the print side of communications,” he notes. “Digital is here to stay, but print is here to stay as well. And you’ve got a generation gap between my grandparents’ generation and my generation, and it’s just interesting to see how that resistance to technology has decreased as time goes on.”

With all that’s happening in the connected world of social media, Landrum is eager to see what will happen in the next five years. “It’s going to be interesting,” he believes. “Just look at how much it’s changed in the last two years.” In fact, he landed his job by learning about Vanguard on Facebook and Twitter.

### **Variable data and print**

He’s also paying attention to variable data. “It’s huge, and it’s thrilling to see how far that

will take the graphic arts industry, especially in areas like publications and direct mailing. It's already made such a huge impact and it's only going to grow with personalized URLs and using QR codes in documents that use variable data. It's an area that has evolved so much already and is continuing to do so."

Through EDSF, Landrum not only received scholarship funding to help him complete school and launch his career in the industry, he received a trip to AIIM ON DEMAND in 2010. "Myself and two other EDSF scholarship recipients were there," he says. "We were able to see hands-on where the technology is moving, why print is not dead, things that we need to watch for, and trends that we need to be aware of. We also got to network with people from the industry, and we really enjoyed it. It was a great time and we all learned a lot from that event."

***To learn more about EDSF and or to apply for a scholarship, visit [www.edsf.org](http://www.edsf.org).***

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