The Inclusion of Social Responsibility in the Visual Communications Curriculum

2008

Case Study

Submitted by:
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"In my classes, I try to introduce projects that address an issue (social, political, religious, etc). [Students] begin to understand how their profession can affect ones attitude about such topics."

Kimberly Fleischman
Assistant Professor
Daemen College

Daemen College

Synopsis from official website <http://www.daemen.edu/people/welcome.php>

> While offering courses for career preparedness and personal development, the College seeks to instill a love for knowledge. Through an academic atmosphere that leads to open inquiry and debate, we encourage our students to think broadly and creatively, and to develop an intellectual curiosity that extends beyond the college years.
>
> Daemen College also believes education must go beyond personal and career concerns. In this spirit, Daemen students are exposed to a set of values encouraging them to contribute to the development of the common good, one of the principles on which this College was founded. More than 50 percent of our students choose to participate in the Daemen Service Learning Program, which provides a wide range of opportunities for interaction with local agencies, service organizations, and charitable causes. The Daemen College Service Learning Program has been selected by the National Points of Light Foundation for outstanding service and commitment. It is an award which reflects the time, energy, and effort Daemen students put into helping their community, learning that, as individuals, they can and do make a difference.
>
> **Dr. Martin J. Anisman**
> *President*
> *Daemen College*

Center for Sustainable Communities and Civic Engagement

Visit <http://www.daemen.edu/academics/catalog/sustainable_communities.php>

Center for Sustainable Communities and Civic Engagement
Executive Director: Cheryl Bird
Special Projects Coordinator: Sharon Benz
West Side Community Coordinator: Jolene Baller

The only center for urban sustainability in the United States, the Center for Sustainable Communities and Civic Engagement has as its mission to partner Daemen College and its students with urban communities to promote civic responsibility, leading to communities that are healthy, safe and vital, and that will remain so for future generations. The Center is supported by funding from the College and various agencies, foundations and corporations.

The Center offers internships with community based organizations, businesses and government entities with a common goal of developing active, livable neighborhoods in the City of Buffalo. Student interns learn new approaches for solving problems and can take those solutions with them to the next community they serve. Interns may be teaching children study skills for success in school, teaching techniques for securing government services or assisting in the management of community organizations. Most internships are credit bearing. Twenty hours of service, together with a site-based written project, equals one credit. All majors are welcome.

Internship Requirements:

1 Sophomores, juniors and seniors with a 2.0 GPA are eligible.

2. Students may choose an internship site by emailing or visiting the Center for Sustainable Communities in Curtis Hall, 2nd floor.

The Center, in collaboration with the University at Buffalo Economic Development Clinic, Teen Challenge, and the Locust Street Art School, received a $35,000 grant from Home Depot and KaBoom, a national organization dedicated to building safe playgrounds.

Course Project

Client:	Urban Roots Community Garden Center Buffalo, NY www.urbanroots.org
Class:	ART445 Special Projects (1st semester Senior Graphic Design Students) Casey Kelly, Maria Lettiere, Jacki Roach, Matt Wetter, Michelle Kmentt
Professor:	Kim Fleischman, Assistant Professor in Graphic Design
Term:	Fall 2007

Urban Roots is a store in Buffalo, NY that sells gardening supplies and plants, known for their heirloom produce. This is the first store open in the West Side that caters to the needs of urban gardeners. It is also the first, and of many to come (hopefully) of merchants that are moving into a neighborhood in need of a good face lift. Urban Roots opened their doors in Spring of 2006. They were in business for a year at the time I approached them to talk about a partnership with Daemen Design students. Listed below is the result of our conversation. Myself with business partners and students gathered information to kick start the project. We determined that their logo was solid and successful. Urban Roots needed direction on how to use their logo and developing their mission of the store within a growing community.

DESIGN BRIEF
Information gathering:
Secret garden
Oasis
Community
Special
Feel at home
Not too polished
Home made
Home grown
Build pride in area
Instill value

What makes Urban Roots unique:
Location
Heirloom vegetables (protects heritage and diversity)
Attract locals, finding out what their needs are (large amounts of cilantro)
Urban gardener has small containers, small yards
Consignment artists: locally made products
Ball and burlap trees to donate
Encourage beautification: partnership with Allentown Assoc. supported by National Fuel; received grant to purchase shrubs to hide meters

Offer landscape and maintenance services
Offer education classes: teach differences between urban and rural gardening
Cooperative ownership

Look at:
Whole Foods
Wegmans
For signage, labeling, overall look and feel of place

Brand 5 corners
Include in address

THINGS TO DESIGN
Inside:
Place for signage. Information that changes often.
A place to announce workshops, special events
Something that identifies their consignment artists
Price tags
Overall signage for tools, bags, containers, seeds.

Outside:
Planter signs: says name of plant and how to grow
They need to be weather friendly. Research natural materials, etc.
They need to be able to switch out or change information like prices and plants when they change seasons
There are places that could be utilized for information:
- Outside of fence.
- Swinging fence doors
- Window front

Around town:
Because of it being hidden, markers on corners are needed.
Post signs branding 5 corners
Lawn/garden stakes. Mostly used by Member-Owners during garden walk.

SPECS FROM UR:
Identity system
Thank you cards
Xmas cards
Indoor signage (read above)
Outdoor signage (read above)
Post signs
Corner markers
Outdoor planter signs
Lawn/Garden stakes
Membership kit (what would you like if you became a member?)
Brochure (not sure about what kind of vehicle it could be) that will be given to those who would be interested in their landscape and maintenance services.

EVENTS TO CONSIDER:

Gardening classes: educating differences between urban and rural gardening

Encourage beautification: partnership with Allentown Assoc. supported by National Fuel. Received grant to purchase shrubs to hide meters.

Local Food Festival: encourage neighborhood to have a cook off using produce from urban roots. Open to public for all to eat.

Ball and burlap Delivery Day (Planting Day)

Handmade and Heirloom Festival: highlighting the products that are handmade locally and great variety of produce.

Project Recap

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This class started in late September and presented their work to Urban Roots early December.

Five Design students came up with their own design solutions and presented their work to Urban Roots business partners.

The solutions address issues of low cost, high design, long life, and sustainability. Students researched materials, printers, ink and eco-friendly processes that they presented to Urban Roots along with their designed pieces. The project was handed over to Urban Roots due to end of semester. Urban Roots hired Maria Lettiere (one of the students) as their Design Intern to assist in completing these projects.

This was a success in terms of designing with creative freedom on a tight budget. It gave students experience in a real situation of client and designer relationships. The project was for a business that is doing good in our community therefore encouraging our students to think about who and what they are designing for.

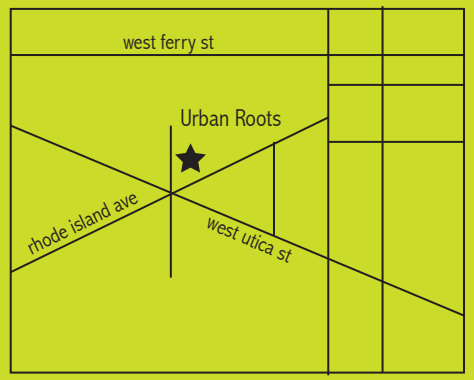
Project Deliverables

To follow are examples of the work produced for Urban Roots.

Five Design students came up with their own design solutions and presented their work to Urban Roots business partners.

Top left: Urban Roots storefront; Top right: Christmas cards.

Bottom left: wreath signage; Bottom right: apparel hang tags.



Urban Roots community garden center
428 Rhode Island St. Buffalo, NY 14213
www.urbanroots.org

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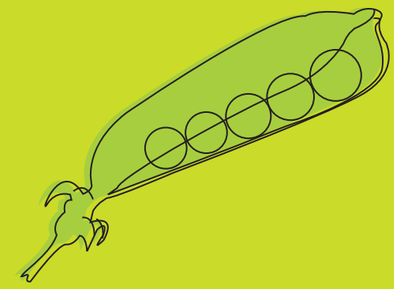
stamp

URBAN ROOTS

know your roots / save the seed
handmade & heirloom festival / nov 2.3.4

happy holidays.
from our garden to yours



give peas a chance.

Urban Roots Community Garden Center
428 Rhode Island St, Buffalo NY 14121
716.390.8982 www.urbanroots.org

garden gloves small $9.99

garden sheers $12.99

womans long sleeve small $9.99

womans long sleeve small $9.99

childrens short sleeve S $9.99

womans short sleeve
S
$9.99

womans short sleeve
S
$9.99

URBAN ROOTS womans short sleeve
S
$9.99

URBAN ROOTS mens short sleeve
XL
$12.99

URBAN ROOTS mens short sleeve XL $12.99

URBAN ROOTS mens long sleeve
M
$11.99

URBAN ROOTS mens short sleeve XL $12.99

URBAN ROOTS mens short sleeve XL $12.99

URBAN ROOTS mens short sleeve XL $12.99

URBAN ROOTS mens short sleeve XL $12.99

URBAN ROOTS womans long sleeve small $9.99

URBAN ROOTS womans long sleeve S $9.99

Urban Roots
Community Garden Center

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