



A Q&A with Zach Van Camp

What are your future career plans?

I want to become a graphic designer, eventually opening my own design firm. But, I also want to be doing fine art on the side and traveling the world.

How will going through the Spark creative scholarship program help you in your future career?

I really got a taste of all the parts necessary to make a marketing campaign/firm work. It was great to explore so many different ideas and be on a real-world time deadline.

What new skills did you learn or what did you discover you need to improve?

Aside from Adobe program skills, I learned a lot about marketing. I basically taught myself everything about it, or what I cared to know. It was great to create a whole marketing campaign from start to finish.

What advice would you give to next year's candidates or to other students studying marketing/creative writing/graphic design?

Pour yourself into your work. Also, research, research, research, then forget about all that stuff and do what you think would be great. Have fun!

What is the next paradigm shift in marketing/advertising?

People are sick and tired of being bombarded with advertising. Clever, innovative, creative thinking, aimed at very specific target markets is the only way to sell anything, or will be. Advertising can't be like everything else, it has to be personal. People want to feel like individuals and it is getting harder with more than six billion people on earth.

What is your favorite ad?

My favorite recent ad was a TV commercial, for Chips Ahoy. A chocolate chip cookie was driving down the road in a convertible singing, "Don't you want me baby?" when he gets plucked out of the car by a hand that comes out of the sky. It was a good ad because it was funny, and not too serious. They weren't forcing me into thinking Chips Ahoy cookies are better than the competition, but rather just making me laugh and playing a friendly game.

What is your favorite subject?

The first thing that comes to mind is Sumi-e painting. I would love to learn more of the rules, and techniques of the ancients. I choose this because it is the utmost refinement of thought and action together. Once you make a stroke that is it, there are no erasers. It is putting down all you've got, relatively quickly.

Define "Relentless, Insightful, Creative"

To me, relentless, insightful creative is something one must work at to ever achieve. It is not giving up. It is going through half a sketchbook for one project, leaving behind 80 dead ends, pushing yourself, and your mind to a new level of thought and clarity where you find exactly what you mean to say, and how to say it meaningfully.