Mark Your Calendars for this Spring/Summer:

Design Workshop, summer camp for high school students
Sunday-Friday, 14-19 June 2015
Sunday-Friday, 5-10 July 2015

GDES Juried Show
Monday - Friday, 16-20 March 2015
Jan Dempsey Community Arts Center

Designing Green
Thursday-Friday, 19-20 March 2015
Wallace Hall 107 and 111

SIGD Advisory Council Meeting
Friday, 20 March 2015
Wallace Hall 208

cadc.auburn.edu/design
Graphic Design Senior Show

Monday - Friday, 4 - 8 May 2015
WALLACE HALL 116-118

Go to the SIGD website, cadc.auburn.edu/design
for details or call 334-844-2364.

This spring/summer semesters 2015
the School of Industrial + Graphic Design (SIGD) will host:

- Two sessions of the 19th Annual Design Workshop Summer Camp for high school students, offered and directed by Associate Professor Chris Arnold. Contact: www.auburn.edu/idcamp or call 334-844-5817 for details.

- The Annual GDES Juried Show will be held Monday, 16 March through Friday, 20 March at the Jan Dempsey Community Arts Center and judged by Martin Venezy of Appetite Engineers, a small internationally recognized design firm located in San Francisco, CA. Associated with the show will be a lecture by Venezy and presentation of awards.

- The 11th Annual Designing Green Competition, inaugurated by the late INDD professor Brenda Peters, led by Associate Professor Jerrod Windham will begin Thursday, 19 March at 9:00 a.m. in Wallace Hall rooms 107 - 111. The 24-hour design challenge will tentatively be led by David Oakley of David Oakley Designs, a world leader in sustainable design and consultant to Interface Carpet. INDD students will work through a 24-hour charrette to come up with solutions that will be presented and judged on Friday, 20 March, by the SIGD Advisory Council. A Wallace Lawn Cookout will accompany presentations and judging.

- The spring semester meeting of the SIGD Advisory Council will take place Friday, 20 March, to begin at 10:30 a.m. Central Time in Wallace 208. We are looking to expand our membership, particularly in graphic design. If you are interested, please attend as a guest.

- The Spring Semester Graphic Design Senior Show is scheduled for Monday through Friday, 4-8 May in Wallace Hall rooms 116-118.

- Faculty Search: SIGD is searching to fill a number of faculty positions. All applications must be submitted online through the Auburn University Office of the Provost website at: http://aufacultypositions.peopleadmin.com

Click on Search Jobs

Select Department: Industrial & Graphic Design, then click on the Search button.

- Honors: In the DesignIntelligence 2015 rankings of schools across the country, the INDD undergraduate program was ranked 9th and graduate program 9th in the nation. The GDES program has been listed as one of 23 top schools in the country by Graphic Design USA. For information on INDD ranking / GDES listing go to:

SIGD hosted guests and participated in various field trips this spring:

- High school students from across Alabama’s Black Belt visited SIGD and were provided an orientation to design, drawing techniques and tools associated with the design professions. Associate Professor Jerrod Windham managed a related drawing class. SIGD Student Advisor

- Daniel McCoy, Shop Manager Robert Capps and graduate student Scott Tucholsky assisted.

- As part of the CADC’s attendance at IDSA’s national conference in Austin, TX, the CADC team visited with GDES alumni at the newly formed IBM Innovation Laboratory. The team also visited INDD alumni at Dell’s product development facility. A reception was hosted for CADC alumni and friends and separate INDD reception hosted at the IDSA conference.

Standing left Windham, right McCoy, Capps, Tucholsky

GDES alumni (canten Heck, Bloodworth, Garrison) at IBM
college and later in life. As part of the LEAD program, SIGD provides students with insight into the design disciplines.

- Cherukuri Sasiidhar, CEO of Archimedes India Associates, represents one of the largest healthcare facility providers in the Middle East and India. He is interested in collaborating with SIGD programs to develop health-related products and systems.

INDD alumni (Musgrave, Jasinski, Smith) at Dell

CADC alumni and friends reception

INDD alumni and friends reception at IDSA, Austin.

- Mary Hawkes Greene, President of the Burren College of Art, a school in Ireland that worked with Professor Randy Bartlett to develop SIGD's Ireland Program 20 years ago, visited Auburn and presented a commemorative plaque to Auburn President Jay Gogue. She also had the opportunity to share a special moment with another of Auburn's very important icons.

Shu-Te student luncheon

- Thirteen students from Taiwan's Shu-Te University visited and participated in an eight-week long SIGD-based learning experience, directed by Professor Tin Man Lau (INDD Grad Program Chair), who enrolled in Auburn's English as a Second Language program. Shu-Te University has been hosting AU/INDD students for ten years as part of our summer Taiwan Program. Many of the Shu-Te students worked with AU/INDD students in Taiwan last summer before embarking on their Auburn experience this fall. A luncheon was arranged by CADC to acknowledge this long standing international relationship.

- Many of SIGD library resources are located in Dudley Hall Commons in the Library of Architecture, Design and Construction (LADC). Kasia Leousis is the LADC Director and often provides specialized tours of the facility for SIGD faculty and students.

Greene, Gogue

- The College of Education's Truman Pierce Institute, in partnership with Auburn University's Office of Outreach, offers local high school students a week-long residential university experience. The Lushapoka Exploring Auburn Days (LEAD) provides students with college-like experiences while developing the skills they will need to be admitted and successful in

Aubie, Greene

- At the beginning of each fall semester SIGD faculty held a half day retreat in the CADC Dean's conference room to discuss the upcoming year. Generally, a photo is taken of faculty in attendance. Visiting Instructor Ethan Purdue (second from left in photo) joined the faculty for the fall semester and we appreciate the contribution he made to the program.

LEAD students

- SIGD faculty Fall 2014 retreat photo.

- Due to the engaging quality of our guest speakers the 32nd Annual Design Interaction was a great success.
Graphic designer Courtney Garvin of Son & Son, Atlanta and industrial designer Tim Lindsey of Xaviant, Atlanta did wonderful presentations on the evolution of their careers. After the presentation they met with students in their studio environments and then came together again in an afternoon summary question and answer session. Commemorative plaques were presented by AIGA and IDSA student chapter presidents: Sarah Shine and Will King.

Shine, Garvin, King, Lindsey

* As part of one of the SIGD fall semester monthly faculty meetings, CADC Dean Viníl Nathan presented SIGD outstanding students with Spring Semester 2014 Studio Prize certificates. This recognition acknowledges students for their significant contribution to the design culture in Wallace Hall.

Spring 2014 Studio Prize winners

* Each fall semester students are selected by their peers to serve on the SIGD Student Advisory Council for the coming year. The council meets once a month to report on the status of operations within Wallace Hall and their respective curricula.

SIGD Advisory Council

* The annual CADC Awards Banquet provided the opportunity to recognize our most outstanding professionals, faculty, students and staff. This year’s SIGD awards went to: Big Communications (Aaron Gresham) for service to the graphic design profession, graphic design faculty member Ross Heck, INDD graduate student David Goggans, undergraduate INDD/GDES students Rachel Lopdrup and Erin Albright.

Big Communications

Heck Goggans Lopdrup Albright

* At the beginning of each academic year, students are selected to serve as SIGD Ambassadors under the direction of CADC Student Services’ Kristi Sandlin/Daniel McCoy. Ambassadors help to manage various CADC and SIGD based events and provide visitors with tours through SIGD-facilities.

SIGD Ambassadors, McCoy top left

* Under the direction of Graduate Program Chair Tin Man Lau SIGD supports more than 20 industrial design graduate students pursuing their master’s degree. Once each month this group comes together for a program update and luncheon.

Mid graduate students

* Professor John Morgan’s Image I class produced graphics for a Cyber Security awareness campaign for the Office of Information Technology at AU. The campaign, focused on phishing, ran on campus for the month of October. Many of the images developed in this class were displayed on the AU Tiger Transit bus advertising panels. Pictured seated: Ellyn Hicks, OIT Director of User Services, Seth Humphrey, OIT Web & Mobile Services, John Morgan, GDES Professor, and 16 GDES majors.

Cyber Security Class
**Promoting AU design studio**

- Associate Professor Shu-Wen Tseng led the Promoting AU Design Studio with George Flowers, Dean of the AU Graduate School and Daniel Raf-
falovich, Director of Auburn’s English as a Second Language Program. This studio designed promotional gifts and exhibits that market Auburn to prospective students at the International Exhibition & Conference on Higher education (IECHE), Riyadh, Saudi Arabia. A focus group was assembled with students from the Saudi Students Club at AU who provided insight and suggestions. The project outcome included 45 promotional gift ideas and 15 exhibit design concepts. Some of these designs will be mass-produced and used for recruiting international and domestic students. In addition, Associate Professor Tseng conducted research on U.S. college students’ consumer product proportion preferences in which she used the Analysis Of Variance (ANOVA) to test data collected statistically. This research has been accepted for presentation at the 2015 Hawaii International Conference on Arts and Humanities.

- Shu-Wen also participated in the “Tiger Babies Breastfeeding Support,” project proposal to the Auburn City Concessions Board, with three professors from the Schools of Nursing and Education. She was responsible for visual identity and tent layout design. This project will benefit many Auburn nursing mothers at football tailgate parties.

- Professor Kelly Bryant has continued her collaboration with AU’s Philosophy Department. This past summer she designed the poster for their 7th annual conference exploring the theme Ontology of Art. In addition, the poster she designed for the Philosophy Department’s 6th annual conference on Film and Philosophy received an Award of Excellence in the 44th Annual University and College Designers Association design competition and exhibited at the annual UCDA conference in Long Beach, CA this past September. The poster will be housed within the UCDA Archives for future designers and students to examine. The collection is currently housed at the Kent State University Special Collections Library in Kent, OH.

**Students at EAMC, Cummings center right**

- GDES students who designed the 2015-2016 College of Architecture, Design and Construction calendar were from two summer 2014 GDES courses that collaborated to create the design layout and custom artwork for each month. The two courses included Graphic Processes taught by Assistant Professor Courtney Windham and Letterpress Imaging by Assistant Professor Robert Finkel. Each month features unique letterpress artwork highlighting specific events as well as several Auburn facts from years past. The cover was designed by Morgan Smith, a student in the Graphic Processes course. For more information on how to receive a calendar, contact the College of Architecture, Design and Construction.

The website that Wei created for his "CLASS ROLL" App won the 2014 Summit Marketing Effectiveness Award. Out of 990 entries in this international competition, the website received the Platinum Award for the highest score for its marketing communication effectiveness. To visit the Class Roll App website, go to: http://www.classrollapp.com/.

* Associate Professor Chris Arnold continues to participate in the second year "design foundations" studio sequence alongside Associate Professor Sheri Schumacher (visiting from APLA) and Visiting Instructor Ethan Perdue. The faculty members were assisted by Xuecui Yuan (GTA). Chris also taught Industrial Design's introductory Computers in Design Communication course, supported by Jing Li (GTA).

Chris continued his association with the Design Learning Network, attending the K-16 education symposium during September in Boston. The event sought to explore how educators might challenge K-16 art, design, the humanities, and STEM students from multiple perspectives.

During Auburn's new "Fall Break," Professor Arnold traveled to San Francisco for visits to firms including: Method, Ammunition, and the General Electric Global Software Center exploring opportunities to bridge the gaps between physical and digital "products." These conversations, along with other ongoing collaborations, seek to align design education practices at Auburn with those needed in the coming era of connected devices.

In November, Chris concluded his conference schedule participating in the inaugural IDSA Medical Design Conference: "The Usability Ecosystem," held at the Center for Advanced Medical Learning and Simulation (CAMLS) in Tampa. In addition to the main conference, he also attended a special Association for the Advancement of Medical Instrumentation (AAMI) one-day workshop, "Design Control: The Intersection of Human Factors, Industrial Design and Risk Management," highlighting the requirements and expectations for usability and human factors (HF) in designing for medical products and their related FDA standards.

* Students in Assistant Professor Robert Finkel's Design 1 course toured the printing facilities at Craftmaster Printing in Auburn. INDD alumni and current Senior Account Executive at Craftmaster, Danielle (Broel) Ritch led students through a typical printing process. The visit started with an overview of paper and ink followed by a tour of the pressroom department where jobs are prepared for printing. Inside the factory floor, the GDES students got up close with a variety of equipment, including five- and six-color Heidelberg presses, embossing and foil stamping presses as well as folding, collating and binding machinery. Delineating the differences between offset and digital printing ended the tour. The visit allowed students to make a connection between class projects and how they can approach those projects within the context of print industry standards.

GDES tour of Craftmaster. Ritch for right.

Robert also had a number of designs published in logolounge and Design:Logo

logolounge

Design:Logo

* Student recruitment materials, posters, and a video, designed by Assistant Professor Courtney Windham, have received several awards.

The posters communicate aspects of SIGD programs, as well as display worthy imagery. To maintain cohesion between the INDD and GDES posters, both are the same size, folding style, and have similar visual language. Links and a QR code are provided to give the viewer ways to access content online. The posters are distributed as a set and intended to be viewed as two programs that find strength together.

The posters were selected for inclusion in Creative Annual, a graphic design book published by HOW books. They also received an American InHouse Design Award (GDUSA) and will be published in the magazine and online gallery. This competition is the premier showcase of inhouse communications. This year's entries topped 4,500; the top 15 percent are recognized with awards.

Other awards for the Industrial and Graphic Design posters include an American Graphic Design & Advertising Award 29 and inclusion in the AGDA 29 book and online gallery. The designs also received a Runner-Up Award in Creative Quarterly 36. Runner-up's up will be reproduced online in Fall 2014 coinciding with the publication. (http://cjqjournal.com/winners).

* A graphic design video was designed to be an extension of the poster. Courtney Windham created the video using techniques taught in her Type in Motion course. Students created imagery for the video and accompanying poster. The video is featured here: http://cadc.auburn.edu/design/design-degrees-programs/graphic-design

The video was selected as an award winner in the 2014 Creativity Media & Interactive Competition. (http://www.creativityawards.com/index.php/pr=44A_Corporate_Film_or_Video)
GDES Visiting Instructor William “Bill” Dunlop returned to Rehoboth, Delaware and the Philip Morton Gallery (PMG) Saturday, September 27 with a fantastic collection of new works of graphite on birch wood. Dunlop was quoted in a local paper: “My work aims to pose investigatory questions regarding the formal concentrations of gesture, organization and abstraction. Design based and abstract in scope, my pictures have been compared to that of a rebus, which is a puzzle or riddle composed of pictures and symbols. My works ultimately subvert literal translation, and create a visual language composed of a simple visual vocabulary.”

William Dunlop received his B.F.A. from the Corcoran College of Art + Design in 1977. Dunlop resides in Auburn, AL, and is a summer resident of Rehoboth Beach, DE.

The opening reception to meet Dunlop was Saturday, September 27. The Philip Morton Gallery was awarded “Best of Delaware - Art Gallery Downstate” for the third consecutive year in 2014 by Delaware Today Magazine and is located at 47 Baltimore Avenue in Rehoboth Beach, between 1st and 2nd Streets.

Dunlop’s graphite on birch wood work at the PMG

- Professor Randy Bartlett led his 3rd Year studio students in the development of gas grills for Char-Broil under the direction of Innovation Director, Jose Mendez. The work this fall marked the 3rd consecutive semester that Char-Broil has collaborated with our industrial design students.

In addition to user-interface design, the students were charged with developing a grill concept, which focused on and incorporated a durable and bold appearance by using appropriate materials and manufacturing processes. The students developed several concepts and ergonomic test models before building a one-third-scale appearance model. The students presented their final grill concept to the top executives at the Char-Broil.

Jose Mendez and Char-Broil studio students

- The GDES Senior Show was held in Wallace Hall rooms 116 -118. The location is very convenient for parents of our graduating seniors. The closing reception on the Friday before Saturday graduation in the AU Arena was a great success. Professor Carlton Nell (GDES Program Chair) served as the Senior Project coordinator. GDES Senior Lindsay Rife was recognized with an “A” Commended commendation. J&M Bookstore’s Toby Hanna presented Lindsay Rife with a gift award.

Hanna, Nell, Rife

Senior Show Reception

- Professor Rich Britnell’s fourth year studio worked on two open studio entrepreneurship projects and one funded collaboration with the Hang Out Music Festival. The open projects focused on design of products that were to be marketed through the Etsy website: https://www.etsy.com/shop/LaunchDesign?ref=shopsection_shophome_leftnav

The Hang Out project related to alternative powered (human and solar) charging stations for digital devices that can be located on the beach.

Human powered charging station

- Associate Professor Samantha Lawrie always manages to encourage GDES students to produce provocative images in her photography class. SIGD is fortunate to have one of the few remaining film development/darkroom laboratories on campus to support this endeavor.

GDES student photography

- Associate Professor Jerrod Windham’s third year INDD studio worked with AU Development to design Auburn Uni-
University endorsed products. These were to be fabricated from the remains of the two Toomer’s Oaks that were cut down in anticipation of their replacement February 2015. After extensive field trips and research a catalogue of potential products was developed and presented in Sanford Hall’s President’s Board Room. Drs. Gogue, Boosinger, Large, Nathan and other AU dignitaries were in attendance. Products will be available for sale spring 2015 under the Auburn Oaks brand. Proceeds will support scholarship and student-based programs across campus.

- SIGD Advisory Council member Ron Scheiblauer did a presentation entitled “A Product Journey” to the INDD Design in Modern Society class. He presented images and material related to the history of the bicycle and the bicycle from his own cross country journey. The students were fully engaged in the material about the origins and future of the bicycle and Ron’s great personal adventure.

- Dugas’s “Landing at Seafood City” won a first place award in the Opaque painting category of the 48TH Annual Montgomery Art Guild Regions Bank Exhibition.

- Visiting Emeritus Professor Ray Dugas continues to provide valuable instruction in the GDES program.

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 cade.auburn.edu/design. You may also contact Sylvia Jackson at 334-844-2364 or e-mail Clark Landell at hundcece@auburn.edu.