

Tin Man Lau has partnered with **Chris Brunning** of GroovyStuff furniture, since 2011. This fall (18) AU/INDD students and (8) Shu-Te University students (our Taiwan Program partners) focused on multifunctional furniture utilizing reclaimed materials. Twenty-four of these projects were exhibited at the October Highpoint Market in NC.



AU/INDD and Shu-Te students at Highpoint, Chris Brunning center

In addition **Tin Man's** studio worked with **Renee Rotan**, the director of Spark@Sloss Masterplan Initiative. Seventeen students developed logos, brands, and products for the Sloss Furnace Museum. Final presentations were at the Spark@Sloss, a National Endowment for the Arts funded project through the City of Birmingham Mayor's Office. Five products were chosen for production development.

As part of a continued effort to advance healthcare design, **Shea Tillman** and Dr. **Alan Eberhardt**, professor of biomedical engineering at UAB, published the paper *'A Project Course Series on Design and Commercialization'* in the July issue of the ASME *Journal of Biomechanical Engineering*. This paper details their approach and outcomes of integrating human-centered design and advanced product visualization into UAB's Masters of Design and Commercialization program in biomedical engineering. In addition, **Jorge Paez's** StudioHealth 2016 project 'Nomad, A Wearable Sensor for the Visually Impaired' was named a featured finalist and published in *Innovation*, quarterly journal of the IDSA.

Shea travelled with **Rusty Lay** to lead a new program in Germany with graduate students **Andrew Edge**, **Huanyun Wang**, and **Yimeng Zhang**. This program centered around the 'International Workshop on Sustainable Design



Students at Ulm Cathedral



Reutlingen Workshop

Education,' a four-day, invited event at Reutlingen University. **Shea** also presented *'An Approach to User Centered Design: People in the Middle,'* to faculty and students at Reutlingen. This trip included visits to the Hochschule für Gestaltung (Ulm School of Design), Porsche and Mercedes-Benz Museums in Stuttgart, as well as The Design Museum, BMW Museum and Olympic Park in Munich.

As part of continued archival research into IBM's corporate design program, **Shea** interviewed **Tom Bluhm** at his studio home near Sion, Switzerland. **Tom** is the retired Program Manager of Graphic Design Operations for the IBM Design Center in Boulder, Colorado, and worked closely with **Paul Rand** during this period. **Shea** is developing an exhibition and video featuring Tom Bluhm's work.

CSP Technologies is a cutting-edge, plastic injection molding company located in Paris, France with a satellite production facility in Auburn. They produce some of the highest quality, medical grade storage containers in the world. CSP teamed with Auburn ID with the intention of designing an innovative dry powder inhaler (dpi) that doesn't break the bank. Fourteen students in **Rich Britnell's** 4th year studio conducted research, developed concepts - presentation boards - product identification (see **Allison Macher's** ClipHaler) and created pre-prototypes with their FormLabs desktop SLA machine. AU Alumni at CSP include industrial designers **Ethan Purdue** and **Lexi Fouch**.



Amacher's ClipHaler



FormLab's SLA

Students in **Robert Finkel's** Special Topics class create signage and exhibit designs for the Alabama Wildlife Center at Oak Mountain State Park in Birmingham, AL. There were (4) design teams. Each developed a signage suite, which



AL Wildlife Center students, Jackson, Adair rear center

consisted of Main Entrance Signs, Site Map and brochure, a display wall which features live video of the bird rehabilitation facilities, and interpretive panels for the AWC's newest enclosure which will house a Bald Eagle and Eurasian Eagle-Owl. **Doug Adair** (Executive Director) and **Scottie Jackson** (Director of Education and Outreach) attended the student's final presentation in Auburn.

New INDD faculty member **Ben Bush** has successfully published a card game that is already being used in multiple studio settings around the United States. The "Wisdom Pup" card game is a creative critiquing stimulant. This simple approach allows designers, young and old, the freedom to critique each other's work without restraint.

Shu-Wen Tzeng led the Four Phases of Branding Design Studio, a third-year open studio focusing on learning, creating, and applying brand identity systems. Students learned the Four-Phase Brand Identity Design Process. This process began with the introduction of Corporate/ Brand Identity Systems (CIS/BIS), followed by branding strategy, development of logo & visual identity elements, creation of packaging design, PoP display and eventually exhibit design. In each phase, a lecture was given so students were prepared for design exploration. The outcome of this studio was exhibited in Wallace Hall.



Branding studio final presentation

In addition, **Shu-Wen** collaborated with professors from the School of Nursing and the College of Architecture, Design and Construction. The collaboration with Nursing led to a new breastfeeding station in the Auburn airport. The collaboration with CADC led to a \$700,000 grant from the U.S. Department of Housing and Urban Development (HUD). **Shu-Wen's** function will be designing a mobile app for disseminating affordable, accessible housing solutions for aging in place and people with disabilities by utilizing her interaction design expertise.

The GDES program admission reviews are always a challenging time for both faculty and students. A day is spent reviewing student portfolios and letters of intent. Below **Samantha Herbert** is reading a letter of intent to the reviewing faculty.



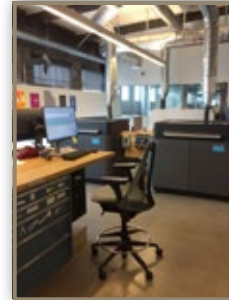
GDES admissions review

Chris Arnold continues as Chair of Industrial Design. In addition, he has been appointed to the board of directors for DesignAlabama and looks forward to being an advocate for design across the state.

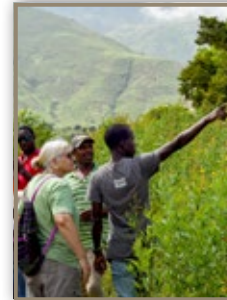
Arnold's 2nd year "design foundations" studio is teamed with **Jerrod Windham**, **Ben Bush**, and **GTA Micah Gamache**. Chris also teaches INDD's *Computers in Design Communication* and the graduate *Systems Design* course which brings focus to design for and within systems and services.

Chris, Shea Tillman and **Rusty Lay** presented at the IDSA Education Symposium, at Atlanta, Georgia. The trio represented Auburn Industrial Design as one of five schools invited to present on the topic of 'trends in design education.'

Chris also was invited to attend The Future of Design & Manufacturing Education: 2017 Autodesk Conference in San Francisco and had the opportunity to visit Autodesk's Pier-9 Workshop.



AutoDesk Pier-9 Workshop



Thoman, Haiti

Arnold joined GDES's **Robert Finkel** and SIGD's shop lead **David Gowan**, as they traveled to the community of Thoman, Haiti with **Scott Kramer** of Building Science in an exploratory outreach effort.

At the AU New Faculty Reception hosted by incoming AU President **Steven Leath**, new GDES faculty member **David Smith** was able to discuss his AU Prison Arts Program research with Dr. **Leath**.



David Smith and AU President Steven Leath

CADC continues to pursue location of the futures studio in Mobile. **Randy Bartlett** ran a multi-project effort there fall semester working to establish a presence in the city. Students worked on Carnival Cruise line loading systems, Mobile municipal storm drainage, neighborhood identity and **Nanny Connie** products. The **Nanny Connie** brand is born out of a business that provides mothers with child rearing support. **Nanny Connie** is working with **Randy's** studio to develop a fashionable breast pump system

bag. The semester final presentations were made at the Mobile Government Plaza and Innovation Portal.



Nanny Connie Team at Innovation Portal

Ross Heck managed this year's GDES Senior Project Show, which exhibited the work of (31) students. There was a capacity audience in attendance at the Wallace Hall opening reception.

Bill Dunlop and **Carlton "Corky" Nell** provided insightful guidance to GDES students in the foundations sequence. These student are being prepared for the GDES admission review.



GDES Senior Project students.



Corky Nell



Bill Dunlop

If you know someone who would like to receive a copy of *DesignNotes*, send us their name and complete mailing address. This newsletter and information about the school can be found at cadc.auburn.edu/design. You may also contact **Sylvia Jackson** at 334-844-2364 or e-mail **Clark Lundell** at lundece@auburn.edu.

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DesignNotes

Fall 2017

SIGD

School of Industrial
and Graphic Design

Wallace Hall

MARK YOUR CALENDARS FOR SPRING/SUMMER 2018:

SIGD Convocation

FRIDAY, 12 JANUARY 2018

10:00, 141 STUDENT ACTIVITIES CENTER
LUNCH COOKOUT ON THE WALLACE LAWN

Designing Green

FRIDAY, 12 JANUARY 2018

12:00 NOON, WALLACE LAWN

GDES Juried Show

MONDAY THROUGH FRIDAY

5 THROUGH 9 MARCH 2018

JAN DEMPSEY COMMUNITY ARTS CENTER

SIGD Advisory Council Meeting

FRIDAY, 9 MARCH 2018,

10:30 JAN DEMPSEY + WALLACE HALL

GDES Senior Project Show

MONDAY THROUGH FRIDAY

30 APRIL THROUGH 4 MAY

WALLACE HALL ROOMS 116-118

Design Workshop for High School students, two sessions: MONDAY THROUGH FRIDAY 17-22 JUNE | 8-13 JULY WALLACE HALL ROOMS 232-233

GO TO THE SIGD WEBSITE, CADC.AUBURN.EDU/DESIGN FOR DETAILS OR CALL 334-844-2364.

SPRING 2018 EVENTS

The Spring Semester SIGD Convocation was held Friday, 12 January in the Student Activities Center room 141 at 10:00 AM. The featured presentation was made by INDD alumnus **David Wilder '97**, who has had a long career with Turner and Public Broadcasting working with documentary film maker **Ken Burns** and others. Our Studio Prize winning students and a number of scholarship recipients were recognized. A Wallace Lawn Cook-out capped the morning's activities and anchored this year's Designing Green Competition managed by new INDD faculty member **Ben Bush**.

The spring semester meeting of the SIGD Advisory Council will take place Friday, 10 March, to begin 10:30 AM Central Time at the **Jan Dempsey Community Arts Center, 222 E. Drake Ave. Auburn, AL 36830** and later moving to Wallace Hall. We wish to expand our membership, particularly in graphic design. If interested, please attend as a guest.

This meeting will focus on Advisory Council interaction with SIGD activities, students and faculty.

The Spring Semester Graphic Design Senior Show is scheduled for Monday through Friday, 30 April through 4 May in Wallace Hall rooms 116-118. The opening reception will be Monday 30 April from 4:00 till 5:30.

Two sessions of the 23rd Annual Design Workshop for high school students will take place June 17-22 and July 8-13 led by SIGD professor **Chris Arnold**. This activity will be held in Wallace Hall rooms 232-233 and on the Auburn campus. Registration is open now. Go to the following link for details: <http://aub.ie/idcamp>

IDSAs South Conference will take place 23-24 March 2018 at North Carolina State University. AU/INDD alum **Tsai-Lu Liu** is Head of Graphic + Industrial Design at NCSU and will be hosting this event.

HONORS

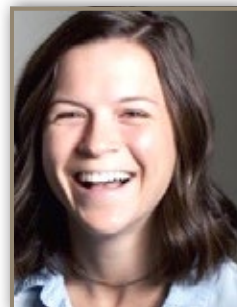
Industrial Design sustains its ranking in the Annual Design Intelligence survey of INDD programs nationwide. The undergraduate program ranked 6th and graduate 3rd. Design Intelligence is reconfiguring their evaluation strategy to allow a greater number of schools to achieve recognition. Stay tuned.

The Fall 2017 issue of Azure Magazine listed, for the second year, SIGD's INDD program as one of the Top 40+ Best Schools in Architecture & Design. <http://azuremagazine.com/blog/20171031/17BB.html>

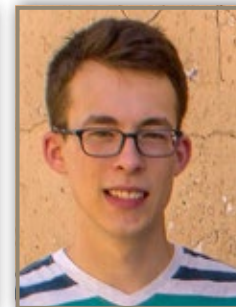
In the 2017 Edition of Graphic Design USA, SIGD's GDES program is listed again as one of the Top 50 Graphic Design Schools in the country.

At the fall 2017 CADC Awards Banquet the following were recognized for outstanding achievement:

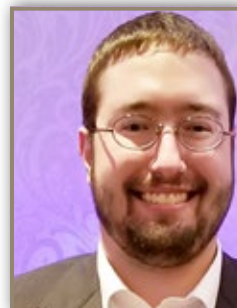
Graphic Design Student: **Charlotte Weaver**, Industrial Design Student: **Corban Leach**, Industrial Design Graduate Student: **Zachary Kohrman**, INDD Teaching Award: **Rusty Lay**, INDD Service Award **Todd Vaught**.



Charlotte Weaver



Corban Leach



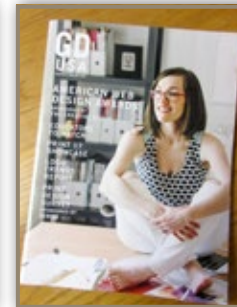
Zachary Kohrman



Rusty Lay



Todd Vaught



GDUSA Courtney Windham

GDUSA Magazine June 2017 included **Courtney Windham** in the article Educators to Watch and featured her on the cover.

Communication Arts Magazine selected AL Workshops Toolkit, developed by **Robert Finkel** and **Sheri Schumacher**, for publication in their Sept/Oct issue as one of their design competition winners.

<http://www.commarts.com/project/25120/alabama-workshop-s-toolkit> The Workshops Toolkit was also accepted for publication in the PRINT Magazine Regional Design Annual. This is the third year in a row **Robert Finkel's** work has been included.

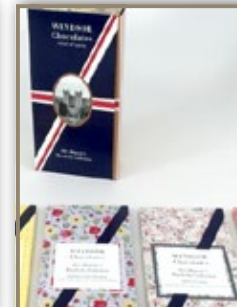
Also for the third year in a row **Robert Finkel** has had work featured in LogoLounge, a Rockport publication. The featured logo was for a startup letterpress company.

Rich Britnell's INDD graduate and undergraduate students **Trevor Johnson**, **Tarek Diab** and **Menglin Xiao's** Mushroom Cooler submission to the Cradle to Cradle Product Design Challenge was selected as one of five finalists from ninety-four submissions. <http://www.c2c-certified.org/connect/design-challenge-v-winners>

GDES student **Amy Denny** based a chocolate packaging design project (Windsor Chocolates) on Queen **Elizabeth's** wardrobe. Amy sent a letter and sample of her design to the Queen and received an admiring response from the Queen's Lady in Waiting, Baroness **Susan Katharine Hussey**.



Queen Elizabeth's letter



Windsor Chocolates

For the third year in a row, letter pressed Poetry Broadside designs have been submitted to the 47th Annual UCDA Design Competition. This year's entries totaled 1,269, and the submission by **Kelly Bryant**, **Samantha Herbert** and **Marcelo Blanco** won an Award of Excellence.

Under the direction of **Tin Man Lau**, graduate student **Haoran Xue's** chair design "Diad" was selected for exhibition in Las Vegas as a finalist in the AWFS Furniture Design Competition.



Haoran Xue's Diad

Each year hundreds of aspiring shoe designers apply for admission to the 4th Annual "Fueling the Future of Footwear" PENSOLE x ASICSTIGER x Foot Locker Master Class. Globally only 18 are selected for scholarships to participate in the three-week class in Portland, OR. Those selected are organized into 6 teams that compete for a \$12,000 prize and opportunity to have their design produced for retail sales by Foot Locker. INDD student **Blake Scordino** submitted the required applicant video, <https://www.youtube.com/watch?v=91jS9G3vjimY&t=29s> Once selected, his team's design won the \$12K prize and production opportunity.



PENSOLE winning team, Blake Scordino on right

Kelly Bryant was featured in UPPERCASE magazine issue 35 in a six-page article, which presented numerous examples of her work and photos of her home studio. <http://uppercasemagazine.com/issue35> **Kelly's** work submitted to Creative Quarterly 50 was recognized for magazine publication and will be featured in the online gallery. View Kelly's work at: <http://www.letterkstudio.com/>



Kelly Bryant's Creative Quarterly 50 submission O AY

Snook, a design agency based in Glasgow and London was first engaged by **Chris Arnold** and has been presenting Service Design training sessions to our Ireland Program students for almost 10 years. Our students were featured in Snook's blog post last spring which stated that: *Every year, we eagerly await the visit of second-year industrial design students from Auburn, Alabama, looking to learn more about how products fit into the larger web of services. This is the story of how our service mavericks, Keira and Harriet, guided the students through a two-day service design crash course. Their brief? To design a service helping Glaswegian job seekers gain work experience.*

[https://wearsnook.com/auburn/?ct=t\(Snook_newsletter_May5_26_2017\)&mc_cid=d399235282&mc_eid=c9013679a0](https://wearsnook.com/auburn/?ct=t(Snook_newsletter_May5_26_2017)&mc_cid=d399235282&mc_eid=c9013679a0)

The featured typeface, Winston & Winston Sans, in the email blast from MyFonts is a design from GDES alum **Josh Carnley** who currently works for Garden & Gun magazine in Charleston, SC. See the below link to view / purchase this typeface: https://www.myfonts.com/fonts/carnley-design-co/winston-and-winston-sans/?utm_source=newsletter&utm_campaign=trending+20170727+Winston+and+Winston+Sans&utm_medium=email&ccl_aid=monotype&ccl_ch=email&ccl_a=click&ccl_vend=sendgrid&ccl_pub=sendgrid&ccl_camp=trending+20170727+Winston+and+Winston+Sans

INDD alum **Don Keller's** exhibit design and construction company, Blue Sky Exhibits, was recognized with the 2017 Small Business of the Year Award by the Cobb Chamber of Commerce in Marietta, Georgia after being a Top 25 Award-win-

ner seven times. Blue Sky recently branched out into film, developing their biggest production to-date: the "Player Expo," an entire trade show set for Twentieth Century Fox's *Diary of a Wimpy Kid: The Long Haul*. See their link at: www.blueskyexhibits.com

Retiring after 32 years of service at Auburn University, INDD Professor **Bret Smith** has been appointed as the Senior Associate Dean for the University College at North Carolina State University, Raleigh, NC.

GDES alum and SIGD Advisory Council member **Ed Miller '82** was associated with the production of the AU 2017 PSA link: <https://youtu.be/9Ce2ugduqEI>

INDD faculty member **Chris Arnold** was recognized by the AU Office of Academic Assessment for "coordinating the exemplary assessment processes within the Industrial Design, BIND program".

Chris was invited to a special university wide reception and presented with a certificate of recognition.

INDD alum **Shelby Taylor '16** designed a new travel luggage line for CALPAK entitled "KAYA". She directed a photo shoot at Joshua Tree National Monument using Los Angeles-based INDD alum **Ethan Gulley '16** as photographer. See **Shelby's** design at the CALPAK link: <https://www.calpaktravel.com>

SIGD received a grant to convert Wallace Hall room 111 into a dual purpose class room that can serve the needs of both conventional instruction and a user experience laboratory. **Wei Wang** has taken the lead on this endeavor partnering with **Jerrod Windham**. **Wei** has been developing eye tracking measurement into design instruction and the WH 111 renovation will support this activity.

NEWS

At the beginning of each fall semester SIGD manages an afternoon retreat to go over challenges for the upcoming academic year. We take advantage of this meeting to take a group photo.



SIGD faculty 2017-18



INDD alumni reception, Atlanta, GA

SIGD hosted an INDD alumni reception associated with the IDSAs National Conference in Atlanta summer 2017. 40 alumni and friends participated.

SIGD's **Robert Finkel**, **David Gowan** and CADC's **Katherine Buck** hosted (45) Black Belt Legacy Camp 11th and 12th graders and (30) students from the Education is Knowledge #GEARUP4College program in Wallace Hall. Orientation sessions addressed hands-on graphic (letterpress) and industrial (fabrication) design



#GEARUP4College students and David Gowan, right

skills with an introduction to the curricula of these academic programs. New INDD faculty member **Ben Bush** toured the Cordova High School Robotics Team through Wallace Hall and discussed opportunities to pursue robotics interests through design education.



Ben Bush, left, and the Cordova High School Robotics Team

Mr. **John Slover**, Public Diplomacy Section Chief from the American Institute in Taiwan, Kaohsiung Branch Office (read US Embassy) participated in the welcome session for AU / INDD students at Shu-Te University last summer. This is the 14th year of this INDD travel program directed by **Tin Man Lau**. See program video: <https://www.youtube.com/watch?v=5uPKOtj7Xkc&feature=youtu.be>



Taiwan Program students overlooking Taipei

Visiting Faculty (retired) Dr **Gearoid O'Conchubhair** from the National College of Art and Design, Dublin ran a five week Task Chair Design Workshop with **Randy Bartlett** summer 2017. See Gearoid's chair design at: www.earochair.com



AU / INDD students' chair designs from the workshop

SIGD hosted its first Design Career Fair, focused on GDES, this fall. The daylong event took place at the AU Alumni Center and was directed by CADC Career Advisor **Crystal Jalil**. Forty students from across the CADC showed up for interviews with 20 graphic design based companies.



SIGD Career Fair

The 39th Annual Design Interaction Symposium speakers **José Reyes** of Metaleap, Atlanta GA and **John Anastasiadis** of Johnson & Johnson, Somerset, NJ presented their work and met with SIGD faculty, students and advisory council members.

The symposium program and poster were designed and letter pressed by **Robert Finkel**. See **José Reyes'** post about his Design Interaction visit on Instagram. <https://www.instagram.com/p/BZenIGzA0En/?taken-by=metaleapcreative>



Jose Reyes

John Anastasiadis

Auburn University's new President Dr. **Steven Leath** toured SIGD to become familiar with academic units on campus. He met with faculty, students and staff.



SIGD staff, Steven Leath center

This fall more than 500 returning students participated in CADC's 2017-18 Welcome Week Lunch. The event was sponsored in part by two SIGD collaborators and represented by: **Carla Copeland**, Cooper Wing Design, Montgomery, AL and **Jason Hill**, Emerson Tool, Saint Louis, MO.



Welcome Week: Carla Copeland, Aubie, Clark Lundell