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Included below is a press release regarding Ferris State University student Kenneth Green of West Bloomfield. Further information is available by contacting Leah Nixon, assistant director of News Services.

For Immediate Release
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Kenneth Green earns semi-finalist honors in international design competition

BIG RAPIDS – Kenneth Green of West Bloomfield was recently recognized as a semi-finalist in the 2007 Adobe Design Achievement Awards. Green, a 2004 graduate of West Bloomfield High School, is a senior at Ferris State University majoring in Television and Digital Media Production with a minor in Philosophy and Religion.

The competition was created by Adobe, maker of digital design photo and video editing software and Web creation applications, to celebrate student achievement reflecting the powerful convergence of technology and the creative arts. Utilizing Adobe programs, individuals and groups of students showcased their talents in categories such as animation, digital illustration, digital photography, interactive and Web design, live action, motion graphics and more.

A fan and avid user of Adobe products, Green happened across the competition on the company's Web site. "When I saw the competition, I figured why not give it a try?"

During his TDMP Practicum class in the spring of 2007, Green and his classmates shot the events of Martin Luther King Jr. Week on Ferris' campus. Wanting to contribute more, Green decided to create an introduction for the film.

"This definitely taught me that working hard on homework can take you a long way," said Green, who encourages students to do the same. "One should never do just the requirements or just the minimum. It is much more beneficial to go above and beyond, exceed the expectations of the project guidelines, the audience, your peers and even your instructor."

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