

2009/10 Worldstudio AIGA Scholarships

AIGA DC Continuum Fund Scholarship



SARAH MACHICADO

Graphic design

Junior

Maryland Institute College of Art



Born and raised in Miami, Florida, I grew up and dedicated myself to the visual arts. During my senior year (2005-06) I hit my peak and began my traffic sign series and applied more conceptual ideas to my work. I broke away from the more traditional art and became interested in the graphic quality of stencil graffiti. I was highly influenced by the art scene in Miami's Wynwood Art District known for emerging contemporary Hispanic artists. I am currently interested in package design, branding and book layouts. I am a double major in illustration and graphic design at Maryland Institute College of Art. While attending MICA I became interested of design in the 3D form. Currently I am also focusing on plush toys based on characters I've illustrated. The experiences I've had with different media and style is my biographical time line, where each direction I experiment with is a chapter in my life.



SARAH MACHICADO

Graphic design

In the future I plan to freelance in several industries and own a toy company. As a freelance graphic designer/corrugated package designer, I will use my skills to effectively promote corporations or nonprofit organizations that go green, fair trade, and market environmental safe products. The corrugated package design industry is rapidly growing because it's effective, cheap, and approximately 60-80 percent of corrugated material is made from recycled paper. As a product designer I will contribute to the community at large and change the way the world operates by creating designs that solve difficult problems. I am interested in creating designs that will be made of recyclable or biodegradable material that can also be multi-functional, environmentally friendly, and solve real problems such as the issues with food waste, conserving energy, and recyclable or biodegradable material. I specifically desire to establish a toy company because I believe education can significantly change the future of the United States, because education is the long-term solution for progress throughout generations. I am awfully aware how imperfect the public school system is in the states. Unfortunately not every family can afford to send their child to a private school. As a toy designer I will create toys that can aid children in their learning experience by enhancing their interest and knowledge on complex issues. For example: creating a toy that teaches children the importance on recycling, science and geometry.

