

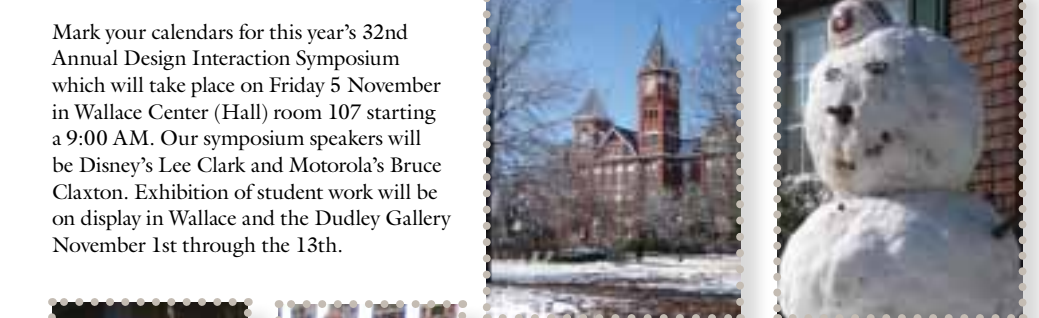
DesignNotes

Spring 2010

Department of Industrial and Graphic Design

THE AU BOARD OF TRUSTEES HAS AGREED TO RENAME
Wallace Center for Adult and Vocational Education,
 SIMPLY **Wallace Hall.** IT MAY BE A WHILE
 BEFORE THIS CHANGE IS ACKNOWLEDGED ON THE
 BUILDING BUT WE HAVE BEEN ASSURED THE SIGNAGE
 HAS BEEN ORDERED.

Auburn experienced one of its rare snow days this February. The campus was a winter wonderland and many were able to explore the delights of sleighs, snowballs and snowmen.



Samford Park and snowman on the Plains

Mark your calendars for this year's 32nd Annual Design Interaction Symposium which will take place on Friday 5 November in Wallace Center (Hall) room 107 starting a 9:00 AM. Our symposium speakers will be Disney's Lee Clark and Motorola's Bruce Claxton. Exhibition of student work will be on display in Wallace and the Dudley Gallery November 1st through the 13th.



CADC Dean Dan Bennett



College of Architecture, Design and Construction Dean **Dan Bennett** has announced his resignation and retirement as of December 2010. Dan has been Dean of the CADC for the past 10 years and assisted in the continued growth of INDD. Most recently the consolidation of industrial and graphic design has been an outcome of his direct effort. Professor **Rich Britnell** and Associate Professor **Kelly Bryant** will be serving

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Department of Industrial and Graphic Design

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Kelly Bryant, D. J. Stout Blair Stapp

Associate Professor **Kelly Bryant** won an Award of Excellence for DIGD's 30th Annual Design Interaction Poster which was exhibited at the UCDA Design Show, Seattle, WA. Design Interaction posters for both the 29th and 30th Annual Design Interaction, and book cover design for Monday Musings where selected for inclusion in The New Big Book of Layouts graphic design textbook published by Collins Design / Harper Collins. Kelly was also awarded an Alabama State Council of the Arts Design Fellowship for 2009-10 (\$5,000.) Kelly directed student work (FLOR project book) which received a Birmingham ADDY Silver Award and designed the logo, identity, web site and greeting cards for Qwerk Industrie, L.L.C, Auburn, AL. Kelly worked with **Blair Stapp** to develop the design for the Juried Show/Designing Green poster.

Associate Professor **Samantha Lawrie** has been working with AU/GDES alum and Disney designer **Lee Clark** to participate in this fall's Design Interaction. We all look forward to Lee's presentation at this event. Sam had the paper "[Re]Vision: the Role of Graphic Design[ers]...", published in Design Principles and Practices: An International Journal, and had the same article published as chapter in Media, Spiritualities and Social Change 2009, and presented at the 3rd International Conference on Design Principles and Practices. Sam also had an article entitled: "markMakers" published in DesignAlabama. Sam continues her consulting with: Lawrence King Publishing on the following book proposals / draft reviews: Graphic Design: A New History, and 100 Essentials A Design Student Must Know: A Handbook for Every Art and Design Student 2009. She also consulted with Educational Assessment, Inc 2009 and reviewed three cases seeking U.S. employment as designers for the U.S Citizen and Immigration Services.



Glasgow School of Art Design Workshop

This spring Associate Professor **Chris Arnold** continued his role in the 2nd year studio program, exploring fundamental questions related to

3-dimensional design and processes. At the graduate level, students participating in his Systems Design course explored the application of systems theory in design, concluding with the development of several service design opportunities aimed at addressing local transportation issues.

Taking part once again in the Collaborative Traveling Studio, Chris led the group through the United Kingdom. While at the Glasgow School of Art, Chris and GSA masters candidate **Sarah Drummond** conducted a workshop introducing Service Design to the group, an experience they will be presenting at the IDSA Education Symposium. While in London Chris also arranged visits to the offices of Prospect, Radarstation, uscreates and SeymourPowell.

In June, Professor Arnold continued his role as the Director of Industrial Design's week-long Summer Design Workshop. In its 14th year, the program hosted twenty-four high school students from seven states including California, and Pennsylvania. This year's project explored product opportunities supporting interaction between students, their peers, and the academic institution of the future.

Assistant professor **Shea Tillman** continued his service as IDSA Student Chapter faculty advisor and coordinated the annual IDSA Merit Award reviews in February. In March, he co-authored a presentation with W. Lee Warren, M.D. illustrating the advantages of a new square-to-round surgical access port that was delivered in Groningen, Netherlands at the annual conference of The European Association of Neurosurgical Societies. This minimally invasive access port, designed by Shea and Dr. Warren, creates improved visibility for the surgeon and quicker recovery times for the patient. Working with Associate Professor **Chris Arnold** in the design foundations studio, Shea also organized and coordinated student studio tours to Big Bang, Design within Reach, and the High Museum in Atlanta. This spring also marked Shea's promotion to the rank of tenured Associate Professor.



COLAB field trip to local letterpress studio



Professor Randy Bartlett and the graphic design students celebrating on the Tara plain while in Ireland.



Jerrod Windham

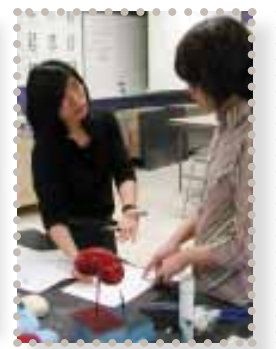


Client Eric Peebles

Assistant Professor **Jerrod Windham** participated with **Randy Bartlett, Ross Heck** and **Chris Arnold** in managing this spring's Ireland Program. As part of Jerrod's spring studio, students participated in the third annual collaboration with rehabilitation students to develop assistive technology solutions for selected clients with disabilities. In response to the earthquake in Haiti, three students in this studio also developed designs specifically targeting disaster relief in the areas of sanitation, shelter and water. Jerrod's students contributed to "The Art of Agriculture" exhibit which featured sustainable designs from four separate disciplines. Each student team developed rain collection concepts demonstrated through posters and scale models. The exhibit also featured rain chains, landscape architecture plans, and illustrations.



IDSA Merit Award Finalists: Justin Michal, Heather Bybee, Luke Gaines, Shu-Wen Tzeng (faculty), Alex Thompson (Merit Award Winner), Alex Spurrier.



Shu-Wen, Ranzhi Li



Heather Bybee

Assistant Professor **Shu-Wen Tzeng** published a paper "Transforming Marketing Strategy into Product Design Guidelines - a Case Study on Teaching Undergraduate Sponsored Project" in Design Principles and Practices: An International Journal, Volume 4. Shu-Wen also presented her research "Beyond the Border- the Differences between Eastern and Western Product Design Language" at the Auburn University Diversity Research Initiative Conference. This presentation discussed the differences between Eastern and Western product design language and how these influence the users' perception of design in terms of usability and pleurability. **Heather Bybee**, a senior INDD student in Shu-Wen's Big Time Products collaborative studio, won a Bronze 2010 International Design Excellence Award (IDEA) with her NordicPul All-Weather Women's Work Glove.



Stackable life drawing bench

INDD Ireland Traveling Studio students, **Charlie Walcott, Nick Madsen, Zach Bolstad, Forest White** and **Rachel Preuit** redesigned and fabricated a stackable life drawing bench for use at the Burren College of Art. The five students assigned to this week long project developed concept drawings, built full scale proof of concept models and final prototypes all within a one week time frame. This work was accomplished under the direction of Assistant Professor **Jerrod Windham**.



Professor Randy Bartlett with lecturers Sean Sills and Ed McGinley of the National College of Art and Design



Graphic Design students at the National Print Museum in Dublin, Ireland



Industrial Design student at work at the National College of Art and Design



Department of Industrial and Graphic Design students at the National College of Art and Design



Industrial Design students at work at the National College of Art and Design



Industrial and Graphic Design students at work at the National College of Art and Design

on the search committee which is being chaired by the Dean of the School of Forestry, **Richard Brinker**. Our regards and warm wishes go out to Dan for a fruitful and enjoyable retirement.



Steven Abernathy, Travis Lontz select e-waste



Designing Green t-shirt by Arrissa Wheeler

This spring's Designing Green introduced the concept of e-waste (post consumer outdated or broken electronic equipment.) Students used Auburn's inventory surplus and disposal facility as a resource for e-waste materials in addition to the recycled cardboard provided for use in this 24 hour design competition. Two great lectures were presented, **Matt Williams** - AU Office of Sustainability and **David Oakey**-Interface Design, to kick off the day's activities. The IDSA Student Chapter Officers and DIGD staff did a great job in making this event happen.



Award winners with D.J. Stout



GDES Juried Show

This spring's GDES Juried Student Show hosted Pentagram's **D. J. Stout** as guest lecturer and juror. D. J. presented a number of awards and provided a unique commentary on his selection criteria for each. A great deal of effort is invested by the GDES faculty in selection of work displayed for final review by the guest juror.

The GDES Senior Show review requires extensive commitment by faculty. Preliminary reviews and final selection support our students in exhibiting their highest level of achievement upon completion of the curriculum.



Senior Show participants



Emily Pilloton, Chris Arnold



Carl Brown's "Sink Positive"

Emily Pilloton's Design Revolution Road Show visited Auburn this spring. The Road Show stopped at 36 schools on its journey from San Francisco to the Metropolis publication booth at the International Contemporary Furniture Fair in New York. Author of the book *Design Revolution: 100 Products that Empower People*, Emily coordinated her visit with Associate Professor **Chris Arnold** to insure greatest student exposure to the 100 products displayed in the rolling Air Steam trailer exhibition. INDD alum **Carl Brown's** "Sink Positive" was part of 100 product exhibition.



Jonathan Hallford, David Gowan, Chad Bailey, Mary Ellen Mazey, Sylvia Jackson, Becky Walker

Newly appointed AU Provost, **Mary Ellen Mazey**, toured Wallace Hall and shared time and lunch with DIGD staff and faculty. The exposure for DIGD was important and initiated a very positive view of our departmental accomplishment.

Each Christmas season, faculty and staff in Wallace acknowledge the unsung effort of our two facility maintenance staff, **Betty Thomas** and **Margaret Tatum**. One hundred DIGD students move through our curricula each year. Betty and Margaret insure the mountains of material we produce also move to a productive and appropriate end.



Bret Smith, Rich Britnell, Carlton Nell, Shu-Wen Tzeng, Sylvia Jackson, Becky Walker. Seated: Betty Thomas and Margaret Tatum.



Salil Vijapurkar, Karen Rogers



Daughter, son, Marcelo Gerschenfeld, Ross Heck

Each year Auburn University recognizes one outstanding international graduate student from each college. This year's College of Architecture, Design and Construction recipient was industrial design student **Salil Vijapurkar**. CADC Associate Dean **Karen Rogers** presented the award. This spring the Consul General of Argentina, **Marcelo Gerschenfeld**, reviewed the graphic design program with his son and daughter, a graphic design student in Buenos Aires. Professor **Ross Heck** provided a tour and curriculum orientation.



UGA's Brian LaHaie, Daniel Nadenicek, and Clark Lundell



ITALIA exhibition poster

Professor **Clark Lundell** had sketches and black and white photos exhibited as part of a joint effort between Auburn and the University of Georgia. The exhibition, entitled **ITALIA**, featured work accomplished as part of Auburn's Human Odyssey Program and Georgia's Cortona Program. The work was exhibited at UGA's Circle Gallery, hosted by Dean **Daniel Nadenicek**, College of Environment & Design, and Auburn's Dudley Commons Gallery, College of Architecture, Design and Construction. Clark also received a 25 Year Outstanding Service Award for his long standing commitment to Auburn's Human Odyssey Program.

This past spring marked the completion of Professor **John Morgan's** three-year term as Graphic Design Program Chair. His tenure in this position was preoccupied with the move of Graphic Design to CADC and the ensuing transition process. Professor Morgan will turn over the responsibilities of Program Chair to the very capable leadership of Professor **Wei Wang** starting in August. In preparation for the second annual summer Letterpress Imaging Class, Morgan along with Professor **Ross Heck** located, transported and restored two additional presses to augment the program's offerings. GDES now has use of a loaned POCO #2 for production of 18" x 24"



John Morgan



Betsy Munger's press image



Vandercook SP15 with the new laser type blocks locked-up

posters and is the proud owner of a Vandercook SP15 for limited production runs. **Betsy Munger** participated in the summer Letterpress class and produced some great work developing her skills.



Bret Smith, Doug Baumann, Ken Nusbaum



Rural Health Studio

INDD Program Chair, Professor **Bret Smith's** 3rd year studio collaborated with Professor **Ken Nusbaum**, Chair of the Undergraduate Public Health Curriculum Committee and other representatives from Auburn University's Health Science Initiative. The studio developed a rural health screening mobile unit and designed a system for its implementation. Students presented their equipment containment designs in Wallace with a demonstration of the total system deployment for an exterior venue on the Wallace lawn. Each student in the class went through a health screening regimen, which included for those brave of heart, blood sampling for diabetes and hemoglobin testing. This was a great opportunity for students to be exposed to products and systems associated with health care. Bret also arranged for **John Howard**, principle of the Chicago design consultancy KDA, to house its 70 year firm history in the AU Library archive. Bret has authored a web site for the assembly of design history documentation at: www.industrialdesignhistory.com

Professor **Rich Britnell** used his spring semester sabbatical to research and develop a series of

historical nautical charts pertaining to the history of the Gulf of Mexico and Mobile Bay. This was accomplished as an outcome of his continuing relationship with the Gulf Quest Museum in Mobile, currently under construction.



Bird 3



Ray Dugas

Congratulations to Professor **Ray Dugas**, his work "Bird3" has been chosen for inclusion in LogoLounge Volume 6. The confirmation e-mail read as follows:

"We are excited with the exceptional quality level of work selected for this sixth volume. This was an incredibly competitive judging session with over 34,000 logos entered for consideration. We are also very pleased to inform you that your work has been chosen for inclusion in the new book by an international panel of judges. This year's panel included, **Bart Crosby** of Crosby Associates, **Hans Hulsbosch** of Hulsbosch, **Jeannie Servaas** of Saffron Brand Consultants Inc., **Jessica Hische** of Jessica Hische, **Marius Ursache** of Grapefruit, **Sherwin Schwartzrock** of Schwartzrock Graphic Arts, **Silvio Giorgi** of Latinbrand, and **Tessa Westermeyer** of Landor."



Tin Man Lau and BSCI's Harley Davidson

Professor **Tin Man Lau** was awarded an Auburn University Alumni Professorship this spring and continues to direct our Taiwan Program. A year ago Tin Man's studio developed paint scheme concepts for a Harley Davidson to be raffled off by an Atlanta Building Science alumni group. The final paint concept was applied and the motorcycle displayed in Auburn's Gorrie Center. In an effort to raise money for Building Science (BSCI) only 100 raffle tickets will be sold at a cost of \$100 each. The drawing will take place in September and tickets can be purchased by contacting **Skip Loman** skiploman@aol.com

Professor **Ross Heck**, in collaboration with Associate Professor **Randy Bartlett**, developed and led (15) graphic design students to Ireland during the spring break. Ross discovered a wealth of graphic design related resources within Dublin's



INDD and GDES students at Trinity College, Dublin



Spring 2010 Department of Industrial and Graphic Design students Guinness Storehouse field trip in Dublin, Ireland



Letterpress workshop at the National College of Art and Design in Dublin, Ireland



Ross Heck, Randy Bartlett



Students at Dublin's National Print Museum

National College of Art and Design and in the local print media community. The students had a great time exploring Dublin and Ireland and sharing experiences with industrial design students. Ross intends to lead a second journey to the Emerald Isle spring 2011.

In the May 31st edition of Smashing Magazine an article entitled "Principles Of Minimalist Web Design, With Examples" cited GDES student **Bethany Heck's** End Grain web site as a



www.end-grain.net

demonstration of using oversized type in a header as a minimalist design strategy.

Professor **Carlton Nell** completed his 2nd year of service on the AU Promotion and Tenure committee and participated in three P & T faculty workshops. He reviewed select cases for tenure on hire throughout the year as part of this assignment and served on AU Grievance committee and reviewed one case, met with ombudsman to go over policies and participated in the outcome recommendation. Carlton exhibited recent paintings through **Nancy Hoffman** Gallery's participation in International Art Fairs in: Chicago, Miami, and Dallas. He had national exposure of work through inclusion in an episode of the syndicated television series "Law & Order" and produced 18 new paintings as part of creative research translating visual observations and related thoughts into painted images.



www.junecorley.com

Professor **Wei Wang** designed an interactive city model for Neptune Technology Groups Inc. to represent its various ARB Utility Automation Management Systems. He also designed the web site for designer and artist June Corley to showcase her renowned Typographic Sculptures www.junecorley.com) The web site Wei designed for Andy Smith Architecture www.andysmitharchitecture.com received a 2010 American Design Award as well as an Addy Award from Montgomery Advertising



www.cadc.auburn.edu

Federation. Wei has been providing art direction and support for the development of the new CADC web site <http://www.cadc.auburn.edu/>. He continues to be sole provider of all web design courses available in DIGD and introduced for the first time the GDES 4970 Portfolio/Professional Practice class.



Andy Smith Architecture web site



Jeff Young, Clark Lundell, Doug Ritterling

Associate Professor **Randy Bartlett** ran the 9th studio collaboration with Emerson Tool this spring. While Randy directed his portion of the Ireland Program, Emerson's **Jeff Young** and **Doug Ritterling** provided studio oversight. Emerson's professional presence has almost become a spring semester tradition which we all look forward to.



Tsai-Lu Liu



Generac Concept

Associate Professor **Tsai-Lu Liu** "Lu" continues his Construction Industry Fund (CIF) collaboration with **Paul Holley** of Building Science. He participated in a meeting with AU's Provost **Mary Ellen Mazey** and VP of Research **John Mason** to consider strategies to commercially develop products produced as an outcome of this collaboration. Lu's studio also continues work with Generac and this spring developed concepts for pressure washers and residential water pumps. The final presentation took place at Generac's headquarters in Wisconsin.