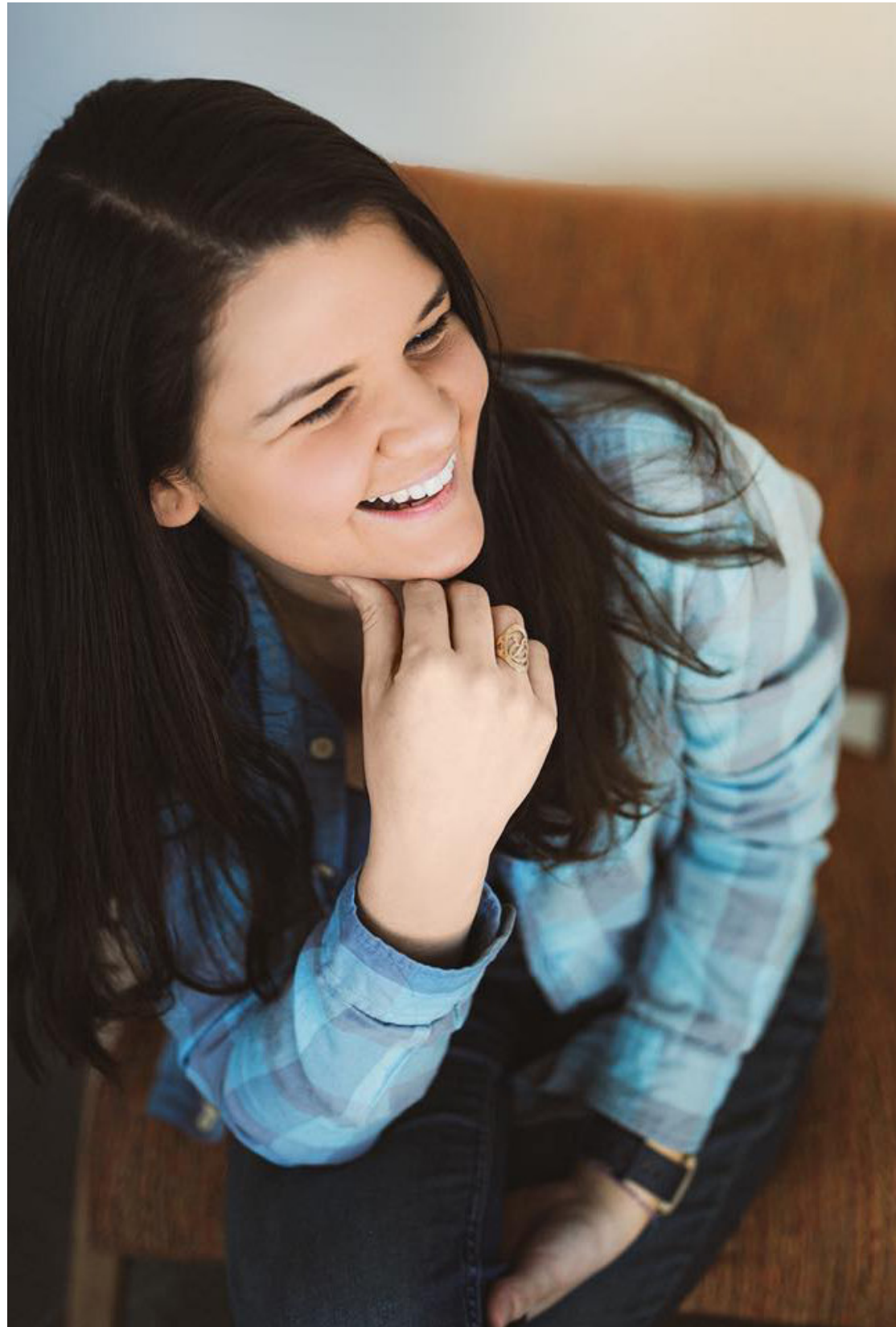

5.1 PRELIMINARY WORK | LAB 2

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



THE SCIENTIST TURNED TEACHER

Gender: Female

Age: 29

Income: \$50,000

Education: Masters of Public Health

Specific Traits:

1. Studied science throughout University. Was interested in photography. Became a self taught photographer, and opened her own photography business.
2. Because of her photography skills she was hired at a local high school to teach digital photography and graphic design.
3. She has no experience with graphic design or the programs. Had to self teach herself graphic design in 2 weeks before school started.
4. Tried reaching out to other graphic design teachers for content but, each teacher had a different approach making it difficult to digest.
5. Super bubbly personality. Which makes her very likeable to the students.
6. She will try anything once but, will make sure she excels at it even if she doesn't particularly care for it.

Statement:

As a person who has no previous graphic design skills, I believe that having graphic design curriculum available would be very beneficial. If all graphic design teachers were teaching the same skills, then the less experienced would have people to turn to for help. Helping students understand and enjoy skills that can be used in other subject areas or later on in life in their careers is very important to me. So I want to make sure that I am doing all I can give them as many skills as I can to succeed.



THE JACK OF ALL TRADES AIRMEN

Gender: Female

Age: 25

Income: \$25,000

Education: Bachelor of Arts in Communications

Specific Traits:

1. Studied communications in university so that she could enlist in the air force working in public affairs.
2. Public affairs involves creating content for the public to understand the missions of the United States Airforce.
3. She has been involved in documenting the removal of fallen soliers from foreign countries and their return to America to be buried.
4. Despite the serious nature of her work she is a jokster. Always coming up with new ways to prank her friends.

Statement:

As an active duty airmen working in public affairs, I could learn a lot about creating visual content through graphic design curriculum. Learning design basics and layout could help the public better understand the missions of the United States Airforce. Pictures are worth 1,000 words but, being able to expand upon that information and educate the public more fully would help alleviate the publics questions and concerns.



THE QUIRKEY STUDENT

Gender: Female

Age: 18

Income: \$5,000 (works part time at Arby's)

Education: Senior in high school

Specific Traits:

1. Is in her senior year of high school. She has taken every single art and design class offered at her high school.
2. She is very good at drawing, is very technology savvy, and loves to design different things.
3. She has applied at multiple universities to study graphic design. But might explore architecture instead.
4. Her graphic design teacher wasn't well versed in creating content to better teach the skills of graphic design. They relied a lot on videos but, there was very little creative projects to help students become familiar with the programs and skills.
5. She is working part time during the school year in order to help pay for her college education.

Statement:

As a senior in high school I wish I would have been able to explore graphic design further to see if it was something I want to study in college. I feel as if the skills that I did learn throughout high school could help me in other areas of my life, like if I decide to persue a career in architecture instead. I really enjoy designing things and would love it if I did this on a daily basis.



THE DECA PRESIDENT

Gender: Male

Age: 16

Income: \$0

Education: Sophomore in high school

Specific Traits:

1. Is in his sophomore year of high school. Where he is very involved in business classes and is the president of DECA.
2. His favorite class this year is marketing where students get to design a product and sell it to their fellow students and faculty.
3. He is most likely going to pursue a degree in business marketing when he is finished with high school.
4. He is deciding on what classes he would like to take as a junior. He thinks that graphic design might be a good fit for his interest in marketing.

Statement:

As a junior in high school I understand that I have some time to figure out what I want to do once I graduate. However, there are so many options I would like to explore before I decide on something. I am worried that I may get bored with business. What are other options? What is other subject matter I could explore in high school to better prepare me for university? There are just so many unknowns, and life after high school is scary to think about.



THE NURTURING ART TEACHER

Gender: Female

Age: 39

Income: \$80,000

Education: Bachelor of Science in Art Education and Masters in Education

Specific Traits:

1. She is very skilled at drawing and painting but, her technology skills are lacking.
2. She strives to please her students and tries to tailor her classes towards current trends in art.
3. She is the advisor for art club and is always looking for new exciting projects for the kids to do.
4. She's the sweetest teacher. All her students love her and she instill creativity into each and every one of them.
5. Has been teaching for 12 years. So she's kind of in a routine, even though she doesn't want to admit it.

Statement:

As a teacher I am always exploring different kinds of mediums and techniques to keep the kids excited and interested. Recently the students have been asking about doing some digital design work and drawing. Even though I studied art in high school and college I never learned about graphic arts. I would be interested in learning more so that I could help my students succeed when creating digital work.



THE LAYED BACK HAS BEEN

Gender: Male

Age: 45

Income: \$60,000

Education: Bachelor of Arts

Specific Traits:

1. Worked as a graphic designer for his first 10 years after graduating from college.
2. Taught graphic design and photography at a college level for 3 years. With no experience teaching.
3. Worked odd jobs for 10 years after teaching college. Finally landed a job teaching again at a high school.
4. He is very introverted and has a dry sense of humor.
5. He is also very set in his ways, what worked when he taught college should still work to teach high school students.

Statement:

As a seasoned veteran doing anything and everything for work I prefer teaching. I enjoy having the summers off and all of the holidays. The best part is that I can use all of the content I created for my college students, to teach my high school students. However, I have noticed that they aren't super excited about the assignments. I'm not sure what their problem might be, they are getting a college level education here. What more do they want?



THE OLD SCHOOL GRANDPA

Gender: Male

Age: 80

Income: Retired, collecting retirement

Education: Bachelor of science in education

Specific Traits:

1. Worked as a middle school math teacher from his graduation from college until he retired at 70.
2. Doesn't believe in technology. A pencil and paper will get the job done more efficiently.
3. He spends a lot of time with his grandson, who is very technology centered. Which upsets him.
4. His grandson has shown him some things on his computer. Even though he won't admit it he was impressed and could see its potential.

Statement:

As a grandparent of a teenager I understand the potential for technology to be a resource. However, I am very concerned about how teenagers are using the technology and how everything is at their fingertips. I would be interested in learning ways to use technology in a more meaningful way. Maybe I can teach my grandson how to use technology as a learning tool rather than just a waste of time.



THE ONE WHO NEVER SLEEPS

Gender: Female

Age: 37

Income: \$70,000

Education: Bachelor of science in art education, Bachelor of fine arts in graphic design and working on a master of fine arts in graphic design

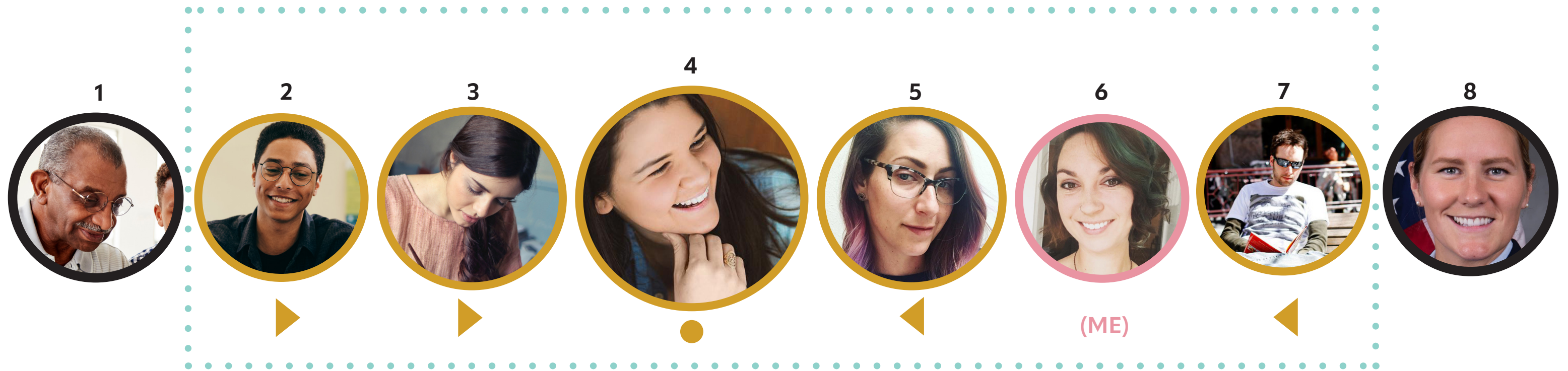
Specific Traits:




1. Worked in the industry as a graphic designer for multiple years.
2. Was hired in the CTE department at a high school because of her extensive technological skills and experience.
3. Fun spirit, who loves to try and experience new things.
4. Is stressed out most of the time trying to budget her time between work, grad school, and family life.

Statement:

As a designer turned teacher I struggle with breaking skills and content down in order to teach appropriate age content to my high school students. At times I do steps or key commands, and I don't even realize I didn't explain how I did it, or that I even did it. Then I look up and see that all the students are completely lost. It's difficult to determine what skills I should teach and balance that with projects that will keep them engaged.

THE AUDIENCE SPECTRUM



-  Audience
-  Me
-  Not part of my audience

STATEMENT IDENTIFYING THE AUDIENCES AND STAKEHOLDERS

The target audience for my thesis project are high school teachers, specifically teaching art and design classes. My secondary audience is the students because they will be able to utilize the content through their teachers lessons. Stakeholders would be the administration, school board and super intendents, since they decide whether things are approved and could potentially shut down the project.