Design@ND showcases Notre Dame's graphic and industrial design programs, illustrates the caliber of both students and graduates, and builds the University's reputation within the professional design community.

A newsletter from the University of Notre Dame's Graphic and Industrial Design Programs

inside...

1 News and Notes
Events and happenings with students on campus and alumni around the world.

2 Student Exhibitions
A look back at the culminations of last spring's MFA and BFA thesis projects.

3 Alumni Design Conference
Graduates from the class of 2004 returned to campus to discuss the paths they have taken since graduating ten years ago.

4 Foundations Overhaul
New faculty member Emily Beck has reformed the foundations curriculum and transformed the introductory level of creative education.

5 Catching Up With...
Jim Barrett has done many things in his 25 year career in Chicago and is always looking to take on a challenge.

6 Keeping Up With Alumni
Alumni notes from graduates around the world, as well as for future alumni.

JCB Design Competition
Over the summer, Notre Dame Industrial Design Faculty Paul Down and Michael Elwell and graduate student Kevin Phaup, along with Sam Miller from the College of Business, entered a contest affiliated with J.C. Bamford Excavators (JCB). In order to celebrate the 60th year of their iconic Backhoe Loader machine, JCB's contest asked entrants to envision and conceptualize a JCB Backhoe Loader 60 years in the future. Despite being reimaged for the year 2073, the ND Team's design "featured autonomous components that could be reunited into a tractor configuration that echoed the appearance of the original backhoe design." The group was successful in the judging, earning first place in the Facebook popular vote and third place from the JCB jury.

BucketFeet
Industrial Design BFA Takashi Yoshii '10 finally has his work out on the market. After about a year and half of development Takashi has his shoe designs for sale through BucketFeet. BucketFeet is a shoe company that collaborates with many artists around the world. Their mission is that each product has its own personality and tells a story. Takashi's designs are on classic canvas shoes and have versions for both men and women.

Brigador
Brothers and ND ID grads Hugh '09 and Jack Monahan '04 are the duo behind the new isometric vehicle action game, Brigador. Originally under the name Matador, this game gives the players one night to lead the regime changes in the cyberpunk city of Solo Nobre. Players must conquer each of the floodlit districts by destroying the orbital defense battery, sabotaging the ammo depots, or killing all enemies.

Infinite Revolution
Raeshon McNeil ’09 has started a clothing line called Infinite Revolution. This brand is about inspiring those who are willing to dream, believe in their dreams and fight for those dreams. Having been a role model throughout high school and college for kids in his hometown, Raeshon wanted to keep this symbol of perseverance alive and used his passion for fashion and design as that outlet. In this way, Raeshon hopes to continue to fuel adolescent ambitions and passions. The brand principles of Infinite Revolutions are dream, believe, motivate, inspire. “First you have to dream. Believe in your dreams. Find your motivation. Then inspire others to do the same.” Check it out at Infiniterevo.com
The purpose of the campaign is neither to shun the use of technology nor to make people feel guilty for sending a text. It is meant to help us become aware of our behaviors and realize a need for change. We have the power to update our lives, not just our Facebook status.” —Steph Wulz
“We are skiers, snowboarders, mountain bikers, surfers, fisherman, hikers, campers, swimmers, runner and rock climbers. I recognize that our adventures and journeys have been magnificent, and I am driven by a desire to relive and share those moments in a manner reflective of their grandeur.” — Kevin Melchiorri

Peter Kristiansen (BFA, Industrial Design) was concerned by concussions and neck injuries in football at all levels. He saw the best way to deal with the issue was to evaluate the protection and tackling styles of the youngest players in the sport. Large sized youth helmets offered a false sense of security that increased as the players grow. Younger players also don’t have the muscle memory to tackle properly and safely on every play. Having this muscle memory would lessen the likelihood of injury. Peter revolutionized the helmet, making it more malleable and more accepting of extreme hits. He additionally created a training system that, with the use of elastic bands, properly guides the head into the correct tackling position.

Maria Massa (BFA, Visual Communication Design) developed an online resource, Blossom, for adolescent and teenage girls. Finding information in one place about subjects such as sex, STDs and mental health can be hard for girls. Finding this lack of knowledge of STD information prevalent in other middle and low-income countries inspired Maria to develop Blossom. Complete with a resource section about sexual health, Blossom created an online community for girls. The blog section allows girls to get involved and share their personal interests—a tool to help girls find their voice and empower themselves.

Jeff McLean (BFA, Visual Communication Design) saw the influx of technology in classrooms around the United States and the plethora of local businesses that make up the downtown community. In the creation of Mezzo, Jeff added the innovative element of auditory learning to the traditional tactile and visual strategies. Mezzo poses musical problems that facilitate an understanding of fractions. This game-like tool helps students draw connections between experience and abstract notions that are often presented within mathematical topics. This learning tool is flexible in many respects, opening on any browser and providing both social and individual engagement. Mezzo integrates the Arts with STEM (Science, Technology, Engineering and Math) topics, providing a broader and more well-rounded learning experience.

Eileen Murphy (BFA, Visual Communication Design) was inspired by her South Bend roots and the plethora of local businesses that make up the downtown community. In the creation of her app Locus, Eileen aimed to open the eyes of residents by providing them with an easy tool to discover and connect with local businesses. Locus poses a solution in two ways. First, the platform on which he could make an impact and a product. In the creation of Mezzo, Jeff added the innovative element of auditory learning to the traditional tactile and visual strategies. Mezzo poses musical problems that facilitate an understanding of fractions. This game-like tool helps students draw connections between experience and abstract notions that are often presented within mathematical topics. This learning tool is flexible in many respects, opening on any browser and providing both social and individual engagement. Mezzo integrates the Arts with STEM (Science, Technology, Engineering and Math) topics, providing a broader and more well-rounded learning experience.

James Slaven (BFA, Visual Communication Design) brought a fairytale to life in his creation of his animated short, The Wheat. An adaptation of Hans Christian Andersen’s The Backwheat, James told a story about the pride and vanity of a buckwheat plant, whose hubris leads to its eventual destruction. The lesson from the story is still relevant, yet James modified other aspects of the original to make it more streamlined and modern. He set the story in Kansas, his home state, and made the character—now just wheat—regionally appropriate. This visual reimagining was done through animation and motion graphics to tell a story that cannot be told in reality.

Steph Wulz (BFA, Visual Communication Design) created The Digital Detox Campaign to raise awareness about the role of technology in our daily lives. Seeing that the temptation to constantly be connected seems to be harder and harder to resist, the campaign aimed to make people more aware of the time they lose to their digital devices. The Notre Dame campus became a case study and a pilot of a cross-media approach to the campaign. 1,500 copies of a newspaper entitled The Daily Dosage were printed in addition to the creation of an on-campus campaign, a motion graphic video and a website which, aligning with the values of the campaign, is not accessible on mobile phones. The total campaign was designed with the ability of replication and repetition for further use at other campuses or communities around the country.
ALUMNI DESIGN CONFERENCE

Graduates from the class of 2004 ventured into West Lake Hall for last spring’s sixteenth annual Alumni Design Conference to share their experiences since graduating ten years ago from the Notre Dame design program. These alumni were invited back to campus to discuss their career paths with current students and to review the state of the program. After the Friday morning presentations, alumni met with students to review their portfolios. On Saturday, a social gathering allowed current students the opportunity to talk with the alumni in an informal setting. Alumni ended the weekend by attending the opening reception and awards ceremony for the MFA/BFA show on Sunday in the Snite Museum of Art.

Jay Veltz
Creative Director, Urban Armor Gear
San Diego, CA

The conference opened with keynote speaker Jay Veltz. Jay Veltz is the Co-Founder and Creative Director at Urban Armor Gear, manufacturer of protective gear and accessories for tablets and mobile phones. He is responsible for all design related activities throughout the product development cycle. This includes oversight of aesthetic design, user interface, product experience and brand experience. He brings 17 years of expertise in product development and design of consumer durable goods for start ups, privately owned organizations and Fortune 500 companies. His contributions to these organizations are responsible for bringing over 100 new products to market. His tenure covers a breadth of professional experience and includes a blend of consulting and corporate staff positions. His product portfolio boasts a diverse collection of consumer products spanning multiple industries from lifestyle sports and hand tools to consumer electronics and toys. Jay has been awarded over 40 patents for his innovations in product development. He holds a Bachelor of Fine Arts degree in Industrial Design from the University of Notre Dame and a Master’s Degree in Furniture Design from The Savannah College of Art and Design.

At the conference Jay gave an impassioned talk about the ups and downs of starting his own business. After the weekend of great talks Jay concluded:

“I had the honor of delivering the keynote presentation at the best Alumni Design Conference yet. I was blown away by the footprint that fellow ND design alum are leaving on today’s world of design. What’s equally amazing is the caliber of the students ready to follow in those footsteps. I look forward to great things to come from this talented community.”

Ross Bartels
Chief Design Officer, BOOM Designs
Chicago, IL

Ross Bartels is Founder and Chief Design Officer of BOOM Designs. Ross earned his BFA in industrial design from the University of Notre Dame, and in 2007 he earned his MFA in industrial design from the University of Illinois at Urbana-Champaign. Prior to founding BOOM Designs, Ross spent six years at Radio Flyer, a family owned toy company that creates a range of products in the wagon, tricycle, scooter, and other ride-on toy categories. For three of those years, Ross was the lead designer on the advanced concepts team, working on products three to five years out as well as new categories. The other three years, Ross was on the new product development team designing toys one to three years out. One of the many toys Ross developed won the Oppenheim Toy Portfolio 2010 Best Toy Platinum Award for Toddlers. Ross also spent 3 years at Motorola where he was responsible for creating high-end prototypes for some of the most iconic products at Motorola like RAZR and PEBL. But one of Ross’s most honored achievements was when Professor Down wrote a beautiful poem and Professor Sedlack wore a commemorative boxing t-shirt for Ross “Pipe Cleaner Arms” Bartels final Bengal Bouts championship fight.

Amy Bierbach
Designer, Spotify
New York, NY

Amy Bierbach is a New York City-based designer at Spotify, a tech-forward music streaming service headquartered in Sweden. Amy’s current role combines user experience design, graphic design and art director responsibilities all supporting the overall company goal of becoming the global go-to music streaming service. Prior to joining Spotify in early 2012, Amy was an Art Director at InStyle Magazine where she focused on creating original content for fashion advertisers through art-directing photo and video shoots and creating digital extensions of the print magazine. Amy is passionate about creative problem-solving, silly inventions that may turn into gold mines, the user journey, visual communication of all forms and drawing with a good-old fashioned pencil and paper.

Alexandra Coscia
Senior Copywriter, Victoria’s Secret
New York, NY

Alexandra (Guerak) Coscia is a Senior Copywriter at Victoria’s Secret, where she and her creative co-workers strive every day to make the VS website sexier than ever. Right after graduation, Alexandra moved to New York City to work in the fashion industry as a design intern with Betsey Johnson. Since then, she has honed her copywriting skills at Speigel and Macy’s, and tried her hand as an author with the self-published Young Adult novel Cindy In The City. Of the conference, Alexandra said, “It was such a wonderful opportunity to come back to ND, meet with my former classmates and share our stories of working in the ‘real world!’ I am so thankful for the opportunity to present, and am very impressed by the current students... they have a bright future ahead of them for sure!”

Maura Hoven
Senior Designer, New Deal Design
San Francisco, CA

Maura Hoven has been an industrial designer for over ten years, spanning every aspect of the industry from early stage R&D to high volume consumer packaged goods. She’s been fortunate to work with a diverse range of companies such as Toyota Robotics, Clorox, T-Mobile, Steelcase, Motorola, PDT & Continuum Milan. She’s been an intern, in-house, and even ran her own agency for three years, with clients including a number of Fortune 500 companies and Bay-Area startups. Currently Maura is a senior industrial designer at New Deal Design in San Francisco, one of the hottest consumer electronics consultancies in the world. For Maura, the reflection on the conference was more of a personal revelation after seeing the progress of her classmates. “All the alumni ‘found their way’ in this competitive career path and it was wonderful to celebrate the successes of each.
I don’t often get the chance to stop and reflect on my own career progress, and there is something very special about being able to do that with a crew that knows that journey from the beginning.”

Katherine Keane
Producer, Potion
New York, NY

Katherine Keane is a producer at Potion, a New York-based interaction design and technology studio that creates smart, delightful interactive experiences ranging from iPad applications to interactive installations. Katherine was in the BA Graphic Design and English programs at Notre Dame. After graduation, she began her career in technology marketing in New York, where she developed digital and offline campaigns for Fujifilm, Lenovo, Hyatt, Philips, Mitsubishi and others. In 2009, she enrolled in the Interactive Telecommunications Program (ITP) at NYU’s Tisch School of the Arts to experiment with new technologies, creative coding, and physical computing to create unique and compelling user experiences. As a producer at Potion, Katherine brings hands-on experience with creative technology to her role at the hub of the creative team, and in managing physical and screen-based interactive projects. Looking back at the program, Katherine was in awe at the progress that has been made. “The spirit and drive of the faculty and students—not to mention the truly impressive student projects—are a real testament to how the ND design program continues to grow as times change.”

Jess Moore
Senior Graphics Associate, American Chemical Society
Columbus, OH

Jess Moore ’04 is a Senior Graphics Associate at the American Chemical Society in Columbus, Ohio. He works with authors and editors to publish over 30 of the world’s most popular chemistry journals. Jess also uses his prior Marketing and Public Relations experience in his freelance work for Strider Bicycles and various other ventures. He has many varied interests, leading him to get heavily involved with his local food pantry and farmer’s market. He hopes to leverage those experiences to pursue career avenues outside of the design world in the future.

Krista Seidl
Freelancer
Green Bay, WI

Krista Seidl ’04 is an independent Creative Director/Designer who specializes in digital branding and UX/UI design. Krista spent the past ten years in Chicago working with boutique studios (The Royal Order, Magic+Might); large agencies (Critical Mass, VSA Partners); institutions (MCA Chicago, UChicago); and product companies (Basecamp, EveryBlock, Signal). She recently moved to the ‘Northwoods’ of Wisconsin with her husband and daughter, where she works remotely and is active in the local tech startup community. “I’ve been looking forward to the Alumni Design Conference for some time and was so happy to be asked,” said Krista. “I remember loving this event as a student, but I had even more fun as an alumna! I’m in awe of my fellow classmates. It was nice to reconnect. And the department has some seriously talented students, all of whom were so welcoming. It made for a very memorable weekend.”

Allison Walsh
Senior Associate, American Red Cross
Washington, D.C.

Allison Walsh ’04 is a senior associate at the American Red Cross in Washington, D.C., where she serves as the lead designer of preparedness, health and safety materials along with fundraising events across the country. She joined the Red Cross during an exciting time of change for the organization as they underwent a major brand refresh and assembled a consolidated creative marketing team at their national headquarters. Allison made the jump to the non-profit environment after several years of designing for the Washington office of Edelman, the world’s largest PR firm, where she worked in the areas of healthcare, energy, and corporate international and public affairs. Her clients included a range of government agencies, GE, Walmart and the World Bank. She has enjoyed the switch to more mission-driven work and loves contributing to the Red Cross mission of preventing and alleviating human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. In regard to the conference, Allison felt, “It meant a lot to talk with current students and see the incredible progress in the design department over the past decade. I’d have to say the conference was as valuable for the alumni as it was for the students!”

Jonathan Sluys
Creative Director, VSA
Chicago, IL

Jonathan Sluys is a Creative Director with VSA Partners—a brand and marketing firm that through strategy, design and technology has helped transform and propel some of the world’s most respected brands and forward-thinking businesses. While at Notre Dame, Jonathan received a BA with a concentration in graphic design and participated in a year-long study abroad program in Innsbruck, Austria. After graduation, he continued on a path as a freelance designer—first in Southern California and later in Chicago—eventually landing at the Royal Order of Experience Design. With the Royal Order, Jonathan designed and developed digital experiences for Patagonia, Kohler, Sub-Zero/Wolf, among others. After a few years with the Royal Order, Jonathan took a senior design position with VSA Partners. Today, Jonathan leads a team of designers at VSA who serve clients such as Google, First Data, P&G, and Allen Edmonds.

“The ND Alumni Design conference was a great reunion for the class of ’04 to share stories of the first ten years of our careers, and reflect on where we have been and where we are headed.”

— Katherine Keane ND ’04

Icons designed by Walsh for the Red Cross

Cover designed by Moore for BMX Nation
Over the past year, new foundations coordinator Emily Beck has transformed the foundational programs of the Art and Design Department.

The two classes have become more about recognizing basic principles and strategies and then developing those to use them in a more effective manner. Especially because these classes are introductory to all seven disciplines in the department, Emily sees this kind of process as the infrastructure of all the arts. The goal is that students continue using the strategies that are instinctual, but evolve them to see how they can be used uniquely as effective tools for each individual student.

Specifically in the 2D Foundations class, the projects have become more open-ended. Early on, the students are introduced to many media types and applications. The later projects give the students their choice of media as they explore their strengths, weaknesses, and the unknown. One of the newest projects on the syllabus is the introduction of an animation project and initial exploration of moving images.

3D Foundations has also been improved with the modification of existing projects and the inclusion of new projects and process requirements. Having collaborated with the industrial design program, Emily has included the teaching of one-part and two-part molds in addition to other types of casting. Classes have even taken trips to the shop at West Lake Hall to see how the vacuum mold process works.

Emily has also used 2D and 3D foundations to bolster students’ understanding of the artistic and design process, starting at the roots of concept model development. Emily wants students to develop ideas through research and brainstorming when they feel completely lost, and to use compositional elements and approaches to enhance existing concepts.

The Foundations classes are unique because they are also an introduction to real criticism and critiques. A challenging part of Emily’s job is giving constructive criticism and pushing past cliché ideas and encouraging students to be more creative. Emily feels that this is something that most high-achieving Notre Dame students aren’t used to.

Emily has been impressed by the students with whom she has worked. She appreciates their academic rigor—careful about deadlines and always striving for excellence. Emily says that she is overwhelmingly impressed with students’ articulation through good writing skills. One thing that makes the Notre Dame students different in Emily’s mind is the focus of the students and the University on service. She feels the students in the department, even at the Foundations level, reflect the mission of university to do good through art. She sees the students using their talents to “find a voice to speak up and speak out,” in a purpose-driven way.

During her first year, Emily was awarded a Course Development Grant through the Office of Undergraduate Studies to make more projects feasible and enhance them. She loves hearing the feedback from students and faculty as the semesters progress. And ultimately, Emily believes the Foundations will be ever changing—constantly adapting to changes in the art and design world and incorporating new technological changes.

The ample amount of feedback and advice Emily has received is one of her favorite things about the department. The collaboration and camaraderie among professors across disciplines and programs benefits the department and the students alike. Emily loves that her coworkers are always working to better the department and make the experience as educational as possible for the students.

As for Riley Hall, Emily feels at home. She said her first impression upon stepping into the building was “smells like art to me,” making it feel no different from other artistic spaces. It may be primitive in some of its amenities, but Emily feels that the quirky building is as adequate as it can be and offers her the resources she needs.

Working in a multitude of media fits her work style precisely. Emily loves to have her “hands in everything,” and the Foundations allow her to have this freedom in her work and in her teaching. Emily has the opportunity to work with a majority of the students in the department and the unique opportunity to see how they grow throughout the foundations classes and then later as they advance through the programs. She is excited to see the initial pride of students at the culmination of their first project, and equally excited to see what people are doing once they leave her class.

On the whole, Emily is happy with what she’s done and where she believes the program is going. “It’s my dream job,” she says. “Every day I’m so excited to be doing what I’m doing.”
Jim Barrett has always been driven by the challenge. His bold desire to work in a fast-paced and rigorous, yet collaborative, environment has defined his design career over the last twenty-five years.

Jim started at Notre Dame as an architecture major. However, seeing the kind of work his brother (a design student at another school) was doing, Jim found himself on a path of exploration through the design program. What he found most captivating about the program was the class structure and the environment. Jim felt the collaborative, yet competitive, atmosphere always kept him motivated to push his ideas farther.

After graduation, Jim moved to Chicago where he was conveniently able to stay with his sister as he networked and looked for employment. From sleeping on his sister's couch to now, Jim has been in Chicago for almost 24 years, with one year on a brief sabbatical from the city.

Jim has worn many hats in the design world, from designer to creative director to production artist. He has seen many sides of design function. But Jim is always drawn toward advertising. The quick turnaround times and the variety of clients keep Jim extremely focused—a place where he thrives and feels comfortable. One of the most rewarding times for Jim was his time in South Carolina at Rawl Murdy, an ad agency. While still being at that competitive and fast rate, the smaller size of the design group allowed Jim to see the whole process and be involved at every level. At this scale, he could do a little bit of everything in the creation of an ad and see the project to fruition.

Currently, Jim is working as a Production Artist at FCB Global in Chicago. He can't get enough of this expansive ad firm—working at FCB three separate times, for a total of 15 years. As a production artist, Jim follows work from the creative stage to final production. He concentrates on getting all the finishing touches done so that material is ready to go to print. Like everything Jim has done, his work and deliverables at FCB come with swift deadlines that keep him constantly in action. How quick is the turnaround? Jim jests that the time frame specified is just “as soon as possible,” and in reality that is not far off. In fact, the turnaround for most of what Jim does is between one and two weeks.

Outside of work, Jim is always motivated to push himself to be the best designer, and part of this is staying current. One obstacle that must always be handled is staying up to date on the latest programs, software and technology.

In what free time Jim has, he is always trying to update his techniques and learn new skills, admitting that he is always still learning and this particular challenge is a life-long process.

For now Jim is loving his fast pace life. Working for many clients over the years has made Jim feel at home in the domain of advertising. Whatever he does in the future, it is clear that Jim is up for a challenge.