



10 Questions with Jo Maggiore

What/Who inspired you to get into this business?

I fell in love with a class in school and knew it was the right thing for me. I've always been a fine art major (painting) but knew that career wasn't very lucrative, so I went into Advertising and Graphic Design.

Where/When did you get your first shot?

My first job was in a great little boutique shop about 9 months after I graduated. I was lucky because I had a chance to work under an award-winning art director and with a great writer. The company worked in a way that you felt like you were really a part of the team. I learned a lot about typography, print, layout and design. It was very early on that I understood how important the idea is. As an art director, it was important that you know whom you targeting, what to say and how to say it and make it all look great on a page. All of these skills - I was blessed to learn at the start of my career.

What is your greatest achievement to date?

Besides my two wonderful children, I would have to say winning my first Effie. It was really groovy. It showed me that what I was doing was getting out there—making a difference, increasing sales. Equally cool was when I was working on a global brand that made it to Creativity Magazine. The thought alone that Creativity Magazine took one of our ads as creative and out there was really empowering.

What is the biggest obstacle that you had to overcome?

Protecting my own brand and not selling out. Being a woman in this industry producing spots in less advanced region than the US was a challenge. I had to really stand up and not be broad-side by cultures views of "a woman's place", but to be looked as an equal - respected as the person in charge.

Is it hard balancing a full career life in this industry with family life?

I love what I do and I love my family. It wasn't as difficult as it may seem. I made them very much a part of what I do. You have to set boundaries and give each side its due time. If you love it, you will just learn how to balance it all. Being able to do what you love is a gift and your family will not suffer for it. Mine didn't!

What are you hoping to get/give out of your experience here at DMAC?

I want to push the students. I want them to get an idea of what it's like being in the real world. Marketing and branding, whether you're going to be animator, illustrator, or digital artist, requires developing strategies then executions. Developing their ability to think, having the tools to know where to find the answer, who to ask and how to make it all happen. I want to look at your book and get scared that you're going to take my job in 10 years. As far as what I'm getting out of it, it's great to give back. It's great to be able to look at what I've learned from industry legends and be able to arm you guys with that knowledge. I'm just giving them what I was blessed to receive.

Words of wisdom to all the aspiring artist out there?

Think. Don't stop. Keeping rolling up your sleeves and going for it. Know before you get out there how you're going to brand yourself and where you want that job. Use technology so that your portfolio is strategically smart and perfectly finished. If you're a designer learn motion graphs and flash.

Animators learn design principles. Both should understand strategy, target audience and effective marketing. Do you're own homework. You can always wait on the client to give you every bit of information you need about your target audience. Do the research and truly understand your idea.

What do you think the students can be doing to better prepare them for the industry?

Know your audience. Know who/how you're branding yourself. Always, always, always know what the idea is. If you're designing a logo ask you're self why it is good for that brand. The worlds are merging, but it will always come down to "the big idea" and that's what you have to be prepared to offer.

If you had to do it all over again, would you do it differently?

No way. I've been blessed. I wouldn't change a thing. I've had the chance to see all regions of the world and how it really works and it's made an impression on who I am as a person. Sure there are some things I wish I could've done differently but maybe my children wouldn't have turned out as great as they are and they are my greatest achievement to date.

Where do you see the industry going in 10 years? How do you think technology will impact it?

That's hard because 6 months ago is so different then what it is now. Tech is moving so fast. So over all, knowing how to reach your target audience is becoming even more important because there are so many different fragments of media that you can get into. But the person that can think, execute, and pull an integrated branding campaign together without relaying on spending client money is going to be golden. More is going to be expected especially since