

# Color her happy in her career

When Angela Stewart decided she wanted to be a graphic designer, she chose to go into business for herself. This fall the young entrepreneur celebrated her studio's second anniversary.

## **What made you decide to go into graphic design?**

I didn't start out in graphic design in school. I was always interested in and I did jobs for people here and there, but I was originally a computer science major. After two summers in an internship and working locally with a company during the semester, it opened my eyes to the fact that I could be a decent programmer but I would never be great. I knew I could be a great designer.

## **What has been the most rewarding aspect of your business?**

I get to do what I love to do everyday. This is not a job to me. It's my passion, and that has given me the strength to weather the hard times. It's the best business in the world for me. Everyone should get to wake up every morning and want to go to work!

## **What has been the biggest challenge in your business?**

Learning how to go from a steady paycheck to being in business on my own. Cashflow can be a very scary thing. One month you may make a profit, the next month you may not break even. But you have to ride it out. It's a bit like the stock market.

## **Do you have words of wisdom for other young entrepreneurs who want to start their own business?**

Take things one step at a time, evaluating everything. It's much more difficult to start a business if you aren't adequately prepared. It's simpler when you do things right the first time! Find a mentor and ask questions!

## **What would you like people to know about graphic design?**

Graphic design is all about communication. We live in a highly competitive visual market, and the business image you present will make or break the deal. Effective graphic design is about finding unique and powerful visual solutions to capture the consumer's attention.

— **By Ken Dey, *The Idaho Statesman*** (*Newsmakers, first page of the Business section, October 10, 2003*)



Joe Jaszewski/*The Idaho Statesman*  
Angela Stewart graduated from Boise State University two years ago and started her own graphic design business in Boise.