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# 14.1 FINAL PROJECT | FINAL PRESENTATION MATERIALS

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

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# 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, super intendants, 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.

# MATERIALS MATRIX

TONYA STUART-MELLAND

## 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, super intendants, and parents, since they decide whether things are approved and could potentially shut down the project.

## WEBSITE



### *The Design Process Classroom*

a primary resource for the project. Where students and teachers can go to find content, learning resources, and video instructions.

### CONTENT

Multiple pages of resources for teachers and students. With an introductory page with information about why design process thinking is beneficial, and how to utilize the website. There will be individual tabs for Science, English, and Social Studies. Which will include individualized lesson plans, video instructions, rubrics, professional development resources and other resources to make the design process digestible for students and easy to incorporate for teachers. There will also be a place to purchase additional resources, which would be a build your own *Design Process Box*.

### PAGES (approx. 10 page, prototype)

- About us/information page
- Individual content pages will have tabs for various resources such as lesson plans, videos, rubrics, etc.
- Page for 9th Grade Science
- Page for 9th Grade English
- Page for 9th Grade Social Studies
- Page for ordering the subscription box and what it entails.

### INFORMATIVE VIDEOS (approx. 4 videos)

A video will be found on each of the core content pages explaining the how-to steps for specific content. Using prompts and students friendly graphics and language. There will also be introductory video explaining the benefits of teaching the design process in core subjects.

- One approx. 2-3 minute video explaining the benefits of the design process for students. Explain the launch process, and orient teachers and students to what it is all about.
- Three approx. 2-3 minute video explaining the process for each subject area. What it could look like, basically a how-to video.

5 points

## PRODUCT



## DESIGN

### *Design Process Project Box*

a subscription box that is full of visuals to incorporate the design process into content. Will include multiple resources.

### CONTENT

Multiple resource items for teachers and students. Including lesson plans, visuals, and other resources to make the design process digestible for students and easy to incorporate for teachers. Puts students in charge of their learning.

### PACKAGING (approx. 1 box)

A box that will house all of the design resources to be sent out to teachers.

### POSTERS (approx. 4 posters one for each step of process)

Poster series for classroom use for students and teachers to reference the design process steps, when working on projects.

### DECALS (approx. 2 floor vs. walls)

Large informational vinyl graphics to turn a classroom into a design process environment. These graphics will be made for walls and the floor for ease of utilizing the steps of the design process within the classroom. Can be made into sections for easy shipment.

### WORKBOOK/WORKSHEETS (approx. 1 with 20 pages)

Activities for students in each subject to utilize the design process with varying projects. Will help students brainstorm, and keep them on track. Specifically designed for each content area.

### DESIGN PROCESS CONTENT CARDS (1 deck of 50 cards)

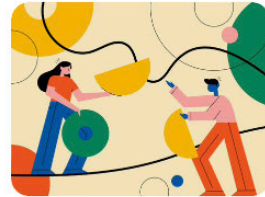
Will be used to visually help the students work their way through the design process in any content area. Help with ideas and problem-solving.

4 points



# KEYWORD GROWTH PULLS

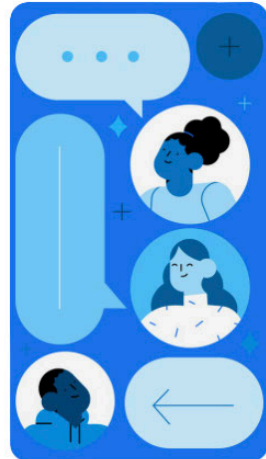
27 Pins



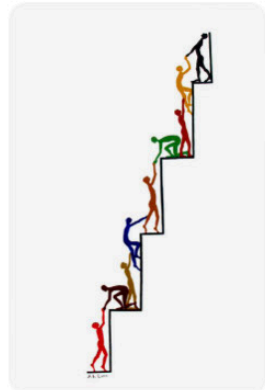
Confluencing - Illos ☆



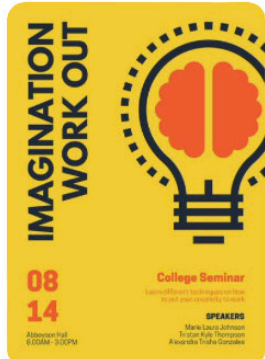
Market Research ☆



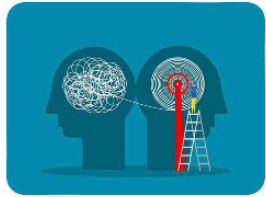
Megan Pelto Illustration ☆



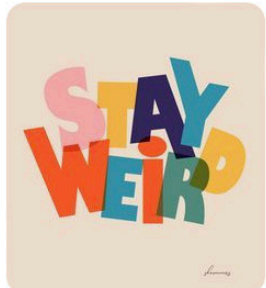
Sa Rah LeBlanc ☆



Free printable, customizable... ☆



Download The opposite mindset... ☆



Pinterest ☆



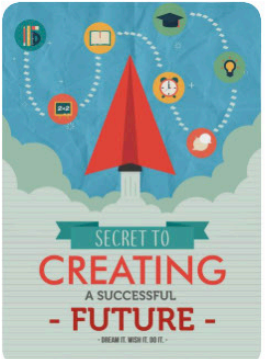
Mumfolk Studio rebrand inspiration ☆



12 Ways to End a Chapter (With... ☆



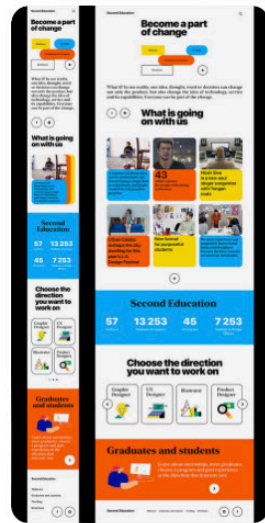
B&A - Main Portfolio ☆



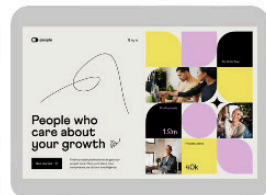
Education Poster ii ☆ fathsatra haqqi



CHAPMAN UNIVERSITY 2016... ☆



Second Education ☆



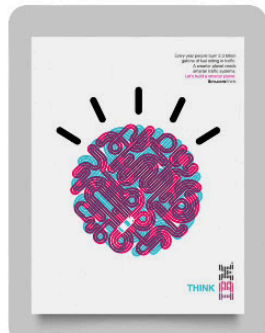
people: visual identity web page ☆



☆



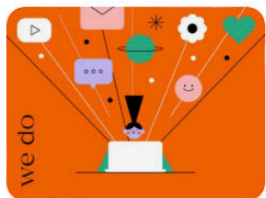
Hackney Forest... ☆ Spy Design Studio



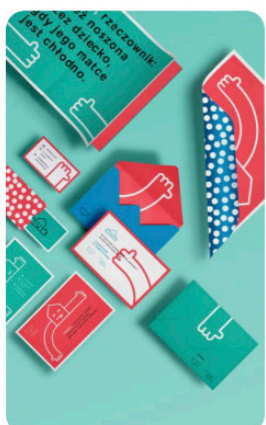
IBM - Office Jason Schulte Design ☆



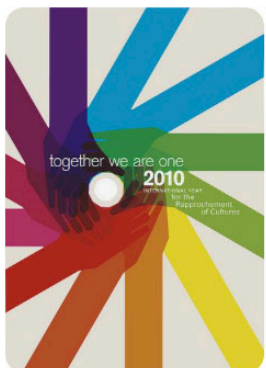
Brand Design for Gastown... ☆



We do ☆



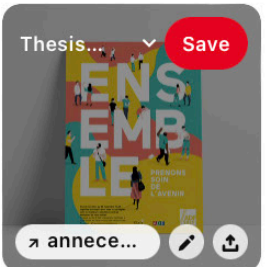
Przedszkole Chatka ☆



together we are one ☆



Education Creative Poster Creative... ☆



design thinking... ☆ B Inspirational...

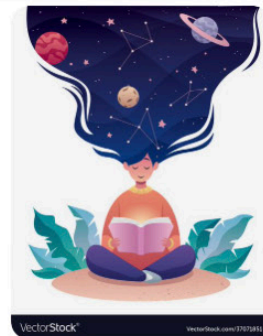


Seen+Noted: TBWAIndia launch... ☆





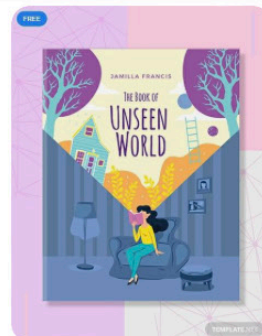
# KEYWORD EXPLORE PULLS



Thinking astrology vector image on...



Sketchnotes\_leader ship - SCRIBERIA



Children's Story Book Cover...



Smart Education Rocket Ship Launc...



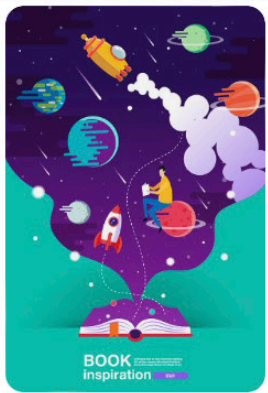
Smart Education Rocket Ship Launc...



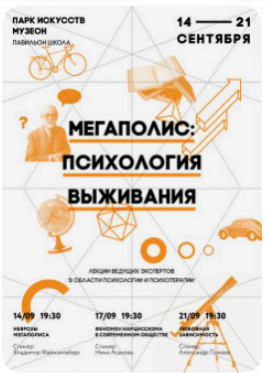
Programming for kids



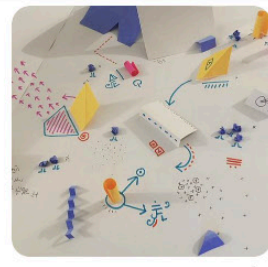
艺术中学招生海报 Poster of Art...



Education Stock Illustrations



Kiro



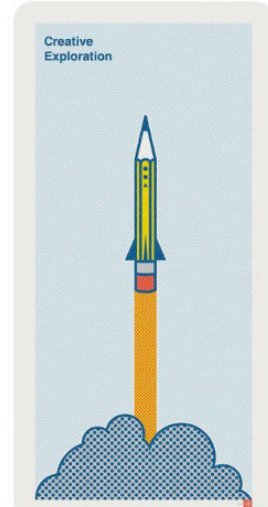
louise Tdl



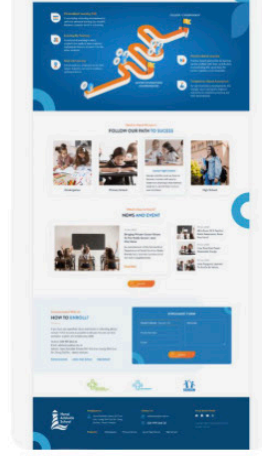
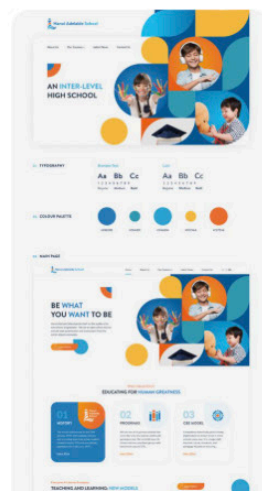
be a fearless explorer



Danilarosadesign



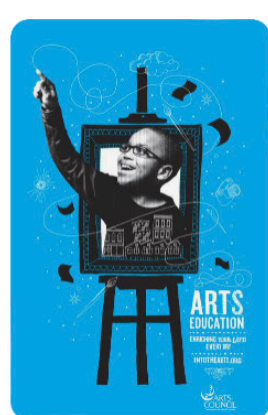
Creative Exploration



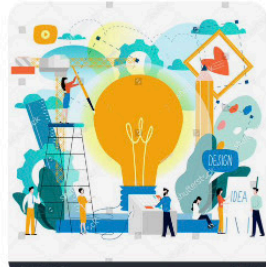
Hanoi Adelaide School



Kelli Laderer's Portfolio - Kelli...



Design Studio Designing Drawing...



Design Studio Designing Drawing...



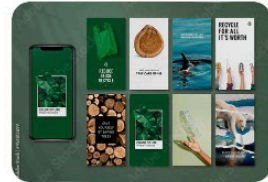
25+ Typography Trends for 2023



Creative Farm to Schools Education...



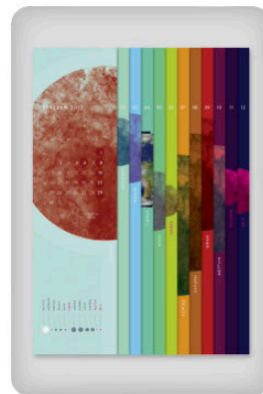
Free Vector | Graphic design...



Environment Socia...



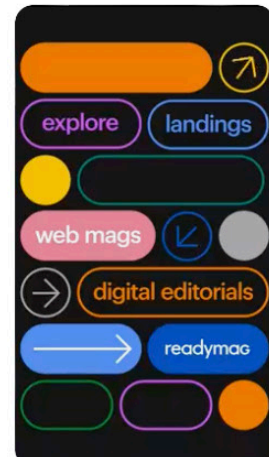
Samy Güttinger



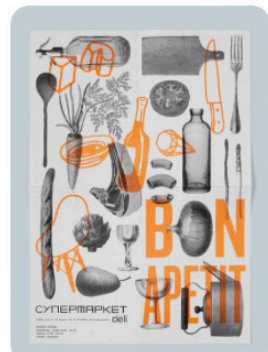
Calendar



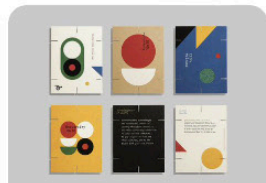
Hanoi Adelaide School



Explore Readymag



andrewgarybeardsal



Design | Garbett...



Material Lab Is a Happening Space



Sweet Graphic...



Free Vector | Education graphic



Game - 50x70 cm PosterLad



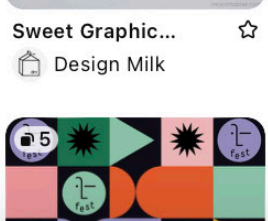
Game - 50x70 cm PosterLad



BRUSSELS MUSEUMS



The Biolan



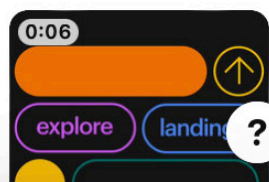
Search Projects |...



Magazine Layout...



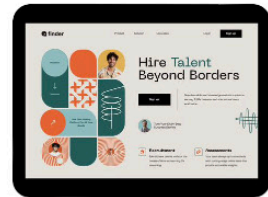
Search Projects |...



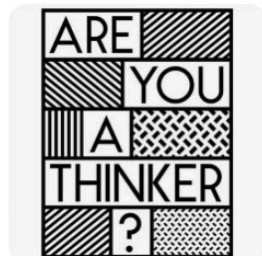
explore landings



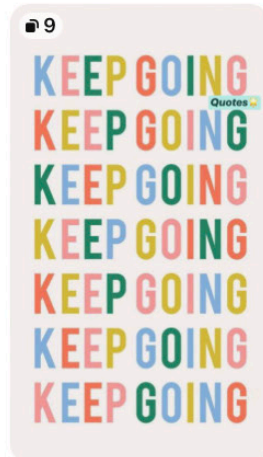
# KEYWORD CLARITY PULLS



Talent Hire Web Header



35 Remarkable Lettering and...



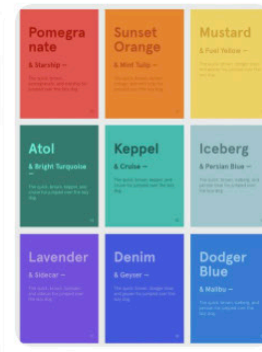
Quotes  
Abigayle Harrison  
1.6k



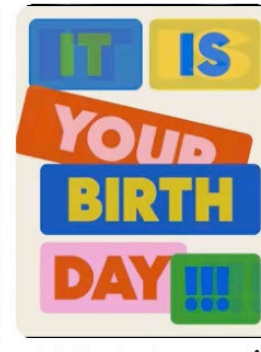
Think Less Do Mor...  
Green Frog Prints



20 bold flyer ideas  
Guy Kawasaki - ...



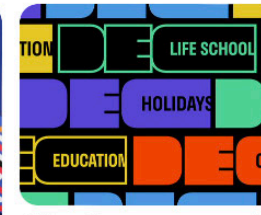
New Brand - ...  
The Indie Practice ...



Birthday Card...  
paper&stuff  
1.2k



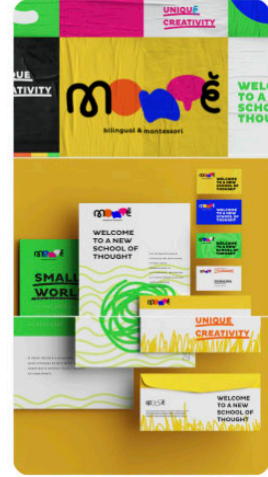
SWEET AUDIO logo...  
Kate Anto Design  
539



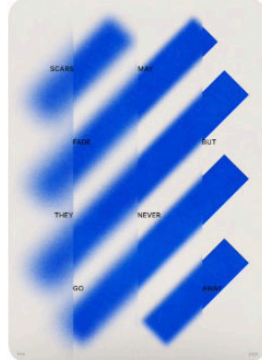
Education



Tabletalk Manners & Co.



School Montessori for Brazilian - ...



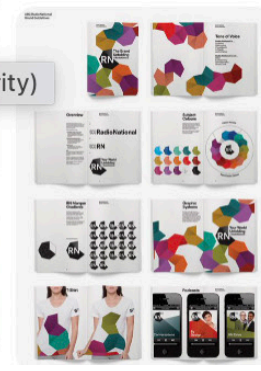
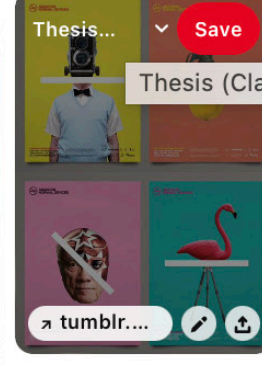
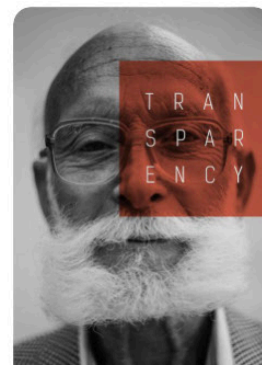
Weekly Design Inspiration #285



Doit  
Inkbox ink inc.



Doit  
Inkbox ink inc.



SAULÉS GOJUS Visual Identity



Design Toolkit



# STORYBOARD

Examples: How will it work

① Background →

The Design Process and  
Core Subjects

Use different colors for each block. Leave text blocks white.

② → → →

Teaching the Design Process

③ → → →

Science Students design their own lab...

Example of how it will work.

④ → → →

English students use steps to create...

Example of how it will work.

⑤ → → →

Social Studies students use historical events...

Example of how it will work.

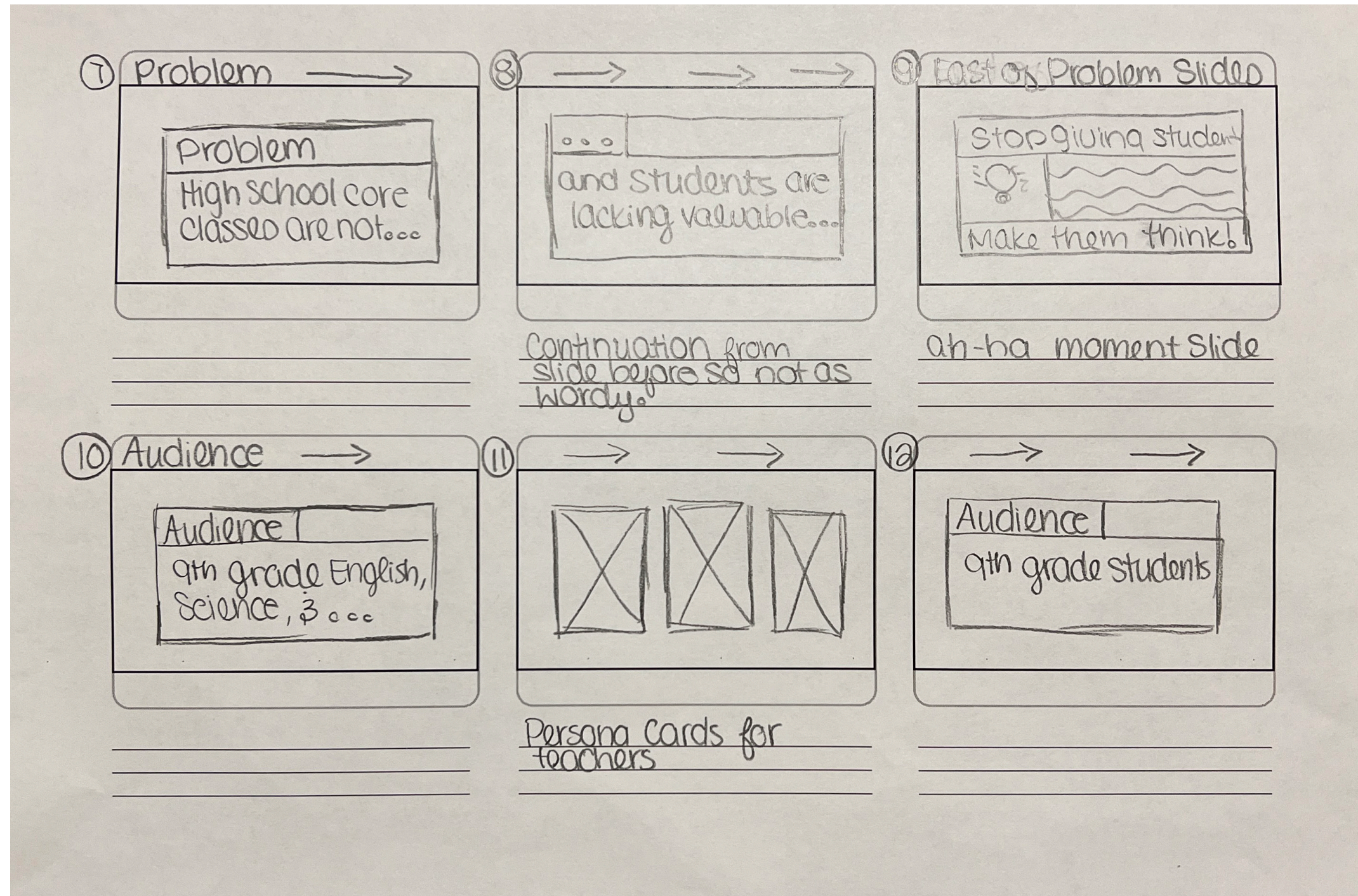
⑥ Last Background Slide

Let Students be in charge of their...

Ah-ha slide. Something to think about/ponder

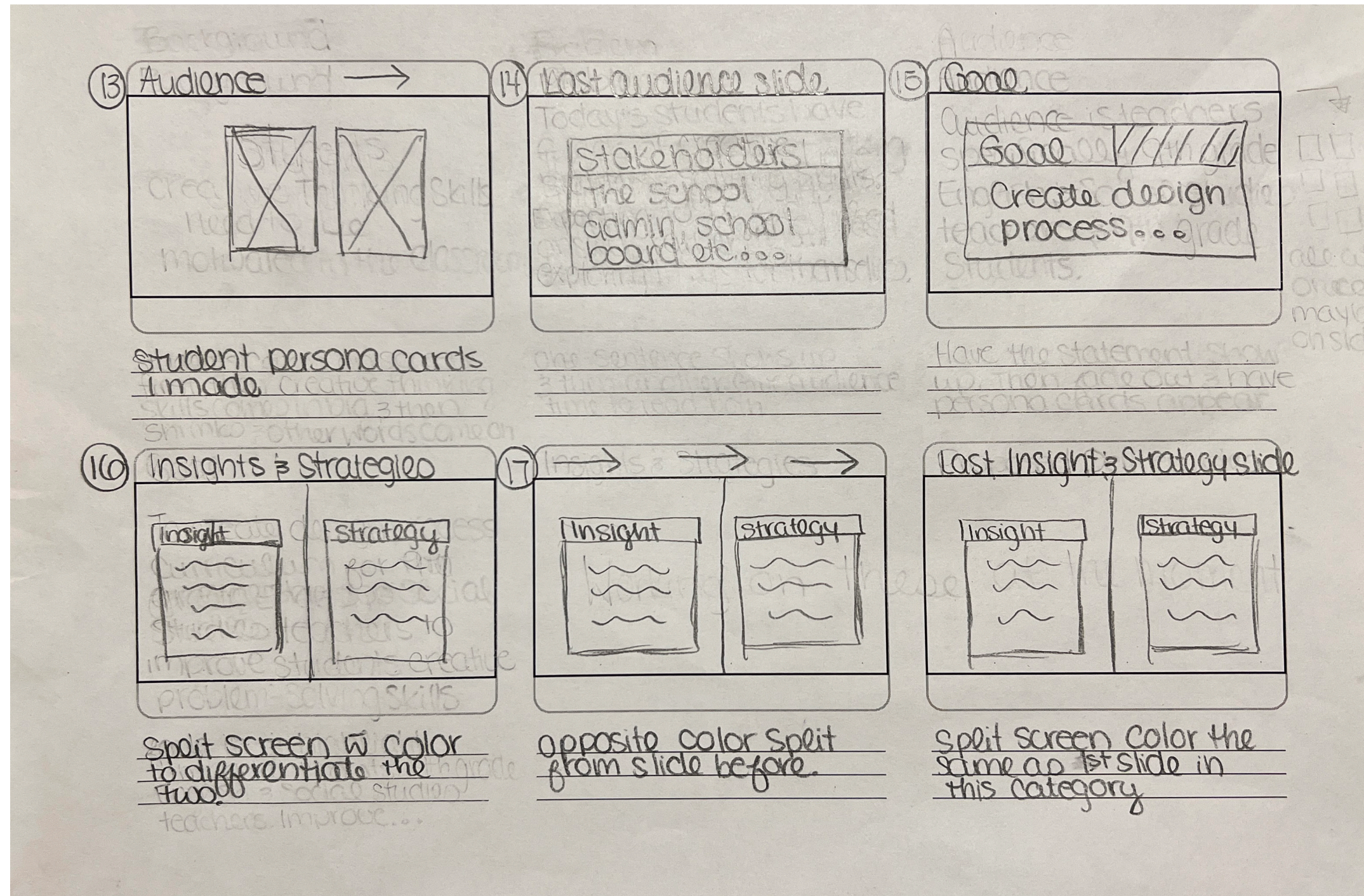


# STORYBOARD



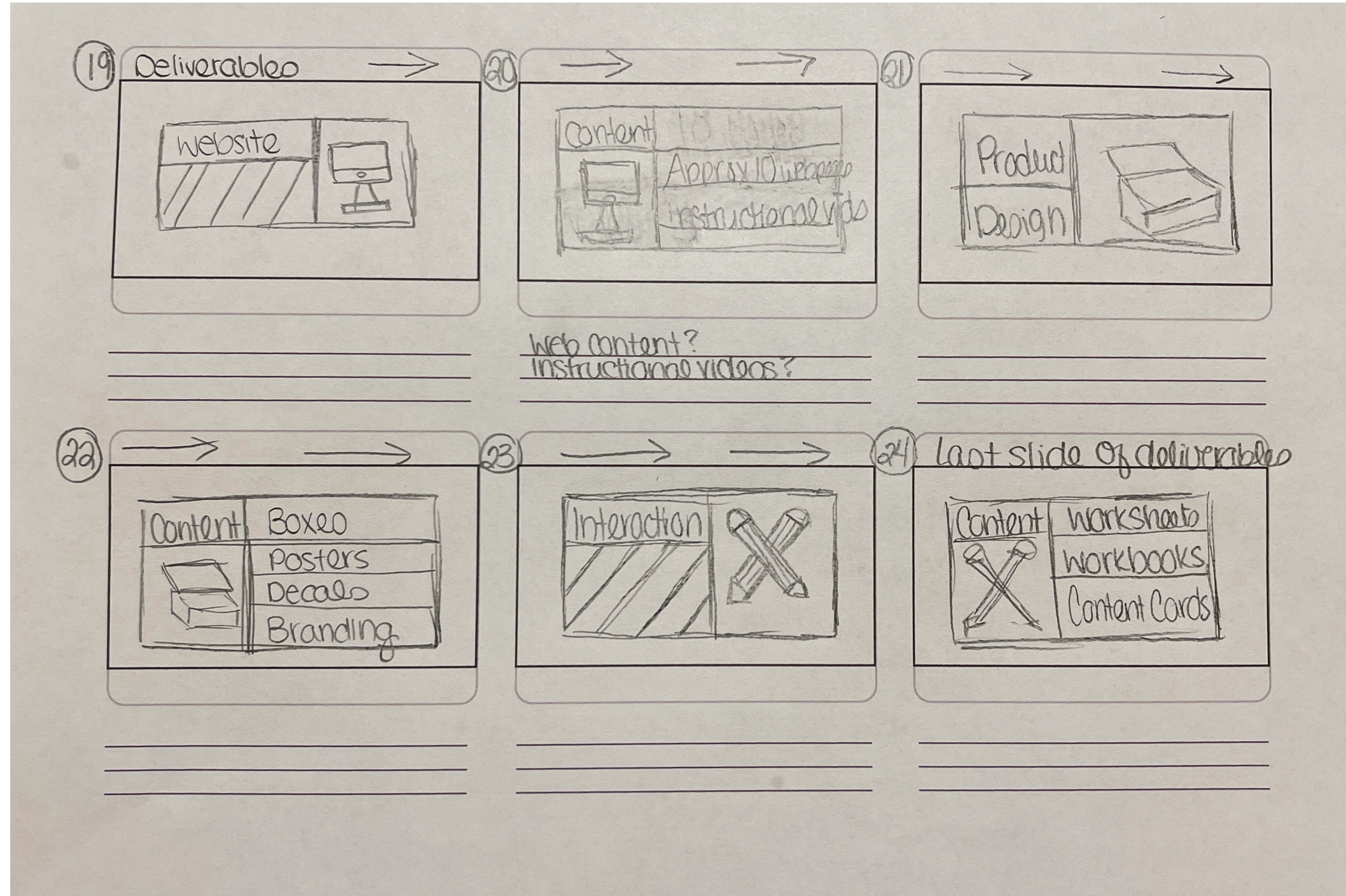


# STORYBOARD





# STORYBOARD





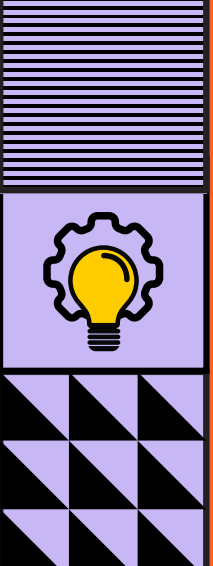
# KEYFRAMES

Launching  
9th Graders  
Into Learning




Tonya Stuart-Melland | 04920989 | Spring 2023 | Midpoint Proposal  
Academy of Art University, Graduate School of Graphic Design


Teaching the design process shows students how to effectively problem-solve.



Science students will... design their own lab experiments to discover and understand content.



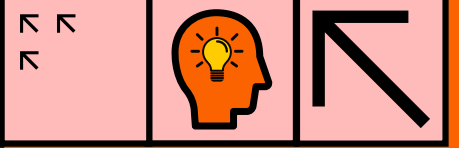

English students will... Define their own problems, and solutions. Which could then be constructed into an unconventional format.



Social Studies students will... Students use historical events covered in class and apply them to solutions of today.

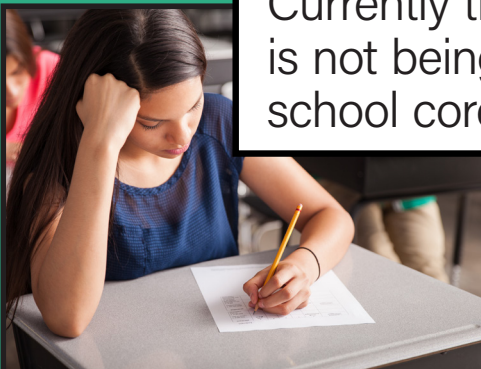


Let students be in charge of their learning.




# KEYFRAMES

**Problem**




Currently the design process is not being incorporated in high school core content.



**L** Look, Listen, and Learn  
**A** Ask Tons of Questions  
**U** Understanding the Process or Problem  
**N** Navigate Ideas  
**C** Create a Prototype  
**H** Highlight and Fix


**L**

The goal here is awareness. The teacher teaches the content for the lesson.




**A**

Students will ask lots of questions. Discussing the problem with other students and their teacher.




**U**

Students will take the knowledge they learned and conduct research to better understand the problem.



**N**

Students will explore possible solutions. Brainstorming ideas, for what they will create.






# KEYFRAMES


**C**

Students create a prototype. This might be digital, a tangible product, action, event, or a system.



**H**

Students will highlight what's working and fix what's failing.



Stop giving students the answers

Let them think!



**Audience**

Ninth grade English, Science, and Social Studies teachers.



**Audience**

Ninth grade students.



**Stakeholders**

School administration, school board, superintendents, and parents.



# KEYFRAMES

**Goal**  

Create design process content to incorporate into core subjects.




**Insight**

Teachers are already in charge of so much. Making implementation simple is key for utilization.

**Strategy**

Make it easy for teachers to incorporate the design process into core content areas.




**Insight**

Teaching students problem solving skills will build their confidence.

**Strategy**

Use the design process to problem solve in content areas.




**Insight**

Students who are struggling need a visual level of learning and more hands on content.

**Strategy**

Create content that supports visual learners. In an easy to follow format.




**Website**

**Content**

Multiple pages of resources for teachers and students.

Instructional videos, and introductory information.



**Product Design**

**Content**

Workbooks/Worksheets	
Posters	Content Cards
Decals	Packaging

