

the broader introduction of participatory methods in design education, allowing future professionals to better address emergent design opportunities.

In addition to attending the 2012 IDSA International Conference, **Chris** also attended EPIC 2012 (Ethnographic Praxis in Industry Conference) at Savannah, Georgia, and was invited to participate in the inaugural IDSA K-12 Design Education Symposium at the **Henry Ford** Institute in Detroit, Michigan led by **Doris Wells-Papanek**.

Next summer marks the 17<sup>th</sup> year of Industrial Design's "Design Workshop". The resident camp, headed by Professor **Arnold** for high school age students, will be offered during June and July of 2013. Registration will open in the new year. Visit [www.auburn.edu/idcamp](http://www.auburn.edu/idcamp) for details.

As the faculty lead on the Electrathon Car Student Design Team, **Chis** recently received the following message of financial support for the team's proposal to build a new car:

"Dear Professor **Arnold**, President **Jay Gogue** has approved \$4,155 for your proposal to the Auburn University Concessions Board. **Charles M. Hendrix**, Chair AU Concessions Board"



Doris Wells-Papanek presents at IDSA K-12 Conference

• In fall 2012, **Wei Wang** took his *Advanced Interactive Media* class to Atlanta and visited Razorfish as well as Georgia Tech's Interactive Product Design Lab. As the final project, his class designed and developed a collaborative interactive magazine, utilizing "Origami Engine" — a powerful desktop tool for creating interactive publications developed by Katachi Magazine from Norway.

Mr. **Ken Olling**, CEO and Creative Director of Katachi provided the development tool to us, and he has given valuable help throughout the project. After extensive research, interviews and user experience study, the team designed an interactive publication on "Movement", featuring various physical, seasonal, cultural, philosophical, and social movements. Each student researched their individual subjects and at the end we assembled all the pages into a single publication. The complete project can be downloaded at <http://www.onewaystudio.com/Movement.oep> (464MB), which may be viewed on an iPad with Origami View.

• **Rich Britnell's** fourth year advanced product design studio worked on a sponsored project with Masterbuilt, Inc. from Columbus, GA on the design of portable grills and electric smokers. Teaching assistant and AU alum **Adam Carter** returned to finish his graduate degree this semester and assisted with the class. **Adam** is currently a design engineer for Masterbuilt, which gave the students an inside look into the corporate design world. As part of the studio experience, **Adam** also provided the students with Solid Works training. The 15 participating students (two of which were **Grey Hensey**, **Sara Caudle**) designed and developed their own grill or smoker concept, finishing the term with a full scale

prototype that they presented to the Masterbuilt staff, including the directors of sales, marketing, engineering, general manager and the CEO of the company.



Grey Hensey



Sara Caudle

• **Tiffany Middleton** won First Place in the 2012 PSAid Disaster Relief Poster Competition as part of a class project in the Image II course taught by professor **Carlton Nell**. She competed with students from across the country for the award.



Tiffany Middleton's award winning poster

• Professor **Nell** is also having four of his new drawings in metal (gold, silver) exhibited at the Arkansas Art Center; and two of the drawings will be exhibited at the 40th Anniversary Show of the **Nancy Hoffman** Gallery in New York City.



Carlton Nell's silver and gold drawing

• In summer 2012, **Shu-Wen Tzeng** led the INDD Coverall Re-design Project sponsored by Bulwark/ Red Cap in Nashville, TN. In addition to giving presentations for the final design solutions, students hosted a fashion show at Bulwark/ Red Cap demonstrating their designs. The students' great design quality and professional presentation skills impressed the attendees at the final presentation.

Last summer **Shu-Wen** also codirected an INDD/ GDES studio with **Ross Heck** which worked with **Tibor Waldner**, Head of Design, and **Nik Apostolides**, Associate Director of the Smithsonian Institution's National Portrait Gallery (NPG) to develop design solutions for promoting the 2013 Tolerance Project at the NPG. Students were encouraged to use creative problem solving to address the client's specific needs. At the end of the presentation **Apostolides** said, "Staff

members were very receptive to the most cost effective of the students' ideas". After the final presentation, the ideas and concepts proposed by the students were given to the senior members of the National Portrait Gallery, Washington, D.C. for interpretation and implementation.

In fall semester of 2012, **Shu-Wen** led an industry collaboration design project with AGI in-Store. The goal of this project was to design PoP displays that attract consumers, hold their attention, and turn casual browsers into serious buyers. 17 students worked in four groups: Team justWink, Team Papyrus, Team Sony Cybershot, and Team Sony Sport Action Camcorder, to develop PoP displays that reflect these brands' product/ marketing strategies, communicating the important information to target shoppers with eye-appealing design. The final project outcomes were highly appreciated by the client. Some of the ideas will be incorporated into the new PoP displays that AGI in-Store will create for its clients.



AGI final presentation

• Over the summer **John Morgan** elected to work in his shop developing a new automaton rather than teaching. This fall his latest mechanical creation, *Row Fish*, was selected for inclusion in the 38<sup>th</sup> *Annual Toys Designed by Artist* Exhibition. This international, juried exhibition by the Arkansas Arts Center attracted 148 entries from 100 artists representing 21 U.S. states plus Germany and South Korea. 59 pieces were on display in Little Rock, Arkansas from November 21 through January 6<sup>th</sup>.



John Morgan's Row Fish



• **Tyler Stricklin**, graduate student and graduate teaching assistant, for **Randy Bartlett's** portfolio class participated in a "live" interview at the IDSA 2012 International Design Conference in Boston this fall with **RitaSue Siegel**, president of RitaSue Siegel Resources and **Bob Schwartz**, general manager of global design at GE Healthcare. Tyler's portfolio was projected on a large screen for an audience of over 50 students and professional designers to view as **RitaSue** and **Bob** looked at a printed version. **Randy Bartlett** moderated the live interview and Q&A session that followed.

**Randy** and **RitaSue** co-presented at the IDSA 2012 International Design Conference for the 2012 Portfolio and Interviewing Seminar: Keys to Developing Influential Print and Successful Interviewing Strategy. In 2013, the industrial design program at University of Louisiana – Lafayette and the IDSA Southern District Conference

in Raleigh, NC have scheduled **Randy** to present on portfolio design and development.



Bob Schwartz, Tyler Stricklin, RitaSue Siegel

• **Courtney Hurst's** graphic design class developed concepts for the CADC Holiday Card. The 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners were **Erin Albright**, **Kaela Brinkman** and **Anne Krepps** respectively. The competition was sponsored by Alabama Contract Sales, Inc. Auburn, AL



Erin Albright's 1st place CADC Holiday Card

• The Industrial Design Sustainable Designers Organization student team of **Sean Kennedy**, **Christi Talbert**, **Dylan Piper-Kaiser**, **Sarah Caudle**, and **Daniel Piquero** took first place in the Prevention Category in the International E-Waste Competition. The competition is part of the Sustainable Electronics Initiative at the University of Illinois at Urbana-Champaign, and college students and recent graduates from around the world submitted their ideas for products and services. The winners were announced at a ceremony on December 4. The industrial design student team, advised by **Jerrod Windham**, Assistant Professor in the Department of Industrial + Graphic Design, won the Platinum prize of \$3,000 for EverCloud. Both a service and a product that prevents e-waste generation, EverCloud allows users to personalize their cell phone with features and styles specific to their taste and is a design solution that eliminates the waste created by frequent replacement of cellular devices. See the teams submission at: <http://www.youtube.com/watch?v=ca7F-9JKxUI>

• **Anthony Goodson Jr.**, of the Auburn Housing Authority, sent Professor **Ross Heck** the following communication:



AHA Logo design



Allison Braund



Silence the Bullying poster



Angimero Lebron

Nonprofit  
Organization  
U.S. Postage  
**PAID**  
Permit Number 9  
Auburn, AL

AUBURN  
UNIVERSITY

Department of Industrial and Graphic Design  
207 Wallace Hall  
735 Extension Loop  
Auburn, AL 36849-5121



"The Auburn Housing Authority's board of directors has selected to move forward with **Allison Braund's** logo design. We are very excited to continue this process. I can't express enough how appreciative we are of your students' effort in creating a logo for our agency. This has been an excellent partnership".

• Students enrolled in Professor **Robert Finkel's** Intro to Graphic Design course participated in AIGA Birmingham's "Design for Good" poster competition judged by internationally recognized designer **Luba Lukova**. The project asked students to select a social issue that they were passionate about and convey awareness through a compelling design.

Graphic design junior **Angimero LeBron's** poster "Silence the Bullying" was awarded Second Place by **Lukova**. In **Angimero's** own words, "Verbal bullying is a persistent cruelty everywhere imaginable. The goal of the poster is to diminish the activity of bullying, and it starts with being mindful of the words we choose to say to one another."

• In the summer of 2012 Professor **Tin Man Lau** led the 9<sup>th</sup> Annual Taiwan Program to Shu-Te University. Over these

nine years 88 students from Auburn and 404 students from Shu-Te participated in this cross institutional experience.

• This fall **Tin Man's** studio worked with Emerson / ProTeam to develop ergonomic research on an existing product and offer suggestions for a product redesign. Lots of unique ergonomic models were used in the research. The final designs were presented to Emerson Tool President, **Chad Severson**, ProTeam, President, **Matt Reimers** and others. The final designs are exhibited at the Emerson Tool headquarters in Saint Louis, MO.

• This studio also ran a project with Auburn University to develop concepts for the Graves Amphitheater. A host of clients from across campus participated in the final presentation including the staff from the campus architect's office.



Zack Kohrman w/ Ergo Man



Amphitheater Presentation

• DIGD wishes to thank the visiting faculty that assisted in making fall semester 2012 as successful as it was. These individuals are:

**Ben Puffer**, **Bill Dunlop**, **Jeff Lewis**, and **Al Eiland**.

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

Auburn University is an equal opportunity educational institution/employer.



# DesignNotes

Fall 2012

Department of Industrial  
and Graphic Design  
Wallace Hall

MARK YOUR CALENDARS FOR THIS YEAR'S

## Graphic Design Juried Show

FROM MONDAY 25 FEBRUARY THRU  
TUESDAY 5 MARCH 2013

## Designing Green Competition

FROM THURSDAY 28 FEBRUARY THRU  
FRIDAY 1 MARCH 2013

## Graphic Design Senior Show

FROM MONDAY 22 APRIL THRU  
FRIDAY 26 APRIL 2013

GO TO THE DIGD WEB SITE, [WWW.CADC.AUBURN.EDU/DIGD](http://WWW.CADC.AUBURN.EDU/DIGD) FOR DETAILS.

THIS SPRING SEMESTER 2013 DIGD WILL BE HOSTING:

The Graphic Design Juried Show Monday 25 February thru Tuesday 5 March in the **Jan Dempsey** Community Arts Center, Opelika Road across from the Auburn Post Office. A reception will be held on Monday 25 February from 4:00 till 6:00 PM. **Rick Valicenti**, AIGA Medalist and founder of the Chicago design firm Thirst, <http://3st.com>, will present a lecture and be the show's juror.

The 9<sup>th</sup> Annual Designing Green Competition Thursday 28 February thru Friday 1 March in Wallace Hall room 107. The final presentations will be held Friday 1 March at 12:00 noon as part of a cook out on the Wallace lawn.

The DIGD Advisory Council will hold its first meeting of the year on Friday 1 March in Wallace Hall 208 at 10:30 AM Central Time.

The Spring '13 Graphic Design Senior Project Exhibition will take place Monday, April 22 through Friday, April 26, 2013 at the **Jan Dempsey** Community Arts Center Gallery rooms 102 and 114. The Opening Reception and Award Presentation will take place Monday, April 22, 4-6 PM in the Jan **Dempsey** Community Arts Center Performance Room 116.

DIGD Programs continue to attain national recognition through ranking and publication acknowledgement.

<http://cadc.auburn.edu/digd>



The 2013 Design Intelligence ranking for industrial design undergraduate programs lists Auburn as 6<sup>th</sup> in the nation, while the graduate program was ranked 4<sup>th</sup>. Professor **Tin Man Lau** has been named by Design Intelligence as one of the 30 Most Admired Educators for the fourth year. Graphic design continues to be listed in HOW Magazine's summary of top programs in the country.

In addition to our industry collaborators and speakers, every semester DIGD hosts a number of special visitors to Auburn and Wallace Hall. See the following small sample:



Dignitaries from AU and the National Cheng Kung University, Taiwan



Bill Ham, Mayor, City of Auburn and DIGD Admin Staff



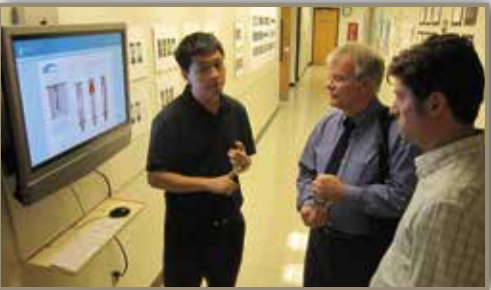
Pam Scott '86 (center) & family w/ CADC's Dara Hosey (center right)



Shu-Te University, Taiwan, students and INDD's Tom Shook (center)



DIGD and CADC Faculty w/ Carl Pinkert, AU's Associate VP for Research (center)



Wei Wang and GA Tech's Jim Bud and Kevin Shankwiler



AU President Jay Gogue AU Provost Tim Boosinger

• We are proud of all that our staff does on a continuing basis in support of DIGD. On occasion their accomplishment is recognized beyond Wallace Hall. This past summer Laboratory Specialist **David Gowan** received a well-deserved Auburn University Spirit of Excellence Award.



Clark Lundell and David Gowan

• There are plans for renovation of the DIGD administrative office. **Don Doyle** from Madix has been working with **Sylvia Jackson** and **Becky Walker** on a new configuration and furnishings.

**Don** also collaborated with INDD visiting assistant professor **Ben Puffer's** third year studio to develop submissions to the 18<sup>th</sup> Annual PAVE Visual Merchandising Category Challenge design competition. DIGD was awarded a PAVE \$2,000 facilities improvement grant.



Sylvia Jackson, Don Doyle and Becky Walker

• During the first faculty meeting of each academic year DIGD documents the current faculty supporting our industrial and graphic design programs.



DIGD Faculty Fall 2012

• DIGD is in the process of developing a Strategic Plan with objectives to be accomplished by 2017. After a DIGD lunch meeting with faculty, staff and advisory council members in the new Village Dinning Hall, **Wei Wang** and **Bret Smith** led faculty and **Bruce Claxton**, Motorola, led advisory council planning sessions. In addition input was gained from the DIGD staff, student advisory council and graduate students.



DIGD Lunch Meeting



Bruce Claxton, Advisory Council

• As part of the Advisory Council's meeting DIGD faculty make a presentation on their research / teaching interests. Graphic design's **Robert Finkel** presented design authorship and entrepreneurship and industrial design's **Shea Tillman** lectured on the content of his photography class.



Robert Finkel



Shea Tillman

• At the CADC Annual Awards Banquet the following DIGD individuals were acknowledged for their contribution to the quality and reputation of the department and college:

CADC Service Award: **Daniel Piquero**  
Clark E. Lundell Scholarship: **Matthew Cooper**  
INDD Outstanding Undergraduate: **Heather Kamper**  
INDD Outstanding Graduate Student: **Tyler Stricklin**  
GDES Outstanding Undergraduate: **Cicily Williams**  
Regan Scholarship: **Virginia Patterson**  
DIGD Outstanding Teaching Award: **Wei Wang**  
DIGD Outstanding Service Award: **Kendall Simmons**

The **Clark E. Lundell** Scholarship was an honor for both **Matthew Cooper** and **Clark** in that the scholarship name, criteria, and funding were entirely developed and financed by the INDD faculty.



DIGD Award Recognition: **Piquero, Cooper, Kamper, Stricklin, Williams, Patterson, Wang, Simmons**

Our Distinguished Service Award winner **Kendall Simmons** '02 was an Auburn graphic design student playing on the football team. He started every game and was awarded All-SEC honors and Best Offensive Lineman in the SEC. A first round draft by the Pittsburgh Steelers, **Kendall** was diagnosed with Type I diabetes and continued to play, helping the Steelers win two Super Bowl championships.

After eight years **Kendall** retired from the NFL and continues to raise awareness of diabetes by supporting the Juvenile Diabetes Research Foundation, the Children's Congress, and he hosts an annual event for the East Alabama Medical Center's Diabetes Department. **Kendall** lives in Auburn with his wife **Celesta** and family.

To the credit of all DIGD faculty, staff and students associated with our 34<sup>th</sup> Annual Design Interaction Symposium the event was a great success. Our speakers **Tom Edison**, President, LUNAR and **Lisa Motto**, Global Design Director, Coca-Cola were entertaining, engaging and informative. They were presented with commemorative plaques by IDSA and AIGA Student Chapter Presidents **Tyler Stricklin** and **Spencer Huddleston**. GDES associate professor **Samantha Lawrie** did a beautiful design for the event poster and program.



Stricklin, Edison, Motto, and Huddleston



Design Interaction Poster by **Samantha Lawrie**

• The History Section of IDSA national has been chaired by Professor **Bret Smith** over a number of years. **Bret** is also the creator of numerous graphic timelines of design personalities and the founder of Auburn's Industrial Design History web site [www.industrialdesignhistory.com](http://www.industrialdesignhistory.com) which serves as a national resource on the origins

of American design. A group of professionals that have made continuing contribution to the History Section, IDSA -SAGE, hosted a reception in Boston, MA for those who have dedicated an exceptional level of effort in support of design history in America. **Bret** was acknowledged by IDSA-SAGE in this program "Recognizing Extreme Volunteerism" sponsored by IDSA and numerous prominent designers and firms.



Industrial Design Timeline and **Bret Smith**

• Two DIGD cross disciplinary student groups are very important to the operation of the department. The first are the DIGD Studio Prize winners, selected each semester, who represent the spirit of excellence we hope to instill in all our students. The second is our DIGD Student Advisory Council who makes significant contribution to the operation of the department over the academic year.



DIGD Studio Prize Winners



DIGD Student Advisory Council

• Under the direction of the IDSA Student Chapter officers Auburn has been able to recruit and organize the largest student chapter in the United States. Thanks to the work of **Tyler Stricklin**, President, **Robert Patterson**, Vice President, **Ben Bloodworth**, Treasurer, and **Estevan Domingo**, Activities, the student chapter has set a stan-



Stricklin, Patterson, Bloodworth, Domingo

dard for participation. One of the activities initiated by the chapter was a flat pack CNC milled furniture design competition between Auburn and GA Tech.

• While DIGD supports a number of very successful student athletes, two recently went on to qualify for participation in the 2012 Summer Olympics in London. INDD junior **Kai Selvon** competed in the track and field events for Trinidad-Tobago and GDES junior **Micah Lawrence** competed on the US swimming team.



Kai Selvon Micah Lawrence

• Last summer DIGD had the wonderful opportunity to work with the Smithsonian Institute's National Portrait Gallery (NPG). Various themes were developed to celebrate the 150<sup>th</sup> Anniversary of the Emancipation Proclamation and 50<sup>th</sup> Anniversary of the March on Washington to take place in 2013. Industrial and graphic design students and faculty **Shu-Wen Tzeng** and **Ross Heck** worked as teams. The outcome of their effort, coined the "Tolerance Project", was presented to the NPG Commission with rave reviews from all including Commission Chair **Jack H. Watson Jr.**, who served as the White House Chief of Staff, during the Carter Administration. NPG Commission member, **Pam Scott** '86, suggested to the NPG that DIGD students could make an important contribution to this program development effort.



DIGD students and faculty at the National Portrait Gallery

• It is always a joy to see the academic careers of our graphic design students culminate in the exhibition of their work through the Senior Show. For the first time the show was displayed in Wallace Hall. We thank J&M Bookstore's **Toby Hana** for participating and presenting award recognition. **Samantha Lawrie** managed the senior project committee and exhibition. She was presented with flowers and a card by graphic design's senior **Shannon Smith** in appreciation from the class for her oversight of the Senior Show. **Jeremy Barnes'** proposal for the electronic dance music (EDM) club SPEKTRUM, Dublin, Ireland, was awarded "A" Commended.

• This fall, associate professor **Shea Tillman** led the Studio+Build collaboration with **Paul Holley** of Building Science and **Stacy Norman** of Architecture. This 4<sup>th</sup> year level interdisciplinary studio teams industrial design



Graphic Design Senior Class



Toby Hana, Samantha Lawrie, and Shannon Smith Jeremy Barnes

students with students from Architecture and Building Science to design concepts for improving work on the commercial construction site. This year, students developed these concepts with industry partners Knaack (**Gary Peterson**, VP Product Development) and Leica Geosystems (**John Anderson**). Student concepts from Studio+Build were exhibited on November 29<sup>th</sup> in Auburn, and will be presented by **Shea** and **Paul** to construction management at Robins & Morton in Birmingham in December. **Shea** also worked with graduate assistant **Holden Plack** teaching the third-year photography course how to better generate and employ imagery in their portfolio.

In August, **Shea** was a session chair at the 2012 IDSA Education Symposium in Boston, and presented his paper "Advancing the Teaching / Learning Outcomes of Design Foundations through the use of Pervasive Photography." He also presented a lighting fundamentals lecture with assistant professor **Jerrold Windham** to IDSA members, students, and faculty at the Georgia Institute of Technology as a part of "enLIGHT," an IDSA high school outreach program sponsored by The Home Depot.

In late November, **Shea** was invited to present "Inform, Inspire, Engage: Designing with Users" and "Teaching Design Creativity: The Design Foundations Program at Auburn University" to students and faculty in the Department of Graphic and Industrial Design at North Carolina State University. Following these lectures, **Shea** led discussions with the NCSU faculty surrounding how to integrate user research into the studio course and the process of formalizing a design foundations program.



Ali Kim, Gary Peterson Ari Loucks



The Studio+Build Team

• This fall, **Kelly Bryant** worked in collaboration with the Philosophy Department to create their 5<sup>th</sup> annual conference poster. In the past the themes have included such topics as Philosophy of Color; Beauty; and the Ordinary Object. This year's topic is Theoretical Agency: Issues at the Intersection of Rational Autonomy and Belief. Essentially the conference will explore the process one goes through to determine what they think or believe. In addition, she completed the 120-page monograph she designed for the School of Architecture.

Her work received an Honorable Mention and was selected for the 42nd Creativity Print and Packaging Publication. This is an annual international competition of the best in print and packaging. The poster design for the 33rd Annual Design Interaction symposium was selected. (Over 1,000 entries from 34 countries, 32 states and 3 Canadian provinces. only 5% are chosen)

Also, **Kelly's** work was selected to be included in the text: *Best Practices for Graphic Designers: Grids and Page Layouts*, a graphic design text published by Rockport Publishing. Within the text are examples of design work that clearly exemplify the criteria for grid usage within design. The 2009 poster for the Department of Industrial + Graphic Design's 31st Annual Design Interaction Symposium was selected. (An international call for submissions, only 70 were selected).



Theoretical Agency Poster Grids and Page Layouts

• Associate Professor **Chris Arnold** continues to serve the 2nd year "design foundations" studio alongside professors **Randy Bartlett**, and **Bret Smith**, assisted by **Dylan Piper-Kaiser** (GTA). **Chris** also taught Industrial Design's introductory *Computers in Design Communication* course, supported by **Errol Hylton** (GTA). Expanding beyond simply tutoring the use of today's software, this course explores the application of a wide variety of digital tools; from social media to photo-editing, illustration, and prototyping, that enable designers to ideate, develop, and communicate ideas.

Last August, Professor **Arnold** presented at the IDSA Education Symposium in Boston, MA. His session, titled "Design and Its Political Nature" addressed the fundamentally political character of design as a planning and decision making process. Highlighting the changing face of design practice, his talk called for