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(Neb.)-CSC Students Meet The Pros At Design Conference

By: Chris Fankhauser Posted at: 02/24/2014 08:58 AM

(Chadron)-Three Chadron State College art/graphic design majors and faculty member Mary Donahue traveled to Omaha for the annual Meet the Pros Conference last week. The students were Macee Kellner, Cassanadra Anderson and Vicky Lawler. This is the fifth consecutive year Donahue has taken students to the event.

The conference, organized by the Omaha chapter of the American Advertising Federation, offers college students a look into the real working world of advertising, design, and branding. This year's conference was attended by over 240 students from 17 colleges and universities in the region.

Presentations by professionals included topics such as "Creative Surprise" by youth brand marketing guru, Clint! Runge from Archival, based in Lincoln. His firm works with Red Bull and Adidas brands. (As an interesting side note, Runge has legally added an exclamation point to his first name.)

Tom Demetriou, an award-winning copywriter/creative director at Barkley in Kansas City, shared his secrets for "stealing" great ideas and the backstory on his 2007 Superbowl television spot for Nationwide featuring Kevin Federline.

Armin Vit, a graphic designer currently based in Austin, Texas and formerly of Pentagram, one of the most prestigious design firms in New York City and the US, said in his presentation that inspiration is a myth and that paying attention, commitment, brute force, and labor trump inspiration.

Other speakers gave tips on interviewing, résumé writing, LinkedIn professional profiles, the future of the industry, networking, and creative brainstorming.

The final day culminated with over 100 Omaha area professionals giving individual reviews and advice to students, including the three CSC students, about their portfolios and résumés.

(Story courtesy Mary P. Donahue)