



VCU BRANDCENTER APPLICATION

2017

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CHARLOTTESVILLE, VA

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# Personal Statement.

After four years of undergraduate study in Economics and Studio Art at the University of Virginia, I am excited to continue my education with VCU Brandcenter's Experience Design track to pursue two career goals. In the short term, I want to design products and systems that provide sustainable methods of living, and in the long run, I hope to end homelessness. Becoming an experience designer will help achieve these goals by teaching me how to create a product from the ground up. The development of any product takes many iterations of planning, prototyping, and revision and VCU Brandcenter provides technological resources to do all three.

Prior to applying, I've spent the past two summers learning computer programming languages and economic research. In 2014, I took my tech education into my own hands. I went from coding strings of text with a background color to making webpages on a C:// drive. Then in the summer of 2015, I spent two months in Cape Town, South Africa where I coded a web application at an advertising agency with no prior experience. The app benefitted under privileged musicians in "townships" – informal settlements where conditions can vary from packed apartments to mediocre tin shacks. In 2016, I worked for the Virginia Department of Transportation analyzing economic variables. There, I was exposed to state efforts in reducing pollution through VDOT and social media, where organizations are making viable housing with plastic wastes. Seeing firsthand the effects of homelessness in South Africa and progressive sustainability in Virginia, I've built a plan for myself to learn as much as possible about elevating these projects by attending VCU Brandcenter.

In four years, I've successfully navigated vastly different but equally rigorous and demanding undergraduate majors while gaining computer science skills abroad and educating myself on housing and pollution reforms, so I'm confident in my ability to excel in the Brandcenter's graduate program. The advertising industry has become more than just print ads and creative briefs; it has become a platform for investment and social change and I am ecstatic to become a part of this ever-changing and ever-defining community. Thank you for your time and consideration!

# My Story So Far.

I am

**Gloryah Jean Allen.**

“Glory of God”

Hebrew

“Little Rock”

Celtic

My birth initiated the blizzard of '95.  
As a product of love, art, and the state of  
Virginia, I am a musician, economist, and artist.

• • •

**I'm ~~good~~ great at ...**

...making people laugh...

...and finding new facts to store in  
my brain for later.

I'm told I give award-winning hugs.

In my spare time, I love to read full Wikipedia  
pages on my favorite actors and famous kings.  
I'm great at understanding, and finding  
acceptance in what makes us all unique. I was  
a victim of bullying as a young kid but I learned  
to turn that negativity into humor to get me  
through, so I hope to give people the same  
positivity that I was able to make for myself.



For 18 years, I was tucked away in a town by the Potomac River, but for 18 years I was given the world. Woodbridge, VA is blessed with beautiful people of minority, bi-racial, first-generation, and bi-lingual backgrounds.

I was immersed into cultures, languages, and religions that some people are hasty to judge due to lack of exposure and understanding, but for me I am honored and privileged to have had a culturally enriched and liberal upbringing.

As a result, Woodbridge has taught me to accept people for who they are, show love to myself, to my family and my friends. I am forever grateful to be a product of multiculturalism, social acceptance and religious tolerance. I am proud to say that I am from Woodbridge, VA and that I love you, for you.

**2  
years.**

- 
- 
- 

**8,000  
miles.**

- 
- 
- 

**and a  
dash of luck.**

## **Spring 2015.**

I followed my gut and declared my double major. At first, I was weary because I didn't know what I could do with Economic and Art majors.

## **Summer 2015.**

I lived in Cape Town, South Africa for 2 months learning to code and interning at an advertising agency. I had no idea what advertising entailed, but my inspirational month at MADE agency convinced me that this is the industry that will help define me.

## **Spring 2016.**

Back in Charlottesville, I stumbled across a poster for UVA's Promotions Advertising class and applied that same day. Four weeks later I was accepted to the two-semester class for the 2016-2017 school year.

## **Fall 2016.**

With Tai Pei Frozen Foods, I designed a research campaign book with no prior knowledge of InDesign. I also produced a 30 second spot using what I learned from my Art major. I was introduced to VCU Brandcenter by my promotions professor, Carrie Heilman, and then went to a Hawley Smith information session.

## **Spring 2017.**

Assigned to the Video and Book Production Committee for our Promotion's final Tai Pei campaign book. I visited the VCU Brandcenter in Richmond, VA and I fell in love.

I came to the University of Virginia with the expectation of going into the McIntire School of Commerce's two-year business program. I took all of the prerequisite classes. I joined the business clubs. I networked with the Dean of Recruitment. When it came time to find out my acceptance, I came up short. I was denied. In some ways, I "failed". I didn't achieve my expected outcome, but with my personal "failure" I gained the confidence and assurance to go another route. So, I simply closed the rejection email from Dean of Recruitment, opened a new tab on my computer, and printed out the forms for a double major at UVA. I knew that this was the moment for me to pursue Economics and Art. As cliché as it sounds, we all are faced with these moments in life where things don't go our way and I think our perception of these moments need to change. There is never a moment of "failure", only new chances for opportunities.

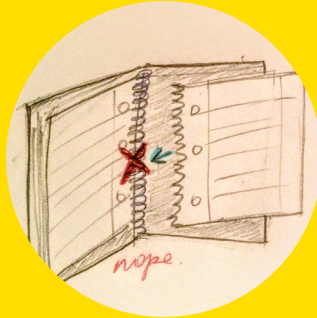


Renowned experience designers revolutionized the way we interact with society and the Experience Design track continues to make future experience designers better innovators. With Thomas Edison's sound innovation, Carl Joseph was able to connect neurological atmospheres with Spotify. With Henry Ford's mass produced car, Bryan Mortensen connected our mobile personalities to Lexus vehicles. And with VCU Brandcenter, Gloryah Allen can too connect our world.



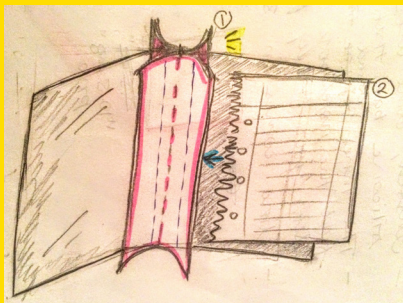
# Experience Design.

A spiral notebook can be improved by creating a re-attachable page element. I frequently forget my notebooks at home so I'm forced to take notes on loose-leaf paper with no way to attach them to the original spiral notebook.

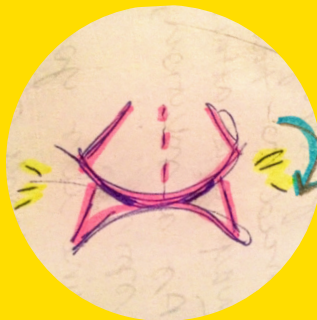


My notes then become unorganized and it's easier for single pages to get lost. As a solution, I introduce **Cline**, the clipped notebook spine. Cline lets you re-attach any loose leaf to a unified book spine.

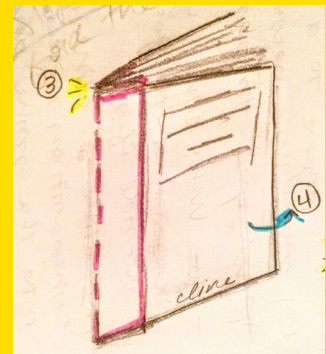
Cline is designed after a composition notebook in which the pages are sewn into the spine and folded in half. Instead, Cline uses a two-layered stiff, but flexible silicone bar that clips the pages together. The inner binding lets you fold the notebook in half and freely turn the pages without fear of them coming loose. To use Cline simply:



1. Unlock the spine by pressing inwards and insert the pages into the wings.

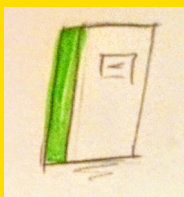


2. Snap Cline close.

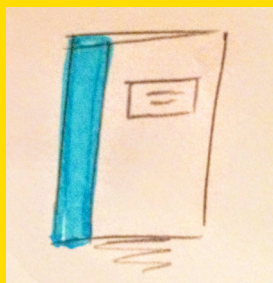


3. Fold the book in half and start notetaking!

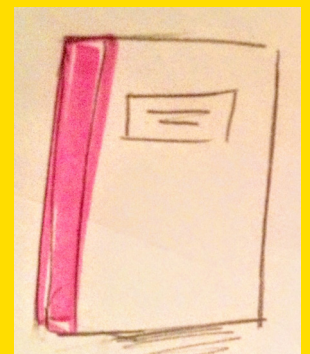
As an added bonus, Cline comes in 3 sizes to accommodate different page sizes:



Cline Pocket (3.5" x 5.5")  
30 pgs.



Cline Planner (9.5" x 6")  
50 pgs.



Cline Pro (10.5" x 8")  
100 pgs.



JOHNNIE WALKER.

In 2016, Johnnie Walker Scotch Whiskey creatively collaborated with Amazon Echo's hands-free speaker and Alexa voice service to educate people on proper usage of their alcoholic beverages. Alexa allows drinkers to experience guided whiskey tastings and gives calculated whiskey blend recommendations based on a series of questions that Alexa asks in her calm and welcoming voice. She also provides nearby locations to buy a certain label and fun facts about whiskey history. This represents an improvement in the brand experience because Alexa is educating people on proper consumption techniques and eliminates variability among buyers. Although this is an alcoholic consumer good, I think Amazon Alexa's technology has the power to inform audiences on social and political issues. From finding your local congressman or congresswoman to choosing a charity, Alexa can provide a warm brand experience that can positively influence the community around us.



## Conceptos Plasticos.

Oscar Mendez's Conceptos Plasticos is a Colombian enterprise that builds sustainable housing for homeless people. The exterior structures are made from recycled and discarded plastics which are then molded into durable Lego style bricks, and easily assembled by volunteers. Sustainable housing is critically important now and forever because it provides solutions for ending homelessness and reducing plastic pollution, two issues that affect people globally. As of July 2016, Conceptos Plasticos has repurposed over 300 tons of plastic and built 16,145 sq. ft. of houses. Oscar Mendez's advancements in sustainable housing have the opportunity to be replicated and adapted to fit the housing and pollution crisis in other countries.

## Beko.

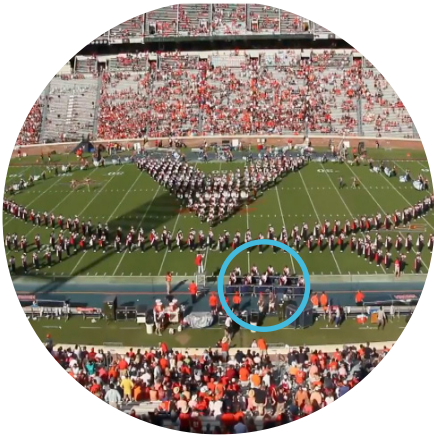
Beko, a Turkish domestic and electronic appliance company has plans to create technology that sustainably and fully integrates the home. Their "Tomorrow's Connected Homes" appliances have features like refrigerators that store data on your energy usage, and washer machines that use recycled water to hydrate house plants. Orders for these products are already being taken, so I assume the world will be crowned with these gems in the near future. Connected home devices are valuable because they hold us homeowners accountable for our role in maintaining eco-friendly realms. Beko provides a stream of omniscient consciousness that I believe will help us quantify and realize how much waste we produce and how we can better treat our limited resources.

## AmazonGo.

Amazon Go is a technological concept that removes the checkout procedure at a grocery visit. Customers scan their phones walking into the store while specialized algorithms and cameras determine when an item has been taken from the shelf. The sale is recorded through Amazon's mobile app, and the customer is free to walk out the door. Innovation is important for a viable future. Amazon Go's "Walk Out Technology" revitalizes the brick-and-mortar aesthetic and challenges how we contextualize human interactions within consumer markets. Their contributions to alternate buying experiences are only the beginning of a new age in consumer shopping.

Project Overview						
Project Details		Phase 1		Phase 2		Phase 3
Project Name		Concept.	Design.	Prototype.	Build.	Level.
Art.	INSTALLATION		✓		✓	8.5
	SKETCH	✓	✓			7.0
	VIDEO PROD.		✓		✓	9.5
Craft.	CROCHETING	✓	✓	✓	✓	9.5
	KNITTING		✓	✓	✓	6.0
	SEWING				✓	6.5
Sculpture.	PLASTER CASTING	✓		✓	✓	8.0
	METAL CASTING				✓	8.0
	WELDING				✓	6.0
	LASER CUTTING		✓	✓	✓	5.0
	WOODWORK	✓		✓	✓	7.5

Please right click and open the links in new tabs.



Laugh [here](#).\*



Adventure [here](#).



Think [here](#).

## Cavalier Marching Band.

UNIVERSITY OF VIRGINIA

\*At 6:15 watch my accidental "cape to the face".

## Tai Pei Campaign.

MCINTIRE SCHOOL OF COMMERCE

You can tell that I like yellow.

## Brother.

STUDIO ART: NEW MEDIA

A conversation on the Black male body.

# Scholarship Essay.

As an Economic and Studio Art major who drove buses, learned to code and performed in a marching band, it was hard to find an outlet that could accommodate all of my skills. When introduced to the Brandcenter last year, I knew, with all my quirky decisions, that the Brandcenter was my next endeavor. The Brandcenter encourages and supports my varying talents and provides resources for my future career goals. Forthcoming, I plan to design a system that ends homelessness and promotes sustainability. I believe that the Brandcenter can provide the training and knowledge to adequately solve these global issues.

I yearn for this scholarship because I want to use this opportunity to give back to others. It's taken a village to get me through four marching band seasons, over five hundred hours of bus driving (yes, you read that right) and two undergraduate majors. I'm grateful for all the mentors who've abetted my undergraduate experience and I'm determined to pay the acts of kindness forward with the resources earned at VCU Brandcenter.

With bus driving and internships, I worked ardently to pay for every month of rent and student loan interest payments. I plan to work just as hard while at VCU. I'm proud to have a part-time job to help pay my way through college. It's made me humble, understanding, and confident enough to apply to VCU Brandcenter's graduate program.



Thank You!