

To whom it may concern,

My name is Lily Ferguson and I'm a junior Visual Communications major at the University of South Carolina's Honors College. I currently work as a designer for Garnet Media Group's in-house design agency, Creative Services, serve as the Art Director for our student-led magazine, Garnet & Black, and the Engagement Director for our student-led radio station, WUSC.

When I was a junior in high school, I decided I wanted to be a computer science major. I had an interest in technology and made pretty good grades, so it seemed like a perfect option for me. I had a deep connection with art, but I felt like it was expected of me to receive a STEM degree in college. To remain in touch with the artistic side of myself, I decided to pursue a graphic design minor. When I got to college, the more design classes I took, the more I realized that it was the field I belonged in, regardless of anyone's expectations for me. Because of this, I changed my major to visual communications, and I've been learning techniques and receiving critique to better my skills as a designer since I've made that change.

As I begin a new project, I like to turn to works of a similar nature that inspired me when I first saw them. For example, if I'm working on a website advertisement for an apartment complex, I turn to other advertisements that piqued my interest. Once I do that, I begin brainstorming and drafting ideas until I land on one that feels the most appropriate for my skillset and the requirements the project needs to meet. The most important part of my creative process is discussing my work with others. Hearing other's feedback allows me to see potential in my work that I can't see on my own.

In the world of media, design plays an essential role in the production and publishing of any content. People's immediate assumptions and thoughts on a piece of media are drawn from how that media is being presented. This makes the role of a designer one of the most important in a media organization as they must devise a way to portray the creator's message in a way that viewers can easily digest. I've been able to see this importance firsthand during my work at Garnet & Black and Creative Services.

Once I graduate, I hope to begin working at a graphic design agency. My favorite part of my college experience so far has been being able to be involved in a wide majority of clubs and organizations. I believe working at an agency would allow me to keep this same sense of freedom as my projects and day-to-day tasks would change daily. Receiving this award would mean a great deal to me and help me to achieve my goals in the future.

Thank you for your consideration,  
Lily Ferguson

To Whomever It May Concern,

I am writing to nominate Lily Ferguson, a junior student majoring in Visual Communications at the University of South Carolina, for the Best Graphic Designer Award. In my time as the Art Director at Garnet Media Group, I have had the pleasure of supervising Lily since the end of her freshman year when I decided to hire her as a student graphic designer.

Hiring Lily has proven to be the most rewarding decision of my career. Over the past year and a half, I have witnessed an extraordinary level of growth in Lily's skills and dedication. Her journey from a talented but reserved freshman to the exceptional graphic designer she is today has been nothing short of astounding.

Lily's design skills have not only skyrocketed but have reached a level of proficiency that is truly remarkable. What sets her apart is not only her technical ability but also her unwavering dedication to her craft. Lily consistently goes above and beyond expectations, and I have complete faith in her ability to deliver exceptional work. She has never let me down, and I am continually impressed by her creative vision and problem-solving skills.

This year, Lily took on the role of lead designer for Garnet Media Group's publication, "Carolina Insider." Her responsibilities extended beyond the traditional design and layout tasks, as she collaborated with the motion graphics professor, Jason Porter, from the School of Journalism and Mass Communications to create an innovative and interactive cover. The cover featured a QR code that, when scanned, brought the publication to life on the viewer's phone screen, showcasing dynamic and visually stunning elements. This project was both ambitious and taxing, yet Lily tackled it with a smile on her face and an unwavering commitment to excellence.

Lily's evolution from a humble and reserved artist to a confident and skilled graphic designer is a testament to her resilience and passion for her craft. Her ability to balance humility with an emerging voice in her work makes her not only a joy to work with but also a standout talent in the field.

I am immensely proud of Lily's achievements, and I have no doubt that she is deserving of the Best Graphic Designer Award. Her dedication, creativity, and professional growth make her an outstanding candidate, and I am confident that she will continue to achieve great success in the future.

Regards,  
Krista Larson

Art Director, Creative Services  
Garnet Media Group  
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# Lily Ferguson

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## EDUCATION

University of South Carolina Honors College

Graduation: May 2025

Bachelor of Arts in Visual Communications and Minor in Media Arts

GPA: 4.0

- Palmetto Fellows Scholar, USC scholarship recipient, President's List, CMA "Best Social Media Engagement" Pinnacle award

## EXPERIENCE

Garnet Media Group Creative Services - Columbia, SC

August 2022 - Present

*Student Graphic Designer*

- Created digital content such as social media campaigns, digital display boards, and advertisements
- Collaborated with a team to create large-scale projects for the Columbia area
- Designed print marketing materials such as event posters, calendars, and banners

USC Office of New Student Orientation - Columbia, SC

August 2022 - August 2023

*Graphic Design Intern*

- Created a campus wide print marketing campaign to advertise Orientation Leader recruitment
- Developed accessible Garnet Guide templates to be used by partner organizations
- Produced social media calendars and content that reached over 1,000 people per post
- Collaborated with marketing team to create a comprehensive brand

Garnet and Black Magazine - University of South Carolina

August 2023 - Present

*Art Director*

- Led a team of designers to create print magazines to be distributed Columbia-wide
- Designed online graphics to accompany articles in a timely manner
- Created social media graphics that reached over 1,000 users

#ICANHELP – Antioch, CA

December 2022 - May 2022

*Graphic Design Intern*

- Created social media content that reached over 3,500 people per post
- Produced print curriculum packages for school districts nation wide

## SKILLS

Adobe programs: Photoshop, InDesign, Illustrator, After Effects, Premiere Pro, Dreamweaver

Programming languages: Python, Java, C++, Ruby, HTML

## RELEVANT COURSE WORK

Principles of Visual Communication

Graphics for Visual Communications

Motion-Based Graphics

Photography for Visual Communications

Introduction into Visual Arts Computing

Videography for Visual Communications

New Media Art

**ACP BEST GRAPHIC DESIGNER**

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**LILY  
FERGUSON**

The University of South Carolina | Garnet Media Group

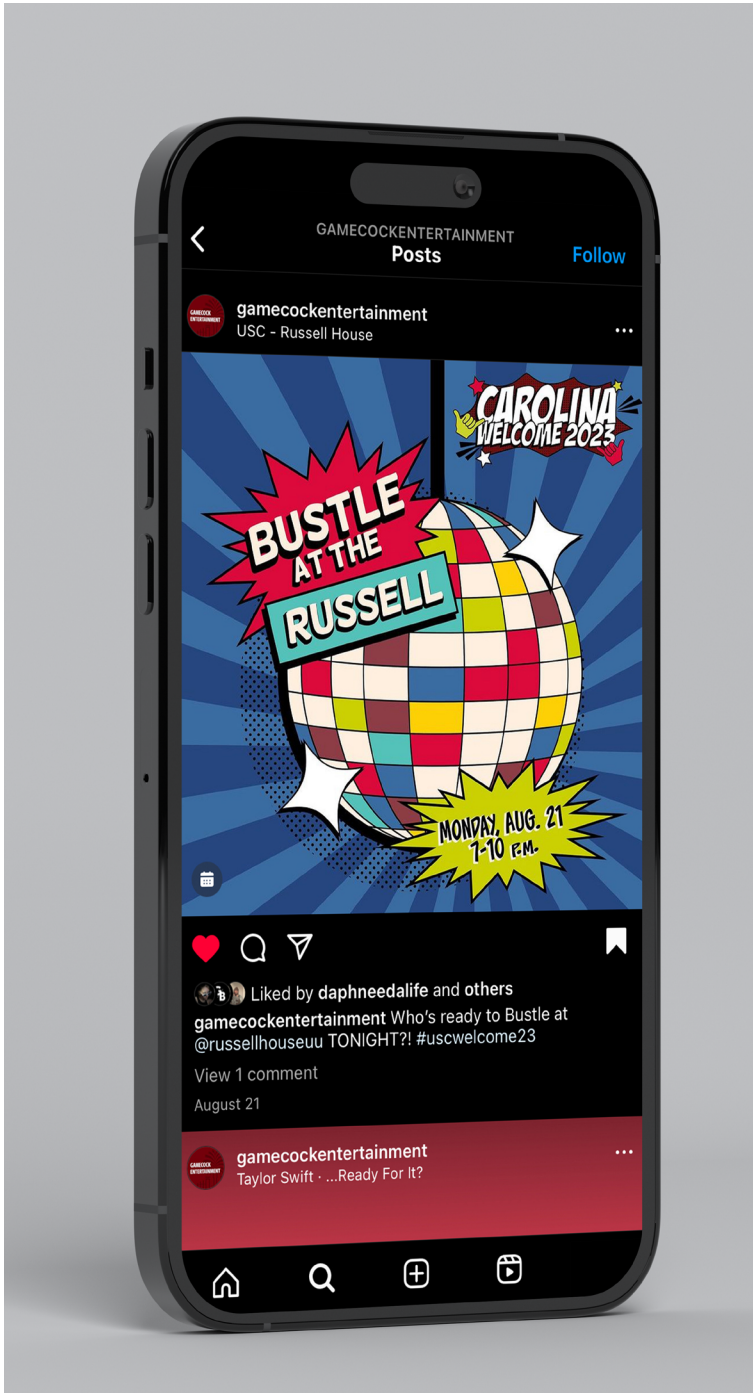
# 2023 CAROLINA WELCOME

**SEEN HERE** are the logos and promotional materials I created for the University of South Carolina's "Carolina Welcome Week", a week full of events to welcome the thousands of

new students entering the University of South Carolina. This year, Gamecock Entertainment requested that all of the promotional materials follow a pop art theme.

*August 2023*





# GARNET MEDIA GROUP

**THIS YEAR** I had the privilege of designing Garnet Media Group's new merchandise. The one guideline with this merch that they follow every year is having the four student organizations (a radio station, a magazine, a

September 2023

TV station, and a newspaper) all represented in some way. With that in mind, I knew I wanted to create these little characters and achieve this retro look.

## Garnet Media Group



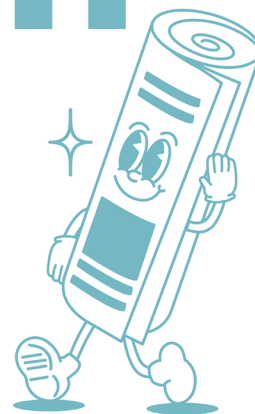
WUSC



Garnet & Black



SGTV



The Daily Gamecock



# THE NICKELODEON THEATRE

ONE OF MY favorite places in Columbia, the Nickelodeon Theatre, purchased an advertisement in one of the Fall print editions of The Daily Gamecock, which allowed me to

be able to create this graphic for them. The theatre's media team and very few guidelines on this project, so I was able to express a lot of creative freedom with it.

October 2023

SPORTS 128

## This month in Gamecock sports history

WILL KRONBERG | MANAGING EDITOR

November marks three things in college athletics — the end of fall sports, the beginning of basketball season and college football rivalry week. Take a look back at some of the most notable Gamecock sports moments from the month of November, with a special focus on rivalry games against Clemson.

**1969** South Carolina football secures the ACC Championship, its only conference title to date, with a 27-13 win over Clemson on Nov. 22.

The Gamecocks finished the season 6-0 in the ACC and 7-4 overall.

**1986** National Goalkeeper of the Year Charles "Chastie" Arndt records the final shutout of his career in a 1-0 tournament quarterfinal win for the South Carolina men's soccer team over SMU on Nov. 27. Arndt holds Gamecock records for career goals against average (0.70) and combined shutouts (29).

**2002** Both Gamecock basketball teams played final exhibition games at the Carolina Coliseum before the Carolina Center, now known as Colonial Life Arena, opened on Nov. 22.

**2004** "The Brawl" breaks out during the fourth quarter of Clemson's 29-7 Palmetto Bowl victory on Nov. 20. Fighting between players started with shoving before the game and culminated with a six-minute stoppage as both teams' benches cleared. Both schools removed themselves from bowl eligibility, making this the final game of Lou Holtz's tenure as South Carolina's head coach.

**2007** Gamecock men's basketball beat the Citadel Bulldogs 103-42 on Nov. 12. The 61-point victory is the largest winning margin for the men's basketball team since Colonial Life Arena opened in 2002.

**2013** No. 10 South Carolina football defeats No. 6 Clemson 31-17 to capture the fifth senior win in a row for the Gamecock on Nov. 30. Senior quarterback Connor Shaw led the team with 152 passing yards, 94 rushing yards and a pair of touchdowns.

**2016** The men's basketball team completed an undefeated first month of the season with a 64-50 win over Syracuse in the Brooklyn Hoops Holiday Invitational on Nov. 28. South Carolina started the season 9-0 on the way to an appearance in the 2017 Final Four.

**2018** Gamecock volleyball made its return to the NCAA tournament after a 18-year absence with a five-set win over Colorado on Nov. 30. South Carolina

finished the season 20-30 under first-year head coach Tom Meridanda.

**2019** Women's basketball players Alysh Sutton, Brua Seal, Leticia Arribere, Zia Cooke and Olivia Thompson made their official Gamecock debuts on Nov. 5 in a 103-43 win over Alabama State. The group, nicknamed "The Freshies," helped lead South Carolina to 129 wins overall in their four seasons, three Final Fours and the 2022 National Championship.

**2022** Freshman forward Ashlyn Watkins became the first Gamecock women's basketball player and just the ninth player in NCAA Division I women's history to dunk in a game during South Carolina's 85-31 win over Clemson on Nov. 17.

**2022** Gamecock football broke a seven-game losing streak to the No. 7 Tigers, with a 31-30 win on Nov. 28. Backup junior quarterback Spencer Rattler threw for 360 yards and two touchdowns in the game, one of three more than 300 yard passing games. Rattler had in his first season at South Carolina.

## ARTS & CULTURE 29

### Local gift shop hopes to attract Five Points' younger crowd through fresh, colorful rebranding initiative

MACALEA BORG | ARTS AND CULTURE WRITER

Local business owner Ima Thibodeaux said she has seen the mood around the Five Points store transform from formal and mature to young and eclectic in recent years. Potential customers who pass by Gibson's Gifts are more often college students now than middle-aged or older patrons.

"A bunch of young ladies in April — they were passing the store, and they said, 'And this is the grumpy store,'" Thibodeaux said. "I did when I heard that."

Located on Saluda Avenue, Gibson's Gifts was established in 1955. The store originally sold gifts, cards and stationery with a diner located in the back. Now, Thibodeaux is rebranding the store, starting with selling everything that belonged to the Gibson name.

"I sat down in this chair for a whole week, studying my audience ... I see piercings, blue hair, tattoos all over, they will not come for traditional Capert paper goods," Thibodeaux said. "I put everything on sale, 50 and 75% sale, for nine weeks. Everything Gibson's gone."

Thibodeaux will rename the store to La Bohème — French for "The Bohemian" — and the title of her favorite Giacomo Puccini opera — to match the more eclectic, vibe that she plans to bring to the store. Thibodeaux said she hopes that this rebrand will allow her store to align with Five Points' atmosphere while still maintaining its authenticity.

"What represents Five Points, Saluda Avenue? And I thought, 'La Bohème,'" Thibodeaux said. "A lot of customers complained about the name, and they said, 'So what you're going to be another hippie store?' So I have a problem with those people," I said. "Hippies and Bohemians are different species."

The store caters to people of all ages, genders and backgrounds, store sales associates Cappy Boswell and Mary Hahn said. The store already has a kitchen section, a baby section, a

men's section, a stationery section and a gifts section.

"Bridal gifts, anniversary gifts, birthday gifts, that sort of thing, for all age groups, really," Hahn said. "I think we probably ... were appealing to everybody from babies to children to older people."

Boswell said that shoppers can come in and find gifts for any budget.

"We have all price points," Boswell said. "We have what I would call, things on the more expensive side. But we have plenty of gift options on the less expensive side."

Thibodeaux said she sets out to provide unique artisan products, which sets Gibson's Gifts apart from other gift shops in the area, by sourcing stock from global markets rather than mass-produced suppliers or regional vendors.

"I don't go to the Atlanta market. I go straight to the European markets online, and I have [products] from New Zealand,



Gibson's Gifts employees Mary Hahn (left) and Geneva Mobley (second to left) pose with Maika Prensley (second to right) and William Miller (right) on Oct. 12, 2023. The store will relocate to La Bohème in early 2024 to appeal to Five Points' younger demographic.



PHOTO: KURTIS BARTIN

Bohemian clothing, handmade crafts and other artisan products are on display at Gibson's Gifts on Oct. 12, 2023. Store owner, Ima Thibodeaux, said she takes pride in selling handmade and non-mass-produced products from around the world.

to South Africa, to Guatemala, to Greece, Italy ... everywhere," Thibodeaux said.

Thibodeaux said she celebrates being in a place where she can provide the unique set of products and still fit right in.

"Five Points was, is and it will always be eclectic and colorful, and people can be here themselves," Thibodeaux said. "Anybody can come to Five Points."

The newly-renamed La Bohème will remain at 743 Saluda Ave. and be open Monday through Friday 10 a.m. to 6 p.m. and Saturday from 10 a.m. to 5 p.m.



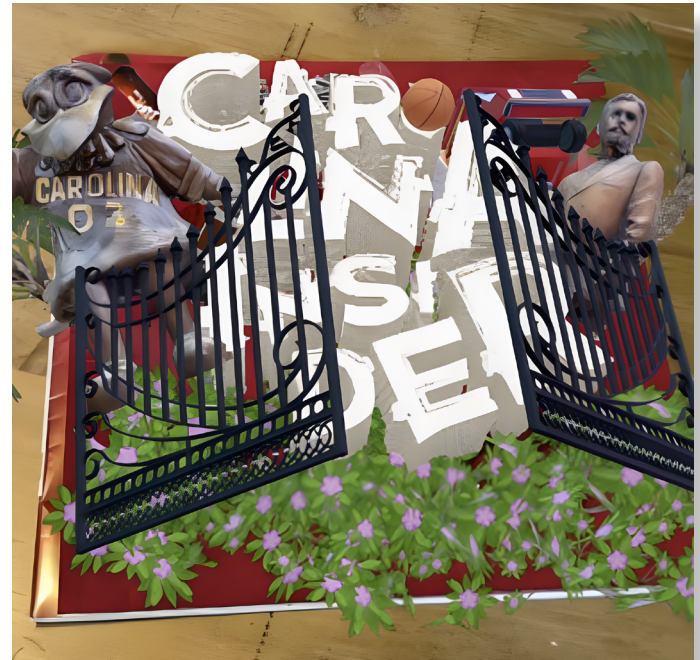
# 2023 CAROLINA INSIDER

**EVERY YEAR**, Garnet Media Group creates a print publication called "Carolina Insider". Over this past summer, since I was the graphic designer on staff for the Summer, I collaborated with another designer in the

beginning stages, but ultimately had the job of completing it. For this edition, we decided to animate the cover using AR technology to further excite users when they pick it up.

Summer 2023

See full video here!



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## WELCOME HOME!

**TO ALL** the new, returning, and graduate students, alums, family members, and community members, WELCOME HOME! My name is Tyler Sprague, and this will be my first year as the marketing director of Garnet Media Group and I would like to personally introduce you to Carolina Insider 2023!

For many years, Carolina Insider has been a staple of Garnet Media Group's student publications. This is the essential guide for new and returning students to the departments and resources of Student Life. Carolina Insider will help you make the most of your Gamecock experience.

I am originally from a small mountain town in northern California, so you can imagine the culture shock I experienced moving across the country and settling here in Columbia. However, I was quickly welcomed in by the abundance of friendships and memories created in my first few years. Having set roots in South Carolina, I can proudly call USC my home. So, in the spirit of returning home, here is some advice for the upcoming year from yours truly:

1. Step outside of your comfort zone at LEAST once. Join a new club, take up an intramural sport, take your friends out to a restaurant or bar you've never been to, go to a sports game you don't usually attend, dress up and see a show at the Koger Center, or find a study abroad experience. The opportunities are endless on and off campus, so take advantage and be fearless in pursuing your best Gamecock experience!
2. Keep an open mind. USC is home to people with many different identities, backgrounds, ideas and perspectives. Being able to meet and connect with people is one of the things that makes USC so great. So be honest, kind and understanding toward others so we all can feel at home.
3. Savor Every Moment. As much as it pains us to think about it, your time here at USC will eventually come to an end. Cherish every friendship, experience and memory you come across. Appreciate the highs and lows, as the lows can teach you the most significant lessons.

I hope this advice is valuable and helps you improve your Gamecock experience. We look forward to welcoming you all home this year. Please enjoy Carolina Insider 2023, and keep an eye on the stands for more GMG publications coming out later this year!



**Tyler Sprague**  
Marketing Director | Garnet Media Group

# CENTER FOR INTEGRATED & EXPERIENTIAL LEARNING

**IN ORDER TO** alert students of the resources they have available on campus, the Center for Integrated and Experiential Learning purchases advertising spots on Garnet Media Groups social media and in our print

publications. This year, I was in charge in completing their Fall ad campaign, which was a continuation their Spring 2023 campaign. For online components, the client requested GIFs to grab viewers' eyes.

Fall 2023

See GIF components here!

