

Pillars Scholarship

New School Foundation

Jan. 16, 2019

Eluid Sabastian Van Sluytman

New School of Architecture and Design

Media Graphic Design Major

Third Year

Student ID# B00091938

I originally wrote that the stimulus of being in the vortex of New York Time Square at night can only be experienced in person, and I was proven correct. I have often wondered how the media designers can effectively compete in such a saturated playground of branding, typography, visual creativity, movement, lighting and more. As a media graphic design student, I feel that part of my growth and development for my professional practice will be to analyze this forum in many cities like New York, Los Angeles, San Francisco, Chicago and Japan. New York City not only offers design students access to some of the top design firms in the country but also excellent professional organizations for students. New York was full of site specific examples of how Media and Graphic Design can impact the environment and offered me the opportunity to study how the community engages with its environment through design and media graphics from a historical and contemporary perspective.

Upon my arrival to New York, I travelled to many sites to engage and absorb the multiple subcultural areas of New York like China town, Little Italy, Harlem, and Chelsea art district. I found the pulse of New York in Time Square. Through my research, I found the historical richness fascinating as well as the fast forward cutting edge Branding and Marketing invigorating. This opportunity offered me a chance to document, collect data, research and engage in my Industry as well as the design community. The selection of Time Square as a site was based on historical significance, tourism, community engagement, environmental impact and social status.

I participated in a tour of Pentagram Design Firm located on Park Avenue in New York as well as the archive library of Graphic design at the AIGA New York Design Center located on Broadway where I was able to access the historical archive library of graphic design for research.

This project was documented with photographs and I produced a video, and slide presentation to share with fellow students at New School of Architecture in the Winter 2019 quarter. This project addressed multiple pillars from the New School foundation and was a vital learning experience which will not only enhance my portfolio for graduate school, but also provide a broader academic lens from which to pull from in my professional practice. I look forward to continuing this project in the future by travelling to other major cities to compare the valuable historical evolution of Graphic Design and Media Advertising both nationally and internationally.