

STUDENT PROJECTS PRESENTATION

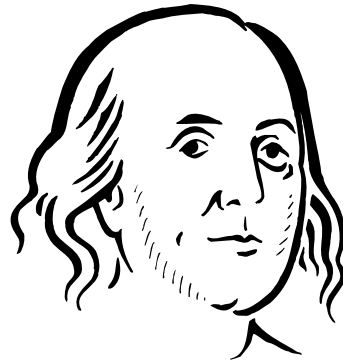
Kelly Holohan

Tyler School of Art of Temple University

Projects in Authorship

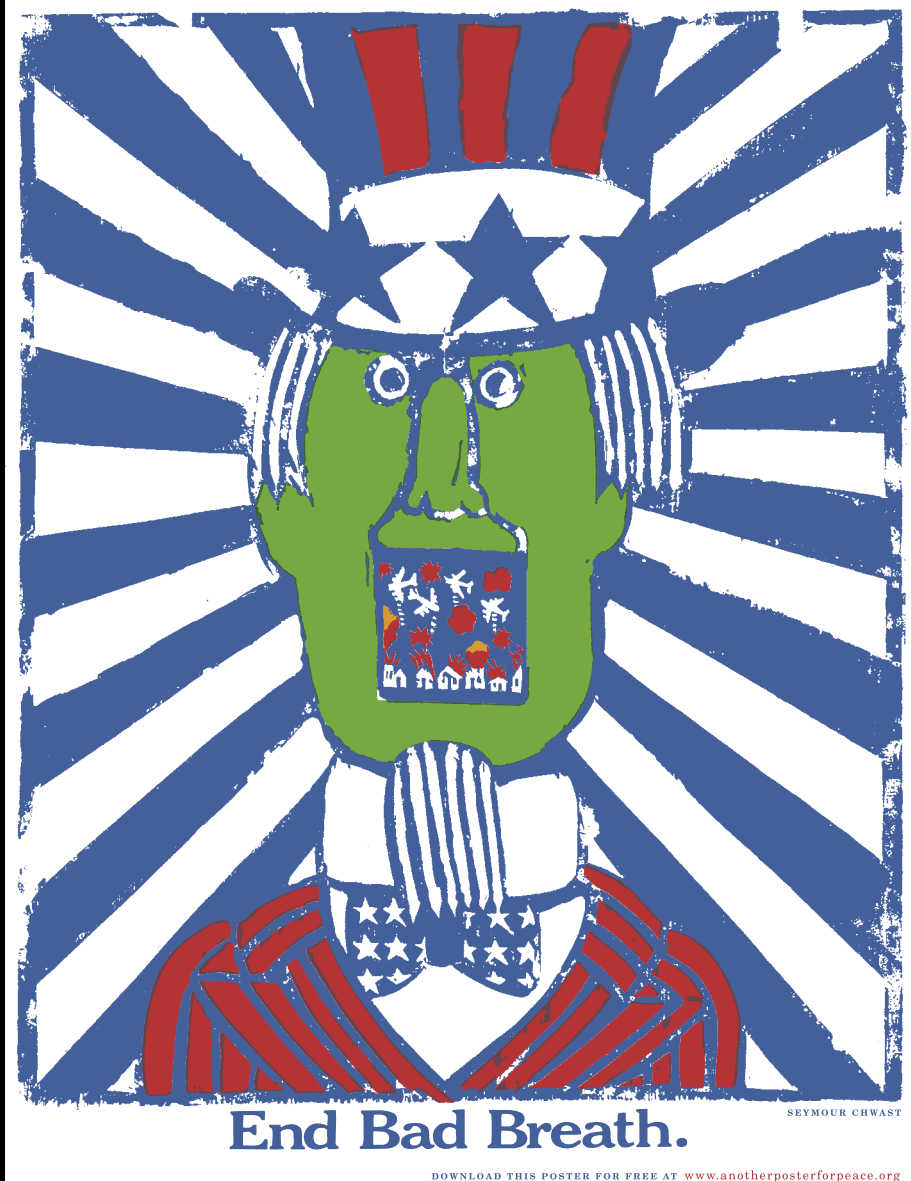
*An investment in knowledge always
pays the best interest.*

B. Franklin



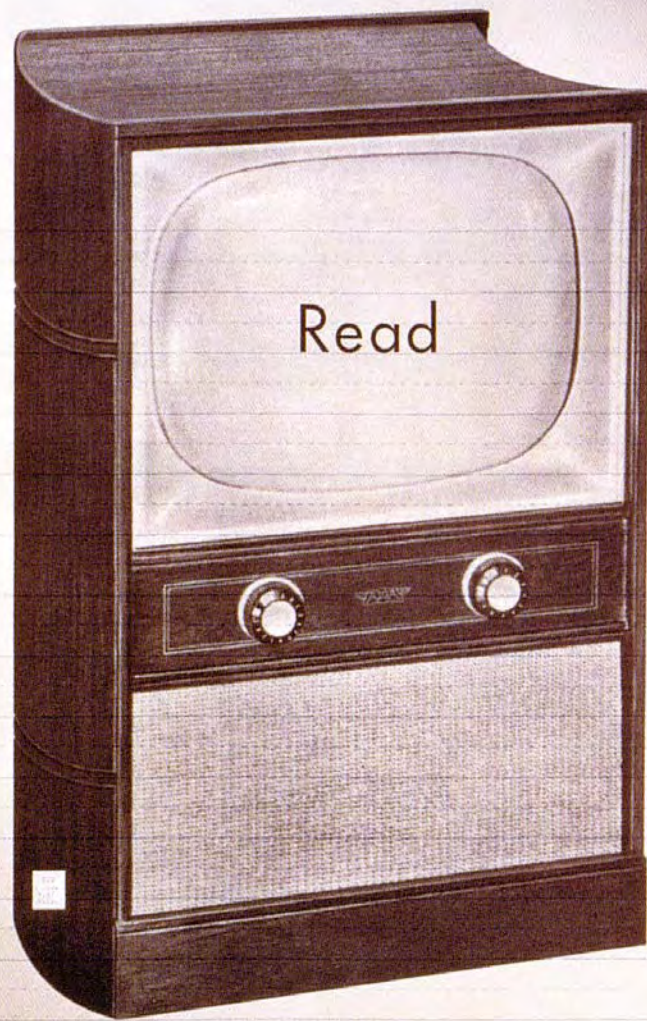
PEDAGOGY

- > foster the idea that designers have an impact on the human experience
- > show work that does more than just sell a product or service
- > create messages that serve a greater good
- > promote social and cultural awareness

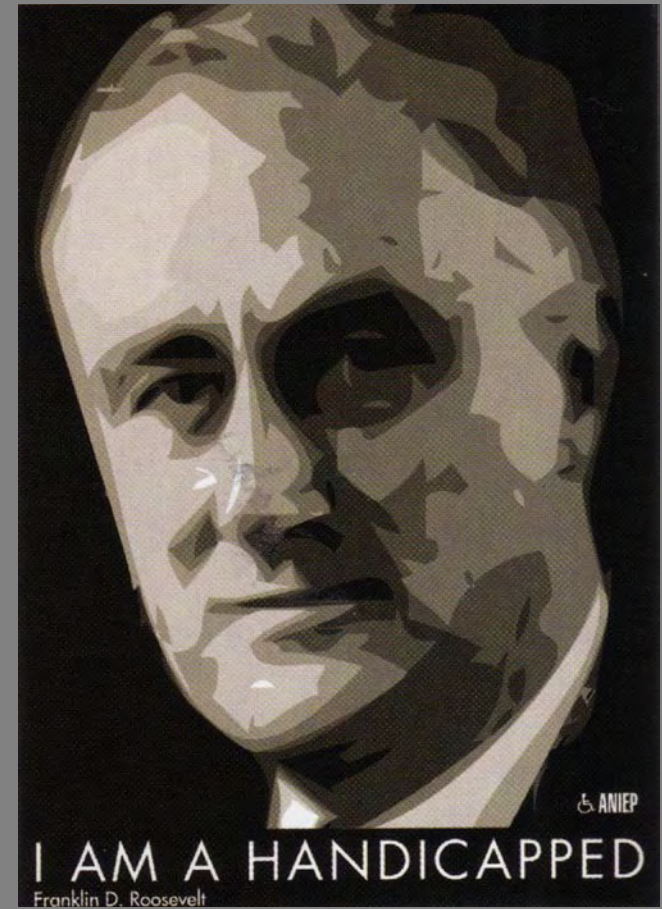
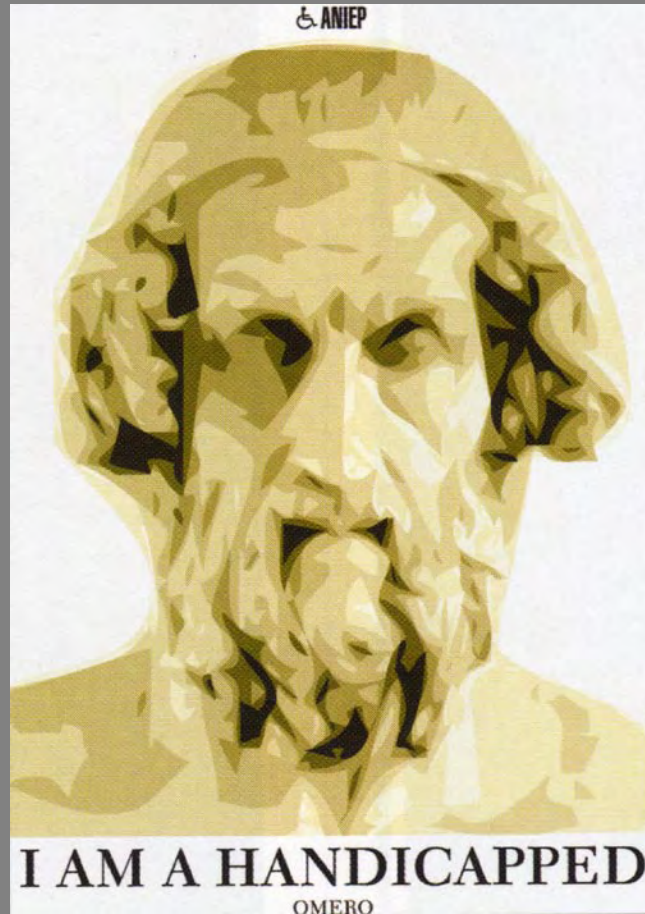
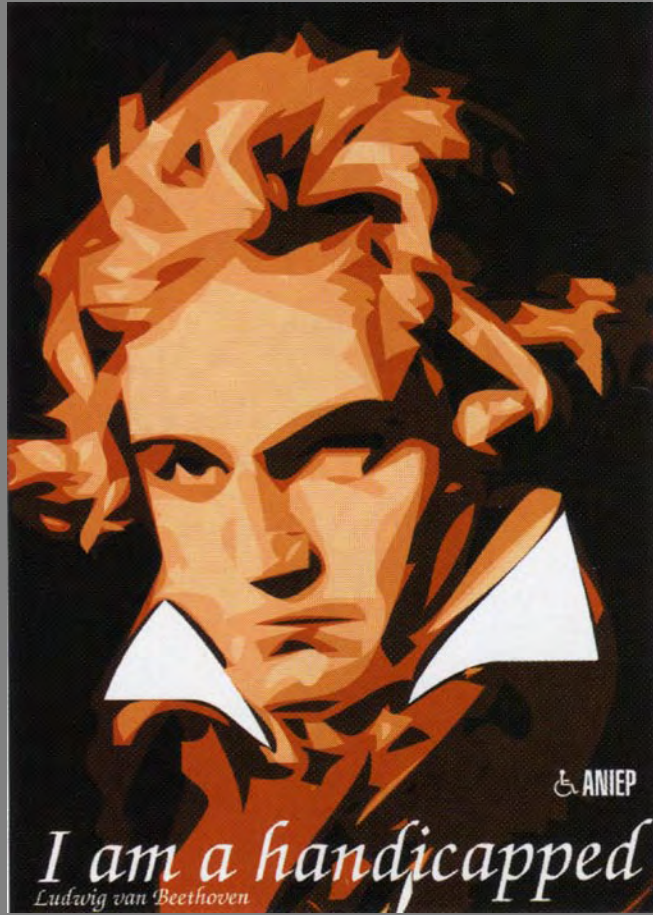


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Literacy First



PAY

US

TO

KILL

YOU

PROBLEM IDENTIFIED

- > students are not reading
- > in past have been given projects with very specific parameters
- > using only the internet for research
- > no research = shallow content
- > used to more specific parameters

PROCESS

- > based on a 15 week semester
- > 5 weeks are dedicated to research and discussion of ideas only
- > 5 weeks designing main component
- > 2 weeks on an additional item
- > 2 weeks designing packaging to house the main component and additional item

PROCESS

1. requires students research the current socio-political landscape
2. present 3 proposals (with ideas for form)
3. create outline for content and components
4. write draft of text content
(many rounds of editing)
5. translate ideas visually

EVALUATING RESULTS

- > participation counts!
- > meeting deadlines
- > execution
- > conceptual + aesthetics
- > true success = new found awareness

This assignment forced me to formulate and then examine my own personal ethics as a designer. It made me realize how exciting it is to design for something that I believe in; something that can be a catalyst for positive change. I felt empowered to be designing something that would help people.

J. Davis

I learned that it's worth following ideas you are not sure of. It's okay to lose track of the initial idea and have it evolve as you go. Prior to taking this class, I always had a clearer visual of what the finished version would look like in the early stages of the project.

T. Verbich

Anything worth doing is damn hard.

K. Holohan