

Brianna Ferguson is a sophomore who is attending the University of Wisconsin-Stout located in Menomonie, Wisconsin.

**Q)** How did you first get interested in the graphic arts, or decide to major in graphic communications in school? *It was in high school that I decided to major in graphic communications. I was originally interested in Architecture and was enrolled in drafting courses all through high school until my junior year. As I approached senior year, I realized that blue printing was too technical for me, and all I cared about was the appearance and architectural styles of homes. That led me to thinking design would be a better fit. I began taking graphic arts for my senior year and loved what I was doing in class every day. I had then learned that this was to be my professional field of study.*

**Q)** What course of studies are you taking now, or planning on taking, during the path of your school education? *This semester, I am currently enrolled in e-Pub, Color Management, Estimating & Planning, Web Production, and Packaging. These courses are designed to widen my understanding of print from preparing for the press, knowing the cost, or staying on the web, and knowing the future of the web. These classes have been building off each other each year by strengthening my skills with Adobe programs and learning more about the business. My packaging class was in preparation for my co-op this summer/fall, but might actually turn into a double major. I am learning more about how much packaging and print go hand in hand and this really excites me!*

### **Looking to The Future**

**Q)** Is there a particular area of the graphic communications field that is of special interest to you as you consider where you want to focus your future career on? *Within the field of graphic communications, I enjoy seeing the final product to completion. I also think that prepress will be fun area to focus on. I like communicating the final touches and making those final changes to the plan before the press produces our ideas. Also, viewing the prototypes of a product with the graphics incorporated is very exciting and rewarding work to be a part of.*

**Q)** What type of company would you like to work for after you graduate? *I will have a better idea of this after my co-op and real world work experience. But, my ideal company would be a place with a family-like feel; everyone will know each other's names, be able to talk, and have a welcoming environment to work in. The company would also know how to be sustainable and efficient, as I believe those are important factors in the world today.*

**Q)** What do you think employers are looking for in today's workforce and current industry environment? *I believe employers are looking for someone who can bring in new and innovative ideas to stay current with the ever-changing trends in this industry. Communication, leadership, and skills are important but will not advance into the next trend.*

**Q)** Is there anything that you have found to be particularly different from what you initially expected now that you've progressed through your education process? *I had no idea how expensive the machinery was! Besides that, the importance of being flexible and able to perform on many types of platforms or interfaces to convey the same message was shocking. Learning how to design is not the same as it was ten years, even seven years ago. To have an understanding of who is viewing for information and design, and from what device, will make or break a designer's work.*

**Q)** Have you changed your plans or ideas about what area or type of job you might like to have since you first considered the graphic communications field and began studying for a career in it? *I have been very open minded about where I might end up in the field. I think as a sophomore it is important to keep all of the doors open that you can, and not to think specifically about one job or area of study. I plan to keep my eyes open to all possibilities and see what happens.*

**Q)** Has being a recipient of a PGSF scholarship made a difference in your education, and if so, how? *It has been a great help to my family and I. Paying for out of state tuition for me, after putting my two older twin brothers through four years of college, has been a challenge. This scholarship award has helped me complete my journey across Europe in a study abroad trip, Architectural Site & Sound, this past summer of 2015. That trip was a gift facilitated by your scholarship and a chance to complete my education for a bright future in the print industry.*

**Q)** Anything else that you would like to add? *Thank you very much for your scholarship award.*