
10.1 PRELIMINARY WORK | FINALIZE DELIVERABLES

Tonya Stuart-Melland | GR 600: Visual Communications Lab | Spring 2023

DS MATRIX

TOPIC

The Design Process and Core Subjects

GOAL

Create design process content to be incorporated into 9th grade English, Science, and Social Studies classes to teach problem-solving skills.

AUDIENCE

Ninth grade science, English, and Social Studies teachers and ninth grade students. Stakeholders would be the administration, school board, superintendents, and parents, since they decide whether things are approved and could potentially shut down the project.

INSIGHT

Teachers are already in charge of so many things when it comes to content for their classrooms. Making things easy to implement is important for utilization.

Teaching the students problem-solving skills will build students confidence and teach them to look at challenges from a fresh perspective.

Teaching the design process will help support struggling students, by creating a visual level of learning and more hands on environment.

STRATEGY

Make it easy for teachers to incorporate the design process into core content areas English, Social Studies and Science curriculum.

Use the design process to problem solve in core content areas English, Social Studies and Science.

Create a place where teachers and students can obtain information and resources to implement the design process properly.

IDEA

Design: Print Design

Posters showing design process, with blanks for students/ teachers to fill in as they go with to keep track of progress.

Environmental Design: Installations

Large room wraps with the design process to show steps. So students always have something to reference.

Branding: Logos

Create icons for each part of the process. Students could familiarize themselves with these icons to remember step.

Typography: Type System

To create cohesion so students can better follow, learn and utilize the process.

User Experience: User Experience

Create educational videos on how to use the design process within certain content areas. Show teachers how to incorporate and students how to use it. Website to find content for classes.

Packaging: Product Design

Design deck of cards that help students work through the design process to come up with problem-solving strategies

Editorial Design: Books

Create work books. Where students can work through the process and write down ideas etc.

Innovation: Design Education

Make the design process a prominent process throughout the school. How can we solve problems like the lunch line time and length, etc.

Design: Advertising and Marketing Materials

Information advertising how to use these techniques in your classroom.

Environment Design: Architectural Interiors

A learning pod where students can interact with and utilize the design process.

Branding: Identity

The pod could be marketed to other schools to promote design process problem solving.

Typography: Type System

To create cohesion so students can better follow, learn and utilize the process.

User Experience: Interaction

The pod could have interactive walls, you can write on, draw on and save your work to reference later when you aren't in the pod.

Packaging: Fabrication

Creating a pod learning structure.

Editorial Design: Book

How the pod can be used to utilize the design process when problem solving through learning materials.

Innovation: Entrepreneurialism

Designing the interactive pod to be used as a business endeavour. Could market it to other schools, and grade levels.

Design: Advertising and Marketing Materials

Advertise the website and activity box for resale.

Environment Design: Signage

Billboards for advertising.

Branding: Identity

The packaging for the project box would need to have a logo and identity.

Typography: Type System

To create cohesion so students can better follow, learn and utilize the process.

User Experience: Mobile Apps

An app that would interact with the box full of projects to create another level of interaction.

Packaging: Retail and Product Design

Create packaging for the project boxes as well as the products it will entail, which may also need packaging.

Editorial Design: Book or Magazine

How to guide using and utilizing products found in the project box.

Innovation: Design Strategy

Create a design process that is student friendly. Where they can learn it in various classes and understand how to use it no matter where life takes them.

DELIVERABLES

The Design Process Classroom a digital platform that allows teachers to input their lesson or project for their class. The platform will then create a step-by-step plan for the teacher, that they can then have students follow to problem-solve through the content.

Website with teacher resources lesson plans with incorporation of the design process. Video instructions. Other resources so make integration a breeze for the teacher and students.

Interactive app for students and teachers to use to better implement and understand resources.

Posters or wall decals to hang up for reference when going through the design process to solve problems.

The Hands-On Student a room where students can go to utilize the design process. This room would have graphics with the different steps. The walls would be interactive allowing for them to be drawn on, sticky notes placed on them, interactive screen for doing research, etc.

Instructional videos to be used in the pod. Show how to utilize the pod, and how to utilize the design process. Using prompts and student friendly language create ease for them to do it themselves.

Product design would involve logo and branding.

UX Design creating a website and apps to be used within the pod for reference and guidance.

Design Process Project Box a box subscription that is chalk full of visuals and instructions to incorporate the design process into content. With QR codes to supplemental videos and instructions.

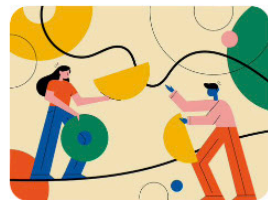
Design packaging for the box and materials inside.

Design a logo and branding for product.

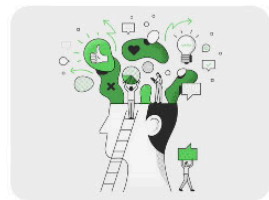
Design materials for the inside: Posters for classroom walls, decals, workbooks.

I feel like some of these items could be mixed together and be more multidisciplinary. Posters could incorporate a type system that could be used throughout the other deliverables. Then the design pod could include website, app, and videos for a well rounded user experience. Then I could also create the design process box which could incorporate packaging design, a logo, and wall decals. Lastly there could be book with information on how to utilize the products and processes.

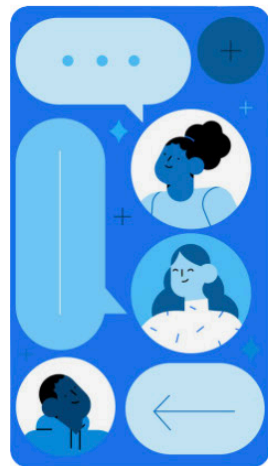
KEYWORD GROWTH PULLS



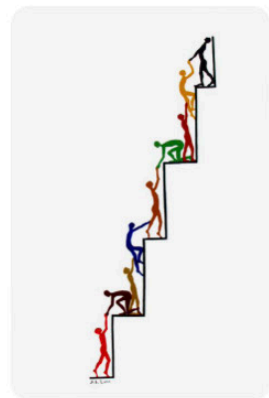
Conflucing - Illos ☆



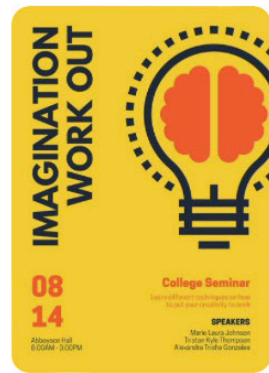
Market Research ☆



Megan Pelto Illustration ☆



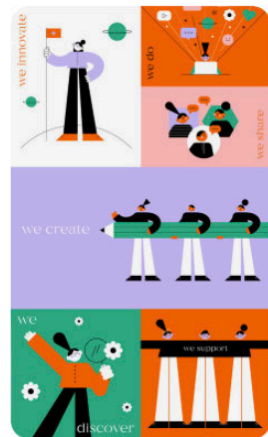
Sa Rah LeBlanc ☆



Free printable, customiza



Download The opposit



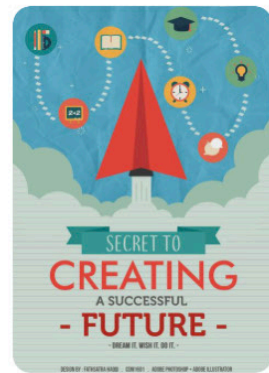
Mumfolk Studio rebrand i



12 Ways to End a Chapter



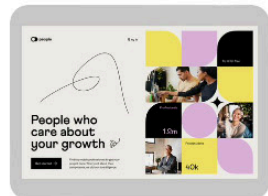
B&A - Main Portfolio ☆



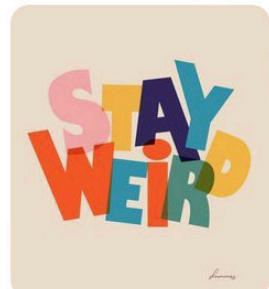
Education Poster ii ☆



CHAPMAN UNIVERSITY ☆



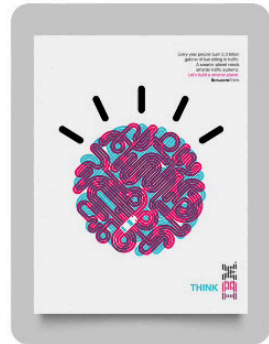
people: visual identity ☆



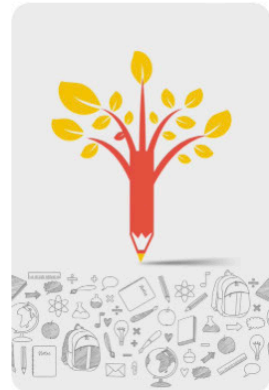
Pinterest ☆



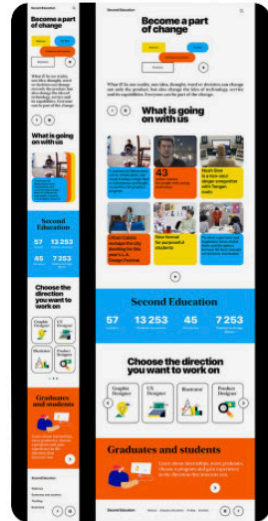
Hackney Forest School ☆



IBM - Office Jason Schu



Education Creative Poste



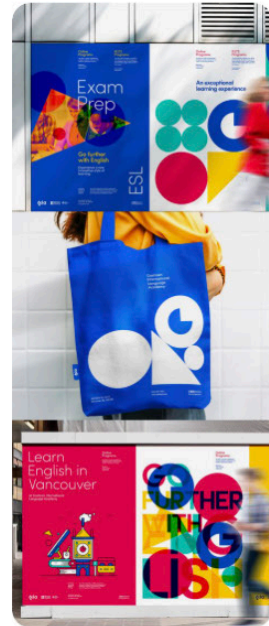
Second Education ☆



Przedszkole Chatka ☆



together we are one ☆



Brand Design for Gast



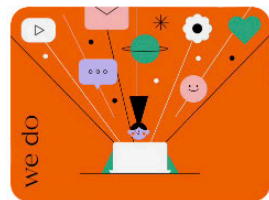
Seen+Noted: TBWAInd



ENSEMBLE ☆



We do ☆



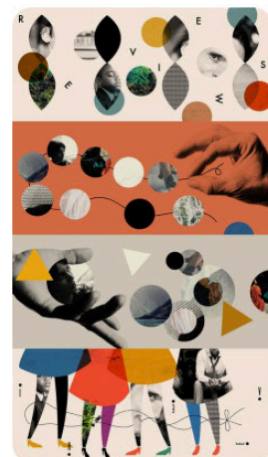
We do ☆



Spy Design Studio

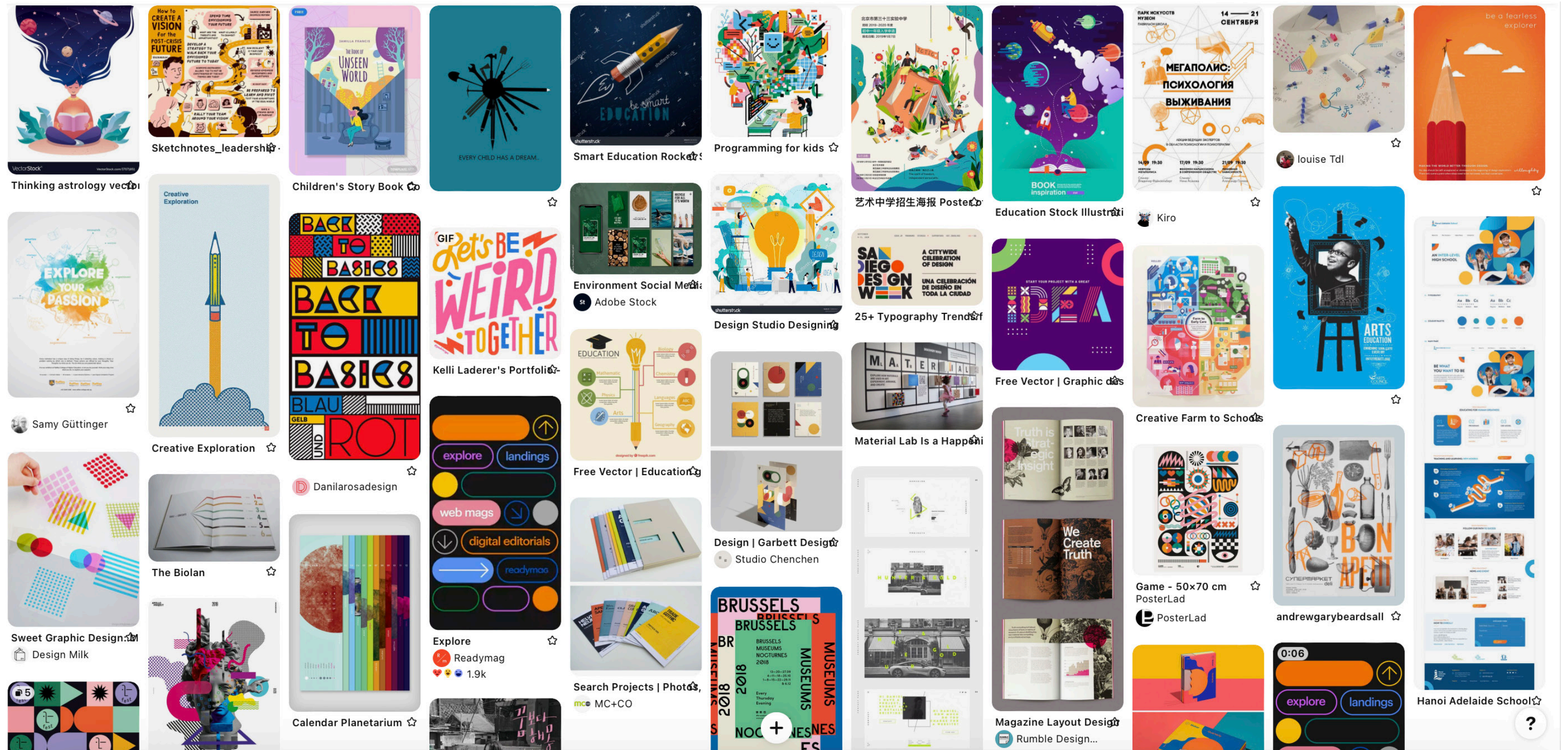


design thinking proces

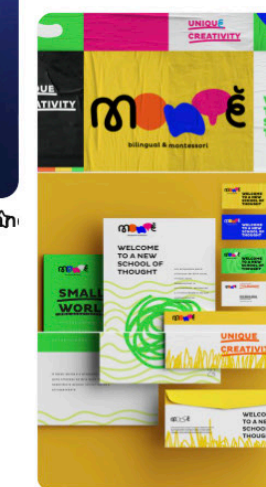
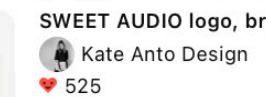
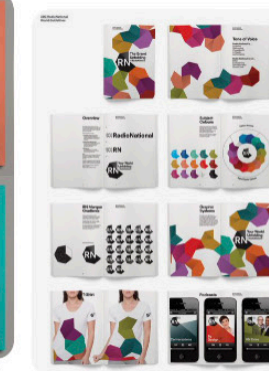
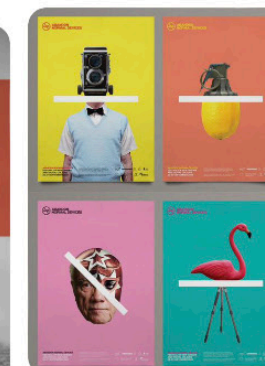
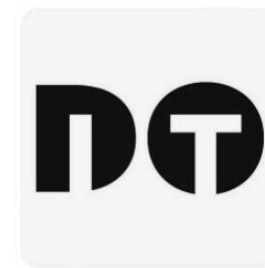
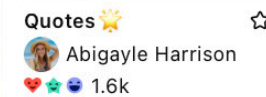
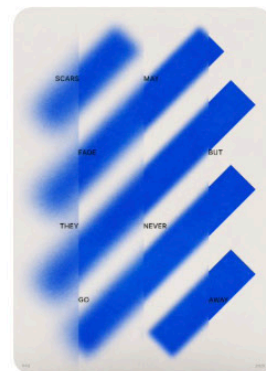
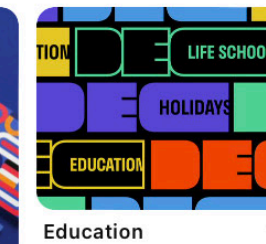
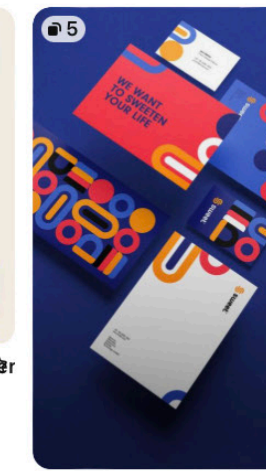
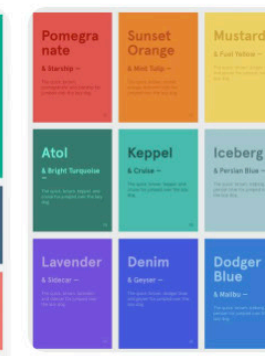
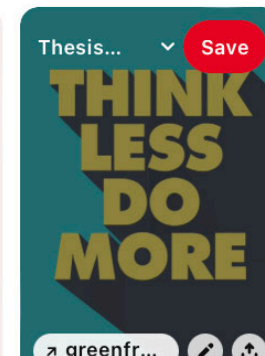
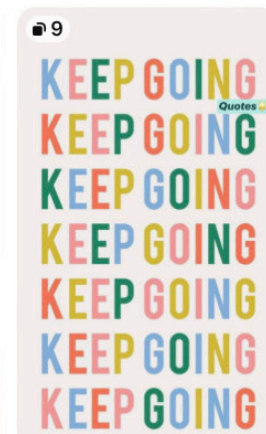
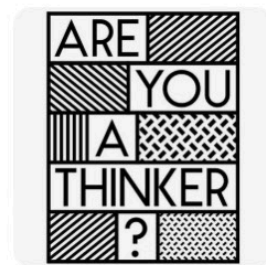
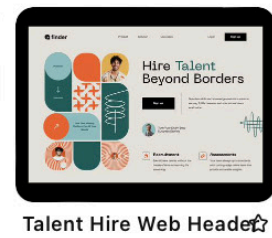


Inspirational... ☆

KEYWORD EXPLORE PULLS



KEYWORD CLARITY PULLS



STORYBOARD

Background →

① Title of project appears

The Design Process
And
Core Subjects

Words fade in on blue background.

②

Teaching the design
process will help
students strengthen
& learn how to
problem solve.

Words fade in on pink background.

③

Core subjects are
believed to be critical
in teaching student's
foundational knowledge
& skills they'll use later
on in life

Words scroll in on dark blue

→ End of background

④

Are bored
Don't care
Feel they are
useless skills
But most students
Lack interest
No motivation to learn
Aren't engaged

But most students on screen word bubbles pop up

⑤

overworked
underpaid
lack of participation
stressed out
Teachers are...
Frustrated
Lack of student participation
Exhausted

Teachers are... on screen word bubble pop up.

⑥

So lets put students
in charge of their
learning

last slide before the problem. light bulb fades in

STORYBOARD

7 Problem
 In high school core classes the design process is not being utilized and as a result students are lacking the skills to really delve into subject matter & problem-solve solutions.
 hands at bottom of screen. emanate. Students raising hands.

8
 Stop Giving Students the answers
 Make them think!
 stop giving... appears 1st then make them... hands are now lower

9
 Incorporating the design process into core content of science, ~~math~~ English & social studies will help students learn valuable problem-solving skills.
 hands are lowering again & move off of page.

10 End of Problem
 As well as social & situational awareness, time management, patience, spark curiosity, learn resourceful, make connections, & be more determined.

11 Audience
 Audience
 9th grade English, Social Studies, & Science teachers.
 words shown then fade to show persona cards for teachers.

12 Audience
 Audience
 9th grade students
 words shown then fade to show persona cards.

STORYBOARD

⑬ Audience Ends

Stakeholders

School Administration,
School board,
Superintendents,
Parents.

Stakeholders appears first then Verbiage

⑭ Goal

Goal

Create design process
Content to be incorporated
← into English, science,
Social Studies to
teach problem-solving
Skills.

Goal appears first then Verbiage.

⑮ Insights →

Insight	Strategy
Teachers are in charge of so many things...	Make it easy for teachers to incorporate design process into lessons...

Split screen Insight appears first then Strategy that goes w it.

⑯ →

Insight	Strategy
Teaching student problem-solving skills will build students...	use design process to problem solve in core content...

split screen again w insight appearing first then Strategy that goes w it.

⑰ End of Insights & strategies

Insight	Strategy
Teaching the design process will help support struggling students...	Create a place where teachers can obtain info...

split screen again w insight appearing first then strategy that goes w it.

⑱ Proposed deliverables

KEYFRAMES

the
Design Process
and
Core Subjects

Teaching the design process will help students strengthen and learn how to problem-solve.

Core subjects are believed to be critical in teaching students foundational knowledge and skills, they will use later on in life.

Core subjects are believed to be critical in teaching students foundational knowledge and skills, they will use later on in life.

But most students...

- Are bored.
- Don't care.
- Feel these skills are useless.
- Lack interest.
- See no connections to their lives or the lives of others.
- Are not engaged.

Teachers are...

- Sick of the lack of understanding.
- Exhausted.
- Wanting students to come to their own conclusions.
- Overworked.
- Sick of repeating themselves.
- Sick of the lack of problem solving skills.
- Stressed out.
- Sick of feeding students answers.
- Sick of the lack of participation.

KEYFRAMES



Let students be in charge of their learning.

In high school core classes the design process is not being utilized and as a result students are lacking the skills to really delve into subject matter and problem-solve solutions.

Stop giving students the answers.

Make them think!

Incorporating the design process into the core subjects of Science, English, and Social Studies will help students learn valuable problem-solving skills.

As well as social and situational awareness, time management, patience, spark curiosity, be resourceful, make connections, and be more determined.