

DesignNotes

Fall 2009

Department of Industrial
and Graphic Design



Design Interaction '09: Chuck Pelly, Alex Thompson (IDSA), Jordan Craddock, Gretchen Coss and Ben Dicks (AIGA)



Bret Smith, Chuck Pelly



Gretchen Coss, Jordan Craddock

As always a great deal of activity takes place during fall semester each year. We hope to cover most of the events that grew out of the sustained effort of our faculty, students and staff in this issue of DesignNotes.

MARK YOUR CALENDARS FOR NEXT YEAR'S

6TH ANNUAL DESIGNING GREEN CHARRETTE SCHEDULED FOR **FRIDAY 12 MARCH 2010**. NEXT YEAR'S EVENT WILL BE HOSTED ON THE **WALLACE CENTER LAWN** AND THE NOW FAMOUS **"BURGERS AND DOGS"** WILL BE PROVIDED TO ALL IN ATTENDANCE. INCLUDED IN THE WEEK'S ACTIVITIES WILL BE THE **GDES STUDENT SHOW**, HELD IN THE **BIGGIN HALL GALLERY**, AND GUEST SPEAKERS

WILL BE MAKING PRESENTATIONS.



Kelly Bryant's DI poster



DI speakers: Coss, Pelly and Craddock



Studio Prize Winners:
Courtney Starr, Bethany Heck, Joe Montefusco, Lauren Wright, Alex Wiedenmann, Katie Coven,



Student Advisory Council

• The 31th Annual Design Interaction (DI) Symposium and Gallery Show was a great success, thanks to the effort of our IDSA / AIGA student chapters, faculty and staff. Our speakers: **Chuck Pelly** – Designworks, **Jordan Craddock**, GDES '07, and **Gretchen Coss** – Gallagher Associates made this a very memorable event. A special thanks to Professors **Samantha Lawrie** and **Bret Smith** for lining up our special guests, CADC Dean **Dan Bennett** for hosting an evening reception, to Professors **Carlton Nell** and **Tsai-Lu Liu** for putting together the Design Interaction Gallery Show, to professor **Kelly Bryant** for art direction on the Design Interaction poster and program and all the CADC staff that made this event a success.



Randy Bartlett



• The national 2010 Design Intelligence Survey of Design Programs recognized Associate Professor **Randall "Randy" Bartlett** as one of the top twenty-five Most Admired Educators, who exemplify excellence in design education (architecture, interior design, landscape architecture, industrial design) nation wide.

• This fall's annual College of Architecture, Design and Construction (CADC) Awards Banquet acknowledged the accomplishment of DIGD faculty, students and an advisory council member.

• Regan Scholarship: **Alex Spurrier**; Ulm Professorship: **Tin Man Lau**; Bauhaus Professorship: **Bret Smith**; Distinguished Service Award: **Ken Ringer**; INDD Outstanding

Undergraduate: **Jaе Chang**; GDES Outstanding Undergraduate: **Betsy McCallen**; Outstanding Graduate: **Louisa Stowers Baldock**; Burke Scholarship: **Timothy Holst**.

• At the beginning of each semester DIGD faculty identify those students who have demonstrated leadership in each of their respective studios. This achievement is recognized through awarding of the Studio Prize. For spring '09 the following students were recognized from INDD: **Aaron Pierce, Mark Benton, Thomas Lucic, John Pascoli, Christine Wu, Thomas Kurthausen, Alex Wiedenmann, Jamison Harris, Nicholas Imsand** and from GDES: **Daniel Cole, Joe Montefusco, Katie Corven, Courtney Starr, Olivia Klein, Bethany Heck, and Lauren Wright**.

• At the beginning of each academic year DIGD students from each studio are nominated to serve on the DIGD Student Advisory Council. This council meets once each month to consider various issues associated with the operation of the department. Participating students are instrumental in the DIGD discussion making process.

• Auburn University has been hosting a series of campus visits by international dignitaries. **Larry Tseng**, Director General and **Erica Lee**, Consul from Taiwan were hosted by CADC Dean, **Dan Bennett** and Professor **Tin Man Lau**. They were provided an orientation to the INDD Taiwan Program and toured Wallace Center.

• Each year faculty across campus are nominated for consideration for appointment as Auburn University Alumni Professors. These awards are presented on the basis of research, publishing and teaching. This year there were six faculty across campus selected for this award. Professor **Wei Wang** was honored with this prestigious appointment at a university awards ceremony. AU Provost **Mary Ellen Mazey** presented the award. CADC Associate Dean **Becky O'Neal-Dagg** and Professor **Ray Dugas** (past Alumni Professor) were in attendance.



CADC Awards: Alex Spurrier, Tin Man Lau, Bret Smith, Ken Ringer, Jae Chang, Betsy McCallen



Alumni Professor Ceremony: Becky O'Neal-Dagg, AU Provost Mary Ellen Mazey, Wei Wang and Ray Dugas.



Erica Lee, Larry Tseng, Dan Bennett, Tin Man Lau

- For years Industrial Design Post Baccalaureate and Graduate students have attended monthly meetings and DIGD faculty and staff have enjoyed end of semester and holiday lunches at the China Palace Restaurant in the Heart of Auburn Motel complex. It was recently announced that the China Palace managers will be moving to a new location. Graduate student **Ben Puffer** and Post Bacc **Calvin Morton** presented managers **Yvonne** and **David Chu** with a letter of recognition for the wonderful service rendered over these many years.



Ben Puffer, Yvonne and David Chu, Calvin Morton

- Fifteen Graphic Design students participated in the end of semester juried Senior Show held in the Biggin Hall Gallery. Show coordinator **Ray Dugas** announced to those in attendance at the opening reception that this was one of the strongest classes in recent memory. "A" Commended recognition was awarded to **Lauren Huff**.



Lauren Huff's "Voice"

- Graphic Design students and faculty visited Iconologic in Atlanta. DIGD Advisory Council member **Elise Thomason**, GDES '96, Associate Creative Director and Design Director **Lea Friedman**, GDES '94, hosted the visit and Elise toured everyone through the facility.



Janna Joehl-Sidwell's "Bear Aware"

- Todd Vaught**, INDD '96, Vice President and Principle of skydesign, Atlanta, presented a three part lecture series. The lectures focused on the need for a synthesis of the industrial and graphic design disciplines in the field of environmental graphics. GDES student **Lisa Berry** interned with skydesign this past



Participants in the fall semester GDES Senior Show



Elise Thomason and students

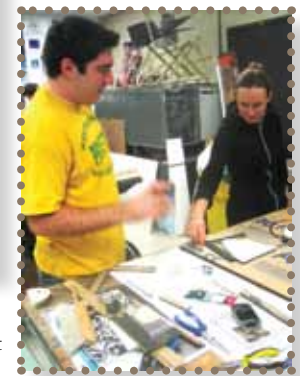


Wei Wang, John Morgan, Carlton Nell, Ross Heck, Ray Dugas, Elise Thomason, Lea Friedman



Todd Vaught

summer and was a catalyst along with **Rich Britnell** and **Clark Lundell** in creating this presentation opportunity.



Chris Webb, Natalie Jeremijenko

- AU Littleton – Franklin Lectures in Science and Humanities speaker **Natalie Jeremijenko** visited INDD and GDES studios to meet students and review their current design projects. Jeremijenko, currently a professor at NYU, has been acknowledged by MIT Technology Review as one of the "Top 100 young innovators," and by ID Magazine as one of the "Top 40 most influential designers."

- For the third year, GDES student designed holiday cards, developed under the direction of professors **John Morgan** and **Ray Dugas**, have been selected by AU President **Jay Gogue** and other units across campus for distribution to alumni and friends. Student designs by **Courtney Starr**, **Elizabeth Jordan**, **Sarah Stutts**, **Samantha Corcoran**, **Cassie Caraway**, **Koy Carraway** and **Duffie Bricken** where selected for the 2009 holiday season.



Holiday card design by Amiee Belcher



Stanton Burns's Slip Grips for hand mobility challenged users.

• This year's awards issue of INNOVATION magazine featured designs by INDD students: **Stanton Burns** (IDEA Silver), **Jae Chang**, **Casey Hopper** (IDEA finalists) and alumni **Jim Lowry** (IDEA Bronze) and **Shane Glasgow** (IDEA Bronze.)

• An IDEA jury of twenty internationally recognized designers participated in the review of 1,631 submissions from 15 countries. **Ken Musgrave**, INDD '89, Dell, Inc. served on the IDEA jury.

• For the past two years Johnson & Johnson (medical) In-Store Strategy & Innovation Team, headed by **Ron Elowitz** and **Steve Hecht** have been at Wallace Center interviewing INDD students for intern positions at their New Jersey headquarters. Last spring semester INDD post bacc students developed various product marketing strategies for J&J. In spring 2010 INDD seniors **Ashley Thompson** and **Lauren Miller** will be interning at the J&J headquarters.

• Atlanta advertising executive and GDES alum **Neal Reynolds** is the mastermind behind bankmarketingcenter.com, a Web site that helps lenders such as Norcross-based EXCEL Federal Credit Union create their own ads and marketing material with the click of a mouse. Read more about Neal at <http://www.ajc.com/business/do-it-yourself-ads-136087.html>

• Students from Auburn, Georgia Tech and SCAD took top honors at the second edition of IDSA Atlanta's Charrette de 24 Heures. More than two dozen students from all over the Southern region answered the call to explore how entertainment, activity and connectivity intersect at the place where the Wii and the aging population meet. <http://www.idsa-atlanta.org/2009/11/and-winner-is-2nd-edition.html>.

• Department of Industrial and Graphic Design Department Head **Clark Lundell** is serving on



Ron Elowitz, INDD student Katie Andrew and Steve Hecht



Neal Reynolds



"Wii Travel" - A Wii console title concept allowing participants to visit worldwide locations and experience the local atmosphere, by Amanda Wilson, Olivia Dean, Jonathan Stone, Ian Forte, Kenneth Payne, Jarrell Brown, Zack Gray



MME participants: Ray Dugas, Richard Kenworthy, Adam Lahaie, Brian Lahaie, Chris Arnold



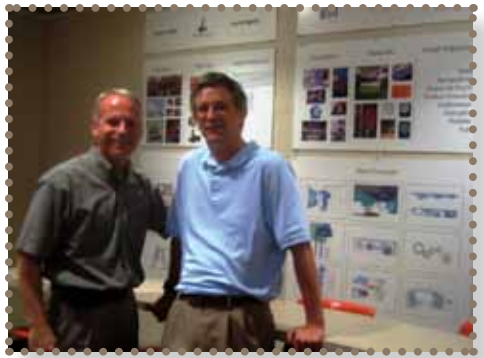
Gropius House and Bauhaus luminaries.

AU's Health Science Initiative which is focused on the development and application of Auburn's health science based resources. He continues to serve on the faculty of AU's Honors College Human Odyssey Program in Europe and participates in the AU / UGA - Man, Machine and Environment (MME) seminar which included a tour of the Walter Gropius House in Lincoln, MA this past summer.

• While busy completing his final year as program chair, **John Morgan** successfully launched the first letterpress class this summer with great student response. In addition to setting type, making linoleum cuts and printing cardboard collographs, students were exposed to making polymer plates and printing their own bookplate designs. This fall GDES major **Bethany Heck** assisted in a research project, with the help of **Chris Arnold**, making poster type to restore an orphan wood type font. To date using laser cut acrylic, two reproduction fonts have been made for the growing poster type collection. The Graphic Design program invites



GDES student letterpress work



Cyber Security Awareness Campaign

anyone with spare wood or metal type to consider donating to our collection. Morgan's fall GDES Intro Class designed a series of posters, seen across campus during the month of October, for the AU Office of Information Technology's Cyber Security Awareness Campaign.

- Industrial Design Program Chair, **Bret Smith**, received the CADC Faculty Outstanding Service Award and the Bauhaus Professorship at this year's CADC Banquet. His studio has been collaborating with Professor **Andras Bezdek** from the College of Science and Mathematics (COSAM.) Their work has focused on the tangible and visual demonstration of mathematical theorems. As Chair of IDSA's History Section **Bret Smith** has been developing an interactive Design History based web site. Go to: <http://www.auburn.edu/~possipt/products/XVI.html> for a preview of this highly informative resource.



Zach Burhop, Andras Bezdek and Zach's Hyperboloid.



Natalie Jeremijenko, Bret Smith, Andras Bezdek



David Gowan, Becky Walker, AU President Jay Gogue, Sylvia Jackson and Chad Bailey

- In these times of financial uncertainty we all are thankful for the great work accomplished by our Office Administrator **Becky Walker** and Administrative Assistant **Sylvia Jackson**. They keep our books and bills in order and insure the prompt financial flow of resources to AU, the faculty and students.
- Laboratory Specialist **David Gowan** and Assistant **Ryan Funderburk** keep the wheels turning in our fabricating facility while Unit Technology Manager **Chad Bailey** keeps the electrons flowing in our computer labs. These fellows also cook up some great burgers and dogs.

- Professor **Rich Britnell's** third year studio designed

the museum store for the "GulfQuest National Maritime Museum of the Gulf of Mexico", in Mobile. Working with GulfQuest Executive Director **Tony Zodrow** and Exhibits/Facilities

Tony Zodrow, Brent Beal

Director **Brent Beal**, the studio delivered a 1/20th scale, detailed, model of the space and comprehensive documentation, including fully dimensioned technical drawings for the fabricator (Fabrication Specialists, Mobile, AL.) The design of the store interior is based on the sunken wreck of a 18th century Spanish Galleon with full scale bow and stern entrances. The \$60 million interactive museum will open in late 2011. Rich will be taking professional improvement leave Spring semester to work on the design of additional exhibits in the museum. The GulfQuest web site is at www.gulfquest.org

- Professor **Ray Dugas** of Graphic Design designed a new graphic identifier for the College of Architecture Design and Construction. The new identifier is composed of a symbol for "design and construction" in combination with a "leaf symbol" which represents sustainability. The new symbol will be used for the College Graduation Banner at graduation beginning this Fall semester 2009.



New CADC mark on the graduation banner

- Professor **Ross Heck** continues in his role as DesignNotes' Art Director and Graphic Designer for AU's Agricultural Extension System. Ross attended the AIGA sponsored Jim Sherraden Printing Workshop at The Rest Press in Birmingham and the AIGA Atlanta sponsored lecture at TypeCon2009 in Atlanta this summer. Ross developed logo concepts for AU's Fire and Safety unit in AU's Office of Risk Management and Safety
- Professor **Tin Man Lau** managed the 5th Annual Taiwan Program, summer 2009. CADC Dean **Dan Bennett** visited the program's host site, Shu-Te University. Dean Bennett shared our appreciation for the years of collaboration, with Shu-Te's President **Chu** and faculty **Dr. Frank Lin**, INDD '94. Tin Man also chaired the AU graduate committee (**Tzeng, Britnell, Tillman**) of Shu-Te undergraduate alumnus **I-Ju "Nami" Chen**. Nami's thesis focused on the "Application of



Frank Lin, President Chu, Dean Bennett, Tin Man Lau



Taiwan program '09: Lindsay Gallagher, Matthew Shashy, Lauren Miller, James York, Christina Moore, Charles Parker, Samuel Fisher, Daniel Draper, Nathan Calvert, Thomas Kurthausen, Matthew Geyer

Taiwanese Opera Costume Aesthetic Elements to Modern Chair Design.”

- Professor **Carlton Nell** continued studio work on his present body of paintings. Several of the new images will be exhibited in Miami, December 2010. His painting work will also make a cameo appearance on this season’s TV series, “Law & Order,” as part of scene filmed in October at his gallery in New York City. Carlton continues in his appointment to AU’s Tenure and Promotion Committee assignment. This is recognized by most faculty as one of the most challenging and influential faculty service assignments on campus. Professor Nell also collaborated with professor **Liu** in mounting a DIGD student show in the Dudley Hall Gallery as part of this year’s Design Interaction.

- Professor **Wei Wang** gave a paper presentation on “AU Graphic Design Program Identity — A Collaborative Project” for the “Graphic Design Collaborations: A Design Team Process” session at the 2009 SECAC Conference. The web site he designed for the Auburn University Design-Build Master’s Program (cadc.auburn.edu/design.build) received a design award from Creative Quarterly 17, and it will be exhibited in their online gallery in December 2009. Wei taught a portfolio and professional practice class, assisted by **Karla Merritt**, Senior Art Director from LWT Communications. Professor Wang also founded COLAB, a special interest group for the graphic design students, who meet once a week to teach and learn various design production tools. **Angela Stiff**, GDES ’96, Principle and Creative Director, hosted Wei’s design studio on a field trip to the Copperwing design consultancy in Montgomery.

- Associate Professor **Chris Arnold** continued his role in the second year “Foundations” studio this Fall, assisted by **Kerenza Johnson** (GTA).



Olivia Klein, Coleen Lyman, Ashley Hollis, Wei Wang, Angela Stiff, Ryan Lundy, Jessica Ramspeck, Kathryn Tanner, Andrew Handley, Erika Bilbo, Kayla Shults.



Shu-Wen Tzeng, Tin Man Lau, I-Ju “Nami” Chen, Rich Britnell, Shea Tillman

He also handles the introductory Computers in Design Communication course, supported this term by **Ben Bush** (GRA). Marking its 14th year in June, professor Arnold lead Industrial Design’s week-long Summer Design Workshop, working with high-school students from seven states. Next year’s workshop is scheduled for June 13-18, 2010. Continuing his work in health care, Chris attended Gel Health in New York during October. The conference exploring patient experience included talks by a dozen speakers addressing many aspects of patient-centered health care and innovation. Looking to the Spring semester, Chris is coordinating the visit of **Emily Pilloton** and Project H Design on the Design Revolution Roadshow, stopping in Auburn, February 22nd and 23rd. Ms. Pilloton will speak and share an exhibition of 40 humanitarian products that empower people and improve life.

- At the 2009 IDSA International Design and Design Education Conference in Miami, FL, **Randy Bartlett** co-lead with **RitaSue Siegel**, IDSA, the 2009 Portfolio/Interviewing Seminar. This year marked the 7th consecutive year that Randy and RitaSue have been invited by IDSA to lead this seminar at the annual conference. Graduate student, **Ben Bush**, participated in the seminar; he presented his portfolio to **RitaSue Siegel** and **Bruce Claxton**, 2009 Conference Chair / Design Director for Motorola Corporation, in a live interview to an audience of fifty plus design students and professionals.

- Also, Randy had two papers published and presented at the conference; “Collaborative Traveling Studio Abroad: Over a Decade of Industrial Design Education in Ireland, Northern Ireland, Scotland and England”, and “Understanding Disruptive Innovation: A Teaching Model for Concept Development”, co-authored with **Doug Ritterling**, Director of Industrial



RitaSue Siegel, Ben Bush, Bruce Claxton

Design, Emerson Tool Company. Emerson Tool Company has partnered with us on eight consecutive corporate sponsored research and design collaborations.

- Recently, Associate Professor **Kelly Bryant** had the 29th



Randy Bartlett,



Randy Bartlett, Chris Arnold, Shea Tillman



Foreground: Jordan Waller, Jerrod Windham, Jason Scott

and 30th annual Design Interaction symposium posters accepted into the book, *The New Big Book of Layout*. The internationally distributed book is due to release in 2010 by Collins Design, an imprint of HarperCollins Publishers that specializes in design related books. From the publisher: “the book is organized so as to encourage creativity, serendipitous discovery, and inspiration.” *The New Big Book of Layouts* includes techniques that can be used to enhance any layout and provides insights into the elements that make layouts effective. It covers a range of styles, from traditional to cutting edge that were selected to help designers think more creatively and be more productive. With more than 750 layouts featured in a visual gallery with detailed descriptive information, this book provides a thorough look at what goes into an effective layout design.

- In an effort to expand our GDES course offerings in the summer, Associate Professor **Samantha Lawrie** offered the Graphic Design History (GDES 2710) class 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 return to Auburn and participate in our 31st Annual Design Interaction Symposium. Through Jordan’s affiliation with Gallagher & Associates she was able to encourage **Gretchen Coss**, Director of Business Development, to also participate. Samantha has been doing book review work for Lawrence King Publishers, London.

- Sponsored by the Alabama Construction Industry Fund, Associate Professor **Tsai-Lu Liu’s** studio class collaborated with graduate students from the School of Building Science for the fourth year in Fall 2009. Nineteen new product concepts were developed to enhance the safety and efficiency of construction workers. The final project presentation and exhibition was held on December 3 in the Gorrie Center of Auburn University. A furniture design project of **Jae Chang** in Liu’s class entered the Billes Products International Design Contest and received the first place award. In June, Liu was invited to deliver a speech to the industrial design faculty and students at National Kaohsiung Normal University in Taiwan. Liu is Chair of the Auburn University Multicultural Diversity Commission.

- Following four years of leading third-year studios, Assistant Professor **Shea Tillman** joined Associate Professors **Chris Arnold** and **Randy Bartlett** in team teaching the second-year foundations program this fall. These coordinated efforts include the formalizing and documenting of the study sequence to serve as a guide for the teaching of



Field trip at Big Time Product, LLC, Rome, GA.

- 1st Row, from left to right: Matthew Shashy, Jonathan Brown, Justin Michal, John Freeman (BTP), Chris Weed (BTP), Harry Pierce (CEO, BTP), Trevor Clarke,
- Mark Benton, Charles L.Gaines, Andrew Tharp, Jonathan O’hara (BTP) and Nathan Calvert.
- 2nd Row, from left to right: Elizabeth Harris (BTP), John Mullinax (BTP), Heather Bybee, Shu-Wen Tzeng, William Braden, Lindsey Miller, Matthew Geyer, Alexander Spurrer, Lindsay Gallagher, Stephanie Davis, John R. Thompson and Christina Moore.

design principles by faculty in the future. Shea began his second year as a visiting lecturer within the Department of Mechanical Engineering in the Samuel Ginn College of Engineering. His presentation, “The Human Factor: Studying People to Inform and Inspire Better Design”, is given each semester to **Dr. Peter Jones’** MECH-3200 class and focuses on the differences between “object-oriented” versus “human-centric” designing. This work represents a continuing effort to build a dialogue between the design and mechanical engineering disciplines on campus as well as generating interest for the new INDD Applied Design Research course that Shea is developing.

- In November Shea also presented with **Chris Arnold** an overview of the industrial design profession and why students should choose Auburn at the annual Alabama Art Education Association conference in Florence, Alabama.

- Last summer, Assistant Professor **Shu-Wen Tzeng** led a MIXED studio with students 3rd year to graduate level. Shu-Wen taught “Product Semantics,”the in-depth knowledge and core competence in industrial design. This studio’s first project was- the “Meaning Cube” to awaken students understanding of the function of form as it applies to product design. The guidelines of “Product Semantics - Simile and Metaphor in Product Forming, Frequency of Use, Sequence of Use and Function Grouping” were imparted upon subsequent projects to insure students can apply what they have learned to design practice. Shu-Wen also presented a paper “*How to Enhance Branding through Industrial Design- Based on Consumer Electronics Product Market*” at The Ninth International Conference on Knowledge, Culture and Change in Organizations, Boston, MA.

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• This fall, Shu-Wen led a sponsored 4th year studio (INDD 4110 Advanced Product Design.) This studio focused on the development of utility glove designs including: product market targeting, sub-branding, pricing strategy, product, package, and floor display design, and over-all exhibit design. Students learned to incorporate “Product 4P’s (Product, Price, Place and Promotion) strategy” into the design of gloves in different market segments, and study human factors and materials, the main selling points for the glove market. Students gained experience in making their designs effective through working with industry product designers, marketing people and manufacturers from Big Time Products LLC (BTP).

• Assistant Professor **Jerrod Windham’s** fourth year studio worked with **Jason Scott**, INDD ’98 of American Greeting Cards (AGI) In Store on point of purchase concepts for Nintendo, Glidden Paint and AGI. Brand executives sat through various concept presentations and final designs were presented at AGI headquarters in Forest City, NC.

• Jerrod also worked with graduate students **Lauren Weigel** and **Zach Gray** on the design,

fabrication and installation of the AU Student Center way finding signage system. AU’s Dean of Students, **Dr. Ainsley Carry** hosted a luncheon to acknowledge the effort and presented students with a certificate of appreciation.

• Are you networked? If you’re using Facebook to keep track of friends and associates, become a fan of the “Auburn University Department of Industrial and Graphic Design” page and stay current with happenings in the department. Building a professional network? Industrial Design maintains the “Auburn University Industrial Design Alumni” group for those of you using *LinkedIn*.

• On 30 November 2009 INDD Professor Emeritus **Walter Schaeer** passed away at his home in Switzerland. His wife, **Dr. Barbara Schaeer** was kind enough inform us of his passing. Dr Schaeer served on the Auburn INDD faculty from 1960 to 1992 and was instrumental in establishing the Master of Industrial Design degree program. Dr Schaeer, graduate of the Ulm School ’58, made a lasting impression on many alumni of this era. Auburn faculty **Chris Arnold**, **Randy Bartlett**, **Rich Britnell**, **Tsailu Liu**, and **Shea Tillman** were all students at Auburn during Dr. Schaeer’s tenure.



Lauren Weigel, Zach Gray, Ainsley Carry, Jerrod Windham



Student Center Signage



Tsai-Lu Liu, Rich Britnell, Walter Schaeer, Eric Tse