

**Mendez, Karina**  
**“Design and Me”-1**  
**COM 2206 Professor Brown**  
**February 9th 2020**

## Hand in Hand

For as long as I can remember I have always been a book worm. You could even say that as a young girl I fell in love with anything that had a multitude of pages that I could carry around with me and feel inspired and creative whenever I opened it up. Whether that be a magazine or a book it didn't matter to me as long as the pictures and the words grabbed a hold of me, it was permanently in my hands until the next inspiring piece of literature came along. As a child I devoured books, so it was only natural that as I got older I looked to magazines to help me guide the torturous years of my adolescence. I have too many favorite books but to name a few I was in love with as a child, as much as it hurts me to narrow it down, they would have to be: Jane Austen's 'Pride and Prejudice', Toni Morrison's 'Beloved', Tolstoy's 'Anna Karenina', Harper Lee's 'To Kill a Mockingbird', Louisa May Alcott's 'Little Women', Shakespeare, and anything by Roald Dahl. All of these books changed my outlook on life as I grew up and shaped my views and perceptions of everyone and everything around me. I grew up with my parents working constantly to achieve the "American Dream" but as two immigrants from Mexico it was a dream that pulled them away from home a significant amount of the time, so I read books to keep me company as a child. My father introduced me to magazines, he grew up one of 11 siblings in Mexico so naturally he did not get the opportunity to achieve as high of an education as he would have liked but it was always something of great importance to him for his children. He

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subscribed my brother and myself to *National Geographic*, *Highlights*, *Zoobooks* and basically brought home any magazine he thought would be beneficial to us that he would find lying around the office where he worked. One day he brought home a magazine called ‘VOGUE’ and my life was changed forever. I was nine years old and the cover featured the Spice Girls which was what initially caught my eye because I was a huge fan of their music. The editorials featuring all of the most influential designers we know and love until this day and some that were just up and coming at the time, were so intriguing to me, so beautiful. The smell of the magazine was everything to me, the different smells of perfume samples amongst the pages was so familiar, it smelled of my mother. It sparked an instant insane obsession with fashion for me, as well as, photography and art. Some of the articles were a bit heavy for me to read at times but I was always so inspired that the magazine could be so beautiful and have so many beautiful people and clothes featured within but also feature articles about political and world views that were of importance at the time. It made me care as a young girl not just about clothes and pretty things but more importantly that women could care just as much about their appearance as they did about important current issues. Once my parents caught on to my obsession with the magazine, my mother subscribed me to ‘Teen Vogue’ because she felt it was more appropriate and that was it for me, I was hooked into the world of Fashion.

I am inspired to create a fashion and lifestyle magazine but am currently in a battle with my mind as to how I will create one without it coming off like all the others. Naturally, I am drawing inspirations from magazines like Vogue, GOOP, The Gentlewoman and Nylon magazine

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to name a few. I am also inspired by fashion blogs because as is the time, a lot of our world now translates to the online world and the online world of fashion is so vast and full of abundance, I am fully in it. ManRepeller is fashion and lifestyle blog that is like a daily bible to me. The articles are delicious to read and the content is something I am inspired to translate into my magazine. I would also like to feature and incorporate music, and art into my magazine because it is well known that those realms go hand in hand with fashion.

Digital Media and myself have always had a love hate relationship. I am in awe of people that can create through graphic and media design but it is something that I need much help in and have very little experience with. I am willing and excited to learn though, as I have always known and with more research have learned that Public Relations and Media Design go hand in hand. I changed my major to Communications Public Relations recently from being a Fashion Design major. I spent so many years of my life studying Fashion only to learn that I despised pattern making and I couldn't create with my hands for shit. It wasn't until I started to work for my mother's scenic design company where she is an Art Director, that I learned that I was much better suited for the Communications realm of Fashion. Working behind the scenes is a much better fit for me and regardless of what position I am, as long as I can work anywhere in the fashion industry I am all for it. I was reading an article from *Provconsult.com* that states the top three ways that digital media and PR go hand in hand which I will quote now, “Graphic design can be explained as the art of communication and problem solving through imagery and public relations creates and preserves relationships between brands and the public.” The article stood

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out so much to me because it broke it down so simply and it opened up my views to how I will use this course. Working at a PR firm you will need to use digital media in so many ways, having skills in digital media for a PR major is indispensable and incredibly necessary to be successful. From creating brand awareness through logos or business cards, to establishing their social media presence, and creating designs such as posters and flyers like we are currently doing in class, is completely necessary and a great asset for my public relations major.

Not to be cliché, but in conclusion, I do not have new found respect for digital media as much as I have a growing respect for digital media. It is going to be an asset for myself in my career in the future and I hope that I can continue to take more courses of this nature to help me develop my skills to be successful in the PR world. I have hope for my publication that I will create, that it will be a reflection of me and what I am learning as well as what I can offer in my career in the future. Now having found, a little late, but nevertheless a career path that I am so excited and ready for, I am inspired but scared in a good way to go for it. I want to be good at what I do and create work that inspires people as I was inspired as a little girl. I want to go out into the world of Public Relations and Fashion and make a name for myself and be proud of my work. I want to make my parents and my children proud of what I accomplish and inspire my children to chase their dreams and be creative everyday. And to do that, I need to utilize the education and the tools I am receiving in this course to the fullest extent.