



EDSF Scholarship Recipient Lands Job as a Marketing & Design Specialist

By Alicia DiSantos



I was awarded the EDSF Scholarship in 2008 for my undergraduate studies in graphic design/new media at the University of Toledo. I graduated in 2008 and moved on to postgraduate studies at Columbia College Chicago, majoring in Arts Management. In 2010 I received my M.A.M. (Masters in Arts Management), moved back to Cleveland and began working for a small manufacturing company as a marketing and design consultant. In March 2012, I took a big move to Denver, CO, and was just hired as a marketing and design specialist.

I am absolutely thrilled that my education has provided me such a wealth of opportunities in only two short years. Although the economy is on the upturn, the job market is still viciously competitive and the skills learned from a college degree are crucial.

I was fortunate enough to obtain my B.A. without any student loans, much in part to EDSF's generous scholarship, but my Masters degree loans piled up mighty quick. I understand that every little bit helps, especially in making such a monumental decision not only as *where* to go to college, but even whether *to* go to college. The scholarship awarded to me from EDSF allowed me to pursue my undergrad without having the concern of my education's cost stewing in the back of my mind. More importantly, the EDSF scholarship provided me the confidence early on in my college studies to trust in myself that I was making the right decision. If EDSF backed me, I know I could get through a difficult curriculum.

Throughout the past few years, my job duties have given me many opportunities to work in print media. I find designing for print media much more enjoyable than digital media; I can relate more strongly to the tangibility of it. During my stay at National Telephone Supply in Cleveland, OH, I was given the daunting task of redesigning some of the company's packaging, which hasn't been touched since the 1970s. I was basically given free-range design direction, which can be quite challenging for a designer. The project was rewarding, and to hold the finished box in my hands felt better than any e-mail blast campaign or web design could hold a candle to.



Although digital media is vastly popular right now in the design industry, especially social media, I feel that print media has that "tangible" aspect that digital media does not and that accounts for why it is still going strong. People have been speculating for 20 years on the death of print media, and yet it is as popular as ever, especially the magazine sector. I see at some point a consumer-friendly fusion of the best of both worlds in print and digital media. I haven't a clue what that may be, and it is difficult to hypothesize because technology is changing so rapidly. Who knows what will be popular in the next five years at this pace?

I'd like to thank EDSF again for my scholarship. It can be a life-changer for a young student.