



# Career Center News

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## *A Career in Graphic Design*

...more than a starving artist

By: Tiffany Benson



Graphic Design Major Janelle Perkins is finishing her senior year at Park University with great confidence and achievements blazing her trail. After responding to an email from Park University's Career Development Center, Janelle landed an internship with The Pitch and recently accepted their offer on extending her internship contract. Since childhood, Janelle has always had an interest in art, but was introduced to the graphic aspects early in her college career. The structure, conveyed message, and audience-minded approach of Graphic Design compelled her pursuit of this career path. Janelle feels that the college experience should be more than just attending classes to make good grades. Instead, every student should consider their education a part of their future by valuing the time spent on campus or online and also by taking advantage of networking opportunities. Being observant of internship opportunities, consulting those in the business, and fully intending to complete what you have started are the three major elements that aide her future success in Graphic Design.

Janelle believes it is worth the time in the present to stop and take a closer look at end results. Carefully considering and possibly adjusting future goals over time will keep students interested in their future. However, key components for favorable end results are maintaining a heart of discipline and dedicated time management for current tasks. She is grateful that there are always students or faculty around to help her reach her goals. Looking at her past, present, and future academic career, Janelle concludes that a generous portion of her success is owed to her professors and advisors. She gives much thanks to Professor Masoom Khawaja, Assistant Professor of Graphic Design, for always conveying a student-centered focus on all participants in the program and instilling confidence in those who desire to succeed.

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Event

### INTERNATIONAL CAREER DAY

Wednesday, April 28<sup>th</sup>, 2010

1:00 p.m. - 5:00 p.m.

Kauffman Foundation

4801 Rockhill Rd. KCMO 64110

To register go to: <http://www.itckc.org/>

Event



By: Saroj Lamichhane

There is hardly a coffee shop, grocery store or any popular social place where you won't find The Pitch newspaper. The Pitch is one of the most popular free newspapers in Kansas City. The paper started as a music publication in 1980, but it has now upgraded itself to covering news on all kinds of local interests. It covers news on politics, local art, music, movies, restaurants, bars and nightlife. You can pick up the paper every week at 1,800 locations throughout a seven-county region. More than 258,000 people read the paper every month ([pitch.com/about/index](http://pitch.com/about/index)). Many people read this newspaper online to know about Kansas City before visiting our town. The paper even has blogs online where readers can sign up and share articles and pictures. Access The Pitch online at <http://www.pitch.com/> and don't miss the next copy you see in local outlets.



## Assistant Professor Masoom Khawaja

By: Saroj Lamichhane

Masoom Khawaja has a Masters in Fine Arts (MFA) from Pakistan as well as a MFA from Savannah College of Art and Design (SCAD). She values her time at SCAD as a wonderful experience that introduced her to American culture. After graduation she moved to California to work for QDI (Quantum Devices, Inc.). During her 9 month contract she designed the company website and brochures. Feeling her calling towards teaching, she was hired by her alma mater, SCAD, as a faculty which subsequently led her to Park University.

When she first came to Park 7 years ago she found the facilities in the Graphic Design (GD) Department to be very limited. At that time there were 2 rooms and approximately 6 computers that comprised the Graphic Design Department facility and there was a total enrollment of less than 24. Masoom was able to have the Graphic Design Department upgraded to the GD Lab in 2004. The GD lab received 18 Macs loaded with Graphic Design software. Additionally, Masoom contributed to updating the GD curriculum at Park. She says she is in a constant quest to update and enhance the Park GD curriculum to make it exciting and vibrant for students. Currently, she is trying to add 3 new courses: Package Design, Publication Design and Computer Typography in the near future.

As a part of a GD student's education they must participate in a "Senior Show" displaying their portfolio. Many students, parents and community members come to see this show. This has fueled enthusiasm by the students as well as given recognition to Park's GD program. Also GD students display their work in the showcases in the academic underground near the graphic design lab. Additionally, GD students go to field trips to various advertising agencies and printing presses as a part of their education. Many students also study abroad in various countries to learn about art and to get inspired. To add an extra dimension to student learning, distinguished speakers from the industry are invited to Park. Masoom was also integral in the addition of two clubs at Park. The American Institute of Graphic Arts (AIGA) Student Chapter at Park began in 2005 and the Graphic Design Club at Park began in 2009. AIGA is one of the biggest professional Graphic Design Associations in America. The continuous effort of Assistant Professor Masoom Khawaja has resulted in a vibrant Graphic Design Program at Park University that has reached new heights.

There are many GD Park students who are working for reputable businesses in Kansas City as well as nationwide. Graphic design is a growing industry which fuses technology with art and creativity. Literally every organization interacts with clients at various levels which requires an impressive visual communication through websites, publications, brochures, print media. Assistant Professor Khawaja encourages students with an interest in art and a knack in technology to pursue Graphic Design as she believes "Graphic Designers are the problem solvers."

### CAREER CONNECTIONS: THURSDAY, APRIL 22ND from 5-8pm- Parkville Campus

For all Kansas City Area graduates and alums who are seeking job search assistance, plan to attend this event!!!

Join the Career Development Center for an evening of fun, sharing, and information gathering that will help all grads to succeed in this challenging job market!!! You can arrive at anytime and leave when you choose, we hope you will join us for the entire evening. To register for this event, please send email to [Layne.Prenger@park.edu](mailto:Layne.Prenger@park.edu).

By: Tiffany Benson



## STUDENT STRESSOR

There is a benefit to having a part time job while attending college full time. After leaving home to pursue an academic career, most students still have cell phones, car payments and insurance responsibilities that do not end with full time college enrollment. And although homework and extracurricular activities are time consuming, students can benefit by designating a maximum of 10 to 20 hours a week to maintain financial responsibility and avoid borrowing financial aid in excess. A part time job can be a student's first look at the field they intend to pursue and may give them invaluable information as well as connections that can assist them with their full time career.

If you need help getting started with your job search please visit [www.park.edu/career](http://www.park.edu/career) or contact the Park University Career Development Center. Resume construction, mock interviews, and company contacts are just a few of the ways the Career Center can serve you.

Event

Event