

DesignNotes

Spring 2011

Department of Industrial
and Graphic Design

33RD ANNUAL DESIGN INTERACTION SYMPOSIUM

FRIDAY 18 NOVEMBER 2011

WALLACE HALL – ROOMS 107 & 111

8:30 AM CENTRAL TIME

OUR GUEST SPEAKERS WILL BE

DAVID KUSUMA [VP PRODUCT DEVELOPMENT -TUPPERWARE] &

RUSS RAMAGE [CREATIVE DIRECTOR-FLOR]

Go to the DIGD web site,

www.cadc.auburn.edu/digd, for details.

Mark your calendars for this year's 33rd Annual Design Interaction Symposium scheduled to occur **Friday 18 November 2011**. Our speakers will be **David Kusuma**, VP Product Development -Tupperware, and **Russ Ramage**, Creative Director-FLOR. The day's activities will start at 8:30 AM in Wallace Hall and include a lunch cookout and one on one sessions with speakers. Our DIGD Advisory Council will be meeting on Thursday. Saturday's Homecoming game will host Samford as the visiting football team.

- Each year, Design Intelligence publishes rankings for the top design schools in the country. For the past five years industrial design at Auburn has ranked in the Top 10. These rankings are based on results of a survey sent each year to firms and companies across the U.S. We encourage alumni and friends who receive this survey to complete it, as it greatly contributes to the recognition of our program.

- We also invite you to join the "Auburn University Industrial Design Alumni and Friends" group on LinkedIn, so we can better keep in contact with our alumni and supporters. The link below will allow you to be added to the group.

<http://www.linkedin.com/groups?mostPopular=&gid=40877>

www.auburn.edu/ind



Vini Nathan, Dean, Architecture, Design and Construction

- We all are excited about the arrival of **Vini Nathan, Ph.D.**, the newly appointed Dean of the College of Architecture, Design and Construction at Auburn University. Vini comes to us, from her position as Dean of the School of Architecture at Philadelphia University, with an extensive background in administration and teaching architecture and interior design. Dr. Nathan received a B.Arch from Anna University in Chennai, India, an M.S. in Interior Design from Virginia Tech and a Ph.D. in Architecture from the University of Michigan. Her credentials include a certificate in Health Care Design from Harvard University's Graduate School of Design. In addition to her academic work, Dr. Nathan is a classically trained dancer, a competitive chess player and a self-professed trivia buff. We hope you all will have the opportunity to meet Vini sometime in the future.



Kelly Bryant



Shea Tillman

- We want to congratulate the recent accomplishment of DIGD faculty on their various university achievements: **Kelly Bryant** has been promoted to Professor, and **Shea Tillman** has been acknowledged with a Student Government Association (SGA) Teaching Award.



Dan King, Ms Margaret



Ms Margaret, Tracy Tatum

- For many students in the department **Margaret Tatum** was a constant in their often erratic day to day lives, particularly for those graphic design students on the ground floor of Wallace Hall. This past spring Ms. Margaret retired after serving in Auburn's Facilities Division for 28 years. Facilities VP **Dan King** attended the reception held for her and offered thanks for her service to Auburn University. Ms. Margaret's daughter **Tracy Tatum** was also in attendance.

- This spring's Designing Green/Graphic Design Juried Show were well attended and we thank our guest speakers **Lauren Clemons, Matt Williams** and **Michael Alfano** for making this event such a great success. We also thank **Courtney Starr** for doing such a great job on the event poster, **Sarah Caudle**, President of the newly formed Sustainable Designers Organization, and the IDSA/SC (**Amanda Wilson**, et al) for assisting in the project management. This year's event was supported in large part by DIGD faculty members **Jerrod Windham, John Morgan** and **Kelly Bryant**.

- As part of this event we also had a presentation by **Tom Dempsey** on the Sylvansport Go and hosted our biannual Advisory Council meeting. A new GDES professional joined our council, **Randy Aavis**, and INDD council members **Ron Scheiblaue, Brad Gillespie** participated in a portfolio review.



- Graphic Design continues to be cited on **HOW magazine's** list of the top 76 graphic design program's in the country. Go to <http://www.howdesign.com/?s=U.S.+Design+School+Index> to see the complete list.



Lauren Clemons



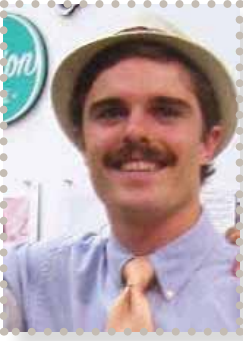
Michael Alfano



Tom Dempsey



Sylvansport Go



Courtney Starr



Sarah Caudle



Randy Aavis



Ron Scheiblauer, Brad Gillespie



GDES Juried Show Award recipients



Becky Walker



David Gowan



INDD Designing Green



Robert Capps' (4th from left) B-Day with DIGD friends



Student Show Poster



Designing Green Team

- There always seems to be a department event that warrants celebration, not the least of which are the numerous birthdays that sneak up on us all year to year. Admin Assistant **Sylvia Jackson** has taken on the role of Cruise Director for the Good Ship Wallace Hall and generally puts together some type of surprise for those due, lest we forget father time.



Cruise Director Sylvia Jackson and Clark Lundell's B-Day cake



Tin Man Lau, Chris Arnold and Randy Bartlett retreating



Mandy Collins / Policeman

- This Spring's GDES Student Show, Best of Show, recognition went to **Addie Ragsdale** for her work on the McMillian ID Manual. The student show is on line at <http://digd.auburn.edu/graphicdesign/?/creativity/student-graphic-design-illustration-show/>
- See Photography Merit Award winner **Mandy Collins**/Policeman



Wallace Hall lecture room 107

- Lots of Wallace Hall renovation projects are underway or have been completed. The newly renovated lecture hall in Wallace 107 (the orange chairs are gone) was the site of this year's Post Bacc Review. We were able to accommodate the successful review and admission of all six Post Bacc students (**Ben Bloodworth, Joseph Brown, Errol Hylton, Sean Kennedy, Dylan Piper-Kaiser and Jose Valenzuela**) into our graduate program. This was also the site of our graduate admissions portfolio review where 8 out of 23 applicants were admitted.



Aaron Sinclair



Addie Ragsdale

- The IDSA Merit Award went to **Aaron Sinclair** who traveled, on an AU/IDSA chartered bus with 40 other students, to the IDSA Southern District Conference in Austin, TX for his final presentation. INDD Program Chair Professor **Bret Smith** continues to develop his history web site and encourages designers with a story to tell to contribute to the content. Go to: www.industrialdesignhistory.com to view the outcome of Bret's effort and participate in our history. **Bret, Shea Tillman** and the INDD faculty put together a day long, cabin in the woods, retreat to review future challenges.



John Morgan, Koy Carraway

- Professor **John Morgan** participated in the GDES Senior Show and congratulated **Koy Carraway** on his "A" Commended recognition for work accomplished on the "88" hotel branding project. Koy served as a valuable DIGD student IT assistant through the last two years of his studies with us and will be missed. The GDES seniors did a great Senior Project Show poster based on **Rebecca Black's** YouTube viral hit "Friday." To share the



Senior Project Show

Senior Project poster

phenomena go to: <http://www.schooltube.com/video/0bb8adf3c3e639a2cfb1/Rebecca-Black-Friday-OFFICIAL-VIDEO>

- Professor **Tin Man Lau** ran a studio project with furniture designer and manufacturer **Chris Bruning** of Groovy Stuff out of Dallas, TX. Designs are intended for markets seeking products that incorporate a sustainable materials strategy. See examples of the work produced at: <http://www.facebook.com/album.php?aid=36008&cid=131152526933571>

The studio output was displayed at the High Point, NC, Furniture Fair.

- Associate Professor **Tsai Lu Liu's** studio class collaborated with Generac Power Systems of Wisconsin in the Spring of 2011 to conduct user research and concept development of portable generators. The prototypes were presented to the management team of Generac in Whitewater, Wisconsin. In Spring, Lu directed a store layout redesign project with Johnson and Johnson. Lu's 2010 Fall studio student, **Alex Spurrier**, won the Bronze of IDSA's 2011 Student Design Competition with his studio project. In March, Lu presented at the International Conference on Inclusive Design organized by the Royal College of Art, London, UK. This spring Lu also co-developed and co-taught a new AU Honors College course, "Tech and Culture II".



Skatepark poster



Atoms for Peace

- Professor **Ray Dugas** forwarded this link regarding the work of former GDES student **Kelsey Premo** (she graduated last year). Kelsey won the national Chronical Books Fellowship and now works in San Francisco: <http://kelseypremojones.com/>

Two of the projects Kelsey worked on were the AU Rual Studio Skatepark and Atoms for Peace posters.



2009 DI Poster



2010 DI Poster

- This past February, Professor **Kelly Bryant's** design for the 2009 Design Interaction poster was selected for inclusion in HOW magazine's annual In-HOWse Design competition, receiving a merit award in the category of education design. Each year, In-HOWse Design Awards recognizes the best creative work produced by designers working in corporations, associations and organizations. In addition, her designs for the 2010 and 2009 Design Interaction posters were also selected for inclusion in the international book, "Bright Ideas in Graphic Design," soon to be published by Bright Books and her design for the 2007 Design Interaction poster will appear in Fingerprint No. 2 which will be released late this summer.



Milan Furniture Fair

- Teaching in the Foundations Studio, Associate Professor **Chris Arnold** worked with **Shea Tillman** to advance projects on form development, design for mass fabrication, and resolution of user needs. Chris' graduate Systems course investigated systems theory in industrial design and human service.

Chris accompanied the Collaborative Traveling Studio to the International Furniture Fair, Milan, Italy, with sightseeing in Venice. In the UK Chris coordinated with **Sarah Drummond**, at the Glasgow School of Art, to lead a 3-day workshop on Service Design. They collaborated with the Kelvingrove Art Gallery and Museum, to explore service concepts focused on expanding public



Generac Studio



Snook (design) Glasgow, Scotland. Estevan Domingo



Summer Design Workshop 2nd Year "Foundations Studio"

engagement. In addition, the group visited faculty/graduate students at the University of Dundee (Scotland).

- Professor **Arnold** continues as Director of Industrial Design's 15th annual **Design Workshop**. The two, week long, resident camps combined to host 35 high-school students, introducing them to tools / techniques used in design. Chris also is the faculty advisor for a group of students working to establish an Electrathon racing team, refurbishing an existing vehicle for competition.

- The following GDES students won a host of awards at the 5th Annual Pix(elated!) Mississippi State University AIGA competition: **Tara Baker**, **Christopher Garrison**, and **Bethany Heck**. See the winners at <http://getelated.com/>. **Bethany Heck** was recently accepted into the Maryland Institute College of Art/MICA's Graphic Design MFA program.



Bethany Heck Lou Dorfman Poster



Bethany Heck Sidekick Supply Poster



Bethany Heck The Gaslight District Identity + Collateral



Bethany Heck Eames Font Specimen Cover



Bethany Heck Eames Font Specimen Book spread



Bethany Heck Eephus League Identity + Collateral



Tara Baker Rhythm & Roux Identity + Collateral



Tara Baker Rhythm & Roux logo

Tara Baker Rhythm & Roux Collateral



Tara Baker Silent Film Museum Logo



Christopher Garrison



Christopher Garrison



Christopher Garrison The Glass Factory Collateral



Shu-Wen's INDD family outing to MMFA

Design Principles and Practices: An International Journal, Volume 5. A proposal from **Shu-Wen** and **Dr. Woojin Park**, Department of Industrial and Systems Engineering, has been awarded \$50,000 by AU's VP for Research to conduct the study "Development and Validation of Portable Arm Supports for Mobile Laptop Users". This two-year project will result in inventions that promote musculoskeletal health of laptop users.

- Shu-Wen served as judge in AU's Graduate Scholar's Forum, and Eighth Annual Undergraduate Research and Creative Scholarship Forum. She also led a student field trip to "Winning IDEAs: Selected Product Designs 2008 Exhibition", Montgomery Museum of Fine Arts.

- For the fourth consecutive year, INDD students collaborated with rehabilitation students to design solutions for the disabled in the Assistive Technology project directed by Assistant Professor **Jerrod Windham**. Solutions include a tool that aids in the task of opening bottles, and a phone app to help the hearing impaired take notes in a lecture. Thanks to an intramural grant, these two concepts are in further development. In addition, a portion of the studio focused on indoor gardening, camping, and food preparation. One particular indoor garden designed by **Brent Dutton** utilizes aquaponics. A fish tank contains a system where the fish supply nutrients for plants and plants, in turn, clean the water for the fish.



Christopher Garrison The Glass Factory Identity + Collateral

- GDES Program Chair Professor **Wei Wang** forwarded a great story by **Chelsea Pound** on AU/GDES linked to the Auburn Family network. Go to: <http://family.auburn.edu/profiles/blogs/graphic-design-students-create>



To The Rescue Exhibit, Jerrell Brown

- Assistant Professor **Shu-Wen Tzeng's** Alexander City Fire Department studio was invited to exhibit at the National Fire Chiefs' Executive Development Conference, Tuscaloosa, Alabama. The "To The Rescue" exhibition featured designs created to enhance efficiency and safety. Shu-Wen also presented the paper "Digital Access to the Education of Interaction Design: A Novel Way for Teaching Interaction Design to Industrial Design Students" at the 5th International Conference on Design Principles and Practices, Rome, Italy. This paper was accepted for publication in



Nick Madsen's iPone Pit Stop

- Jerrod recently launched the website joinxstudios.com. The site highlights products developed by design students over two-semester. Constraints were driven by online services that enable on-demand manufacturing and provide a marketplace for designers to sell their creations. A number of the products have been highlighted in design blogs and are currently available for purchase including the *Figgy G Lamp* by **Jordan Waller** and the *iPhone Pit Stop* by **Nick Madsen**.

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Department of Industrial and Graphic Design

207 Wallace Hall
Auburn, AL 36849-5121

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Calvin Morton, Tsai-Lu Liu



Jonna/Gene Chizik, Linda Ruth

- School of Building Science Associate Professor **Linda Ruth** initiated a CADC collaborative project to develop a garden area for the East Alabama Adult Day Services Center facility. INDD Graduate student **Calvin Morton** worked with Associate Professor **Tsai-Lu Liu** to develop a security screen design pattern fabricated from EASTMAN co-polyester material. AU football coach **Gene Chizik** and wife **Jonna**, commemorated the site as the Gene and Jonna Chizik Paradise GardenPark.



CADC College of Fellows

- DIGD hosted the first annual meeting of the Architecture, Design and Construction College of Fellows luncheon. Faculty and staff in the CADC that have 25 years, or more, service to Auburn University were inducted with the most senior fellow, Professor **Robert Faust** serving as Dean, College of Fellows. DIGD faculty inducted were: **Tin Man Lau, Bret Smith, Clark Lundell, John Morgan, Ray Dugas, and Ross Heck**. Newly appointed College of Fellows Dean, **Robert Faust**, presented an Excellence Award to retiring CADC Fellow **Alan Cook**. DIGD Head **Clark Lundell** presided, and interim CADC Dean, **Becky O'Neal Dagg**, sanctioned this inaugural meeting.



Gary Rockwell took the "Toomer's Corner after the BCS victory" image posted on our Fall 2010 DesignNotes. This image is available for purchase on his daughter's (GDES alum) web site. The website address is: <http://ashleywarrenstudios.com/blog/?p=2283>.

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- AU/ INDD and GDES Alumni, please continue to provide us with news, contact info and year of graduation.

This newsletter and information about the department can be found at: www.auburn.edu/ind or contact Sylvia Jackson at (334) 844-2364 or e-mail: Clark Lundell at: 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 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.