

# DesignNotes

Spring 2009

Department of Industrial  
and Graphic Design



Advisory Council Members: Elise Thomason, Marie Weaver, David Stoddard, David CF Stoddard, Aubie, Ken Ringer, Brad Gillespie, David Long, Jon Thompson



ALIGA/IDSA Presidents Betsy McCallen, Aubie and Louisa Stowers

**W**elcome to the new Department of Industrial and Graphic Design which more accurately reflects the 7 faculty and 100 students that make up the GDES program within the department. This brings the departmental enrollment and personnel total to: 250 undergraduate, 20 graduate and 5 post baccalaureate students, 17 faculty and 5 staff.

- The national 2009 Design Intelligence Survey of Industrial Design Programs ranked the AU/INDD undergraduate program 7th and graduate program 6th in the country. Professors **Tin Man Lau** (3rd year listed) and **Clark Lundell** were each listed as one of the top 26 Most Admired Educators.

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MARK YOUR CALENDARS FOR THIS YEAR'S **31ST ANNUAL DESIGN INTERACTION SYMPOSIUM** SCHEDULED FOR **FRIDAY 6 NOVEMBER 2009**. THIS YEAR'S EVENT WILL BE HOSTED IN **WALLACE CENTER ROOMS 107 AND 111** AND BEGIN AT **9:00 AM CENTRAL TIME**. OUR GUEST SPEAKERS WILL BE **CHUCK PELLY**, BMW GROUP/DESIGNWORKS, AND **JORDAN CRADDOCK**, GALLAGHER & ASSOCIATES.

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Aubie, Maegan Marcheggiani and Matt Shashy



Aubie and Tonte Peters



Professor Shu-Wen Tzeng cheers Aubie on (off?)



Terry Slaughter / son and GDES students / faculty



GDES students: Lauren Wright, Joe Montefusco, Marc English, (Marc English Design) Ashley Hollis, Jennie Dumas



GDES Spring Juried Show Participants.

- The 5th Annual Designing Green was a great success, thanks to the effort of our IDSA / AIGA student chapters, faculty and staff.

- Lectures were presented by Mohawk Paper and the AU Office of Sustainability in the new Student Center. The cardboard chair / poster competition, cookout and after lunch dodge ball game were held on the Wallace Center lawn. Auburn's Aubie and our Advisory Council were guest jurors.

As special guests **Tonte Peters** (Brenda's husband) and the CADC Dean's Council attended the event with presentations made by Professors **Carlton Nell** and **Bret Smith**.

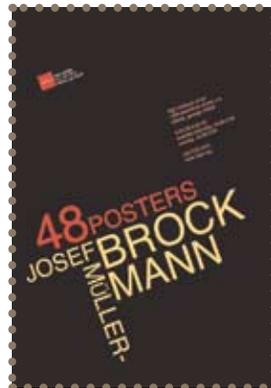
- The Slaughter Group, Birmingham, hosted a GDES field trip to their office/ studio and print shop. It was a wonderful visit and we thank **Terry Slaughter**, GDES '75 and his son for their warm hospitality.



Wallace Williams

- **Wallace Williams**, INDD '79, Vice President and Regional Director of Interior Design at Albert Kahn (architecture, engineering, planning, design and management) was the 2009 Lifetime achievement award winner from the

International Interior Design Association (IIDA) Alabama Chapter.



GDES Posters



- The Annual Graphic Design Student Juried Show was a great success this past spring. Texas Graphic Designer, **Marc English**, lectured and commented on the high quality of the exhibition.



- The International Council of Societies of Industrial Design (icsid) promoted the 2nd Annual World Industrial Design Day, Monday 29 June 2009. AU/INDD hosted a cookout and tour of Wallace Center.



World Industrial Design Day at Wallace Center



Bret Smith and Paul Specht.

More than 100 students, faculty, staff and visitors turned out for the event.

• **Paul Specht** lectured and spent two days at Wallace Center meeting students and faculty. He related stories of his life in design over the past 60 years and his partnership in Goldsmith, Yamasaki, Specht. Paul made important design contributions to Igloo Playmate, Parker Pen, OMC Johnson, Hamilton Beech and Royal Enfield. Professor **Bret Smith** invited Paul to visit Auburn and accomplished valuable documentation of his career during the stay.



**Clark Lundell** presents **Paul Possien** with a Siemens PLM Software Design Award.

• **Paul Possien** was selected as this year's IDSA Merit Award winner and made a wonderful presentation at the IDSA Southern District Conference in New Orleans. Upon graduation Paul was admitted into the INDD graduate program and selected to receive an AU Graduate School Scholarship.

• The Boy Scouts of America held an on campus district weekend meeting to expose more than 100 boys to various curricula of study at Auburn. INDD student **Steven Abernathy** hosted an orientation and tour of the department during their visit. Steven's tour initiated great enthusiasm for pursuing careers in industrial and graphic design.



Boy Scouts touring Wallace Center



GDES Student Holly Cook

• At this year's Birmingham AIGA Awards program GDES student **Holly Cook** walked away with the following awards: Best In Show-Student Work / Senior Thesis, Designer of the Year, Illustrator of the Year, 9 Gold Awards, 7 Silver Awards. See Holly's work at: <http://hollecanne.blogspot.com>

• Lecturer, **Hilary Dempsey**, Carlow Institute of Technology, Ireland, spent a week with us this spring. Carlow is one of the schools participating in our Ireland Program. In addition to providing studio reviews Hilary made two presentations: "User Choice in Programmed Products" and "Metal Joining, Coating & Cutting."



Hilary Dempsey, Carlow Institute of Technology

• Department Head **Clark Lundell** chaired the AU President's Task Force on International Skills Development across curricula. A final report was presented to the President, Provost and Faculty Senate. Clark also attended the IDSA Southern District Conference in New Orleans this spring and was able to catch up with a number of our alumni and friends. Clark enjoyed seeing the great work of other INDD programs in the district and talking to students and faculty. A preconference portfolio review was scheduled in which a number of AU/INDD students and faculty participated.



IDSA Past President, Mark Dzierk, FIDSA, reviews the portfolios of AU/INDD students Preston Lett, Jason Robertson, Coral Blanche, and Meryl Harsadi.

- Clark's spring Post Bacc students: **Ben Puffer, Chien-Chao "Eric" Huang, Natasha Cook, Mohammad Jeelani, Christina Moore, Ryan Wenaas, Ying Zhao, and Yuan Zhou** developed teenage oral health product and marketing concepts for Johnson & Johnson.

- Graphic Design Program Chair, **John Morgan**, taught at a specialized woodworking workshop in Indiana. While there he toured a warehouse in Indianapolis that contains a collection of vintage letterpress equipment in the hope to discover a resource for our newly acquired letterpress. John has incorporated letterpress techniques in his studio classes and his students attended a lecture on this technology in Birmingham. In preparation for the inaugural letterpress class this summer, Professor Morgan rebuilt a donated Vandercook Proof Press, circa 1918, and collected stray type. Thanks to donations from **Walter Clement, John Lovett, Lea Friedman, Ross Heck and Patrick Masterson** we have broken free of the digital world. We are still in need of more wood and metal type if you would like to make a donation to the newly established "Orphan Type Repository". Anyone with a newer Vandercook press that needs a good home should contact us.

- Newly appointed Industrial Design Program Chair, **Bret Smith**, has been facilitating the reconfiguration of the Master of Industrial Design curriculum with the faculty. Bret has also worked with the faculty to streamline the undergraduate admissions criteria. Bret has been focused on continued development of his Design Voices, INDD history documentation. To this end he is drawing a number of industrial design notables to Wallace Center, i.e. **Paul Specht, Michelle Berryman**, etc. Bret currently serves as chair of the national IDSA History section.

- We all greatly appreciate the great work accomplished by our Office Administrator **Becky Walker** and Administrative Assistant **Sylvia Jackson**. One of the tasks that would not be accomplished without their help is the scrutiny and proof reading of the DesignNotes drafts.

- Laboratory Specialist **David Gowan** has been managing the operation of our new CNC flat bed mill. This technology has been very useful to all of our students and in particular, those in our furniture studio.

- Laboratory Assistant **Ryan Funderburk** is coming up to speed on the operation of the laser cutter. This equipment is heavily used by everyone and we have been able to produce a number of card stock blanks for application to a graphic design project.



Rich Britnell and Auburn First Baptist Daycare students

- Unit Technology Manager **Chad Bailey** has upgraded all processing equipment in our computer lab. The existing computers have been cycled out into our studio labs providing an extensive inventory of computer resources.

- The Auburn First Baptist Church Day Care was provided a tour of Wallace Center conducted by Professor **Rich Britnell**. The department is conscientiously planting the seeds of design early. Rich taught a 3rd year studio this spring and continues to manage his well respected Professional Practice class.



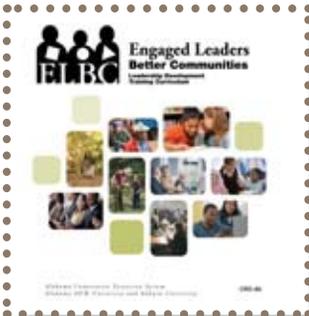
Ray Dugas' logo designs

- Professor **Ray Dugas** had two Logos selected for publication in the new LogoLounge "Master Library Series" book under the category of "Initials and Crests" February, 2009.

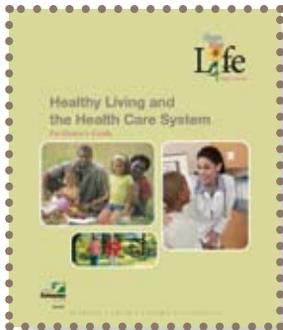
- Professor **Dugas'** and **John Morgan's** Intro to Graphic Design classes worked on holiday card designs to be used by the President of AU, the College of Architecture Design and Construction and other units at AU in Dec. '09.



GDES student Holiday Card designs



Engaged Leaders Better Communities, Leadership Development Training Curriculum, ACES-publication/book design



Healthy Living and the Health Care System, Facilitators Guide and Participant's Guide ACES-publication/book design

• Professor **Ross Heck** continues to provide internship opportunities to GDES students through his consultation with the Alabama Cooperative Extension Service (ACES.) **Alana Baldwin, Lisa Berry, Alison Best** and **Amanda Claybrook** have worked with ACES and these are some of the projects developed through these GDES student internships:

- **Alana Baldwin**, “Measure Waiting”, An Anthology of Word + Art: The Alabama Prison Arts + Education Project-publication/book design
- **Lisa Berry**, Engaged Leaders Better Communities, Leadership Development Training Curriculum, ACES-publication/book design
- **Amanda Claybrook**, Master Gardner Notebook, ACES-publication/book design
- **Alison Best and Amanda Claybrook**, Shape Your Life, Healthy Living and the Health Care System Participant’s Guide-poster, CD , and book design
- **Alison Best and Amanda Claybrook**, Shape Your Life, Healthy Living and the Health Care System Facilitator’s Guide-poster, CD , and book design
- Professor **Tin Man Lau’s** spring furniture studio ran a side project with a Building Science (BSCI) alumni group. The project developed a BSCI related custom paint scheme to be applied to a Harley Davidson



BSCI Alum Kelley Pennington



HD Paint Concept



Emerson Studio: Will Braden, Michael Prendeville, Justin Michal, Alex Spurrier, Trevor Clarke, Doug Ritterling (Design), Robert Berezov, Paul Mellon, Lisa Wagner (Marketing), Dave Beth (VP Engineering), Jeff, Young (Engineering), Christine Wu, James York, Ben Puffer, Stephen Jackson, Randy Bartlett



2009 Ireland Traveling Studio: Randy Bartlett, Jordan Walker, Chris Burch, Chris Webb, Lauren Jensen, Jason D’Alessando, Philip Davis, Katie Andrew, Douglas Baumann, Margaret Burke, Alex Wall, John Dow, Zach Burhop, Ben Bush

that the alumni group intends to raffle off. BSCI alum **Kelley Pennington** assisted Tin Man in managing the project and served as the client contact.

- Associate Professor **Randy Bartlett’s** studio worked on the 8th Annual Emerson Tool collaboration. Emerson Engineer **Jeff Young** and Designer **Doug Ritterling** spent a week at Auburn working side by side with our students in developing their Wet/Dry Vac concepts. Assistant Professor **Shu-Wen Tzeng** partnered in the management of the studio while Randy and GTA **Ben Bush** directed the 13th Annual Ireland Traveling Studio
- Associate Professor **Kelly Bryant** oversees the Graphic Design Internship Program and this year in particular we have had great success in placing our graphic design majors in various locations throughout the country and internationally. **Daniel Cole**, a senior in graphic design, recently was awarded the VEER internship in Calgary, Canada.



School of Architecture Awards 2009



Category	Winner	Second Place	Third Place
Architecture	...	...	...
Interior Design	...	...	...
Graphic Design	...	...	...
Industrial Design	...	...	...
Product Design	...	...	...
Service Design	...	...	...
Transportation Design	...	...	...
Urban Design	...	...	...
Visual Communication	...	...	...
Website Design	...	...	...

Wei's redesigned the CADC web site.

This is our third student who has been awarded the VEER internship in the past 5 years, the others being **Ashley LaFarge** and **Blake Hicks**. In addition we have students interning in Hawaii, Colorado, New York City, Nashville and throughout the Southeast this summer. Also, Kelly Bryant received the 2009 Alabama State Council of the Arts Design Fellowship. This is a \$5,000 grant that supports design research. Kelly hopes to develop a website for her existing illustrations, designs and paintings along with a new body of work she intends to accomplish.

- Associate Professor **Samantha Lawrie** taught the Graphic Design History (GDES 2710) class this past spring semester. In an effort to expand our GDES course offerings in the summer, Samantha has agreed to offer this class again during the full summer term. This has been well received by our GDES students who must complete this required class. Samantha was critical to our effort in identifying and attracting GDES alum **Jordan Craddock** to participate in our 31st Annual Design Interaction Symposium (6 November.) Through Jordan's affiliation with Gallagher & Associates she had the opportunity to work on exhibition design for the Holocaust Museum, Washington, DC.

- Associate professor **Wei Wang** recently received an Alumni Professorship from the Auburn University Alumni Association. Appointed by CADC Dean Dan Bennett as the college Web Administrator, Wei redesigned the CADC web site which is scheduled to be launched at the college Convocation 21 August 2009. Wei presented a paper at the Fifth International Conference on Technology, Knowledge and Society, Von Braun Center, Huntsville, AL. He designed layout templates for the first two



Generac Final Presentation: Coral Blanche, Whitney Montondo, Jacob Sutton, Zach Gray, Tsai-Lu Liu, Steven Shugarts, Garrett Elrod, Nicholas Imsand, Lauren Weigel, Brittany Scott, Kasey Whitaker, Matthew Sussenbach, Casey Hopper, Jonathan Grund, Clement Feng (VP Marketing) Alyssa Struemph.

issues of the online newsletter for Design Alabama, and is working with Iconologic on the branding of the Mission Hills Golf Club, Hong Kong and Coca-Cola 2010 Shanghai World Expo Sponsorship Visual Identity System. Wei has been promoted and will assume the rank of full Professor beginning fall 2009.

- Assistant Professor **Chris Arnold** will be tenured and promoted to the rank of Associate Professor this fall semester. Students from the Department of Industrial and Graphic Design recently won second and third places in the IDSA Atlanta "Charrette du 24 Heures." The competition, which Chris managed, featured submissions from the three industrial design programs in the region: Auburn University, Georgia Institute of Technology and Savannah College of Art and Design. Students were charged with the task of evaluating, developing and communicating solutions in 24 hours for problems related to the design and use of disposable delivery and take-out food containers. **Corey Harris'** second-place winning "Sushi Tray" includes multiple sections for sauces, a compartment for chopsticks and a lid that snaps on to the bottom of the tray to be reused to cover leftovers. **Kenneth Payne, Jonathon Stone, Ian Forte, Jason Robertson** and **Zach Gray's** third-place winning "Sauce Caddy" will hook to the side of a food container opening for dipping, and



IDSA Merit Award Review Finalists and Judges: Shea Tillman, Aran Mun, Sara Pantaleo (Calphalon,) Jae Chang, Peter Azzouni, L'Anda Flowers (Chick-fil.-A,) Joe Cesa (Kimberly.Clark,) and Mary Catherine Clem. Not pictured: Merit Award Winner, Paul Possien.



Microsoft Presentation: Brian Williams, Charles Parker, Zack Gray, Adam Williams, Meryl Harsadi, and Lauren Weigel (Not pictured: Jason Robertson).

features a twist-off bottom for squeezing out sauce onto a particular food item. The winning designs may be viewed at [www.idsa-atlanta.org/](http://www.idsa-atlanta.org/)

- **Tsai -Lu “Lu” Liu** was awarded tenure and will be promoted to Associate Professor, fall 2009. Lu’s spring studio collaborated with Wisconsin based Generac in the development of residential/recreational based gas/gasoline powered electric generators. Two student trips were made to Generac’s headquarters. The first focused on the presentation of market research findings and the second presented the final fourteen design concept/appearance models.

- This spring marked the second year of the Assistive Technologies Studio, an innovation collaboration between Assistant Professor **Shea Tillman’s** product design students and rehab faculty and students within the College of Education. The A|T Studio is formed of interdisciplinary teams that generate concepts for people who live with disabilities. At the International Conference on Design Principles and Practices in Berlin, Germany, Shea presented a paper discussing the creative management of the A|T Studio. As the IDSA Student Chapter Advisor, Shea coordinated this year’s Student Merit Award review. IDSA requires that three external industrial design professionals serve as the selection committee for the Merit Award. Shea also directed a graduate research project for Microsoft focused on how mobile devices affect and influence the social interactions of college students. The students and Shea presented the research findings to UX teams at the Microsoft campus in Redmond, WA.

- In his second year teaching, Assistant Professor **Jerrod Windham’s** class focused on sustainable design issues. Enrollment included industrial, interior and graphic design students. Students continued to build a database of materials with minimal environmental impact. Jerrod helped manage a project with Auburn’s Chamber of Commerce. Student volunteers worked for a month to



Boda Getta BBQ Awards



Brian Williams bicycle concept



Borbet Wheel site visit, seated left to right: Jacob Andkjaer, Parker Northrup, Christian Cazalet, Shu-Wen Tzeng, Thomas Atchley; standing left to right: Meryl Harsadi (GTA), Adrienne Grisham, Alex Spurrier, Ying Zhao, William Durham, Austin Melton, Justin Michal, Michael Prendeville, Samuel Fisher, Matt Shashy, Thomas Lucic, Alex Thompson, Yuan Zhou, Christina Moore, Thomas Kurthansen

conceive, design, and fabricate the awards presented to winners in the first annual Boda Getta BBQ event at the Ag Heritage Park. Jerrod finished out spring semester traveling with students through Northern Ireland, Scotland, and England. Projects on the third leg of the trip included a laser-cut lamp project, a photography project and a service design project with the Glasgow School of Art centered on Glasgow tourism.

- Assistant Professor **Shu-Wen Tzeng** taught the Anthropometry and the Materials and Technology classes this spring. In addition she managed a graduate Human Factors class focusing on holistic design based on Patrick Jordan’s (Philips Design) Four Pleasure Structure. Graduate student **Brian Williams** applied this structure to the design of a general purpose bicycle for an older demographic. Shu-Wen collaborated with **Randy Bartlett** on the Emerson Tool studio and managed progress during Randy’s oversight of the Ireland Program. She is very interested in scenario centered design

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# 31<sup>ST</sup> ANNUAL DESIGN INTERACTION SYMPOSIUM

**FRIDAY 6 NOVEMBER 2009.**

**WALLACE CENTER ROOMS 107 & 111**

**9:00 AM CENTRAL TIME.**

OUR GUEST SPEAKERS WILL BE

**CHUCK PELLY, BMW GROUP / DESIGNWORKS, AND**

**JORDAN CRADDOCK, GALLAGHER & ASSOCIATES.**

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development and had two papers accepted to the: 3rd International Conference on Design Principles and Practices, Berlin, Germany; and the 9th International Conference on Knowledge, Culture and Change in Organizations, Northeastern University, Boston, MA.

Shu-Wen's Materials and Technology class visited a number of manufacturing sites in and around Auburn including Borbet Wheel, a metal die-casting facility that supports the Alabama Automotive manufacturing industry.

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.