

# 2009/10 Worldstudio AIGA Scholarships Coyne Family Foundation Award



## CHRISTOPHER MCLAUGHLIN

Graphic design  
Junior  
Parsons The New School for Design

Early in my life, my creative personality was likened to a mop. They soak up messes that others have spilled and are rung out, but at the end of the day that mop is left waiting for the next spill to soak up. I feel that I absorb techniques, styles and issues, but have never been the one to make the mess. What is the point of soaking up so much and not applying it to anything? My "mop-like" disposition would no longer be acceptable; I had to be more like a paintbrush and have now taken on that identity.

I once read a quote from Massimo Vignelli that stated "If you can design one thing, you can design everything." That one phrase has pretty much shaped the kind of designer I strive to be.



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Through design I have been able to do that, and as a paintbrush I still have the ability to soak up, but I now have the added ability to be able to put down my own "mess" allowing others to soak it up. I want to be the kind of designer who can take one thing and apply it to many mediums, whether it is showing an issue or just creating something dynamic to look at. As a designer I believe I have a duty to not only make things look nice but to also make people really pay attention to what is important. Whether it is to bring attention to an issue like world hunger, being green, or just creating something beautiful, I believe through design I can be a spot in this world waiting for someone to soak it up.

Currently being a student at such a diverse university I can truly achieve my goal of becoming a designer of everything. With the knowledge I soak up from the years at the New School, I believe I will be able to make an imprint on myself as well as others.

