

32nd Annual DESIGN INTERACTION SYMPOSIUM

Wallace Hall room 107 + 111

- 8:30 Registration // Coffee and donuts
- 9:00 Welcome // Dan Bennett, Dean CADC / Clark Lundell, DIGD
Bret Smith, INDD / IDSA President Amanda Wilson
Wei Wang, GDES / AIGA President Joe Montefusco
- 9:30 LEE CLARK, **Disney**[®]
- 10:30 Break
- 10:45 BRUCE CLAXTON, **Motorola**
- 11:45 Comments: Wei Wang, Bret Smith
- 12:00 All Facility Tour of Wallace Center, AIGA, IDSA, Clark + Claxton
- 12:30 Cook Out
- 1:00 One on one reviews in INDD/GDES studios
- 2:30 Closing Remarks by Speakers in Wallace 107
- 3:00 Adjourn

THE DEPARTMENT of INDUSTRIAL + GRAPHIC DESIGN (DIGD)

- Daniel Bennett : Dean, College of Architecture, Design and Construction
- Clark Lundell : Head, Department of Industrial + Graphic Design
- Bret Smith : Program Chair of Industrial Design
- Wei Wang : Program Chair of Graphic Design
- Rebecca Walker : Office Administrator / Sylvia Jackson : Administration Support
- Chad Bailey : Unit Info Tech Manager / David Gowan : Laboratory Specialist
- Robert Capps : Assistant Laboratory Specialist

INDUSTRIAL DESIGN FACULTY

- Bret Smith : Professor
- Tin Man Lau : Professor
- Rich Britnell : Professor
- Randy Bartlett : Associate Professor
- Chris Arnold : Associate Professor
- Tsai Lu Liu : Associate Professor
- Shea Tillman : Associate Professor
- Jerrod Windham : Assistant Professor
- Shu-Wen Tzeng : Assistant Professor

GRAPHIC DESIGN FACULTY

- John Morgan : Professor
- Ray Dugas : Professor
- Ross Heck : Professor
- Carlton Nell : Professor
- Wei Wang : Professor
- Samantha Lawrie : Associate Professor
- Kelly Bryant : Associate Professor

IDSA STUDENT OFFICERS // Jerrod Windham : Advisor // Amanda Wilson : President /
Olivia Dean + Jayson D'Alessandro : Vice Presidents / Katie Andrew : Secretary / Rachel
Preuit: Treasurer / Forrest White + Jarrell Brown : Events

AIGA STUDENT OFFICERS // Samantha Lawrie : Advisor // Joe Montefusco : President /
Taylor Evans : Vice President / Sara Allsopp, Will Dove and Katie Lee : Officers



Auburn University is an equal opportunity educational institution/employer.

design : Kelly Bryant



32nd Annual Design Interaction Symposium
Friday 5 November 2010 HOMECOMING WEEKEND
Speakers // LEE CLARK, DISNEY[®] / BRUCE CLAXTON, MOTOROLA
Place + Time // WALLACE HALL, ROOMS 107 + 111 8:30 AM – 12:00 NOON
Cookout // 12:30 WALLACE LAWN
Gallery Show of DIGD Student Work // DUDLEY HALL, NOVEMBER 1ST – 13TH



www.cadc.auburn.edu/digd

CMYK



DIGD 2010

WELCOME to the 32nd annual Design Interaction symposium. After today's symposium, please be sure to join us for a Cookout on the Wallace Hall lawn and to visit the DIGD exhibition of student work on display in the Dudley Gallery thru November 13th, 2010.



LEE CLARK : Interactive Art Director / Disney®

For Lee Clark, once-upon-a-time happens once-upon-a-day. Lee is an award-winning Interactive Art Director for Disney's Yellow Shoes Creative Group in Celebration, Florida. He is responsible for emails, banner ads, viral campaigns and microsities that stretch the boundaries' of imagination. He spends most of his days aimlessly wandering the Disney Parks, eating Mickey Mouse ice cream bars and concepting big ideas. When he finally does sit down at his computer, that's when the real magic happens. He brings his ideas to life with stunning vivid graphics and flawless pixel-perfect design. For Lee, Art Direction is a constant process of discovery. He begins with a vision and relentlessly pursues it until he reaches what he considers the perfect execution.

When he's not busy conjuring up brilliant interactive advertising, Lee enjoys painting the Disney Characters. Some of his many masterpieces are on display at Disney's Contemporary Resort, as well as the annual Festival of the Masters event that takes place at Downtown Disney®.

Working for Disney, Lee has become a firm believer in the concept of "Happily Ever After". He truly feels he has found the perfect long-term career path. He also believes he's living proof that if you work hard enough at something, dreams really can come true.



BRUCE CLAXTON : Senior Director, Design Integration / Motorola

Bruce Claxton holds a bachelors degree in industrial design from the Cleveland Institute of Art, and an MID from the Georgia Institute of Technology. He has over 30 years experience in industrial design and has been with Motorola over 25 years. He directs the award winning industrial design and human factors innovation teams for Motorola's Enterprise Sector. His design and human factors teams create the vision for future products. Social science, art and design provide a rich context for innovation. His team leads design for numerous Motorola businesses worldwide. Design Integration teams design handheld telecommunications and data products in Florida, Malaysia, Singapore and Copenhagen to support customers globally. These teams include industrial design, graphic design, user interface design, human factors and strategic design planning. They have been recognized globally for their excellence. Bruce has transformed the group into the Design Integration team which is recognized in Motorola for driving future vision for the product roadmaps.

His design work includes consumer products, heavy equipment, personal care, business equipment in addition to the wireless communications / computing products from Motorola. He holds more than 55 U.S. patents and numerous foreign patents and is a "Master Innovator" at Motorola. This is the highest recognized level of patent achievement at Motorola. In 1998 he participated on a 4-person UN delegation to China sharing the value of industrial design with educators, businessmen, and senior government officials resulting in a policy on design for China in the new century. He is well known in the international design community, and has sponsored numerous student programs both in the U.S. and abroad. Bruce has lectured internationally at design symposiums and universities. In 2000, he contributed to a national design policy for the 21st Century for Japan. Bruce presented a paper and was a host for the Tsinghua International Design Management Forum in Beijing, September 2002, and again in Tsukuba, Japan, in 2003 as a keynote speaker for the 6th Asia Design Conference. Workshops on innovation and design were held in Taiwan during 2003. In 2004, he was a keynote speaker at prominent design conferences in Valparaiso Chile, Wuxi, China and Hong Kong. Additionally he conducted creativity workshops in Malaysia and Borneo. During 2005, Bruce was a juror for the Braun Pries competition in Germany. He was a 'mentor' to the Masters of Design selections in 2005 for Fast Company magazine. Other media coverage includes BusinessWeek, The LA Times, Frankfurter Allgemeine, Philadelphia Enquirer, Curve magazine from Australia, Financio Diario (Santiago), BBC London, CCTV (China), MSNBC etc.

Bruce has completed Advanced Race Car Training at the Skip Barber Racing School and has experienced driving on the La Guna Seca and Road America professional race tracks.

He is also an avid photographer of international cultures and enjoys the history of Mesoamerica and a good tequila.