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03. Design

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Abstracts from the 2016 Oklahoma Research Day

Held at Northeastern State University

03. Fine Arts and Design

03. Design

03.03.01 Research -> Process -> Design History

Horton, Amanda *University of Central Oklahoma*

Studio classes are often the highlight of any graphic designer's education, they often become more engaged in the content of these courses than any of the other course that they may take while attending college. So how do we as design historians get that level of engagement in our lecture courses? Additionally research is often a term that students have a strong reaction to, a strong negative reaction. Many students find this term to be intimidating or even downright frightening, trying to avoid completing any research (& the library) at all costs. This paper will tackle both of these issues and show one example of how to engage students into lecture and research through design projects in a course that is typically considered to be a lecture course. The goal of this project is for students to put into practice and to aid the retention of what they have learned in their design history lecture course. When students finally make these connections History of Graphic Design often becomes one of their favorite courses.

03.03.02 Participatory Graphic Design for Safeguarding Cultural Heritage

Peters, Siriporn *Southwestern Oklahoma State University*

This was a collaborative research project with the representatives of Cheyenne and Arapaho nations in Oklahoma. The research aimed to study cultural heritage and create a potential means to help the participant communities to preserve and safeguard their cultural heritage. The research was guided two research questions. The first question was what cultural heritage that the Cheyenne and Arapaho nations intend to preserve and safeguard. The second question was what graphic designers could do to help these nations to preserve and safeguard their cultural heritage effectively. The research methodology was a qualitative research by using participatory research as a research approach. The participants were Cheyenne and Arapaho educators and knowledgeable members. The research findings revealed that the Cheyenne and Arapaho language were the cultural heritage that the participants intend to safeguard and pass on to young generations. As these nations have only spoken language, graphic designers could use visual communication, mass communication, multimedia and online technology to help the participant communities to preserve and pass on their language to younger generation effectively. This research also informed that a participatory graphic design was the most effective approach and process.

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03.03.04 Illustrated Mascot Trading Cards

Washburn, Sam *University of Central Oklahoma*

The history of graphic design is a large and varied field of study. Advertising design is arguably one of the most important topics in this field. In the study of advertising design one of the most visible projects that a designer can produce for advertising purposes, in terms of widespread exposure, is a mascot. These colorful creations run the gamut from political animals like the Democratic donkey and the Republican elephant, to video game characters like the plucky plumber Mario. The sheer amount of these characters makes study of the major mascots across several time periods a chore for anyone since there is currently no comprehensive source. In order to ease this process, this study seeks to produce a set of illustrated mascot trading cards that are divided into categories that are based on time period and characteristics. The study includes thirteen different mascots broken into five distinct groups: Pioneering Logos, Icons of the 50's, Modern Logos, All-Star Logos, and a Hall of Shame. The mascots chosen for inclusion include famous names like Tony the Tiger, and lesser-known pioneering logos like early Jim Henson creations Wilkins and Wontkins. Each card features an original illustration on the face and educational information on the back that will aid in educating students of graphic design in an interesting way. Ideally, this study will result in a unique educational aid that will help students learn about mascots in a more entertaining and efficient manner.

03.03.05 Historic Preservation and Interior Design – Community Engagement at Work

Settles, Valerie *University of Central Oklahoma*

When students have the opportunity to participate in experiential learning and work with clients in the community, they are able to grow as designers while helping others. Experiential learning is an effective technique for developing the effective problem solvers so important to the market in which students will soon be competing; as students engage in these experiences, they gain a better view of “the big picture” so important in motivating them to become more interested in learning, rather than simply completing assignments. This case study follows interior design students in a historic preservation course as they learn about the challenges of preserving older buildings and the role interior designers play while interacting with the local community. Students were asked to develop a design to convert an upper floor in a historic building to residential spaces in a small town. Students organized project groups, developed the program, researched pertinent information, and completed drawings that were presented to the client. Students then completed a reflection exercise that asked them to evaluate what they learned during the course – about historic preservation and themselves as designers. Students who completed the historic preservation course were not only exposed to a potentially new area of specialization, but grew to understand the importance of their role in helping others in the community while maintaining the common culture held within our history.

03.03.06 Assessing Adaptability: a Study of International Students in Design Classrooms

Vu, Thao *University of Central Oklahoma*

When the United States is in the direction toward a globally relevant education, universities have an increasing number of international students. There are many obstacles such as cultural barriers for students and changes in teaching for educators. This paper will address if international students in design classrooms are able to think critically and creatively considering the changes they make to adapt to their new learning environment. Acculturation leads to more experience, more perspectives and more innovation. International students and diverse classrooms have for long been seen as the answer to exposing students to cross-cultural concepts. These concepts have been explored in larger contexts. They help us to learn how international students can take advantage of processing acculturation. This paper intends to take a critical look at what the impacts of adapting to a new culture have on international students in design classrooms. For the purpose of having the observations on variety perspectives, the Survey Monkey tool will help collect data from three different groups: international students, design faculties and local students. The result of this study will assess adaptability of international students in design classrooms. In addition, it will attempt to form guidelines for educators to understand the transition curriculum and teaching practices in global view.

03.03.07 Get Out of Your Parents' Basement: How to Be a Grown Up in the Design Industry

Spradlin,Haley *University of Central Oklahoma*

The industry of graphic design is fiercely competitive, and if not adequately equipped, a newly graduated designer will be left feeling discouraged, overlooked, and unemployed. Thus, a game plan must be established. *Get Out of Your Parents' Basement: How to Be a Grown Up in the Design Industry* digs into the advice of esteemed design professionals and employers in order to educate new graduates in the art of adulthood. This campaign includes an app that highlights the initial concerns of freshly graduated young men and women to ensure their confidence going into the professional world. The layout is very tailored to the timing of each problem. Designers could pick and choose what section applies to them at a certain point in their career since each section of the app builds on the last depending on what stage the reader is at in their professional development ensuring success at each stage.

03.03.08 Say More Campaign

Thurm,Maranda *University of Central Oklahoma*

The objective of this project is to use the power of design to build a stronger more connected community through the simple act of encouraging UCO students and faculty to have an expressive, face-to-face conversation that is not mediated by technology. The goal of this campaign is to help viewers understand that a conversation held in person and outside the realm of technology is necessary to build a more highly evolved community. At the conclusion of each event students will be asked to fill out an anonymous survey to assess the effectiveness of each individual activity and ask about the student's response to the event. Only perception data and demographic information will be gathered, no information that could be traced back to an individual participant will be collected or stored. Successful completion of this project will: encourage individuals to have a more expressive, engaged conversation without technology; provide different scenarios and venues of where a discussion could take place; focus on helping people make real meaningful connections through communication; create a sense of community for UCO students which may help them be more successful.

03.03.09 Make Shit Happen Society Sketchbook

Miller,Autumn *University of Central Oklahoma*

The project that I have been working on, as part of the Make Shit Happen Society, is a Design Student Sketchbook. This sketchbook is unique in that it is divided into twelve different sections: eleven specific project sections, and a semester long planner in the back. The project sections include lined pages for research, the first stage of every project, blank pages for rough sketching ideas, dot grid pages for refining those sketches, and finally, a bulleted list for when the project moves onto the computer and out of the sketchbook. The sections are divided by encouraging hand lettered statements or pieces of advice, and are also accompanied by the small characters that star in the Design Homework Night posters. This sketchbook is created to help guide new design students through the recommended stages of design, and it also serves to strengthen the more seasoned designer's organization skills. The calendar in the back also encourages organization, but it serves a second purpose to promote events within the department, namely, Design Homework Night.

03.03.10 It's Simple, Just Scribble

Mayhew, Lauren *University of Central Oklahoma*

This project will raise awareness about the significant benefits of doodling; it can help in the retention and recall of important information, a critical skill for college students, as well as aid in the prevention of Alzheimer's disease. This project will also make clear that anyone can reap these benefits because elevated drawing skills are not required. The simple act of putting pencil or pen to paper and making marks is all that is required. Successful completion of this project will: encourage individuals to look at the act of doodling in a positive light; provide different scenarios in which doodling would be helpful; raise awareness of the long-term health benefits and potentially help improve student's academic performance. All this by Simply Just Scribbling.

03.03.11 MAKE SHIT HAPPEN SOCIETY

Nguyen, Ti *University of Central Oklahoma*

The purpose of this project is to promote an event that encourages collaboration and creates connections among design students at the University of Central Oklahoma. The name, Make Shit Happen Society, stems from our student designer's relentless pursuit to finish a project. This project promotes a series of homework nights and other collaborative events open to all design students at all levels. Including students of all levels is very important; for lower level students it provides an opportunity to seek advice; for an upper level junior or senior, it gives him or her a chance to collaborate with and learn from peers. An event, like Homework Night, is ideal because the busy schedule of a full time design student doesn't leave them with much time to attend events without worrying about their homework, but with this event they are able to collaborate and compete their work. The goal of this project, by students for students, is to increase student performance across the program.

03.03.12 Design Homework Night

Moeckel, Daltyn *University of Central Oklahoma*

The purpose of this project is to inspire and encourage collaboration between design students at the University of Central Oklahoma. Each month, an inspirational poster is designed, printed and displayed in the department. The posters are primarily aimed towards lower-level design students, but also target upperclassmen. Each poster contains a different piece of advice to encourage students through the program. Illustrated characters reoccur on the posters, representing the upperclassmen giving first and second year students feedback and critique. The posters are also meant to help promote the department's bimonthly Homework Nights. During these events, design students of all levels meet and work on homework together. This allows younger students to learn and get advice from upperclassmen. It also allows students to bounce ideas off one another and get their creative ideas flowing. At each event, students who attend are asked to fill out a short survey. Each student is asked what level they are in the program and their reason for attending the event. Overall, the goal of this project is to increase student participation and performance throughout all levels of the design program.

03.03.13 The Economics of Perception

Johnson, Amy *University of Central Oklahoma*

Ladwig, Sam *University of Central Oklahoma*

The holographic illusion continues to occupy a strange place in our visual culture. When well constructed and well conceived they can elicit genuine wonder and joy. But when created as a gimmick they can become exploitation such as the recent holographic performances by deceased celebrities Michael Jackson and Tupac. The goal of this project is to create a large scale holographic installation that makes the reality of the digital computer generated file dimensionally visible but tactilely illusive. This play between the 2D electronic file, the 3D projection of the file, and the invisibility of both the object and the software used to make it creates a unique sensory puzzle that will engage the viewer and push the use of holography in art and design and engage viewers in the question, what is real, is it the file or the projection, both or neither? Or is it the feeling the work elicits?

03.03.14 The Practicality of Personal Projects

Gabbard, Lanie *University of Central Oklahoma*

Thesis: How personal projects fuel professional growth for creatives. We are living in a professional go-go-go culture today and do not always take time to allow ourselves to focus on personal projects. But an argument can be made, upon further exploration, that our personal projects have a huge practical benefit to us professionally. If we dig deeper into the wide-spread philosophy that creatives need other creative outlets, we can uncover how we gain from these theories, therefore igniting a new outlook on why they are good for us. Using my personal project as a case study, I will examine the symbiotic relationship between the personal and professional work to explore the role and impact it has on my professional pursuits.

03.03.15 The Effect of Smart Office Strategies on Employees' Human Outcomes in South Korea

Choi, SeonMi *University of Central Oklahoma*

An increasing number of giant global businesses in South Korea are embracing Smart Workplace strategies such as flexible-seat, flextime, telecommuting, and remote work to enhance the individual work efficiency and improve effective collaboration and communication. This concept is fairly new and majority of Korean companies still don't think how much design affects the corporate culture. The purpose of this study is to analyze South Korea Smart Workplace design strategies and examine the effect of those strategies on employees' human outcomes. Semi-structured interviews, online survey, field observations and document analyses were conducted in three buildings to collect data. The findings indicated that main strategies of smart office were innovative work process (unassigned seat, flexible time management, mobile work) and innovative workspace (various workstation types, the alternative workspace, service areas). Companies' smart office strategies positively affected on employees' satisfaction, work performance, collaboration, communication and well-being. However, there were still hierarchy relationships among employees and depending on the workstyle and work type, employees needed to work at the signed seat for easy collaboration and communication. This study will be meaningful in the development of a reliable and valid post-occupancy evaluation tool to investigate the relationship between smart office strategies and employees for the future smart w

03.03.16 Design Guideline Development for Student Housing Unit Based on the Unit Modular Architectural System in South Korea

Kim, Mikyung *University of Central Oklahoma*

The purpose of this study was to suggest the design guidelines for unit space of student housing based on the unit modular architectural system in South Korea. To develop the design guidelines, field study was conducted to observe the spatial characteristics of 19 cases as a box-typed unit. The survey with college students and in-depth interviews with field experts on unit modular system were performed to better understand the users' needs. The results of this study were as follows: firstly, the students living in the student housing were dissatisfied with the small and narrow unit space, lack of storage closet and laundry drying space, bedroom sharing with dining room and insanitary environment due to the sharing spaces with other students. Secondly, they asked for more storage closets such as built-in furniture for effective space use. For the kitchen and dining room, both ventilation and separation from the bedroom were considered to be important. They also preferred the expansion of sanitary space. From the identified needs, it was found that the single student housing required sharing spaces such as storage zone for personal parcels, convenience store, reading room and rest zone. Based on the above findings, the design guidelines were developed for the unit space, indoor environment and furniture design based on unit modular architectural system.