

RYAN BRIDGFORTH

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Creative Arts Scholarship Committee
% Department of Art, WKU
Room 441, IWFA
Bowling Green, KY 42101

Dear Potter College Creative Arts Scholarship Committee,

My name is Ryan Bridgforth and I am a high school senior seeking the Potter College Creative Arts Scholarship for Art & Design students. I plan on attending Western Kentucky University in the Fall of 2022 and majoring in graphic design.

When I was eight years old, I gave myself a mission. The imaginary soccer teams I pitted against each other while playing in my backyard were becoming a bit fuzzy. I could not remember what each of them looked like besides the made-up team names that stuck in my head. So, I got out a notebook and started drawing. I was not confident with my ability to draw people, so instead, I drew logos and jerseys. Ten years later, every Thursday I walk into the auditorium where my local Gilbert & Sullivan troupe rehearses and look out on a sea of crimson shirts proudly displaying the designs I created for them. Real people wear my jerseys now. In addition to t-shirts and logos, I have spent the last four years producing a variety of media, including book covers, tickets, playbills, typography, and motion graphics. My design experience has not been within the four walls of a classroom, instead I have worked on commissions from clients as well as personal projects. As a homeschooled high school student, I have had the freedom and time to devote to gaining professional skills.

As an artist, I strive to be a storyteller through my use of text, colors, and shapes. Text provides a structure to my designs and creates forms that are familiar and easy to comprehend. I use type to elicit different moods and create interesting aesthetics. Colors are my emotions, they provide context to my designs. Shapes create the tangible elements, the style that draws people in. I constantly work to improve these aspects of my designs and create more interesting and detailed forms. Like all good storytellers, I try to immerse myself in my topic and do my research. I like to dig deep into my client's needs as well as the design language I seek to replicate. I also strive to make my designs adaptable to various media.

Just as a piece of art is rarely considered "finished" by the artist, my design skills are far from complete. I have much to learn. I desire to further my

knowledge, proficiencies, and professional experience as a student in WKU's Department of Art and Design. One look at the Graphic Design course descriptions makes me want to jump into classes this semester. I can not wait to learn in a community filled with professors and students who are as passionate about design as I am.

In order for me to join this community, I am in need of financial help. My family's responsibilities for two college students and the care of my grandmother require me to contribute financially for my education. I plan on working during college, whether it be on campus or continuing to do freelance design work. I am committed to cash-flowing my college career, as I do not want to carry the heavy burden of student loans into my adult life. My goal is to attend WKU by paying my way and earning as many merit and need-based scholarships as possible, so as to graduate as a debt-free Hilltopper.

Thank you for allowing me to share who I am and who I hope to become as a designer. I am grateful for the opportunity to be considered for the Creative Arts Scholarship. I look forward to joining you on the Hill in the Fall and to hearing from you soon.

Sincerely,

Ryan Bridgforth