Grad School or No Grad School?

Do employers seek talent with a fat portfolio or a graduate degree?

Obviously both would increase your chances of landing a dream job in the creative industries; but which one is more important? Let us examine what two recent graduates believe.

Loyola graduate Chris Huber explains, "I am going to grad school; I'll be attending SLU's law school starting on the 16th. I do believe that this is an important stepping stone to my life goals. Law school will endow me with the knowledge I seek as well as a path to a meaningful career." "For my particular fields of study there are very little career opportunity without further education… Unless, of course, I search far and wide for an opportunity that will allow me to settle into something that will just give me a paycheck, benefits, and stock options. But that won't make me happy in the long run." "Experiences are certainly important as they allow someone to network and gain valuable skills for a work environment. I can certainly say that I did not cultivate my experiential knowledge as well as I should have when I was working toward my undergrad, and I hope to do a better job with that in my graduate studies."

UCM graduate Aimme Schroeder explains, "Well, I thought about grad school but with my program there are limited options. I wanted to go to grad school, because I feel that I should always be learning in order to stay on top of programs and trends and other necessary things for my field." "The closest major that would be offered to me is a business major in marketing. I thought about it, but after speaking with one of my professors that is actually working in the field she advised against it. She told me that with our degree, experience and building up your portfolio is the most important thing. If I were to go and get an MBA, I would no longer be a designer. I mean, I would, but not in the same sense of what my schooling has brought me so far."

Two young professionals with opposing views on grad school. It's up to each individual to decide whether earning a masters degree will help them achieve their life goals and dreams. I wish every recent graduate the best of luck in landing their dream job.

Vacation Time
Mayan Ruins on the Beach! Photo taken at Tulum, MX on 6/12. Next stop: Estes Park

UPCOMING DATES

8/13	RAC: 'Screwed Again' @6pm
8/15	New Belgium Urban Assault Ride
8/28	Artopia 7pm @ Oak Knoll
8/28-29	Lou Fest @ Forest Park
9/4-6	CWE Greek Festival
9/10-12	2010 St. Louis Art Fair
9/17	Flaming Lips @ Pageant
9/17-19	Forest Park Balloon Race
9/21	Rebus @ Osborn and Barr

Design Line

I have CS5!
Much better than cs3. InDesign no longer crashes, file paths are shown in Dreamweaver and I can easily change layer adjustments in Photoshop with a dedicated pallet.

Music Aisle

Buy this: Arcade Fire: The Suburbs on 8/3
Canadian rock group Arcade Fire release their 3rd album as a narration of our hauntingly changing landscapes and our youth's adaptation to that change. One can't help not to think of their own youthful memories as Win and William Butler lyracise of their upbringing in the Houston 'burbs. 'Rococo' echoes as Win's voice projects my thoughts of kids these days who just try too much.

Book Review

Envisioning Information
By Edward R. Tufte
Revered as the designer's bible by some, Envisioning Information explores the conundrum of designing visual information from 3 or more dimensions for 2 dimensional print media. The 120 page book is chalk-full of examples laid out on comprehensive, easy to read pages. Tufte takes the reader through maps and diagrams of the world, before and after the content is redesigned. The reader is able to clearly identify the rules of good design. I would say it's a good book to bridge the gap between design and graphic design. **Buy if:** you are interested in Content-Driven Design.

Rant Time!

Recently I had the chance to witness a frightening epidemic in Photography. It seems that people cannot physically hold their cameras vertically to shoot a portrait photo. After reviewing hundreds of photos on Facebook I'm disappointed to report that only 15% are portrait fashion with the other 85% being landscape. Of course when shooting a vista you will want to hold your camera landscape and when shooting a portrait you will want to hold your camera portrait, but what about everything else in between? You guessed it! Landscape. Thousands of terrible photos all in landscape format. C'mon people, give the portrait a little love!