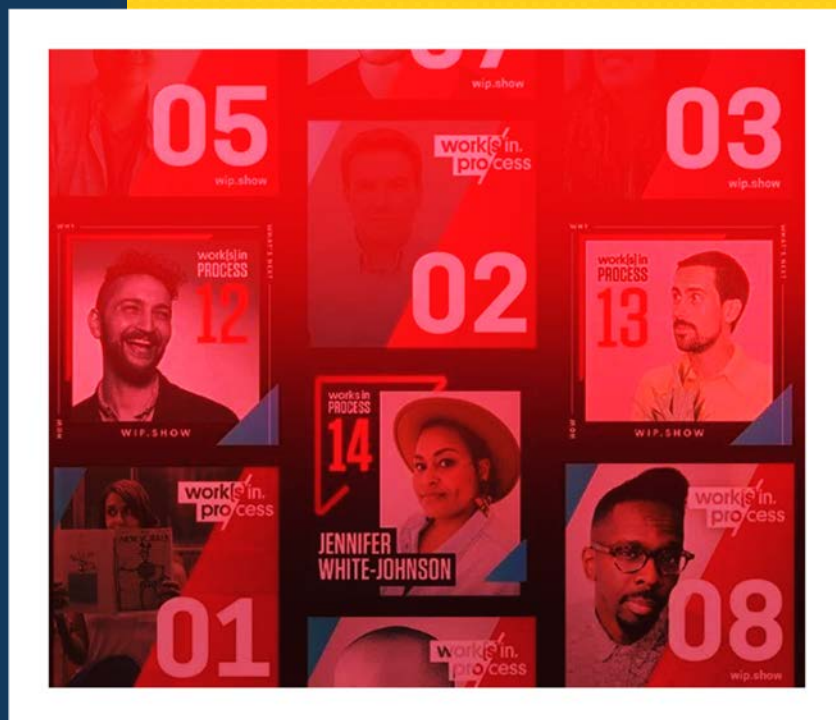


WORKS IN THE WORKS

The Humanities Department presents.....

A Talk by George Garrastegui, Communication Design

The Process of Finding Your Niche



There is much to be said about why creatives create. Is it self-expression, is it serving clients' objectives, or is it influencing others? It's all of it, but when we build campaigns, media plans, or convey brand messages, too much relies on the external audience, and we tend to forget why we're in the room in the first place. Our unique stances, insights, and intuitions are what solve problems creatively—design your own possibilities by understanding your perspective and why it matters.



1:00 pm, Tuesday March 21st, 2023
Room L631 and Live Online via ZOOM
Faculty, Students, and Staff are Invited