



# Gloucester County College

LEARNING FOR REAL LIFE

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**Title** GCC FOUNDATION GALA ADVERTISES STUDENT CREATIVITY

Deptford Twp. - Gloucester County College students in Susan DiGironimo's advanced illustration class proved that their designs measure up to the real-world challenge after participating in a competition to create invitations, save-the-date cards and programs for the Foundation's 2006 Gala event.

In the past, the Gala Committee has used professional designers to supply the ink for the black tie affair that raises over \$25,000 annually to provide scholarships for in-need and deserving students. Since the gala brings together area business leaders, dignitaries, College alumni, faculty and staff to financially assist GCC scholars, the committee opted to give the students an interest in the fundraising event.

A competition to design the gala invitation provided the means to get the creative juices flowing, offering the graphic artists the chance to display their talents outside of the classroom. Students labored on their "A Night of Elegance" projects for six weeks before presenting the drawings to the committee for a chance to win a \$200 gift certificate to the Barnes & Noble College Bookstore, two tickets to the May 5 GCC Foundation Gala at the Holiday Inn Select in Bridgeport and the opportunity to have the selected design grace the invitations and program.

"What better way to advertise the creativity and talent of GCC students than to have their work appear on the Foundation's Gala material," stated College President William F. Anderson. "The

purpose of the gala is to raise scholarship funds to assist our students. Making their artwork available to the public not only allows the community to see the fine work GCC students are capable of doing but also assists the students in their future careers as graphic artists.”

When the contest entries were submitted to the committee for judging, the decision was not an easy one, noted Gala Committee Chairperson and GCC Foundation treasurer Kristina Fernald, Director of Human Resources, Public Relations and Security for the Valero Refining Company—New Jersey. In fact, instead of choosing one winning design, the committee decided on two—one for the invitation and program and the other for the save-the-date postcard. **First place prize winner Robin Sobieski of Logan** will see her artwork on the Gala invitation and program. **The runner up, Jesse Gray of Mantua**, will have his design featured on the postcard and receive a \$50 gift certificate to the College bookstore.

“This has been a great learning experience and a lot of fun. The fact that my design will be used to benefit GCC students is the icing on the cake,” said Sobieski, who will attend the gala with her husband, John. “Working on a project that will be used in the real world rather than just as a class assignment means so much more.”

“We were so pleased Susan and her class agreed to take on this creative challenge,” Fernald told the illustration class before the award presentation. “We were astounded by the quality of the designs. It was really difficult to choose.”

“I’m interested in pursuing a career in graphic design and having my work picked to appear on the gala postcard will be a great addition to my portfolio,” said Gray, who will graduate in December 2006 with an Associate Degree in Applied Science. “It shows people the type of work that I am capable of producing.”

“I’m really excited that the College is giving students the opportunity to show off their talents,” said DiGironimo. “They have

the talent. It's the confidence that the students need to build.”

DiGironimo noted that using the skills learned in the classroom out in the real world has proven to be a valuable lesson for the students. Before leaving the classroom, committee members took a few minutes to explain the qualities that appealed and distracted from each of the entries giving students insight for future designs.

“We look forward to working with this talented group on more projects,” said Fernald.

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**For more information contact:**

Gina Redrow  
Phone: (856)415-2230  
Email: [gredrow@gccnj.edu](mailto:gredrow@gccnj.edu)

Andrea Stanton  
Phone: (856) 415-2229  
Email: [astanton@gccnj.edu](mailto:astanton@gccnj.edu)