

Cliff Weiss Memorial Essay Contest Application Cover Sheet

Name: Cindy Bai

My high school (home campus) information: <http://www.friscoisd.org/schools/lhs/>

Liberty High School, Frisco Texas 75035

My CTE Center information: <http://www.friscoisd.org/schools/cte/>

Class taken: Advertising Design

Teacher: Dianna Bacon

Phone number: 469-633-6780

Category: Secondary

Topic: "What would you tell President Obama about your CTE experience?"

Cliff Weiss Memorial Essay

The 2009 topic is "What would you tell President Obama about your CTE experience?"

Dear President Obama,

This year, I have had the special opportunity to attend my district's Career and Technical Education center. The first day when I walked into our newly built building, I was awestruck by its beautiful design and contents. Since I had literally never seen such high-tech equipment and computers, I felt extremely surprised that I would actually be using them for my new Advertising Design class. It took a while for me to get used to the CTE center, but I soon came to view it as my second home.

Throughout the first semester and up to now, I have thoroughly enjoyed having my Advertising Design class, especially because it is mostly self-taught. My classmates and I learn from not only our teacher, but also from each other. When completing projects, we are given the freedom to interpret the prompt however we want to, which results in a variety of interesting ideas and concepts. So far, I have worked on major projects such as a High School Dropout Prevention campaign, to others such as the pamphlet for my city hospital (which encouraged new mothers to read to their babies). I have also had the chance to create graphic design for multiple contests, and have entered several over the course of the year. This wonderful hands-on experience has taught me a lot, and I feel that learning from mistakes and trials is much more effective than just following a book. Furthermore, I am able to view the different perspectives and styles of my classmates, which all help me to further my creativity as a designer and artist.

Because of this class, I decided to major in Advertising, with a focus on graphic design in college, and a field trip to the renowned advertising agency, The Richards Group, helped solidify my decision. There, I was given an inside look into the Advertising/Graphic Design field, which was a huge

eye-opener for me personally. I planned my entire college search around the advice I was given at that presentation, and the experiences I gained at my CTE center throughout this year. I can confidently say that taking Advertising Design at my CTE center was the best course choice I have ever made. Not only is it creative and fun, it is also rewarding in the long run and have helped me see what the real world in my field of choice would be like. I plan to use my wonderful experience at the CTE center to my full advantage and join the next generation of creative leaders in the world of design.

However, while I feel incredibly blessed to have such a place available to me, I also feel saddened that most districts do not yet have a CTE center. It would be a wonderful step if more districts could plan to build their own CTE centers and to help nurture talent found in their students, because I am sure the investment would be worth it in the long run. I hope this dream becomes a reality someday, because from my personal experience, CTE centers are the best place to explore one's interests and can definitely help set a solid foundation for learning in the future.