



students who *inspire*

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Lorraine Reinsch, Chicago

IN AN INTERVIEW WITH *GERMAN WORLD*, GRAPHIC DESIGNER LORRAINE EXPLAINED HOW HER HIGH SCHOOL GERMAN STUDY CHANGED HER LIFE AND ASSISTED HER IN ACHIEVING A SUCCESSFUL CAREER IN DESIGN.

“I have always been interested in languages and learning about other cultures,” explains Lorraine. “My family still retains and celebrates some traditions from both its German and Czech backgrounds, and I have always had a habit of collecting phrases from different languages. When I was able to take a foreign language in the sixth grade, I jumped at the chance to study German because my grandfather still speaks a little German. To my surprise, I found that German came rather naturally to me. With the encouragement of both Ms. Brown and later Frau Karbaumer, I continued taking German classes through middle school and high school. I became an active member of our German Club, received a medal in a National German Exam, joined the German Honor Society, Delta Epsilon Phi, and took my last 2 years of German for dual credit at the University of Missouri in Kansas City. I fell in love with Germany during a tour and family stay during my high school junior year with Frau Karbaumer’s class, and couldn’t wait to return someday.”

“At the same time, however, I always knew I wanted to go into the arts,” Reinsch continued. “I enrolled at what was then Southwest Missouri State (now Missouri State) to study design.

“Lorraine realized that Germany is on the cutting edge of design, and therefore saw the relevance of studying German even while others did not.”

- DR. COSTABILE-HEMING,
PRESIDENT OF THE AATG

After my first semester I felt something missing. I really missed studying German. Although Design was a comprehensive major that did not require a minor, I decided to add an individualized minor in German Studies. The German MSU professors, Dr. Costabile-Heming, Dr. Martin, and Dr. Trobisch, opened so many doors for me. Thanks to them I found myself teaching German to kindergarten children, gained a deeper understanding of art and design history, and collaborated with my

professor’s publishing house for my senior project in my illustration practicum class.”

“She was adamant about continuing her study of German, even though she had a very intensive major, and we had to jump through a number of bureaucratic hoops to make it happen,” commented Dr. Costabile-Heming, national president of AATG and Reinsch’ former teacher.

Lorraine Reinsch adds: “Despite stiff competition, in 2006, I was accepted by the Transatlantic Program offered by the German American Chamber of Commerce in the Midwest (GACCoM). The internship program, which partners students with companies in Germany, accepts approximately 25 students from across the country within the fields of engineering and marketing. Since design is close to marketing, I was pleased to learn from program coordinators Barbara Zollmann and Sabine Klensch that I had been accepted. I’ll be forever grateful to the boys at the Nuremberg advertising agency, *Stilbezirk für Kommunikation*, for giving me the freedom to flex my creativity and treating me as a full-fledged member of their team. Their hospitality made Nuremberg feel like home, and their enthusiasm for the 2006 World Cup turned me into a soccer fan. During my 3-months internship in Nuremberg I enjoyed learning not only the language of my profession but also the business aspects.

Most importantly, the projects I worked on that summer eventually landed me my first job, and my experiences abroad have proven useful when working with international companies such as Bayer Pharmaceuticals, Eli Lilly, and Thermos LLC. The friendships I made that summer have proven to be long lasting, and each year we enjoy getting together for a reunion hosted by GACCoM. Now that I live in Chicago, it has been even easier to keep in touch with everyone. I love the city’s multicultural flair and international bookstores.”