

L A R S E N

2009 LARSEN SCHOLARSHIP – \$1,500

The Larsen Design Scholarship is made possible through donations made by Larsen employees and friends. Larsen is a strategic marketing and communication design firm specializing in branding, identity, design, and interactive media with offices in Minneapolis and San Francisco.

The scholarship competition will take the form of a judged portfolio review combined with a written essay component. One scholarship recipient will be chosen and presented with the scholarship following the panel discussion on Friday, April 24, 2009.

The judges may also choose up to three honorable mentions for the competition. Judges may reserve the right not to award the scholarship if an appropriate candidate has not applied. The judges will be evaluating eligible candidates on the following criteria: **crafting** – attention to detail, execution, and presentation; **conceptual skill** – ability to develop ideas beyond the basics of an assignment; **creative skill** – expression of innovation and imagination; **potential** – exhibits progress and promise; **communication** – ability to communicate in the written component.

Specific questions about scholarship eligibility can be directed to the AIGA Minnesota office: (612)339-6904.

NAME

first: _____ middle initial: _____

last: _____

ADDRESS

street: _____

city: _____ state: _____ zip: _____

telephone: () _____

email: _____

SCHOOL

college/university: _____

graduation date: _____

REFERENCES

name: _____ title: _____

telephone: () _____

name: _____ title: _____

telephone: () _____

ELIGIBILITY

- Applicants for the award will need to be registered participants in the AIGA Minnesota Portfolio 1-on-1 Student Conference.
- Students enrolled in undergraduate design programs in Minnesota, Wisconsin, North Dakota, South Dakota, Iowa, Nebraska, and Manitoba (Canada) are eligible.
- Applications, essays, and proof of enrollment must be received in the AIGA Minnesota office by 5:00pm on Monday, April 20, 2009.
- Portfolios must be dropped off during event registration – no later than 12:30pm on Friday, April 24, 2009.

REQUIREMENTS

- Completed application form.
- Proof of enrollment in a undergraduate college or university. Acceptable forms of proof of enrollment include: official or unofficial transcripts, fee statement for the current semester/quarter, or current semester class schedule. Photocopied student IDs do not qualify as proof of enrollment.
- Submitted essay with application form. The essay should not exceed one page in length and should respond to the following statement: How does Graphic Design impact decision making?
- Two references – one should be a design faculty member. Classmates and family members should not be used as references.
- Portfolio of best work.

INTERACTIVE WORK

- Applicants with interactive components to their portfolio should include printed backups of all interactive work. Computers will be available to judge interactive and web work, however, software availability and adequate web connections are not guaranteed. Interactive and web work must be self-contained on a CD and self-running.