

MCJ Profile – Nigel Burton

Mass communication and journalism alumnus Nigel Burton is one of the many former Fresno State students embarking on a path of success in what is commonly deemed as “the real world.” Almost one full year since his graduation with a multimedia option, Burton continues to work on his clothing line “JustBeDope” – a series of fashionable hats and garments.

According to Burton, the company’s mission statement is about unity and self-promotion.

“JustBeDope is a movement that strives on spreading love, peace, style and positivity,” Burton said. “JustBeDope brings people creative, dope styles to help them express themselves and embrace being who they are.”

While promoting his clothing line Burton has traveled the country participating in vendor events in different cities such as San Francisco, San Diego, Los Angeles, Las Vegas, Phoenix, and Austin for SXSW. JustBeDope has also been featured in The Collegian twice and as a feature story in The Fresno Bee. In addition, Burton created and hosted three fashion shows – two on the Fresno State campus, and another in his community. He has also coordinated three food drives and one clothing drive in the city of Fresno.

Burton credits the mass communication and journalism department with assisting him in his endeavors.

“My degree in MCJ helped me out tremendously. I run my business completely on my own, so I control advertising and marketing of my business. I wouldn’t have known how to market my business if I wasn’t an MCJ major,” Burton said.

“Specifically MCJ taught me how to reach an audience as well as how to create your audience. MCJ also helped me with my people skills and communication skills and being able to put projects together. It’s a major that allows you to experience and move in a creative space, so it definitely help shaped me into running this brand on my own. I’m thankful I was a MCJ major,” Burton said.

As a part of his MCJ story, Burton recognized as a youth the value of art and the sense of togetherness it can instill within a community in the form of a mural or even at a rally.

“I chose this major because coming out of high school, I was always interested in art whether it was intentional or on accident. Early on I realized I had an appreciation for the media which is a form of art. A lot of figures I look up to are media-based in the form of music, art, athletes, etc. My goal was to help positively influence other kids that also have the same passion and relatable experience that I had growing up and I feel like I’m working toward fully accomplishing that. I’m still a work in progress,” Burton said.

Eventually Burton envisions his clothing line as a recognizable brand akin to those of Nike or Levi’s.

“In the future I plan to continue hosting events as well as expanding to include more clothing apparel and spread love and positivity to as many people possible,” he said. “Eventually I would like to have JustBeDope in the stores in the mall, and have JustBeDope be a household name known for dope clothing and positive, fun, unique events. Stay tuned.”