

Design Studio 2 Final Project

due Weds, Feb 21st

Your challenge here is largely one of problem solving through design, and revolves around a question you must answer (somewhat like your ballot and calendar redesigns, except you can create this project in any form you wish.)

Every university has difficulties particular to it, and ones that are shared by most educational institutions. Some of J&W's greatest challenges are:

A. How to get students interested in community service opportunities, particularly in the requirement they must complete. The resources of the Feinstein Center for Community Service are fairly extensive.

B. The University is divided among local commuting students and those living in the dorms or apartments away from home. How do we create community out of such a diverse group?

C. Many students here have very time consuming jobs, in addition to being full-time students. Clearly we can't lessen the requirements of a university education, or it would mean less to have your Associates/ Bachelor's degree. The country is already seeing a dilution in the meaning of a college degree (as many have stated, in the past a college degree wasn't expected in most fields because it didn't necessarily help you to perform your job better.)

D. Some students enter as students and then wind up dropping out or otherwise don't succeed here (which is the case at every university.) Some argue that if we made it harder to get in, we'd have fewer people who couldn't handle the experience of being a college student. On the other hand, high school isn't the most mature time in our lives, and everyone deserves the chance to do better. Should J&W make it harder to get in? Require the S.A.T. ?

What's another problem you see around you? Pick one you feel passionate about and can propose a solution to.

So what now?

I don't expect you to solve the univers(e)ity's problems in two weeks, but please at least clarify your position on the issue of your choice, and try to brainstorm some solutions visually.

Then, you will design materials intended to at least educate people about the issue, if not attempting to solve it. You can create brochures, a website, posters, bumper stickers, flyers (that people would actually want to take and hold

onto.) How can you create community through designed materials? How can you explain your position on the students-with-jobs situation, for example, in a visual way?

Once you know your solution or position, come up with *four* pieces of design collateral (if you make a functional website of at least three web pages, you can cut it down to three designed pieces.)

>>>Content can be gotten by speaking to people directly involved in this issue. Quotes from fellow students, faculty, and J&W staff are great- you could draw up a survey and pass it out in this class, as well as your others. You can explore how other colleges and universities have approached this problem. You can send email to members of the university community. Images can be photographs you take, drawings, or stock images.

☞ Preliminary concept due by Monday, Feb 12th.

Evaluation

Professionalism:

- Project is finished on-time
- Project is turned in on labeled CD
- Mockup sketches are prepared on-time for meeting with me
- Included text is free from spelling errors and typos. It is not cut off accidentally or formatted so that information intended to be read is illegible in any way.
- Class time is used relevantly and constructively, when observable
- Critique of classmate is thoughtful and specific.

Originality/Creativity:

- Content is interesting and presents a perspective on the chosen issue
- Format of solution suits message (if it's a website, a website is useful to solving the problem.)
- Designs are original and create substantial visual impact
- Quality of materials is commensurate with senior level work and is portfolio-worthy

If this project doesn't feel like your cup of tea, you may select one from last year's project sheet:

http://www.lizmarks.net/old_site/cgra3070/Assignment_Final.pdf

or propose your own. 🍷