

Mid-Atlantic Newspaper Advertising and
Marketing Executives Scholarship Foundation

2015 Scholarship Creative Assignment

Cristy Hernandez

Personal Statement

My name is Cristy Hernandez and I am currently a senior and graphic design major. Ever since I can remember I have loved art. Coloring books were the best present my parents could give me. I remember trying to change the books' images by making my own patterns and adding my own designs. Art has always been a part of my life; it's what I am passionate about to this day.

By my sophomore year of college, I realized not only how I could apply my passion to my future career, but also to a specific part of design. Introduction to strategic communications and marketing were the two courses that sparked my interest. Suddenly, I was not looking at design simply in an artistic way, but in a functional and feasible way. Design thinking, not simply design aesthetic became my challenge and new focus as I declared a communications and marketing double minor shortly after. In my eyes, advertising, is design with a purpose; it is about designing a concept strategically in order to communicate a message in an aesthetically pleasing way. I think that is what attracted me the most about a career in advertising. The possibility of directing and refining my design skills into something functional that others could use and understand. I hope to one day be a part of, or lead a great strategic and creative team making different campaigns for clients or branding entire companies and products.

I am bilingual, English is my second language; I am a freelance photographer; and I hold three jobs on top of my workload for my major and two minors. I have proven to others and myself that I am a strong and dedicated person. I consider myself successful when working on something I'm happy and passionate about. But more importantly, I am the one who is willing to go the extra mile to overcome any personal or other challenges coming my way.

Research Conducted

Newspaper readership has been in decline for several decades now, especially among 18-25 year olds. Whether the reason is a lack of interest, an increase in technology, interactivity, and social media, or changes in habits and preferences among the population is only the beginning of this research. I want to know what different young people think about newspapers and news in general. Where do they get their news? If they search for them at all, would they only search them online? Why not pick up a physical newspaper? Is it even possible to persuade this new digitized target market into engaging with an old media: the newspaper? I started with surveying different college students to find out their preferences for receiving the news. I created the survey through [surveymonkey.com](https://www.surveymonkey.com) and distributed the survey through social media to share among my different friends, family and work groups. Then, I moved onto secondary research to make sense of the results of the survey and to further answer my questions. I gathered information through online articles and research databases.

Creative Concept

Newspapers are seen as an outdated form of providing important information to people, due to their lack of interactivity, personalization, layout concerns, and overload of type. This prompted me to think that young people are just not interested in reading a newspaper, however, by digging in further I realized that the interest in world affairs remained, but it was the way the news were received and searched for that changed.

Young people perceive newspapers to only be in print and are unaware of other forms available, such as mobile apps and online subscriptions to these newspapers. My survey indicated that the preferred method for receiving the news was always a variation of a personalized mobile version of different news articles. Young people want to read the news they are interested in and find them quickly through an app or a website sending them notifications about breaking news. Therefore, my strategy focused on convincing young people that it is of significant importance to be informed on current events, and that newspapers, no matter what platform they are presented in, are the best source of this important information, from world breaking news to the local football game score announcement.

My creative concept conveyed this message by showing the changes of this day-and-age; the contrast between the middle aged man reading the Sunday paper and the on-the-go busy college student with their phone at all times. I choose to literally portray this contrast with the two-photograph layout and a primary colored background to let young people know the available platforms for receiving the same reliable news, adapted to their lifestyle. Times have changed and newspapers understand that is the key awareness message!

*You don't have
time to sit down,*

*but you still
need the news*

An ambitious young person like yourself needs to stay up to date wherever the day may take you. You can't wait for Sunday morning. Find and download your local newspaper's mobile app today. **The same news, adapted to your lifestyle.**



A message from the Mid-Atlantic Newspaper Advertising and Marketing Executives

The same news, adapted to your lifestyle

Download your local newspaper's mobile app today.

