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Design Students Match Up Against Peers in State Competition

Winthrop University

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Design Students Match Up Against Peers in State Competition

Quick Facts

- Faculty member Jesse Weser submitted to a professional design organization show class projects by student Ashley Cook of Greenwood, South Carolina, Savannah Ray of Rock Hill and Wesley Fry of Greenville, South Carolina.
- The competition, called InShow 22, is held annually for professional and student designers.



Wes Fry's creation

ROCK HILL, SOUTH CAROLINA – Three Winthrop University design students whose class projects stood out took part in a recent competition in Columbia, South Carolina.

Faculty member **Jesse Weser** submitted two projects by student **Ashley Cook** of Greenwood, South Carolina, and one each from **Savannah Ray** of Rock Hill and **Wesley Fry** of Greenville, South Carolina. The competition, called InShow 22 which was sponsored by [South Carolina's chapter of the American Institute of Graphic Arts](#), is held annually for professional and student designers.

The student work resulted from assignments for a spring 2017 semester class and involved packaging different items.

The four entries were for:

Lantern/Lamp Packaging
Lightbulb Packaging System
The Path Product Packaging
Twisted Product Packaging



Ashley Cook's creation

"I selected each of these works because they started with strong concepts beyond just the structural challenges of packaging, but were also very professionally executed and documented," Weser said. "They each show a breadth of understanding beyond what people typically think of graphic design – but also in engineering, photography, packaging, branding and design thinking."

She said it is important for students to see what other professionals are doing to compare their work. The **InShow 22** is one such competition.



Savannah Ray's creation

Fry said with his project, he was aiming to create a package that complemented the existing beauty of vintage filament light bulbs. "Their form is on display in a package that suggests their typical environment," he said.

Ray said her project involved three products that seemed dissimilar, but she had to unite them with a single concept.

For more information, contact **Judy Longshaw**, news and media services manager, at longshawj@winthrop.edu or 803/323-2404.

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