

# DesignNotes

Fall 2008

Department of Industrial Design



The shoulders of giants: INDD class of 1950, second from left standing Program Chair **Jack Crist**, fifth from left **Howard Garrett**



We that have seen farther, Faculty, Staff and Friends 2008 (standing left to right) **Jonathan Hallford** (CADC Student Services), **Shea Tillman**, **Chris Arnold**, **Ryan Funderburk** (Shop Assistant), **Carlton Nell**, **Randy Bartlett**, **Wei Wang**, **Doug Olsen** (Art), **John Morgan**, **Samantha Lawrie**, **Ray Dugas**, **Ross Heck**, **Tsailu Liu**, **Rich Britnell**, **David Gowan** (Shop Manager). (seated left to right) **Kelly Bryant**, **Becky Walker** (Admin), **Clark Lundell**, **Sylvia Jackson** (Admin), **Shu-Wen Tzeng**.



Guest Chefs: (left to right) **David Gowan**, **Nick Atchley**, **Rich Britnell** and **Chad Bailey**

**T**he department's continued growth and development over these past 63 years is in no small measure an outcome of all that have come before us and most recently the collaboration between Industrial and Graphic Design faculty, staff and students. To quote Sir Isaac Newton "If I (we) have seen father it is by standing on the shoulders of giants."

The department's fall semester convocation was an outdoor affair. The weather was cooperative and our guest chefs outdid themselves. The spring semester Studio Prize awards were presented and INDD alum **Dan Vinson**, a SolidEdge software developer, presented students with design recognition certificates for their SolidEdge image renderings.

The 30th Annual Design Interaction Symposium (11/7/08) was a great success. INDD/GDES faculty and students collaborated to develop the day's activities. This included a two week exhibition of INDD / GDES student work in the Dudley Gallery, design of the event program, announcement posters, and set up for the day's registration and luncheon. IDSA / GDES President's **Louisa Stowers** and **Betsy McCallen** presented guest speakers with AU commemorative plaques in recognition of their participation.



Spring Semester '08 Studio Prize Recipients: (left to right) Dustin McNutt, Peter Azzouni, Nicholas Imsand, Justin Michal, Ben Bloodworth, Robin Mooty, Jordan Brown.



SolidEdge Student Awards : (left to right) Dan Vinson (SolidEdge), Nicholas Imsand, Steven Gaffin.



J&M Bookstore's Stan Jones.

A face familiar to many of our alumni will no longer manage the art supply counter at J&M Bookstore. **Stan Jones** has retired and is aspiring to participate in various Habitat for Humanity projects in Opelika. We wish Stan all the best.

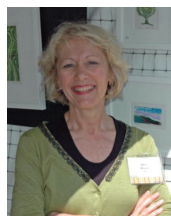


Student Advisory Council Members: (standing left to right) **James York, Steven Gaffin, Drew Tharp, Ben Dicks, Courtney Starr, Phillip Davis, Jordan Waller, Jessica Yawn;** (seated left to right) **Jacob Sutton, Louisa Stowers, Michelle Spinnato, Ben Puffer, Sara Pearson, Emily Morgan**



Design Interaction 2008 Speakers: (left to right) Ken Musgrave (Dell), Peter Rossetto (Kohler), Betsy McCallen (AIGA), Terry Slaughter (Slaughter Group), Louisa Stowers (IDSA), Clayton Garrels (Kohler), Michael Smith (Dell).

The counterpart to the Professional Advisory Council is the department's Student Advisory Council. This group is elected each year as representatives from their associated studios. Each month meetings are held to brief the department on student concerns and to provide suggestions for departmental improvement.



New GDES Advisory Council Members (left to right): **Elise Thomason, Marie Weaver,** and **Jon Thompson.**



Three GDES alumni join the department's 20 year old Professional Advisory Council. Twice each year council members visit campus, meet faculty

and students, and review and evaluate the curricula. We greatly appreciate the time and effort invested in the department over these many years and welcome our newest council members.

INDD Alumnus **Tom Dempsey** has developed and is marketing, under the name Sylvasport "GO", a light weight, recreational, convertible, camper.

This new product won a 2008 IDSA IDEA Gold Award and was featured in a New York Times (8/15/08) article on product innovation in an energy conserving marketplace.

INDD student **Kyle Lechtenburg** won a 2008 IDEA Silver Award for his store checkout counter braille credit card reader concept "Visual Assistance Card".



**Tom Dempsey's Sylvasport GO** IDEA Gold Award



Professional Advisory Council: (standing left to right) **Margret Ann Legrand** (Guest), **Ron Scheiblaue, David Stoddard Jr., Joe Hendrix** (Guest), **David Wilder, Jim Lowry;** (seated left to right): **David Stoddard, Ken Ringer, Tim Lindsey, David Long, Cindy Meissen, Doug Alsup.**





Kyle  
Lechtenburg's  
"Visual Assistance  
Card"  
IDEA Silver Award

GDES student **Holly Cook** received an Award of Excellence recognition from the University & College Designers Association (UCDA) for the design of CADC's Interior Architecture program, FLOR Interface Design project documentation.



Holly Cook's FLOR Interface  
Design documentation



The IDSA Student Chapter, working with INDD faculty **Randy Bartlett** hosted the Portfolio Review 2008. Professionals from the region, Advisory Council members and NYC based design resource manager **RitaSue Siegel** participated in the day's events. This included a mock interview between RitaSue Siegel and INDD graduate student **Jason Robertson**, and breakout interview sessions with industry professionals.



Break out interview: (left to right) **Summer Smith**, **RitaSue Siegel**, **Jessica Chapman**

We are thankful to all alumni and friends that continue to provide support to our department through their gifts. Most recently **Sanders** and **Josephine Bolling**

Portfolio Review 2008 industry professionals: (left to right) **Louisa Stowers** (IDSA), **Jeff Jones**, **Kim Burns**, **Jessica Chapman**, **Andrew Thomson**, **Lloyd Cooper**, **RitaSue Siegel**, **Randy Bartlett**, **Gary Rockwell**, **Nic Seager**, **Brent Curtis**, **David Stoddard**, **Gary Stewart**

of Winston-Salem, NC are in the process of creating a Living Trust with INDD as the 50% beneficiary. This may be the largest single gift INDD has ever received and we all thank the Bolling's for the thoughtful generosity.



NOMA Conference: (left to right)  
NOMA President  
**R. Steven Lewis**, **Josh Ekandem**.  
CADC Beat Bama  
Food Drive, INDD Lead,  
**Josh Ekandem**.

Graduate Student Minority Scholarship recipient and INDD/CADC Outstanding Graduate Student 2008, **Josh Ekandem**, participated in the National Organization of Minority Architects and designers (NOMA) national conference in Washington, DC this past October. Josh is a member of the CADC Student Advisory Council and led the INDD effort to collect food for the Beat Bama Food Drive 2008. Josh is an active participant and leader in a number of areas within the INDD, CADC and AU communities.

**The Fifth Annual Designing Green** event is scheduled for Friday 13 March 2009. The important message of material conservation, recycling and thinking green will be developed through innovative and unique student projects. Faculty **Jerrod Windham** and **Kelly Bryant** will assist the AIGA and IDSA student organizations in the development of this year's program.



Design Interaction  
Poster: **Kelly Bryant**  
**Ray Dugas**



Human Odyssey students at the University of Pisa Medical School. Human skulls overlooking AU students overlooking remains of a 3000 year old Egyptian mummy.

Department Head **Clark Lundell** completed his second year as co-founder/director of Auburn's first core curriculum summer study abroad program (Human Odyssey.) Honors students, from across campus, complete 13 credits of the history, science and art core course requirements studying in Italy. Clark also chairs the AU President's task force on international skills development across curricula. At this year's CADC Awards Banquet Clark presented **Ben Bush** with the INDD Outstanding Undergraduate Student Award.



GDES Outstanding Undergraduate Student Award and Senior Show "A" Commended winner **Robin Mooty** (center) with parents.

- Graphic Design Program Chairman, **John Morgan**, continued work on the Graphic Design Program's transition concentrating on curricular adjustments with the assistance of Professor **Samantha Lawrie** and the GDES Curriculum Committee. He also showed his work in Atlanta and gave a lecture to the Alabama Woodworkers Guild in Birmingham on Kinetic Sculpture. John has been invited to return to Indianapolis Indiana to teach a kinetic sculpture class for the third time. Students of Professor Morgan and Professor **Wei Wang** produced posters for the 12th Annual Jay Sanders Film Festival for the Department of Communication and Journalism. GDES major **Daniel Cole's** entry was selected to promote this year's competition.

John presided over the GDES awards at this year's CADC Awards Banquet. He presented the GDES Outstanding Alumni Award to **Lea Friedman** (Iconologic),



GDES Fall Senior Show, **Laura Goehring**

Outstanding Faculty Award to **Kelly Bryant** and Outstanding Undergraduate Award to **Robin Mooty**. CADC Dean **Dan Bennett** presented the Regan Scholarship Award to GDES student **Brigitte Lesch**.

- Office Administrator **Becky Walker** continues her good work keeping all our collaboration, travel, salary and university support accounting straight. We are all very appreciative of the comprehensive recording keeping she manages and the prompt response she provides to inquiries.
- Administrative Assistant **Sylvia Jackson** manages our alumni and friends mailing data base. Please contact Sylvia, 334-844-2364, [jackssy@auburn.edu](mailto:jackssy@auburn.edu), should you want to receive the DesignNotes newsletter and other departmental mailings.



TV backdrop: left to right: Jim McLean, David Gowan, Ben Nowland, Cile Waller and Jesse Grear.

- In addition to responding to endless requests for assistance from our design studio students, Laboratory Specialist **David Gowan** and Laboratory Assistant **Ryan Funderburk** continue to support the prototype development of student's projects across the curriculum. Fortunately David and Ryan have a dedicated crew of student workers, **Franklin Butts**, **Nickalous Atchley**, **Jared Crouch**, **Michael Hicks**, **Kasey Whitaker** and **Thomas Lucic**, that are often able to respond to design studio student requests for assistance. Recently David and **Ben Nowland** designed and fabricated a studio back drop for the WNCN-ABC-TV Montgomery television station.

- Unit Technology Manager **Chad Bailey** has assisted in the identification and development of a new GDES software Adobe / Microsoft bundle we are providing students. Chad is also gearing up for installation of next generation PC work stations to our INDD computer lab, VISTA and all. IT student workers: **Alyssa Struempf**, **Alex Thompson** and **Paul Possein** help support Chad's effort.





Peter Azzouni and Anderson Dunlap present to RMC staff

- Professor **Rich Britnell** managed a collaboration with the Randolph Medical Center (RMC) in Roanoke, AL. This 90 bed hospital, originally constructed in 1952, received a grant to support improvement to the emergency room suite, nurses station, patient rooms and other facility enhancements. The RMC board and staff, coordinated by Hospital Administrator **Tim Harlin**, made numerous trips to Auburn with the final presentation in Roanoke. **Mary Katherine Clem** participated in this studio and is currently serving as an intern with Johnson & Johnson, NJ. A three student team from Rich's fall '07 studio, **Chad Copeland, Jay Hope** and **Chet Borden**, were selected as finalists in the nation wide IDEA competition for work accomplished on the MMI elevated tent project. Review Rich's design work at: [www.mapsrule.com](http://www.mapsrule.com)



peace on the plains...

Coleen Lyman's Holiday Card 2008

- Professor **Ray Dugas'** studio developed Holiday Card designs for various units across the university. **Coleen Lyman's** was selected by the AU Office of Development to be mailed to alumni and friends of AU. Ray also had three logos selected for publication in LogoLounge Book #5. Over 33,000 logos were entered for this competition and less than 3,000 were selected for publication in the new book from international competition. The work was judged by a panel of 10 international graphic design judges. LogoLounge Book #5 will be published this spring, 2009.

- Professor **Ross Heck** is collaborating with Professor **Linda Ruth** in CADC's School of Building Science to develop a text book entitled: Deconstructing Construction, for use in BSCI 1100, History and Introduction to Construction. **Robin**



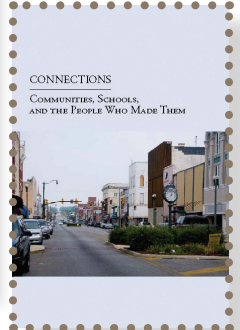
Robin Mooty's  
Deconstructing  
Construction cover design



Ellen Richardson'  
Heir Property book  
cover design



Lisa Berry's Student Union  
brochure cover design



Betsy McCallen's  
Connections, book  
cover design

**Mooty** worked with Ross to develop the initial page designs for the textbook.

Professor Heck's Design Consortium class worked with Dean of Students at Auburn University to assist in the initial design materials for the new Student Union. The class developed a series of print collateral for the grand opening of the new Student union. **Lisa Berry's** designs were ultimately chosen for the project.

**Karen Gathney** and **Ellen Richardson** worked with Professor Heck on award winning projects for the Alabama Cooperative Extension System for project ranging from print advertisements in the Auburn University Football Program, and The Heir Property booklet. **Betsy McCallen**, completed a project for the Development Office titled "*Connections Communities, Schools and the People Who Made Them*".

**Amanda Claybrook's** designs were chosen for publication in the Clothesline Project and Take Back the Night project for the Office of Multicultural Affairs.



Furniture studio final design presentation, left to right: **Dustin McNutt, Joe Carroll, Kasey Whitaker, Paul Possien, Casey Hopper, Bret Freeman, Rob Jones, Stanton Burns, Alyssa Struempfler, Steven Gaffin, Whitney Montondo, Landra Meagher, Rochelle Childs Adam Williams** and **Preston Lett**.

- Professor **Tin Man Lau** directed 12 students in the 5th Annual Taiwan 2008 summer studio. This fall he directed an open studio focusing on the design, development and fabrication of furniture concepts by each student in the class. The outcome from this effort will be submitted to the AWFES 2009 Student Design Competition. Tin Man also presented the paper “Retain, Maintain and Sustain...” accepted at the 5th International Conference on Environmental, Cultural, Economic and Social Sustainability 2009.



Corky Nell following the route of Henry David Thoreau's 1856 passage across Moosehead Lake, ME as part of the MME seminar.

- Professor **Carlton “Corky” Nell** was invited to present a one man show in New York City hosted by the Nancy Hoffman Gallery, [www.nancyhoffmangallery.com](http://www.nancyhoffmangallery.com). He also participated in a four-person show at Thomas Dean's Fine Art in Atlanta. Corky was also invited to participate in the Man, Machine and Environment

(MME) 2008 seminar in New England in conjunction with faculty and students from the College of Environment and Design, University of Georgia.

- In Professor **Bret Smith's** fall studio, 19 students worked on redesigning the Museum of East Alabama (MEA), a 7000 square foot facility at 121 South 9th Street in Opelika. The museum was established 19 years ago when **Mr. and Mrs. Harris** of Opelika, invited people to donate items that they felt were of historic importance to the area of East Alabama. The museum is home to a dugout canoe that is older than the pyramids, the tape recorder that started the recording industry (there are only two in existence; the other is in the Smithsonian,) artifacts from Camp Opelika, a POW camp for German prisoners of war during World War II, the historic Pepperell Post Office (still open once a year at Christmas time), and a huge number of rare or one-of-a kind artifacts from the region. The



MEA members review student concepts, left to right: Libba Lipscomb, Ira Silberman, Eleanor Harris, Glenn Buxton, Susan Buxton, Burt Harris (MEA Board President.)

students worked with the Director of the Museum, **Glenn Buxton** and **Bert Harris**, the President of the museum board, to develop an identity and to design the space within the museum so that the wide range of artifacts could be grouped and displayed in such a way as to tell the story of East Alabama. **Gary Stewart**, a CADC alumnus whose company, Stewart MDM, has extensive tradeshow, museum and exhibit design experience, also provided the students and the museum with lots of direction on the project. The students divided the museum exhibits and artifacts into six categories: People of East Alabama, East Alabama at Home, East Alabama at Work, East Alabama on the Go, East Alabama at War and East Alabama at Play. The student produced floor plans, designed and documented fixtures, displays and graphics for each of the areas and built a scale model of the final design.



AGI Presentation, left to right: Steve Drop, President AGI in Sore; Jason Scott Marketing Director; Sara Chaplin, INDD student.

- Associate Professor **Randy Bartlett** directed seventeen third year students in the second consecutive year corporate sponsored project with American Greeting In-Store. The students successfully developed and designed full-size working prototypes and mock-ups for three companies: American Greeting Cards, Kroger, and Valspar Paints. Based on their performance, three students were selected to attend an all expense paid trip to the Global Show in Las Vegas. Randy co-led a workshop on Portfolio Design with RitaSue Siegel at the IDSA National Conference in Phoenix, AZ. In addition to the workshop he moderated a panel discussion of professionals and educators at the IDSA National Education Conference on “The Industrial Design Student Portfolio: What Should it be Today?” Also, along with Auburn's IDSA Student Chapter, he co-hosted a student portfolio review at Auburn and personally invited **RitaSue Siegel** as the keynote speaker.

He continues to manage the Collaborative Traveling Studio Abroad to Ireland, Northern Ireland, Scotland and England. Randy, along with three design faculty members, will rotate leading the students during the ten week long travel program.



Last year, Randy added Carlow Institute of Technology to the list of participating schools. This addition brings the total of host schools to seven.

- This past fall Associate Professor **Kelly Bryant** designed the identity, film titles, DVD packaging and poster/promotional items for the film *Just Act Normal* by **Hollie Lavenstein** (Journalism and Mass Communications Department). The film has been selected for the national 22nd edition of AFI FEST and the 31st Clermont-Ferrand International Short Film Festival which takes place this January in France. In addition Kelly was awarded the Alumni Undergraduate Teaching Excellence Award and the 2007-2008 Outstanding Faculty Teaching Award within our department.

- Associate Professor **Samantha Lawrie** has been invited by the editors of a book based on proceedings from the Media, Spirituality and Social Change conference, June 2008, to author a chapter or have her conference paper included. Samantha also had the abstract "[Re]Vision: the Role of Graphic Design[ers]..." accepted at the 3rd International Conference on Design Principles and Practice 2009."

- Associate Professor **Wei Wang** Received 2008 UCDA Silver Award and 2008 Interactive Media Award's, Best in Class, for the design of graphic design program web site; Design the logo, web site ([cadc.auburn.edu/design.build](http://cadc.auburn.edu/design.build)), and postcard for DesignBuild Program; Posters exhibited at Agnes Scott College for the Breather 2008 Conference, sponsored by AIGA, AIA Atlanta, Iconologic, Primal Screen, LightRoom and many others. For more information, visit [www.breather.org](http://www.breather.org); Posters exhibited at the University of Southern Mississippi Museum of Art, Nov. 4 to 23, 2008, along with 15 other artists and designers from 4 different countries, including France, Iran, Germany, and United States.

- During the Fall semester, Assistant Professor **Chris Arnold** helped coordinate the second year studio with **Shu-Wen Tzeng** and **Jerrold Windham**, welcoming an incoming class of 48 undergraduates admitted from those completing the *Summer Option* program. During October, Chris co-lead a workshop along with **Tsailu Liu** and **Shea Tillman** at the *Alabama Art Educator's Association Conference* with a session titled "Shaping Tomorrows Products", a hands-on introduction to our discipline and the *creative design processes*, serving K-12 educators from across the state.

Professor Arnold also serves as the Chair of **Franklin Butt's** Graduate Committee.



The Quadster: left to right: **Chris Arnold**, **Franklin Butts**.

Franklin is developing a system that will enable wheelchair bound individuals to cover long distances by *temporarily coupling a standard wheelchair to a power assist mechanism* dubbed "The Quadster." Chris has provided oversight of the project with prototype design and fabrication assistance from **David Gowan** and **Ryan Funderburk**.



**Jacob Sutton's** "Workhorse" project reviewed by **Jerry Clement**, Kajima Construction Co.

- Sponsored by Alabama Construction Industry Fund, Assistant Professor **Tsai Lu Liu's** studio class collaborated with AU School of Building Science for the third year in Fall 2008. Sixteen new concepts were created by industrial design students to enhance the safety and efficiency of construction sites. The works were exhibited in the Auburn University Gorrie Center on December 3, 2008. Some of the student works of previous years are in the process of being commercialized. In September, Professor Liu made two presentations to the IDSA National Conference in Phoenix, Arizona. One presentation, titled "Compete only when Competitive: Industrial Design Strategies of the Micro Economies such as Taiwan, Hong Kong, and Singapore" was made in one of the professional sessions and the other presentation, titled "*Design for Construction Workers: A Collaboration Project between Industrial Design and Building Science Education*," was made to the IDSA National Education Seminar. On December 10, Professors **Liu**, **Chris Arnold**, and **Mark Smith**, an INDD alumni, presented to AU President Gogue the proposal of "Design Seed", a project to create enterprise and jobs in the Black Belt regions of Alabama.

# AUBURN

UNIVERSITY

## Department of Industrial Design

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• In September, Assistant Professor **Shea Tillman** presented his paper *Collaborative Workspaces: The evolving role of the industrial design studio space* in higher education at the IDSA National Education Conference in Phoenix, Arizona. This fall, Shea also led a third-year studio collaboration with Eastman, based in Kingsport, Tennessee. **Gaylon White** and **Farrell Calbrese** from Eastman worked with the studio to develop merchandising solution that enhance the retail experience using Eastman's Spectar co-polyester sheet. Concepts generated from this collaboration will be used by Eastman to better demonstrate the design flexibility and advantages of Spectar to customers through the Eastman Innovation Lab website. Additional information on the Eastman project process can be found on the student blog: [www.eastmanau2008.blogspot.com](http://www.eastmanau2008.blogspot.com) This fall also marks the completion of a shift to digital imaging in the photography course developed by Shea and managed with graduate assistant **Ben Bush**. Student use DSLR cameras and Adobe Photoshop enhancement for photo assignments in this course that include *Visual Product Dissection, Detail Comparisons, and Sequence of Use*. These assignments are specifically designed to better equip students' visual storytelling skills in creating their portfolio.



Wayfinding project: left to right: **Dr. Green, Lauren Weigel, Josh Ekandem, Zack Gray**

• Assistant Professor **Jerrold Windham's** graduate students have been assisting AU's Dean of Students **Dr Johnny Green** in the development of wayfinding systems for application in AU's new Student Center.

• Assistant Professor **Shu-Wen Tzeng** introduced Scenario Oriented Design Strategies to her vertical studio this past summer and participated in the development of the fall second year studio curriculum, focusing on color theory. She had the paper *"How to Enhance Branding through Industrial Design..."* accepted to the Ninth International Conference on Knowledge, Culture and Change in Organizations, Boston, and had an abstract for a paper entitled *"Designing Interaction through Scenario-Oriented Design Methodology..."* accepted for presentation at the 3rd International Conference on Design Principles and Practices, Berlin, Germany. Shu-Wen is serving on graduate student committees for **Scott Tucholsky** and **Nami Chen**.



Wayfinding prototype

This newsletter and information about the department can be found at: [www.auburn.edu/ind](http://www.auburn.edu/ind) or contact Sylvia Jackson at (334) 844-2364 or e-mail: Clark Lundell at: [lundece@auburn.edu](mailto:lundece@auburn.edu)

Keep our mailing and e-mail list up to date by contacting INDD/GDES Administrative Assistant Sylvia Jackson at [jackssy@auburn.edu](mailto:jackssy@auburn.edu) or call (334) 844-2364. With your help AU/INDD/GDES can continue to grow the quality of experience we bring to both our students and alumni. AU/INDD and GDES Alumni, please provide us with news, contact info and year of graduation.

DesignNotes Art Director, Ross Heck; Editor Clark Lundell.