EDUCATIONAL PARTNERSHIPS

EP Insider Vol. 02 2015

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Vol. 02

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Bernhardt Sponsored Project, Host Department: Environmental Design, Fall 2015.

←
Product Design Student
Tina Ou

ArtCenter College of Design

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EDUCATIONAL PARTNERSHIPS

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Educational Partnerships fosters global competency and facilitates experiential learning by bridging academic and professional practices.

Since ArtCenter was founded in 1930, engagement with industry has been a critical element of the student experience. Industry collaborations take on a variety of forms, but the intention and promise is always the same: high-quality, professional experiences that bring current industry challenges and opportunities into the classroom and provide students the context for imagining future solutions.

EP Program Statistics for 2015

2015	19	342
Partners	Projects	Student Experiences

→ Environmental Design Student Laura Valseca.

It is our privilege and responsibility to create opportunities for meaningful collaboration that benefit both our industry partners and our students.

Message from the President

The spirit with which ArtCenter was founded—to provide students the practical skills they need for professional success—is reflected in numerous partnerships that bring relevant industry assignments into our classrooms every day. Working with a vast network of companies and organizations, ArtCenter's Office of Educational Partnerships offers an average of 25 projects and workshops each year that expose students to a broad range of industries and topics.

It is our privilege and responsibility to create opportunities for meaningful collaboration that benefit both our industry partners and our students. Industry engagement in the classroom often leads to stunning portfolio work on the part of our students as well as to internships and a variety of career opportunities. Many professional relationships begin during a critique for a sponsored project or DesignStorm, and it is especially gratifying when our alumni return as sponsors.

I'm delighted to share with you the EP Insider, an annual review of ArtCenter's educational partnerships, to offer a sense of the range of creativity and ingenuity taking place in this part of our curriculum. I hope you will be inspired, as I am, by the work of our students and by the profound educational experience realized through these opportunities.

Dr. Lorne M. Buchman
President, ArtCenter College of Design

→

Photo credit: Photography and Imaging Student, Takayuki Mark Kasuya.

SPONSORED PROJECTS

Our flagship program gives partners the opportunity to sponsor studios in which select groups of upper-term undergraduate and graduate students work in multi-disciplinary teams to explore a broad range of topics.

Sponsored Projects have evolved over the years, but the intention and promise is always the same: high-quality, professional experiences that bring current industry challenges and opportunities into the classroom and provide students the context for imagining future solutions.

↑

Product Design Student, Hyein Jwa, Bernhardt Sponsored Project, Fall 2015

→

Environmental Design Student, Axel Bergholm, Bernhardt Sponsored Project, Fall 2015.

←

Product Design Student, India Hillis, Bernhardt Sponsored Project, Fall 2015

Sponsored Projects test students' leadership and collaborative skills like no other pedagogical model can.

James Meraz, Environmental Design Faculty

ARCTICA

Protocol 7 Concepts

TERM
Spring 2015

PROJECT BRIEF
Development of ideas and concepts that will inspire production design of a feature in 2016.

FACULTY
Ming Tai
Charles Rose

HOST DEPARTMENT
Film

JAGUAR/RANGE ROVER

Experience Based Interior

TERM
Spring 2015

PROJECT BRIEF
Developing a holistic concept for an experience-based interior for future vehicles.

FACULTY
José Wyszogrod
Sal Orara
Tim Huntzinger

HOST DEPARTMENTS
Transportation Design
Interaction Design

LOUNGE22

SoCal Outdoor Furniture Exploration

TERM
Spring 2015

PROJECT BRIEF
Designing a line of outdoor furniture influenced by the Southern California lifestyle.

FACULTY
David Mocarski
Cory Grosser

HOST DEPARTMENT
Environmental Design

NESTLÉ/COFFEE-MATE

Experiencing Retail with Coffee

TERM
Spring 2015

PROJECT BRIEF
Exploration and design for the Nestlé creamery+coffee experience for the 15-25 year old in the North American market.

FACULTY
Gerardo Herrera
Pascual Wawoe

HOST DEPARTMENT
Graphic Design

SABIC

Generation Alpha

TERM
Spring 2015

PROJECT BRIEF
Design a vehicle that will be marketed - in 2030 - to Generation Alpha. Design with the unique characteristics of this demographic in mind. Students will utilize SABIC Materials.

FACULTY
Dave O'Connell

HOST DEPARTMENT
Transportation Design

MADWORKSHOP

The Future of Public Space

TERM
Summer 2015

PROJECT BRIEF
This project explored new design opportunities which impact the changing nature of public space and spatial interaction.

FACULTY
David Mocarski
Cory Grosser

HOST DEPARTMENT
Environmental Design

JAGUAR

A Future Icon Sports Car for 2030

TERM
Summer 2015

PROJECT BRIEF
Students were challenged to design a future icon sports car for Jaguar for the year 2030.

FACULTY
Marek Djordjevic
José Wyszogrod

HOST DEPARTMENT
Transportation Design

NESTLÉ/NESQUIK

Nesquik Splash Project

TERM
Summer 2015

PROJECT BRIEF
Creating new rituals, rejuvenating products and inspiring design thinking for the Nesquik brand

FACULTY
Rob Ball
Gerardo Herrera
Pascual Wawoe

HOST DEPARTMENT
Graphic Design

GENERAL MOTORS

Global Sports Car

TERM
Summer 2015

PROJECT BRIEF
Designing the global sports car for the year 2021

FACULTY
Bradley Arnold

HOST DEPARTMENT
Transportation Design

METAL FINISHING ASSOCIATION OF SOUTHERN CALIFORNIA

Materials & Exploration of Micro Metals

TERM
Fall 2015

PROJECT BRIEF
Learning the tools, skills, prototyping and manufacturing process to make micro metal objects using copper, silver, aluminum, gold.

FACULTY
Krystina Castella
Catherine MacLean

HOST DEPARTMENT
Integrated Studies

BERNHARDT

Twenty-Somethings: Furniture Design For Them & By Them

TERM
Fall 2015

PROJECT BRIEF
Designing furniture for their own future, free from the constraints of the past or the functional requirement of the present.

FACULTY
David Mocarski
Cory Grosser

HOST DEPARTMENTS
Environmental Design

NISSAN

New Spirit of Nissan

TERM
Fall 2015

PROJECT BRIEF
Focusing on the interior or exterior, propose a Gen Z youth oriented care for 2015.

FACULTY
Marek Djordgevic

HOST DEPARTMENT
Transportation Design

DesignStorm™

DesignStorms are 3-day immersive workshops that leverage ArtCenter's skilled faculty, with the support of our sponsors' expertise, to guide mutli-disciplinary teams of upper-term students through an intensive design process. Over the course of the three days, the teams apply various methodologies to identify areas for deeper exploration and reveal new opportunities related to the topic at hand.

Students exploring "what if" scenarios

DesignStorms are a ton of fun and really capture the instinctive nature of our students to innovate and create at a very high level.

Jeff Higashi, Product Design Faculty

Group Shot, Taco Bell DesignStorm, Summer 2015

Taco Bell DesignStorm, Summer 2015

SNAPCHAT

Future of the Santa Monica Pier Arcade

DATES
Spring 2015

PROJECT BRIEF
Design an experience to fit within the arcade on the Santa Monica Pier.

FACULTY
Todd Masilko
Pascual Wawoe
Dave Bullock

TACO BELL

The future Taco Bell Experience

DATES
Summer 2015

PROJECT BRIEF
Exploration and design for the consumer restaurant experience of the future.

FACULTY
Rob Ball
James Chu
Gerardo Herrera

ADIDAS

adidas Women

DATES
Fall 2015

PROJECT BRIEF
In this exciting 3-day DesignStorm student teams conceptualized a compelling road-map that included brand strategy, communication design, retail environments and product designs around female versatile athletes.

FACULTY
Frido Beisert
Karen Hofmann
Sherry Hoffman

PROFESSIONAL DEVELOPMENT

Many ArtCenter students and graduates are interested in creating their own businesses. DesignFlashes are one-week design challenges that simulate entrepreneurial or freelance work by allowing students to work independently on real issues facing start-up organizations and new brands.

DesignFlash,
May 2015

I believe that ArtCenter is at its best when knowledge is shared by teachers that are professionals, working in collaboration with industry partners for the betterment of the next generation of art and design leaders.

Cory Grosser, Environmental Design Faculty

RE/BOOTCAMP

DATES
May 2015
October 2015

RE/BOOTCAMP is a one-day immersive & intensive workshop, followed by four months of continued education, inspiration and collaboration designed to re-energize the designer's creative & professional practice.

Be/Bootcamp, Los Angeles
October 2015

Be/Bootcamp, Los Angeles
October 2015

Get involved.

Sponsored Projects

Benefits

BENEFITS TO PARTNERS
Access to emerging talent
Exposure to design methodologies
Fresh creative perspective and innovative design solutions
Networking with ArtCenter's design community

BENEFITS TO STUDENTS
Opportunity to work with real "clients"
Potential for internships and/or employment opportunities
Exposure to current industry trends
Opportunity to work with students from different majors
Portfolio development

BENEFITS TO FACULTY
Exposure to current industry trends
Opportunity to work with faculty from different majors
Professional networking

Key dates and Deadlines for 2016 & 2017

SUMMER 2016
Full-term projects must be confirmed by Monday, February 29, 2016
Sponsored Project agreements must be executed by Friday, March 18, 2016

Schedule*
Kick-off: the week of May 16, 2016
Research review: the week of June 6, 2016
Midterm review: the week of June 27, 2016
Final Presentations: the week of August 15, 2016

FALL 2016
Full-term projects must be confirmed by Monday, June 27, 2016
Sponsored Project agreements must be executed by Friday, July 15, 2016

Schedule*
Kick-off: the week of September 12, 2016
Research review: the week of October 3, 2016
Midterm review: the week of October 24, 2016
Final Presentations: the week of December 12, 2016

SPRING 2017
Full-term projects must be confirmed by Monday, October 17, 2016
Sponsored Project agreements must be executed by Friday, November 11, 2016

Schedule*
Kick-off: the week of January 16, 2017
Research review: the week of February 6, 2017
Midterm review: the week of February 27, 2017
Final Presentations: the week of April 17, 2017

*All dates are approximate and subject to mutual availability and subject to final approval

DesignStorms

Benefits

BENEFITS TO PARTNERS
Access to emerging talent
Rapid ideation
Networking with ArtCenter's design community

BENEFITS TO STUDENTS
Opportunity to work with real "clients"
Potential for internships and/or employment opportunities
Exposure to current industry trends
Opportunity to work with students from different majors
Experience in a variety of design methodologies
Payment for participation

BENEFITS TO FACULTY
Opportunity to work with real "clients"
Exposure to current industry trends
Opportunity to work with faculty from different majors
Professional networking

Key dates and Deadlines for 2016 & 2017

SUMMER 2016
DesignStorm Dates*
June 14-16, 2016 (confirmation needed by Monday, March 28, 2016)
July 12-14, 2016 (confirmation needed by Monday, May 9, 2016)
July 19-21, 2016 (confirmation needed by Monday, May 16, 2016)
*There may be additional dates available, please inquire for more information.

FALL 2016
DesignStorm Dates*
October 11-13, 2016 (confirmation needed by Monday, August 22, 2016)
November 8-10, 2016 (confirmation needed by Friday, September 9, 2016)
November 15-17, 2015 (confirmation needed by Monday, September 12, 2016)
*There may be additional dates available, please inquire for more information.

SPRING 2017
DesignStorm Dates*
February 14-16, 2017 (confirmation needed by Monday, November 28, 2016)
March 14-16, 2017 (confirmation needed by Monday, January 9, 2017)
March 21-23, 2017 (confirmation needed by Monday, January 16, 2017)

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ArtCenter College of Design

Get involved.

adidas
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Intel
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Land Rover
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MFASC
Nestlé
Nissan
SABIC
Snapchat
Taco Bell

Thank you to our 2015 partners!

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