9.1 PRELIMINARY WORK | DS CHART, PART 2

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

TOPIC

Teach design process to help students problem-solve in ninth grade science, English, and Social Studies classes.

GOAL

I will create design process curriculum for the core subjects of English, Science, and Social Studies for high school ninth grade students to better their creative problem solving skills.

AUDIENCE

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

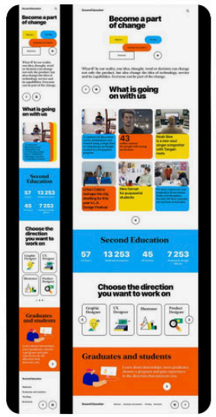
DS MATRIX

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 endevour. 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.

VISUAL SYSTEM KEYWORDS

Growth
Powerful
Success
Explore
Complex
Simplistic
Experimentation
Innovative
Process
Confident
Bright
Creativity
Bold
Engaging
Scale
Clarity
Consistent
Transform
Flexible
Encourage

KEYWORD GROWTH PULLS



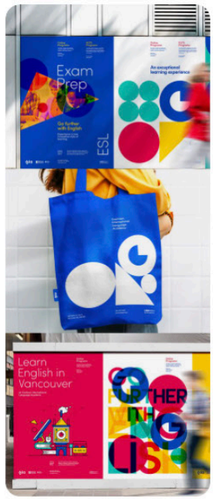
Second Education

people: visual identity

Pinterest

together we are one

Education Creative Poste

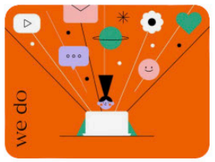


Brand Design for Gastow

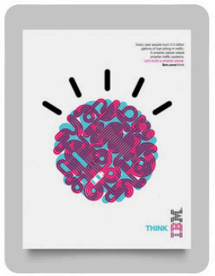
design thinking process

Inspirational...

Seen+Noted: TBWAIndia

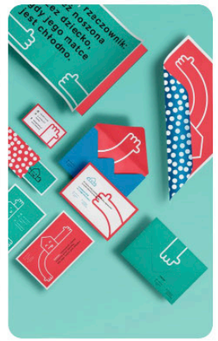


We do



IBM – Office Jason Schu

Cirox - Blog notes



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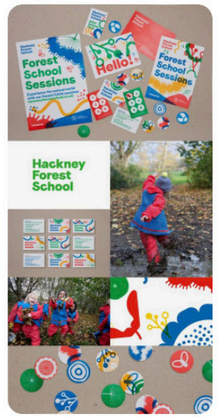


Hackney Forest School

Spy Design Studio

Brooke Irish

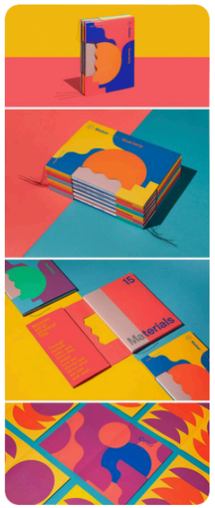
https://www.pinterest.com/tonyaleethatsme/thesis-growth/

KEYWORD EXPLORE PULLS

Game - 50×70 cm
PosterLad
PosterLad

Bold logo branding for r
LYLA Creative...
57

The Biolan

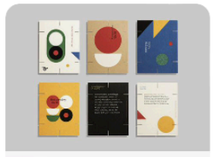


Mohawk Maker Quarterly
WE AND THE...

Calendar Planetarium

Search Projects | Photos,
MC+CO

Sweet Graphic Design:
Design Milk



Lytemedia: I will create b
Flyer Design

Explore
Readymag
1.9k

Altered Photographs

andrewgarybeardsall

Ostracism Apollo 20 - Se

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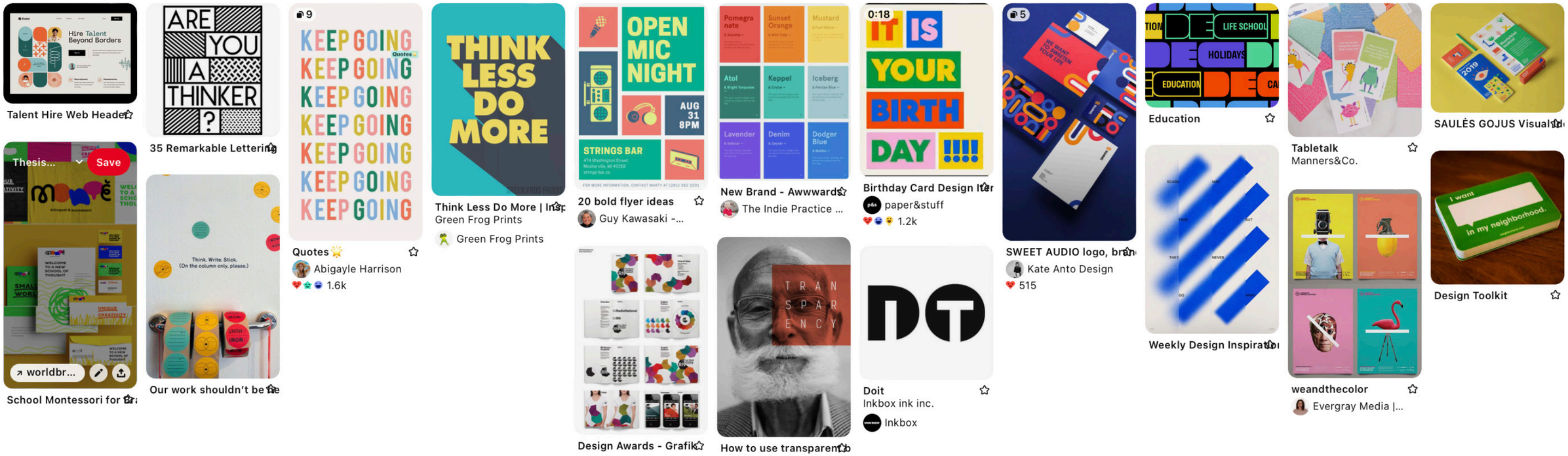
KEYWORD CLARITY PULLS



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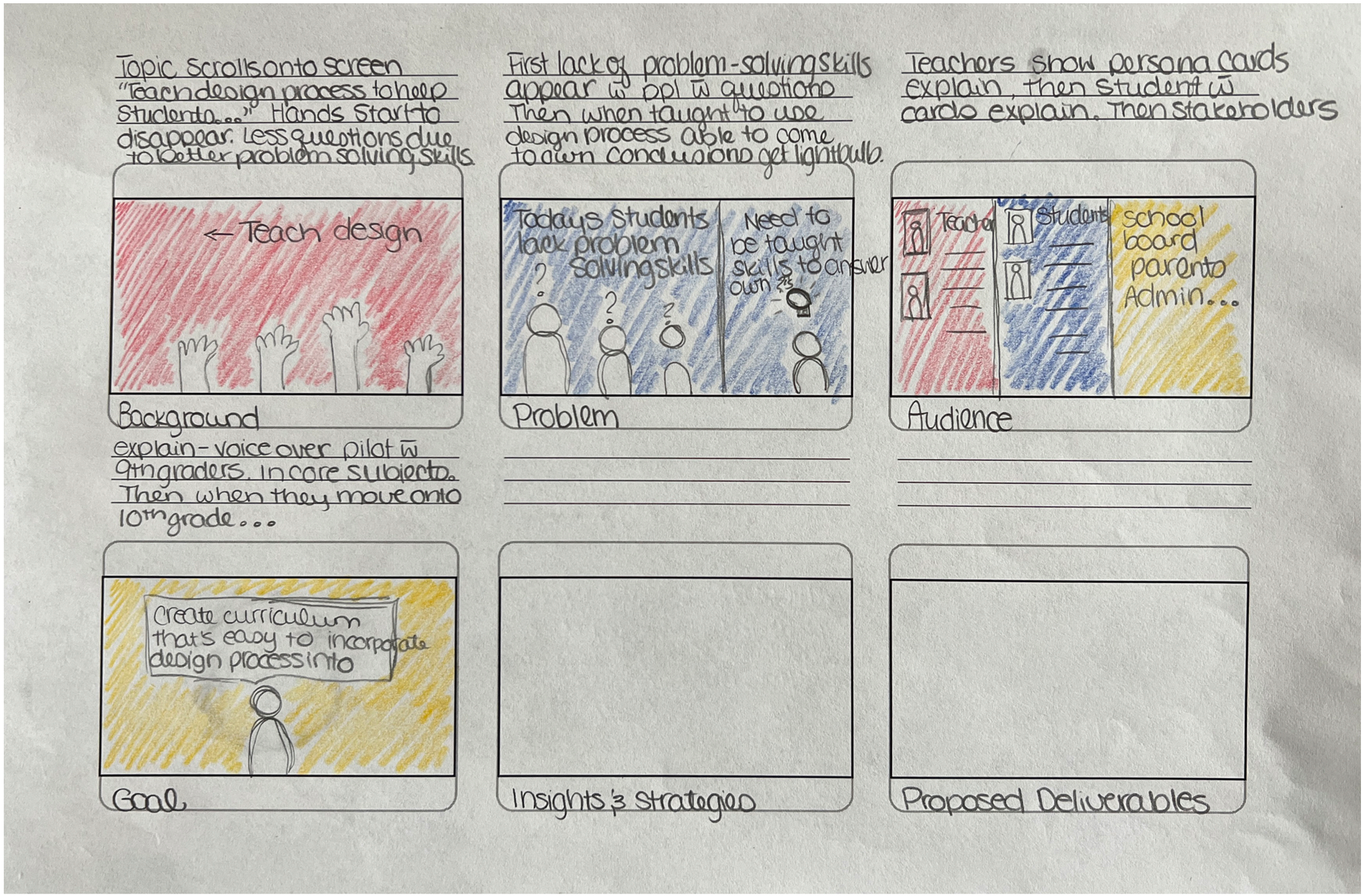
STORYBOARD


Topic scrolls onto screen "Teach design process to help students..." Hands start to disappear. Less questions due to better problem solving skills
← Teach design
Background
explain - voice over pilot w 9th graders. In core subjects. Then when they move onto 10th grade...
First lack of problem-solving skills appear w ppl w questions. Then when taught how to use design process able to come to own conclusions get lightbulb.
Todays students lack problem solving skills
Need to be taught skills to answer own
Problem
Teachers show persona cards explain, then student w cards explain. Then stakeholders
Teacher
Student
school board parents Admin...
Audience
Create curriculum that's easy to incorporate design process into
Goal
Insights & Strategies
Proposed Deliverables